PRESTIGE

INSTITUTE OF MANAGEMENT & RESEARCH, GWALIOR

MBA PROGRAMME ACCREDITED BY NBA

UGC NAAC ACCREDITED 'A' GRADE AUTONOMOUS INSTITUTE

MRP REPORT

On

Assistance, Convenience And Perceived Value As Drivers To Impulsive Purchase Decision

Towards Partial Fulfilment of Requirements of Master of Business Administration Degree

SUBMITTED TO

Prestige Institute of Management & Research, Gwalior

SUBMITTED BY

Anmol Garg

Priya Mishra

DECLARATION

WePriya mishra and Anmol Garg students of MBA III Semester of Prestige Institute of Management & Research, Gwalior, hereby declare that the Major Research Project synopsis report titled **Assistance, convenience and perceived value as drivers to impulsive purchase decision** submitted by us in the line of partial fulfillment of course objectives for the Master of Business Administration Degree. We assure that this report is the result of our own efforts and that any other institute for theaward of any degree or diploma has not submitted it.

Place: Prestige institute management & research, Gwalior

Date: 25-01-2022

Anmol Garg

Priya Mishra

MBA (FT) III A

CERTIFICATE

This is to certify that Priya Mishra and Anmol Garg MBA Semester – III, of Prestige Institute of Management and Research, Gwalior have successfully completed their Major Research Project Report. They have prepared this report entitled **Assistance, convenience and perceived value as drivers to impulsive purchase decision** under my direct supervision and guidance.

Sr. Asst. Prof. Dr. Sneha Rajput

ACKNOWLEDGEMENT

We Priya mishra and Anmol Garg express our sincere gratitude to Sr. Asst.Prof.Dr. Sneha Rajput giving us the opportunity to work under her guidance on the report entitled **Assistance, convenience and perceived value as drivers to impulsive purchase decision.**

We are grateful to the Director of the Institute Dr. Nishant Joshi, MRP Coordinator Dr. Pranshuman Parashar and MRP Co-coordinator Asst. Prof.Brahammanand Sharma for their valuable suggestions in the execution of report preparation.

We are also thankful to other faculty and staff members that guided and helped us very kindly at each and every step whenever we required. We also acknowledge & convey thanks to the library staff, computer department of PIMRG for their kind and valuable support.

Priya mishra

Anmol Garg

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Chapter 1

Abstract

Researchers and practitioners have been interested in the field or impulse buying tor the past may years (Clover,1950; Stern, 1962; Rook, 1987; Peck and Childers, 2006; Chang eta], 2011). The purpose of this paper is to provide a detailed account of the impulse buying behavior by compiling the various research works literature in the field of Retailing and Consumer Behavior. It gives a broad overview of the impulse buying construct and the various behavior related aspects. A wide range of journal databases and books were referred to review the works of various researchers. The content analysis of the various research works led to the classification of literature into different factors influencing impulse buying and further development of research framework. The multiple aspects of the subject are categorized for future research works in the area of impulse buying with the suggestions. The paper will be useful for marketing practitioners and researchers towards comprehensive

Keywords: Assistance, convenience, perceived value and impulsive purchase

1.Introduction

Hypermarkets, Multiplex malls, Mega marts are the new races or modern retailing environment in major Cities of India. The retail industry in India has emerged as one of the most dynamic and rapidly growing industries with several domestic and foreign players entering into the market. India is rated fifth among the developing countries based upon global retail development index of thirty developing countries drawn up by AT Kearney 2012 reports. The organized retailing in India is expected to grow multifold in the next five years, which is mainly driven by changing lifestyles, increasing disposable income and favorable demographic segmentation. Indian consumers have diametrically changed in terms of their shopping behavior and impulse buying is emerging as a highly noticeable behavior. In this context, the role of impulse buying plays a significant role for modern retailers and hence for researchers. In this paper, we have reviewed the literature on the impulse buying behavior and proposed a comprehensive outline of impulse buying behavior to be explored and empirically tested in future research endeavors at the end of this paper, we have outlined a set of suggestions related to the impulse buying behavior of consumers to be investigated in the subsequent research works.

Most of us are familiar with returning home with products we never intended to buy the first place. Impulsive buying has long been identified as a significant behavior in retail business (e.g., Stern 1962). Impulsive buying is a universal phenomenon, although it may be manifested in different ways subject to individual differences such as gender (e.g., Dittmar et al. 1995, 1996; Verplankenand Hera Badi 2001) or culture (Kacen and Lee 2002). Impulse buying is an interesting psychological phenomenon. This was unequivocally put forward by Rook (1987), who described impulse buying as a psychologically driven urge to buy. Since this seminal article, impulse buying has been approached from very different psychological perspectives, each of which highlights different constructs or mechanisms which might explain this behavior, such as personality, emotions, identity concerns, cognitive processes, self-control, or psychopathology. While these perspectives together provide a rich account of the impulse buying phenomenon, they also lead to a degree of confusion, and produce inconsistencies and discrepancies in research findings. In this article we will first discuss the definition of impulse buying. We will then focus on the various perspectives on impulse buying as these have been put forward in consumer, economic, social, and

clinical psychology. We continue by presenting an overarching framework of psychological functioning, which has the potential to reconcile some of the seemingly contradictory or paradoxical findings on impulse buying. Finally, we will discuss implications for policy and regulation.

2. Conceptual Framework and ROL

2.1 Conceptual framework

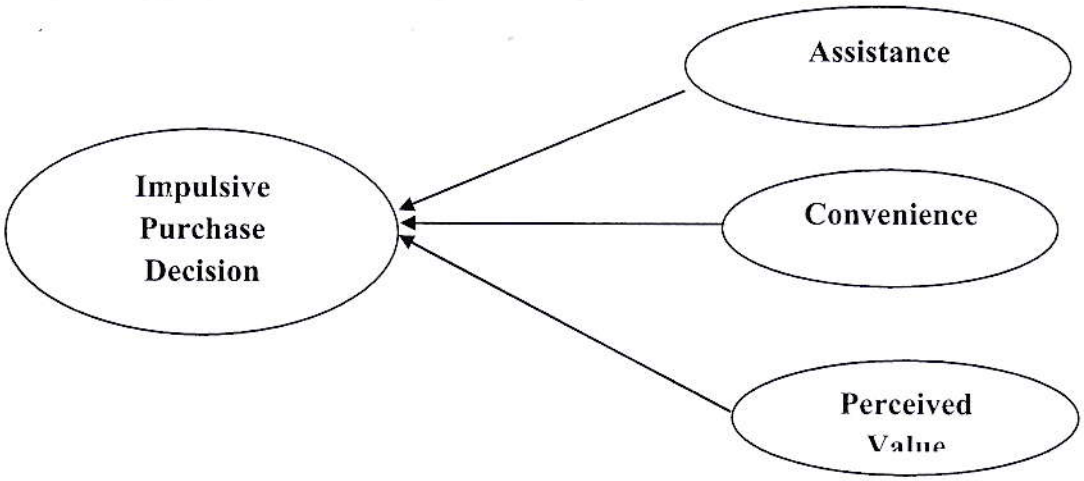
Convenience: "Convenience typically matters most for routine purchases. Consumers are willing to pay more when it comes to groceries, personal care items and pet supplies. And again, parents are significantly more likely to pay more for convenience in these areas.

