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A STUDY ON ORGANIZED RETAIL SCENARIO IN INDIA AND CUSTOMER IMPULSIVENESS IN THE ORGANIZED RETAIL OUTLETS

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Abstract: *Organized Retail Sector is growing at full speed across states in India and is the prime driver of Impulse buying by youngsters and high salaried individuals during weekends at these stores not seen in the previous periods. The purpose of conducting the research is to find the Impact of Effective Visual merchandising (VM) on the impulse buying behavior of customers at various retail stores in Andhra Pradesh. The Objective of this study is to provide some insight into various segments of Indian organized retail sector, employment opportunities, education profile of employees across states, skill gaps, work force distribution and to find the satisfaction attributes of Customers at Organized retail Outlets and how Visual Merchandizing is affecting impulse decisions of the customer. In this study we used various questions on life-style attributes and satisfaction with life scale variables for collecting information and tried to study their effect on customer impulse behavior. A survey of 600 retail customers was done and results interpreted in this paper. SPSS 20 was used to implement methods like CHI-SQUARE on the data and correlate the various factors needed.*

Key Words: *Retail, FDI, GDP, Brand, Impulse, Employment*

INTRODUCTION

Government Policies for Retail Sector

The Retail Sector like the remaining Industrial sectors has witnessed a slow liberalization and witnessed many shifts with passage of time and change in Governments. The Policy shift of Governments was evident from the Year 1991 when the P.V.NARASIMHA RAO Government started to allow 51 percent FDI in many sectors brought economic reforms opening them up which until then are under strict government supervision and restrictions. In 1997 the Government formulated a policy to allow 100 percent FDI into Cash and Carry retail which is for Wholesale buyers through the automatic route and without any need for Government approval.

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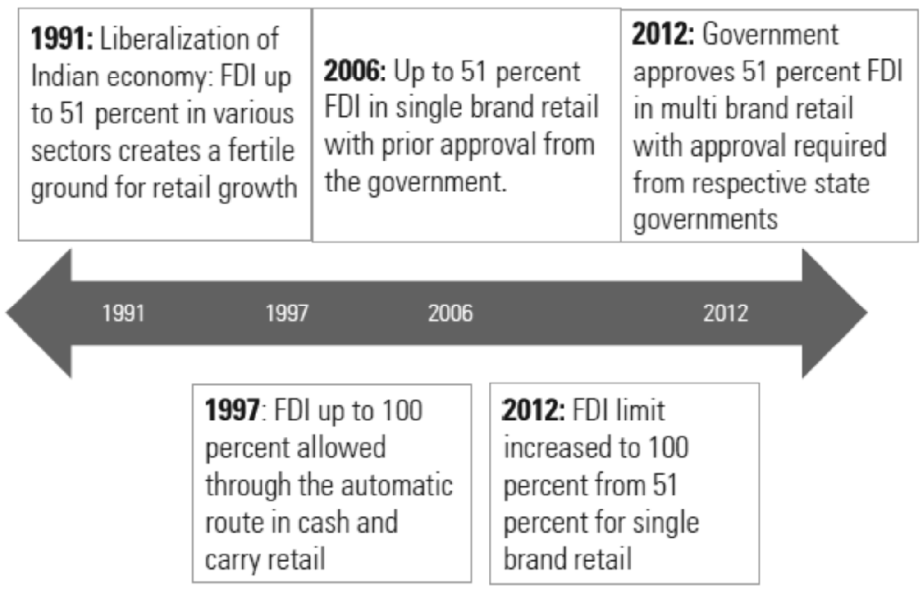
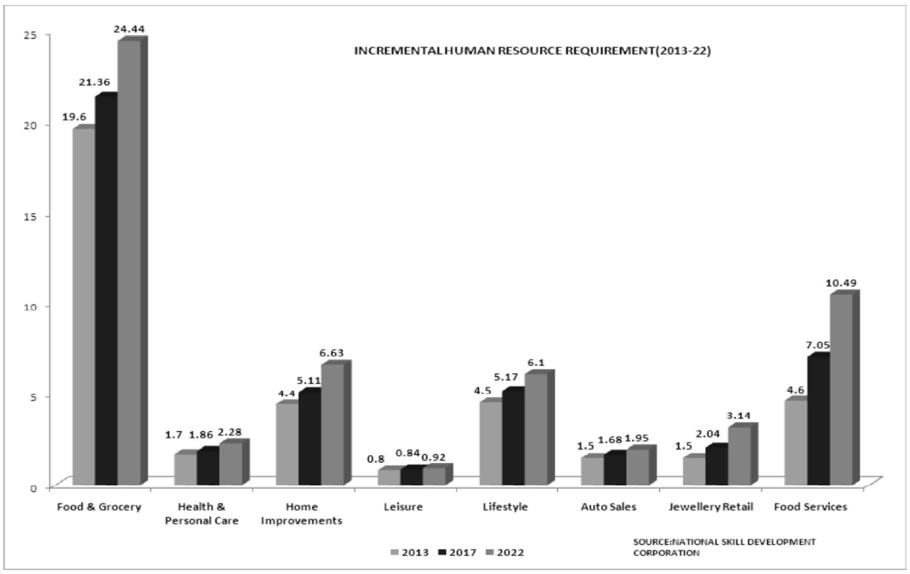
In the case of Retail Sector the major policy shift was witnessed in 2006 when the Government opened it up with 51 percent FDI ownership in the Single Brand Retail store section through a prior approval from the Government. Later in 2012 the Government approved 51 percent FDI in the Multi Brand Retail sector which needs approval from the respective Government at the concerned state. In 2012, the FDI limit was increased from 51 percent to hundred percent in the Single Brand retail space. The policy for organized retail is not uniform across all the states in our country and it is a major hurdle for its growth prospects. A uniform policy is the need of the hour. The various shifts in the Retail Sector can be seen in the Figure Below.