Consumers are also more likely to choose a brand that ensures a convenient experience. Over nine in 10 are more likely to do so, and one-third are significantly more likely. Since 52 percent of shoppers say half or more of their purchases are influenced by convenience, providing it can give retailers an advantage when it can be difficult to compete on just price and quality alone.

Perceived value: "Customer perceived value is a marketing term that refers to the way a consumer views a product. This term attributes the success of a product or service to the perceived value consumers assign to it. Customer perceived value assumes that each customer evaluates their purchases to determine if they meet their wants or needs, then they compare that evaluation to the price they're paying. Sometimes, pricing can also affect perceived value".

Impulsive purchase behavior: "An impulse purchase or impulse buying is an unplanned decision to buy a product or service, made just before a purchase. It is a spontaneous, immediate purchase without pre-shopping intentions either to buy a specific product category or to fulfill a specific buying task (Beatty & Ferrell, 1998). One who tends to make such purchases is referred to as an impulse purchaser or impulse buyer. Impulse buying disrupts the normal decision-making models in consumers' brains. The logical sequence of the consumers' actions is replaced with an irrational moment of self-indulgence. Research findings suggest that emotions and feelings; both positive and negative, play a decisive role in purchasing, triggered by seeing the product or upon exposure to a well-crafted promotional message".

Model


Assistance
Impulsive Purchase Decision
Convenience
Perceived Value

2.2 Review of literature

J. Kacen (2002) Explored the relationship between culture on consumer and impulsive buying they found significant relationship between culture and impulsive buying here culture is independent and impulsive buying is dependent variable the sample size was 481 students in large universities of five countries: Australia United States, Singapore, Malaysia and Hong Kong they used two traditional methods fisher's z test and moderated regression analysis.

Rook and Fisher (1995) Elaborated the relationship between normative influences and impulsive buying behavior they found significant relationship between normative influence and impulsive buying behavior here normative buying is independent and impulsive buying behavior is dependent variable the sample size was 281under graduated business students of U.S. they used exploratory factor analysis, correlational test and confirmatory factor analysis methods.

Badgaiyan A.J. &Verma A. (2014) Identified the relationship between consumer behavior, personality, culture, impulsive buying tendency, materialism and impulsive buying behavior they found overall results show the relevance of all five intrinsic factors in explaining impulsive buying behavior here consumer behavior, personality, culture, impulsive buying tendency, materialism are independent variables and impulsive buying is dependent variable the sample size was 525 Indian males and females consumers they used Chi-square test ,reliability and regression analysis method for analysis.

Verplanken B.&Sato (2011) Elaborated the relationship between impulsive buying, compulsive buying, self-regulation and consumer policy they found significant role of self-regulation on impulsive buying and compulsive buying and rest were insignificant here impulsive buying, compulsive buying are dependent variable and self-regulation and consumer policy are independent variables the sample was U.K. consumers.

Tirmizi at el. (2009)Explored the relationship between shopping lifestyle, fashion involvement, pre-decision stage, post decision stage and impulsive buying they found significant relationship between shopping lifestyle, fashion involvement, pre-decision stage, post decision stage and impulsive buying here shopping lifestyle, fashion involvement, pre-decision stage, post decision

stage independent and impulsive buying is dependent variable the sample size was 165 consumers of Islamabad Pakistan they researched using multiple regression analysis method.

Badgaiyan A.J. &Verma A. (2015) Identified the relationship between urge to buy impulsively, money availability, economic wellbeing, family influence, time availability, credit card, store environment, sales promotion, friendly store employees, store music, age, gender and impulsive buying. Results indicated that apart from store music, all the selected situational variables significantly impacted impulsive buying behavior. With regard to the construct 'urge to buy impulsively', results showed significant positive association with situational variables money availability, friendly store employees and credit card use. Also, results indicated that gender did not impact impulsive buying behavior while age was found to have significant negative association with impulsive buying behavior. here money availability, economic wellbeing, family influence, time availability, credit card, store environment, sales promotion, friendly store employees, store music are independent variables and urge to buy impulsively and impulsive buying are dependent variables apart from these variables two variables are control variables which was age and gender the sample size was 508 Indian consumers they used reliability test and common method for variance test methods for analysis.

2.3Rationale of the study

In this research paper we will find the effect of impulsive buying during covid 19. we will also find the effect of impulsive purchase decision in MP Region and on age and gender and we will find latest development in the variables (assistance, convenience, perceived value, impulsive buying) by the end of this paper, we have outlined a set of suggestions related to the impulse buying behavior of consumers to be investigated in the subsequent research works.

2.4 Objectives of the study

The objective of the research study is to test the association of the independent variables that are, Assistance, Convenience & Perceived value with the dependent variables that is, impulse buying behavior of consumers.

1. To re-standardize tool for measuring assistance, convenience, perceived value and impulsive purchase decision.
2. To evaluate the impact of assistance, convenience & perceived on impulsive purchase decision.
3. To know the impact of demographics [age and gender] on assistance, convenience & perceived& impulsive purchase decision.

2.5 Hypothesis

H1 There is Significant impact of assistance on impulsive purchase decision.

H2 There is significant impact of convenience on impulsive purchase decision.

H3 There is significant impact of perceived value on impulsive purchase decision.

3.Research methodology

3.1 The study: The study is exploratory in nature with survey method being used for data collection.

3.2 Sample Design

3.2.1 Population: The population for the study included all the customers of MP region, both male and female respondents will be included.

3.2.2Sample size: Sample size was 200 respondents.

3.2.3 Sample element: Individual respondents was the sample element.

3.2.4 Sample Techniques: Sample techniques non-probability techniques was used for collect the data.

3.3 Tool to be used for Data collection

Standardized questionnaire was to collect the data based on Likert Scale of 1-5, where 1 stand for Strongly Disagree and 5 will stand for Strongly Agree.

3.4 Tool to be used for Data analysis

3.4.1 Reliability test was applied for checking the reliability of the Questionnaire. Cronbach's reliability test was used to compute reliability coefficient to check whether data inputs measure the variable they are supposed to measure and the measures are stable when used for repeat measurement.

3.4.2 Factor analysis was used for analyzing the underlying the factors of convenience, assistance & perceived value on impulsive purchase decision.

3.4.3 Linear Regression test was applied to find out relationship between independent variable (convenience, assistance & perceived value) and dependent variable (impulsive Purchase decision).

3.4.4 T-Test was used to check the effect of gender on assistance, convenience, perceived value & impulsive purchase decision.

3.4.5 Anova test was applied to check the effect of age on assistance, convenience, perceived value & impulsive purchase decision.

4.Rationale of the Study

It is seen that shopping mall owners tried to exploit impulses, which are associated with the basic need for instant satisfaction. A buyer in the shopping store might not specifically be shopping for the confectionary goods like, sweets, chocolates, bubble gums, mints and biscuits. However, related confectionary items displayed at prominent places will certainly attract buyer's attention and trigger impulse buying behavior in them. This phenomenon can easily be understood with the help of two principles/forces as a part of psychological review of literature, which interprets impulses as the consequences of these competing principles/forces. These principles are well presented in the papers of Freud (1956) and Mai,et al.(2002)Rational of the study: vgvIt is seen that shopping mall owners tried to exploit impulses, which are associated with the basic need for instant satisfaction. A buyer in the shopping store might not specifically be shopping for the confectionary goods like, sweets, chocolates, bubble gums, mints and biscuits. However, related confectionary items displayed at prominent places will certainly attract buyer's attention and trigger impulse buying behavior in them. This phenomenon can easily be understood with the help of two principles/forces as a part of psychological review of literature, which interprets impulses as the consequences of these competing principles/forces. These principles are well presented in the papers of Freud (1956) and Mai,et al.(2002).

5.Results and discussion

Consistency of all the statement in the questionnaires was checked through item to total item to total correlation statistics. The value of Cronbach's alpha was founded to be lower than Cronbach's alpha reliability value so none of the statement was dropped. The reliability of the value for the variables was found to be less than .7 and was matching be the recommended value. The face validity was found to be high as the statement were discussed before data filling with the expert faculty members.

Table 1. Reliability Statistics

Cronbach's Alpha	N of Items
.626	5

Reliability test using SPSS software and the reliability test measures are given below:

Impulsive buying:

Table 2. Case Processing Summary

		N	%
Cases	Valid	155	100.0
	Excluded[a]	0	.0
	Total	155	100.0

a. Listwise deletion based on all variables in the procedure.

Table showing item to total correlation for the measure evaluated

Table 3.Item Statistics

	Mean	Std. Deviation	N
IB1	3.1032	1.46462	155
IB2	3.0323	1.31139	155
IB3	3.3871	1.26587	155
IB4	3.1613	1.35553	155
IB5	3.5355	1.37358	155

Table 4.Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
IB1	13.1161	10.753	.573	.460
IB2	13.1871	13.439	.338	.592
IB3	12.8323	13.153	.398	.564
IB4	13.0581	13.081	.356	.584
IB5	12.6839	13.984	.247	.637

Reliability: Perceived value

Consistency of all the statement in the questionnaires was checked through item to total item to total correlation statistics. The value of Cronbach's alpha was founded to be lower than Cronbach's alpha reliability value so none of the statement was dropped. The reliability of the value for the variables was found to be less than .7 and was matching be the recommended value. The face validity was found to be high as the statement were discussed before data filling with the expert faculty members.

Table 5.Reliability Statistics

Cronbach's Alpha	N of Items
.718	4

Table 6.Case Processing Summary

		N	%
Cases	Valid	155	100.0
	Excluded[a]	0	.0
	Total	155	100.0

a. Listwise deletion based on all variables in the procedure.

Table 7.Item Statistics

	Mean	Std. Deviation	N
PD1	3.3484	1.24104	155
PD2	3.5484	1.28525	155
PD3	3.5355	1.33522	155
PD4	3.6194	1.35929	155

Table 8. Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PD1	10.7032	9.613	.471	.676
PD2	10.5032	9.317	.485	.668
PD3	10.5161	8.953	.506	.656
PD4	10.4323	8.494	.560	.621

Reliability: Assistance

Table 9. Reliability Statistics

Cronbach's Alpha	N of Items
.656	4

Table 10.Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ASS1	10.0516	9.127	.397	.614
ASS2	9.9677	8.070	.497	.545
ASS3	10.2323	9.037	.343	.653
ASS4	10.1613	8.201	.518	.532

Item Statistics

	Mean	Std. Deviation	N
ASS1	3.4194	1.25807	155
ASS2	3.5032	1.35500	155
ASS3	3.2387	1.36793	155
ASS4	3.3097	1.29719	155

Table 11.Case Processing Summary

		N	%
Cases	Valid	155	100.0
	Excluded[a]	0	.0
	Total	155	100.0

a. Listwise deletion based on all variables in the procedure.

Table 12.Reliability Statistics

Cronbach's Alpha	N of Items
.688	4

Reliability: convenience

Table 13. Item Statistics

	Mean	Std. Deviation	N
CONV 1	3.3484	1.39849	155
CONV 2	3.5032	1.35979	155
CONV 3	3.6000	1.29234	155
CONV 4	3.3290	1.45990	155

Item-Total Statistics

Table 13. Item Statistics

	Mean	Std. Deviation	N
CONV 1	3.3484	1.39849	155
CONV 2	3.5032	1.35979	155
CONV 3	3.6000	1.29234	155

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CONV1	10.4323	9.896	.438	.644
CONV2	10.2774	9.851	.469	.623
CONV3	10.1806	9.227	.612	.535
CONV4	10.4516	10.041	.382	.682

Table 14.Factor analysis : Impulsive purchase

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.548
Bartlett's Test of Sphericity	Approx. Chi-Square	125.644
	DF	10
	Sig	.000

Since KMO measure is greater than 0.5, the data is adequate. The significance level is less than 5% of Bartlett's test. Thus, there is no repetition in data.

Table 15.Communalities

	Initial	Extraction
IB1	1.000	.707
IB2	1.000	.769
IB3	1.000	.469
IB4	1.000	.544
IB5	1.000	.716

Extraction Method: Principal Component Analysis.

Table 15.Communalities

	Initial	Extraction
IB1	1.000	.707
IB2	1.000	.769
IB3	1.000	.469
IB4	1.000	.544
IB5	1.000	.716

. This is univariate factor analysis since all the statements are in one group

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loading		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	
1	2.036	40.715	40.715	2.036	40.715	40.715	1.657	33.137	

Table 15.Communalities

	Initial	Extraction
IB1	1.000	.707
IB2	1.000	.769
IB3	1.000	.469
IB4	1.000	.544
IB5	1.000	.716

2	1.170	23.405	64.120	1.170	23.405	64.120	1.549	30.983
3	.809	16.179	80.299					
4	.620	12.393	92.693					
5	.365	7.307	100.000					

Extraction Method: Principal Component Analysis.

Table 16.Component Matrix[a]

	Component	
	1	2
IB1	.804	
IB3	.663	
IB4	.595	
IB5		.703
IB2	.611	-.629

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Table 17.Rotated Component Matrix[a]

	Component	
	1	2
IB5	.818	
IB1	.767	
IB3	.611	
IB2		.876
IB4		.721

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

Table 18.Component Transformation Matrix

Component	1	2
dim 1	.750	.662
ensi 2	.662	-.750
on0		

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Table 19.Component Score Coefficient Matrix

	Component	
	1	2
IB1	.436	.102
IB2	-.131	.602
IB3	.341	.106
IB4	-.027	.473
IB5	.571	-.297

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Component Scores.

Factor analysis: Perceived value

Table 20.KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.722
Bartlett's Test of Sphericity	Approx. Chi-Square	113.709
	Df	6
	Sig.	.000

Since KMO measure is greater than 0.5, the data is adequate. The significance level is less than 5% of Bartlett's test. Thus, there is no repetition in data.

Table 21.Communalities

	Initial	Extraction
PD1	1.000	.495
PD2	1.000	.517
PD4	1.000	.610
PD3	1.000	.544

Extraction Method:

Principal Component

Analysis.

This is univariate factor analysis since all the statements are in one group.