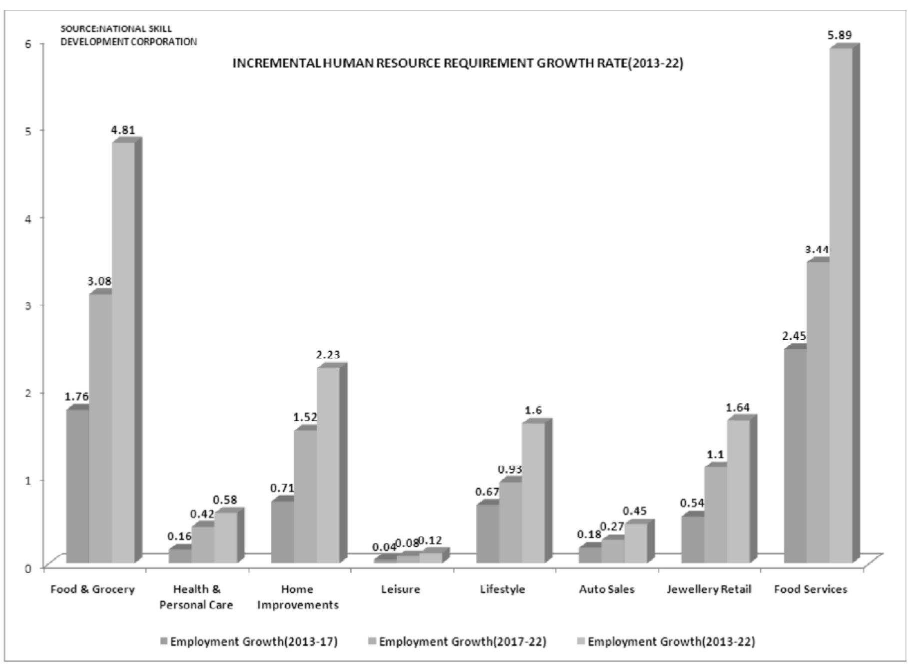


The National Skill Development Corporation report states that Food & Grocery segment which is employing 19.6 million people will grow to 21.36 in 2017(growth of 1.76 million) and 24.44 in 2022(growth of 3.08 million) while Health & Personal Care segment which is employing 1.7 million people will grow to 1.86 in 2017(growth of 0.16 million) and 2.28 in 2022(growth of 0.42 million), Home Improvements segment which is employing 4.4 million people will grow to 5.11 in 2017(growth of 0.71 million) and 6.63 in 2022(growth of 1.52 million), Leisure segment which is employing 0.8 million people will grow to 0.84 in 2017(growth of 0.04 million) and 0.92 in 2022(growth of 0.08 million), Lifestyle segment which is employing 4.5 million people will grow to 5.17 in 2017(growth of 0.67 million) and 6.1 in 2022(growth of 0.93 million), Auto Sales segment which is employing 1.5 million people will grow to 1.68 in 2017(growth of 0.18 million) and 1.95 in 2022(growth of 0.27 million), Jeweler Retail segment which is employing 1.5 million people will grow to 2.04 in 2017(growth of 0.54 million) and 3.14 in 2022(growth of 1.10 million), Food Services segment which is employing 4.6

million people will grow to 7.05 in 2017(growth of 2.55 million) and 10.49 in 2022(growth of 3.44 million).This growth potential indicates that future prospects are very bright for suitable employees across these segments.

Incremental Human Resource and the Growth rates across these segments can be observed in the two diagrams below.





KEY RETAIL CLUSTER's in INDIA are GREATER MUMBAI which has a Population (2011) of 19,130,565 with a Population growth rate (2001-2011) of 11.6 percent, DELHI NCR which has a Population (2011) of 15,828,138 with a Population growth rate (2001-2011) of 22.7 percent, BANGALORE which has a Population (2011) of 8,425,970 with a Population growth rate (2001-2011) of 54.9 percent, HYDERABAD which has a Population (2011) of 6,809,970 with a Population growth rate (2001-2011) of 87.2 percent, KOLKATA which has a Population (2011) of 9,209,301 with a Population growth rate (2001-2011) of 4.9 percent, CHENNAI which has a Population (2011) of 5,751,981 with a Population growth rate (2001-2011) of 12.9 percent, AHMEDABAD – GANDHINAGAR which has a Population (2011) of 5,778,884 with a Population growth rate (2001-2011) of 55.5 percent, PUNE – PIMPRI –CHNICHWAD which has a Population (2011) of 4,844,790 with a Population growth rate (2001-2011) of 36.4 percent, SURAT which has a Population (2011) of 4,462,002 with a Population growth rate (2001-2011) of 83.3 percent, JAIPUR which has a Population (2011) of 3,073,350 with a Population growth rate (2001-2011) of 32.3 percent.

SECTOR WISE EDUCATION PROFILE

In FOOD AND GROCERY segment 83.00% are SECONDARY AND BELOW, 10.00% are HIGHER SECONDARY, 0.00% are DIPLOMA/CERTIFICATE, 6.00% are GRADUATE, and 1.00% are POST GRADUATE DEGREE HOLDERS.