Table 22.Total Variance Explained

Component		Initial Eigenvalues			Extraction Sums of Squared Loadings		
		Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
dimension0	1	2.166	54.156	54.156	2.166	54.156	54.156
	2	.722	18.052	72.207			
	3	.637	15.934	88.142			
	4	.474	11.858	100.000			

Extraction Method: Principal Component Analysis.

Table 23.Component Matrix[a]

	Component
	1
PD4	.781
PD3	.738
PD2	.719
PD1	.704

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Table 24. Rotated Component Matrix[a]

a. Only one component was extracted. The solution cannot be rotated.

Table 25.Component Score Coefficient Matrix

	Component
	1
PD1	.325
PD2	.332
PD4	.361
PD3	.340

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Component Scores.

Factor analysis: Assistance

Table 26.KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.685
Bartlett's Test of Sphericity	Approx. Chi-Square	87.681
	Df	6
	Sig.	.000

Since KMO measure is greater than 0.5, the data is adequate. The significance level is less than 5% of Bartlett's test. Thus, there is no repetition in data.

Table 27.Communalities

	Initial	Extraction
ASS1	1.000	.448
ASS2	1.000	.585
ASS3	1.000	.358
ASS4	1.000	.594

Extraction Method: Principal Component Analysis.

This is univariate factor analysis since all the statements are in one group.

Table 28.Total Variance Explained

Component		Initial Eigenvalues			Extraction Sums of Squared Loadings		
		Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
dimension0	1	1.986	49.642	49.642	1.986	49.642	49.642
	2	.874	21.853	71.494			
	3	.611	15.264	86.759			
	4	.530	13.241	100.000			

Extraction Method: Principal Component Analysis.

Table 29.Component Matrix[a]

	Component
	1
ASS4	.771
ASS2	.765
ASS1	.670
ASS3	.599

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Table 30.Rotated Component Matrix[a]

a. Only one component was extracted. The solution cannot be rotated.

Table 30.Component Score Coefficient Matrix

	Component
	1
ASS1	.337
ASS2	.385
ASS3	.301
ASS4	.388

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Component Scores.

Factor analysis: convenience

Table 31.KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.711
Bartlett's T **Table**	Approx. Chi-Square	105.251
30.est of Sphericity	Df	6
	Sig.	.000

Since KMO measure is greater than 0.5, the data is adequate. The significance level is less than 5% of Bartlett's test. Thus, there is no repetition in data.

Table 32.Communalities

	Initial	Extraction
CONV1	1.000	.486
CONV2	1.000	.526
CONV3	1.000	.690
CONV4	1.000	.395

Extraction Method: Principal Component Analysis.

This is univariate factor analysis since all the statements are in one group.

Table 33.Total Variance Explained

Component		Initial Eigenvalues			Extraction Sums of Squared Loadings		
		Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
dimension0	1	2.096	52.412	52.412	2.096	52.412	52.412
	2	.776	19.402	71.814			
	3	.666	16.653	88.467			
	4	.461	11.533	100.000			

Extraction Method: Principal Component Analysis.

Table 34.Component Matrix[a]

	Component
	1
CONV 3	.830
CONV 2	.725
CONV 1	.697
CONV 4	.629

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Table 35.Rotated Component Matrix[a]

a. Only one component was extracted. The solution cannot be rotated.

Table 36.Component Score Coefficient Matrix

	Component
	1
CONV1	.333
CONV2	.346
CONV3	.396
CONV4	.300

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Component Scores.

Regression

Table 37.Descriptive Statistics

	Mean	Std. Deviation	N
IBTOTAL	16.2000	4.32510	155
PDTOTAL	14.0516	3.84403	155
ASSTOTAL	13.4710	3.70558	155
CONVTOTAL	13.7806	3.96293	155

Table 38.Correlations

		IBTOTAL	PDTOTAL	ASSTOTAL	CONVTOTAL
Pearson Correlation	IBTOTAL	1.000	.571	.622	.559
	PDTOTAL	.571	1.000	.486	.602
	ASSTOTAL	.622	.486	1.000	.570
	CONVTOTAL	.559	.602	.570	1.000
Sig. (1-tailed)	IBTOTAL	.	.000	.000	.000
	PDTOTAL	.000	.	.000	.000
	ASSTOTAL	.000	.000	.	.000
	CONVTOTAL	.000	.000	.000	.
N	IBTOTAL	155	155	155	155
	PDTOTAL	155	155	155	155
	ASSTOTAL	155	155	155	155
	CONVTOTAL	155	155	155	155

Table 38.Correlations

		IBTOTAL	PDTOTAL	ASSTOTAL	CONVTOTAL
Pearson Correlation	IBTOTAL	1.000	.571	.622	.559
	PDTOTAL	.571	1.000	.486	.602
	ASSTOTAL	.622	.486	1.000	.570
	CONVTOTAL	.559	.602	.570	1.000
Sig. (1-tailed)	IBTOTAL	.	.000	.000	.000
	PDTOTAL	.000	.	.000	.000
	ASSTOTAL	.000	.000	.	.000
	CONVTOTAL	.000	.000	.000	.
N	IBTOTAL	155	155	155	155
	PDTOTAL	155	155	155	155
	ASSTOTAL	155	155	155	155
	CONVTOTAL	155	155	155	155

Table 39.Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	CONVTOTAL, ASSTOTAL, PDTOTAL[a]		Enter

a. All requested variables entered.

b. Dependent Variable: IBTOTAL

Table 40.Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
d 1 i m e n s i o n 0	.705[a]	.497	.487	3.09835	1.325

a. Predictors: (Constant), CONVTOTAL, ASSTOTAL, PDTOTAL

b. Dependent Variable: IBTOTAL

The *R* value represents the simple correlation and is 0.705, which indicates a high degree of correlation. The R^2 value, indicates how much of the total variation in the dependent variable, Impulsive buying, can be explained by the independent variables, assistance, perceived value and convenience. In this case, 48.7% can be explained, which is large.

Table 41.ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1431.238	3	477.079	49.697	.000[a]
	Residual	1449.562	151	9.600		
	Total	2880.800	154			

a. Predictors: (Constant), CONVTOTAL, ASSTOTAL, PDTOTAL

b. Dependent Variable: IBTOTAL

This table indicates that the regression model predicts the dependent variable significantly well. Here, $p < 0.0005$, which is less than 0.05, and indicates that, overall, the regression model statistically significantly predicts the outcome variable. Thus, H_1 'There is Significant impact of assistance on impulsive purchase decision', H_2 : 'There is significant impact of convenience on impulsive purchase decision' and H3: 'There is significant impact of perceived value on impulsive purchase decision' are not rejected.

Table 42.Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.104	1.104		2.811	.006
	PDTOTAL	.315	.083	.280	3.776	.000
	ASSTOTAL	.455	.084	.390	5.420	.000
	CONVTOTAL	.185	.086	.169	2.147	.033

a. Dependent Variable: IBTOTAL

$Y = a + bX + error$

$Y = 3.104 + .185x$ error

X= PE,ASS, CONV (Independent variable)

Y= impulsive buying (dependent variable)

The value of R square is 0.705 that indicates independent variables PE, ASS, AND CONV EXPLAIN 0.70 variance in impulsive buying in another words contributes 0.705 to customer satisfaction which means other factors also contributing to value.The relationship as independent and impulsive buying as dependent variable is indicated by standardized coefficient Beta with a value of .169.

The significance of beta is tested using T-test and value for model is 2.811 which is significant at 0.006 level of significance indicating strong positive relationship between perceived value , assistance and convenience on impulsive buying.

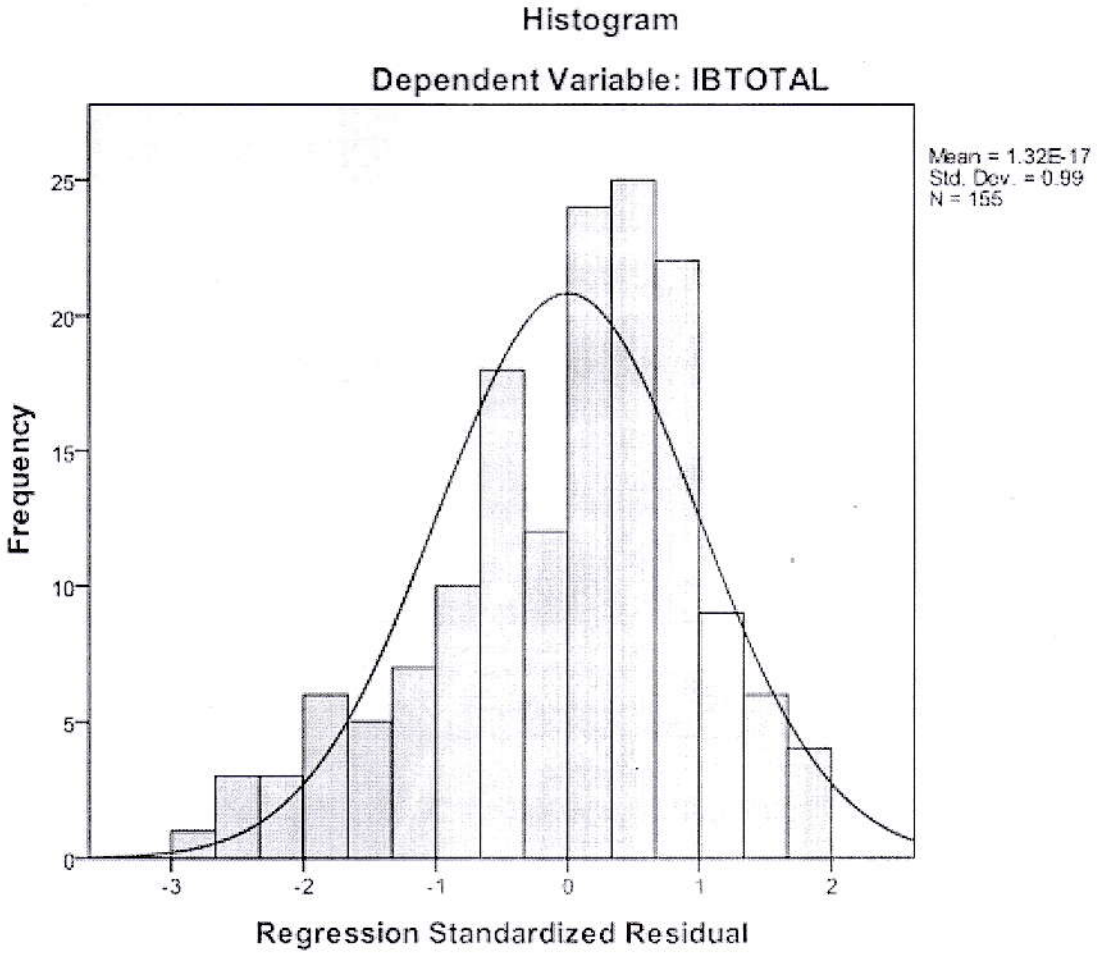
Table 43.Residuals Statistics[a]

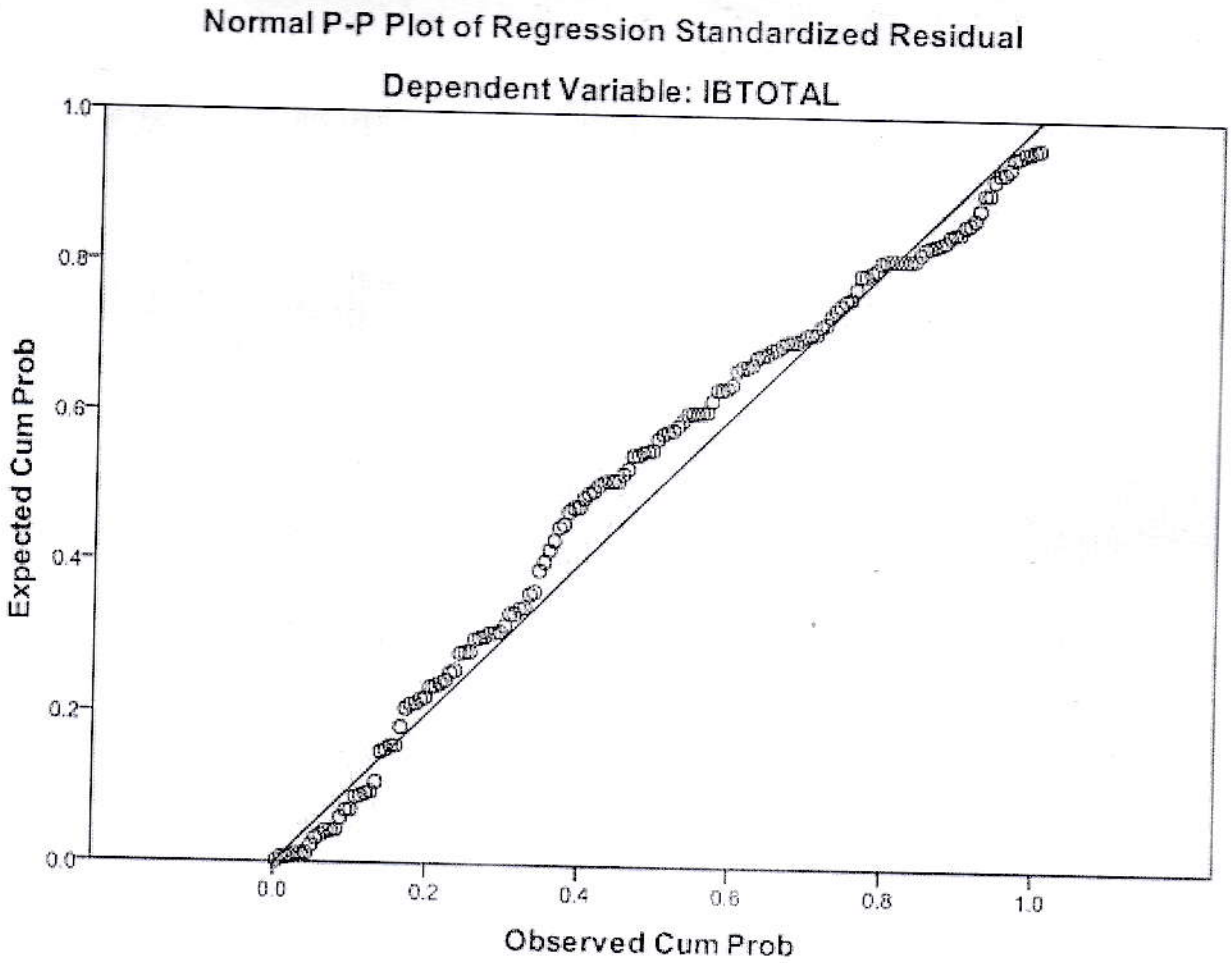
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	6.9214	22.1913	16.2000	3.04857	155
Std. Predicted Value	-3.044	1.965	.000	1.000	155
Standard Error of Predicted Value	.266	.998	.476	.145	155
Adjusted Predicted Value	6.9157	22.3931	16.2135	3.05028	155
Residual	-8.74286	5.48063	.00000	3.06802	155
Std. Residual	-2.822	1.769	.000	.990	155
Stud. Residual	-2.842	1.811	-.002	1.005	155
Deleted Residual	-8.86798	5.74525	-.01352	3.16279	155
Stud. Deleted Residual	-2.911	1.825	-.004	1.012	155
Mahal. Distance	.139	14.989	2.981	2.636	155
Cook's Distance	.000	.108	.008	.016	155
Centered Leverage Value	.001	.097	.019	.017	155