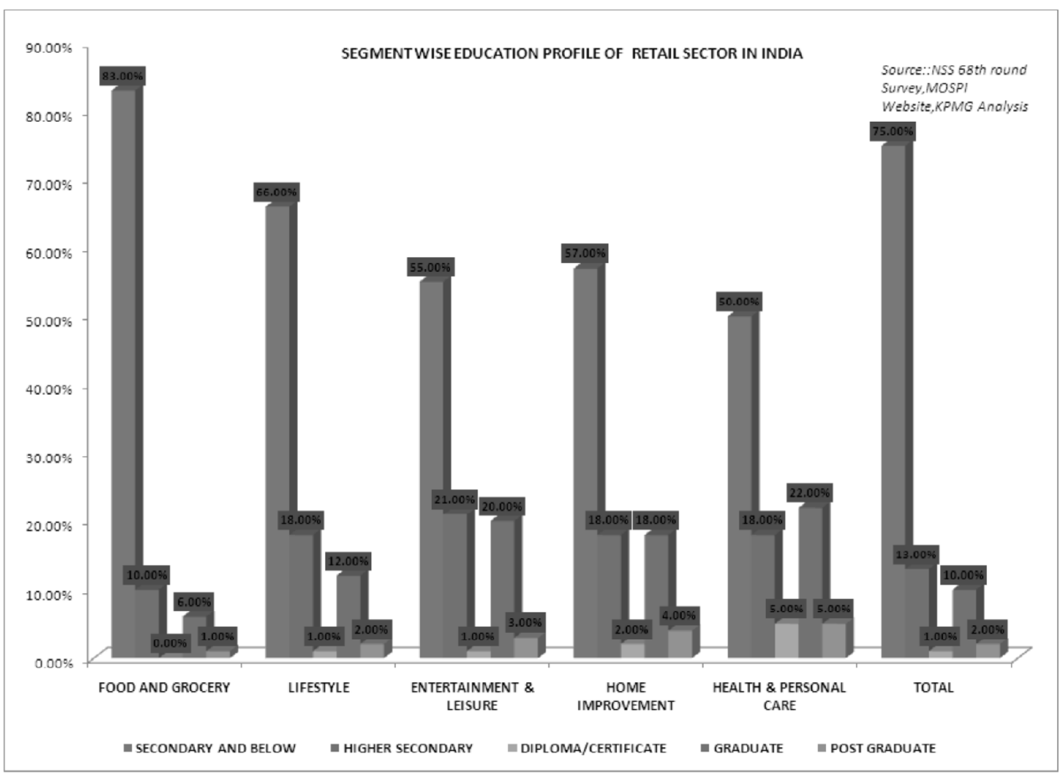
In LIFESTYLE segment 66.00% are SECONDARY AND BELOW, 18.00% are HIGHER SECONDARY, 1.00% are DIPLOMA/CERTIFICATE, 12.00% are GRADUATE, and 2.00% are POST GRADUATE DEGREE HOLDERS.

In ENTERTAINMENT & LEISURE segment 55.00% are SECONDARY AND BELOW, 21.00% are HIGHER SECONDARY, 1.00% are DIPLOMA/CERTIFICATE, 20.00% are GRADUATE, and 3.00% are POST GRADUATE DEGREE HOLDERS.

In HOME IMPROVEMENT segment 57.00% are SECONDARY AND BELOW, 18.00% are HIGHER SECONDARY, 2.00% are DIPLOMA/CERTIFICATE, 18.00% are GRADUATE, and 4.00% are POST GRADUATE DEGREE HOLDERS.

In HEALTH & PERSONAL CARE segment 50.00% are SECONDARY AND BELOW, 18.00% are HIGHER SECONDARY, 5.00% are DIPLOMA/CERTIFICATE, 2.00% are GRADUATE, and 5.00% are POST GRADUATE DEGREE HOLDERS.

In TOTAL segment 75.00% are SECONDARY AND BELOW, 13.00% are HIGHER SECONDARY, 1.00% are DIPLOMA/CERTIFICATE, 10.00% are GRADUATE, and 2.00% are POST GRADUATE DEGREE HOLDERS.