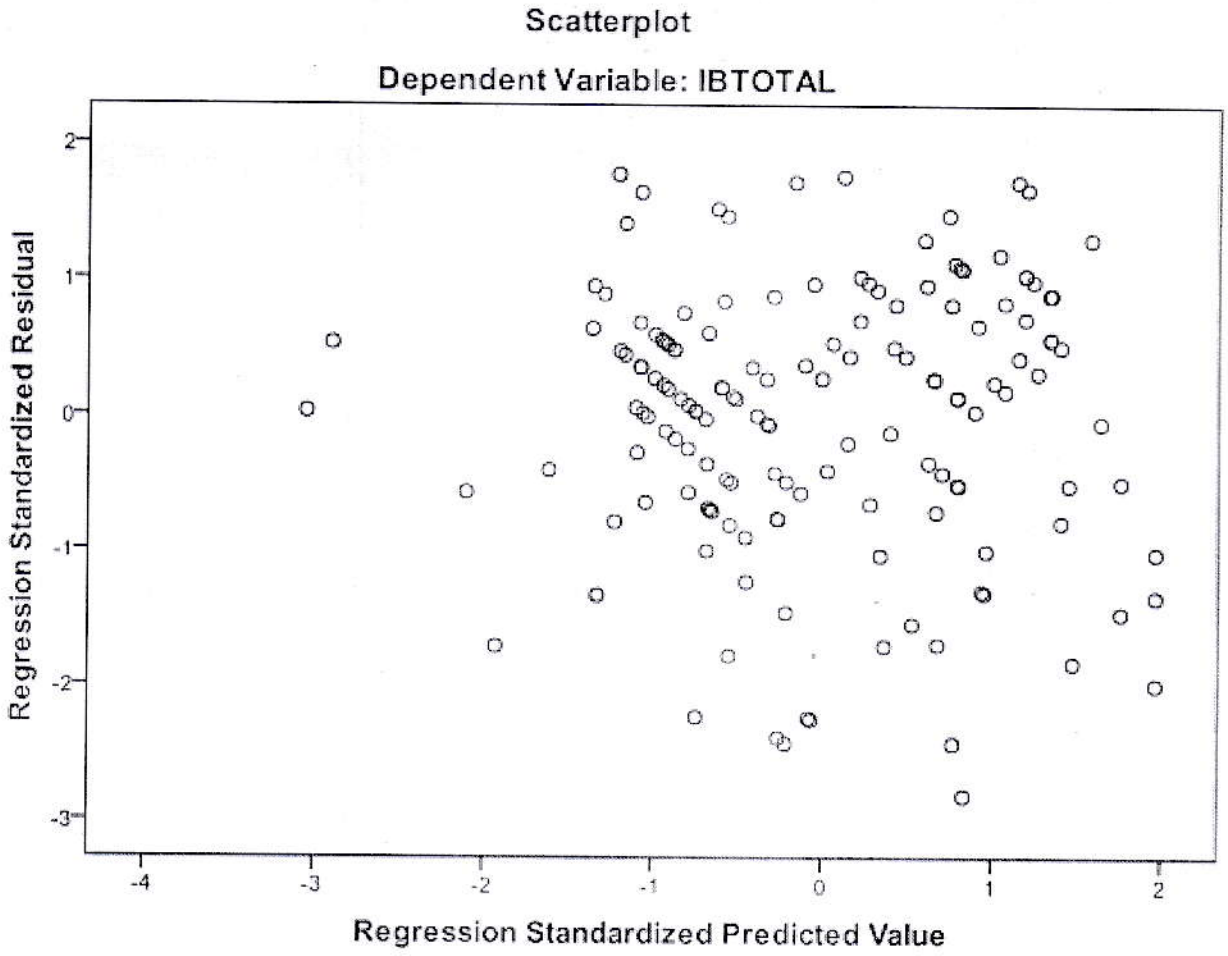
a. Dependent Variable: IBTOTAL

Explanation of Histogram & pp plot

Histogram shows the normal distribution of residual and the pp explains whether the relationship or prediction between the variable is linear or not. More it is close the line Explains more perfect is the prediction so we can see here that relationship between the expected observed outcome is perfectly predicted.


Histogram
Dependent Variable: IBTOTAL
Mean = 1.32E-17
Std. Dev. = 0.99
N = 155
Frequency
25
20
15
10
5
0
-3
-2
-1
0
1
2
Regression Standardized Residual


Normal P-P Plot of Regression Standardized Residual
Dependent Variable: IBTOTAL
Expected Cum Prob
Observed Cum Prob
0.0
0.2
0.4
0.6
0.8
1.0



T-Test

The p-value is 0.011 for Impulsive buying, 0.026 for perceived value, 0.181 for assistance, and 0.060 for convenience implying that the difference in means is statistically not significant at the .1, .05 and .01 levels. Thus, H_4 : 'There is a significant impact of gender on impulsive buying, perceived value, assistance, and convenience.' is rejected. H_3 :'There is a significant impact of age on 'impulsive buying, perceived value, assistance, and convenience.' is also rejected.

Table 45.Group Statistics

	CITY	N	Mean	Std. Deviation	Std. Error Mean
IBTOTAL	GWALIOR	114	16.6579	4.57548	.42853
	OTHER	41	14.9268	3.25876	.50893
PDTOTAL	GWALIOR	114	14.4825	3.70179	.34670
	OTHER	41	12.8537	4.02219	.62816
ASSTOTAL	GWALIOR	114	13.7018	3.77680	.35373
	OTHER	41	12.8293	3.46340	.54089
CONVTOTAL	GWALIOR	114	14.1491	3.88834	.36418
	OTHER	41	12.7561	4.03597	.63031

Table 46.Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F	Sig.	t	df
IBtotal	Equal variances assumed	11.619	.001	2.226	153
	Equal variances not assumed			2.602	99.179
PDtotal	Equal variances assumed	.977	.325	2.361	153
	Equal variances not assumed			2.270	65.917
ASStotal	Equal variances assumed	.413	.522	1.296	153
	Equal variances not assumed			1.350	76.573
CONVtotal	Equal variances assumed	.181	.671	1.948	153
Equal variances are not assumed				1.914	68.462

Table 46.Independent Samples Test	
	t-test for Equality of Means

		Sig. (2-tailed)	Mean Difference	Std. Error Difference
IBtotal	Equal variances assumed	.027	1.73107	.77770
	Equal variances not assumed	.011	1.73107	.66532
PDtotal	Equal variances assumed	.019	1.62880	.68984
	Equal variances not assumed	.026	1.62880	.71749
ASStotal	Equal variances assumed	.197	.87249	.67332
	Equal variances not assumed	.181	.87249	.64629
CONV total	Equal variances assumed	.053	1.39303	.71521
	Equal variances not assumed	.060	1.39303	.72795

Table 47. Independent Samples Test

		t-test for Equality of Means	
		95% Confidence Interval of the Difference	
		Lower	Upper
IBtotal	Equal variances assumed	.19465	3.26748

		Equal variances not assumed	.41095	3.05118
	PDtotal	Equal variances assumed	.26595	2.99165
		Equal variances not assumed	.19625	3.06134
	ASStotal	Equal variances assumed	-.45772	2.20269
		Equal variances not assumed	-.41455	2.15953
CONV total		Equal variances assumed	-.01994	2.80599
		Equal variances assumed	-.05941	2.84546

One way Anova:

Table 48. Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maxi
						Lower Bound	Upper Bound		
IBTOTAL	MALE	15	13.1333	4.73387	1.22228	10.5118	15.7549	5.00	
	FEMALE	46	16.9565	4.23192	.62396	15.6998	18.2132	9.00	
	OTHER	55	17.0364	3.86323	.52092	15.9920	18.0807	7.00	
	4.00	39	15.3077	4.34774	.69620	13.8983	16.7171	8.00	
	Total	155	16.2000	4.32510	.34740	15.5137	16.8863	5.00	
PDTOTAL	MALE	15	10.5333	4.54920	1.17460	8.0141	13.0526	4.00	
	FEMALE	46	14.6087	3.44144	.50741	13.5867	15.6307	8.00	
	OTHER	55	15.0545	3.70394	.49944	14.0532	16.0559	4.00	
	4.00	39	13.3333	3.38987	.54281	12.2345	14.4322	8.00	
	Total	155	14.0516	3.84403	.30876	13.4417	14.6616	4.00	
ASSTOTAL	MALE	15	12.5333	5.05494	1.30518	9.7340	15.3327	5.00	
	FEMALE	46	14.1087	3.38774	.49950	13.1027	15.1147	6.00	
	OTHER	55	13.8000	3.57149	.48158	12.8345	14.7655	4.00	
	4.00	39	12.6154	3.57341	.57220	11.4570	13.7737	7.00	
	Total	155	13.4710	3.70558	.29764	12.8830	14.0590	4.00	
CONVTOTAL	MALE	15	12.6667	3.95811	1.02198	10.4747	14.8586	4.00	
	FEMALE	46	13.9348	3.88960	.57349	12.7797	15.0899	7.00	
	OTHER	55	14.4909	3.95752	.53363	13.4210	15.5608	4.00	
	4.00	39	13.0256	3.98343	.63786	11.7344	14.3169	5.00	
	Total	155	13.7806	3.96293	.31831	13.1518	14.4095	4.00	

Table 49.ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
IBTOTAL	Between Groups	236.919	3	78.973	4.510	.005
	Within Groups	2643.881	151	17.509		
	Total	2880.800	154			
PDTOTAL	Between Groups	275.394	3	91.798	6.930	.000
	Within Groups	2000.193	151	13.246		
	Total	2275.587	154			
ASSTOTAL	Between Groups	66.399	3	22.133	1.632	.184
	Within Groups	2048.221	151	13.564		
	Total	2114.619	154			
CONVTOTAL	Between Groups	69.684	3	23.228	1.493	.219
	Within Groups	2348.857	151	15.555		
	Total	2418.542	154			

Post Hoc Tests

Table50.Multiple Comparisons

Tukey HSD

Dependent Variable	(I) GENDER	(J) GENDER	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
IBTOTAL	MALE	FEMALE	-3.82319*	1.24415	.013	-7.0553	-.591
		OTHER	-3.90303*	1.21886	.009	-7.0695	-.736
		4.00	-2.17436	1.27131	.322	-5.4771	1.128
	FEMALE	MALE	3.82319*	1.24415	.013	.5910	7.055
		OTHER	-.07984	.83605	1.000	-2.2518	2.092
		4.00	1.64883	.91082	.273	-.7174	4.015
	OTHER	MALE	3.90303*	1.21886	.009	.7366	7.069
		FEMALE	.07984	.83605	1.000	-2.0921	2.251
		4.00	1.72867	.87596	.203	-.5470	4.004
	4.00	MALE	2.17436	1.27131	.322	-1.1283	5.477
		FEMALE	-1.64883	.91082	.273	-4.0150	.717
		OTHER	-1.72867	.87596	.203	-4.0043	.547
PDTOTAL	MALE	FEMALE	-4.07536*	1.08215	.001	-6.8867	-1.264
		OTHER	-4.52121*	1.06016	.000	-7.2754	-1.767
		4.00	-2.80000	1.10577	.059	-5.6727	.072
	FEMALE	MALE	4.07536*	1.08215	.001	1.2641	6.886
		OTHER	-.44585	.72719	.928	-2.3350	1.443
		4.00	1.27536	.79222	.376	-.7827	3.333
	OTHER	MALE	4.52121*	1.06016	.000	1.7671	7.275
		FEMALE	.44585	.72719	.928	-1.4433	2.335
		4.00	1.72121	.76190	.112	-.2581	3.700
	4.00	MALE	2.80000	1.10577	.059	-.0727	5.672
		FEMALE	-1.27536	.79222	.376	-3.3334	.782
		OTHER	-1.72121	.76190	.112	-3.7005	.258
ASSTOTAL	MALE	FEMALE	-1.57536	1.09507	.477	-4.4202	1.269
		OTHER	-1.26667	1.07281	.640	-4.0537	1.520
		4.00	-.08205	1.11897	1.000	-2.9890	2.824
	FEMALE	MALE	1.57536	1.09507	.477	-1.2695	4.420
		OTHER	.30870	.73587	.975	-1.6030	2.220
		4.00	1.49331	.80167	.249	-.5893	3.576
	OTHER	MALE	1.26667	1.07281	.640	-1.5203	4.053

		FEMALE	-.30870	.73587	.975	-2.2204	1.603
		4.00	1.18462	.77099	.418	-.8183	3.187
	4.00	MALE	.08205	1.11897	1.000	-2.8249	2.989
		FEMALE	-1.49331	.80167	.249	-3.5760	.589
		OTHER	-1.18462	.77099	.418	-3.1876	.818
CONVT	MALE	FEMALE	-1.26812	1.17268	.701	-4.3146	1.778
OTAL		OTHER	-1.82424	1.14885	.389	-4.8088	1.160
		4.00	-.35897	1.19828	.991	-3.4720	2.754
	FEMALE	MALE	1.26812	1.17268	.701	-1.7784	4.314
		OTHER	-.55613	.78803	.895	-2.6033	1.491
		4.00	.90914	.85850	.715	-1.3211	3.139
	OTHER	MALE	1.82424	1.14885	.389	-1.1603	4.808
		FEMALE	.55613	.78803	.895	-1.4911	2.603
		4.00	1.46527	.82564	.290	-.6796	3.610
	4.00	MALE	.35897	1.19828	.991	-2.7540	3.472
		FEMALE	-.90914	.85850	.715	-3.1394	1.321
		OTHER	-1.46527	.82564	.290	-3.6102	.679

*. The mean difference is significant at the 0.05 level.

Homogeneous Subsets

Table 51.IBTOTAL

Tukey HSD[a,b]

GENDER	N	Subset for alpha = 0.05	
		1	2
MALE	15	13.1333	
4.00	39	15.3077	15.3077
FEMALE	46		16.9565
OTHER	55		17.0364
Sig.		.185	.378

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 30.251.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Table 52. PDTOTAL

Tukey HSD[a,b]

GENDER	N	Subset for alpha = 0.05	
		1	2
MALE	15	10.5333	
4.00	39		13.3333
FEMALE	46		14.6087
OTHER	55		15.0545
Sig.		1.000	.259

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 30.251.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Table 53.ASSTOTAL

Tukey HSD[a,b]

GENDER	N	Subset for alpha = 0.05
		1
MALE	15	12.5333
4.00	39	12.6154
OTHER	55	13.8000
FEMALE	46	14.1087
Sig.		.347

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 30.251.

Table 54.CONVTOTAL

Tukey HSD[a,b]

GENDER	N	Subset for alpha = 0.05
		1
MALE	15	12.6667
4.00	39	13.0256
FEMALE	46	13.9348
OTHER	55	14.4909
Sig.		.278

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 30.251.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

6. CONCLUSION, SUMMARY, IMPLICATIONS AND SUGGESTIONS

6.1 CONCLUSION

The study has resulted in standardized and reliable measures of assistance, convenience, perceived value and impulsive buying with the respect to retail stores. The measures were reliable as indicating by their reliability measure which is higher than 0.7.

Cause and effect relationship has been established between assistance, convenience and perceived value as the independent variables and impulsive buying as dependent variable using simple linear regression. Assistance, perceived value and convenience have significantly high positive relationship with impulsive buying. Age and gender are found not to have a significant impact on Assistance, convenience, perceived value and impulsive buying.

6.2 SUMMARY

The study has been divided into three chapters, first chapter includes introduction and its sub-parts are conceptual framework, literature review, rationale and objectives. In conceptual framework all definitions and introduction about the topic is there. In literature review all researchers have been mentioned which has been done previously, rationale is need of the study i.e. why we are doing this research, then objectives of the research, and second chapter is research methodology, which includes study, sample and tool for data collection, tools for data analysis. In study we have to specify which type of study is this like this is an descriptive study and methodology used in this is through questionnaire, then next is sample which include what type of sampling techniques have been adopted like in this research. Like this research is purposive/deliberate in nature and it also includes the sample size of the retails customers, then next is tool for data collection which includes that data is collected through questionnaire and it contain 17 items, then tools for data analysis shows that which type of test has been applied in this, like Item to total correlation, Factor analysis, Reliability& Regression and ANOVA has been applied.

Third chapter contains results and discussion it includes the results of research and discussion means that whether review of literature match with our results or not. It also contains implications, suggestions, summary and conclusion and in the end references and annexure.

6.3 LIMITATIONS

1. Sample size/sample bias: A total of 200 people participated in the survey. Each person may give individual results, but it does not mean that the same results belong to the whole population.

2. Access to data: We may not always be able to go through all the resources. We can't gather all the data for research since it will take a lot of time. Because of it, the work might not cover each aspect.

3. Lack of time: Often deadlines are the reason why the study and research might not be complete. When we get a task, we have a limited amount of time to do it. To get a good grade, we need to submit the assignment prior to the deadline.

4. Financial resources: Sometimes we need some equipment or additional software to conduct the research. This might be a problem since we don't always have the sum we need.

5. Data collection: There are different ways to collect data: interviews, surveys, questionnaire, etc. The way we collect data might be a real limitation since the answers and the results vary.

6. Method: When we are finding new information, we use a specific research method and research methodology. Different methods give various opportunities. Quality of the data we get often depends on the method we choose.

6.4 IMPLICATIONS

For retail stores

The results of our study have strong implications for the retailers, as the results indicate that perceived value, convenience, assistance have strong positive effect on consumer's impulsive buying. The retail owners need to pay more attention to the perceived value of the retail shops, which is directly affected by the convenience. Also, the retailers need to ensure that their employees are trained on all aspects of service that they are involved in, as the employee behavior also has positive relationship with the impulsive buying about the services offered by the retail shops.

For Students

1. Students can use the results of this study for supporting the results of their studies in similar areas.

2. Students can use the literature review for support literature review of their studies in similar areas.

3. Students can use the reference for understanding the topic in detail and for doing further studies in this area.

4. Students can use the standardized questionnaire for in store shopping environment and impulse purchase developed in the study for doing studies in similar areas.

6.5 SUGGESTIONS

1. The study has been done by taking only a sample of 200 respondents therefore it is suggested to take bigger sample size in order to obtain more accurate results.

2. The study has been done in Gwalior region only so it is suggested to take larger area or other region so that more appropriate results can be obtained.

3. The study resulted in the fact that there are some other factors also other than convenience, assistance, perceived value which are affecting impulsive buying. So similar kind of study can be done to evaluate the effect of other variables on impulsive buying.

4. The study resulted in the fact that assistance, convenience, perceived value have impact on impulsive buying; similarly effect of assistance can be evaluated on other variables.

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Annexure: Questionnaire

We , Anmol garg or Priya mishra , are the students of MBA 4th semester at Prestige Institute of Management and Research Gwalior . Kindly fill out this form as it is a part of our Major Research Project .

Email*

Your name*

Gender*

Male

Female

Other

Age*

under 18

18 to 20

20 to 25

25 above

Your city*

Gwalior

other

Impulsive buying

1. Often buy things spontaneously*

1 2 3 4 5

2. I often buy things without thinking.*

1 2 3 4 5

3. I see it I buy it describes me.*

1 2 3 4 5

4. Buy now, think about it later.*

1 2 3 4 5

5. I carefully plan most of my purchase*

1 2 3 4 5

Perceived value

1. Product has high quality compared to the competitors.*

1 2 3 4 5

2. Product is one that I would enjoy*

1 2 3 4 5

3. Product offers value for money.*

1 2 3 4 5

4. Product has a positive reputation.*

1 2 3 4 5

Assistance

1. I felt good shopping in this store*

1 2 3 4 5

2. I liked overall design of the store*

1 2 3 4 5

3. I desired to buy in this store*

1 2 3 4 5

4. I felt exciting shopping in this store*

1 2 3 4 5

Convenience

1. I liked to purchase from that store which is near from me.*

1 2 3 4 5

2. I liked to buying product online because it reduce time and expenses*

1 2 3 4 5

3. I liked to purchase product at discount price*

1 2 3 4 5

4. I liked to buy when i have more money*

1 2 3 4 5