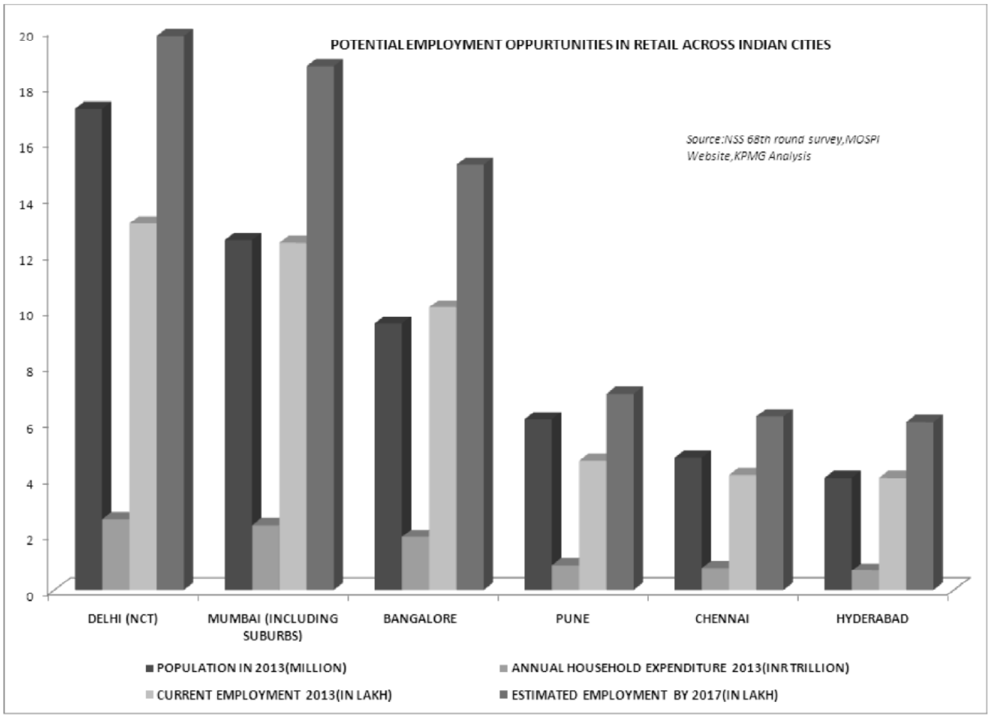


EMPLOYMENT AND ITS PROPORTION ACROSS VARIOUS STATES

When it comes to employed people and their proportion to total Indian population UTTAR PRADESH has 35.1 LAKH employed people and 12.40% of employed Indian people, MAHARASHTRA has 28.2 LAKH employed people and 9.90% of employed Indian people, ANDHRA PRADESH has 25.3 LAKH employed people and 8.90% of employed Indian people, WEST BENGAL has 22.4 LAKH employed people and 7.90% of employed Indian people, TAMILNADU has 20 LAKH employed people and 7.00% of employed Indian people, BIHAR has 19.1 LAKH employed people and 6.70% of employed Indian people, MADHYA PRADESH has 15.6 LAKH employed people and 5.50% of employed Indian people, GUJARAT has 15.5 LAKH employed people and 5.50% of employed Indian people, KARNATAKA has 14.6 LAKH employed people and 5.10%of employed Indian people, RAJASTHAN has 12.1 LAKH employed people and 4.30% of employed Indian people, ASSAM has 10.8 LAKH employed people and 3.80%of employed Indian people, KERALA has 10.3 LAKH employed people and 3.60% of employed Indian people, ORISSA has 10 LAKH employed people and 3.50% of employed Indian people, DELHI has 7.2 LAKH employed people and 2.50% of employed Indian people, JHARKHAND has 7.2 LAKH employed people and 2.50% of employed Indian people, PUNJAB has 7.1 LAKH employed people and 2.50% of employed Indian people, HARYANA has 6.3 LAKH employed people and 2.20% of employed Indian people, REST OF INDIA has 16.8 LAKH employed people and 5.90% of TOTAL 283.5 employed Indian people.

POTENTIAL EMPLOYMENT OPPURTUNITIES IN RETAIL SECTOR ACROSS INDIA

DELHI (NCT) has a POPULATION of 17.2 MILLION, ANNUAL HOUSEHOLD EXPENDITURE of 2.5 INR TRILLION, CURRENT EMPLOYMENT of 13.1 LAKH in 2013 and has an ESTIMATED EMPLOYMENT of 19.8 LAKH in 2017. MUMBAI (INCLUDING SUBURBS) has a POPULATION of 12.5 MILLION, ANNUAL HOUSEHOLD EXPENDITURE of 2.3 INR TRILLION, CURRENT EMPLOYMENT of 12.4 LAKH in 2013 and has an ESTIMATED EMPLOYMENT of 18.7 LAKH in 2017. BANGALORE has a POPULATION of 9.5 MILLION, ANNUAL HOUSEHOLD EXPENDITURE of 1.9 INR TRILLION, CURRENT EMPLOYMENT of 10.1 LAKH in 2013 and has an ESTIMATED EMPLOYMENT of 15.2 LAKH in 2017. PUNE has a POPULATION of 6.1 MILLION, ANNUAL HOUSEHOLD EXPENDITURE of 0.9 INR TRILLION, CURRENT EMPLOYMENT of 4.6 LAKH in 2013 and has an ESTIMATED EMPLOYMENT of 7 LAKH in 2017. CHENNAI has a POPULATION of 4.7 MILLION, ANNUAL HOUSEHOLD EXPENDITURE of 0.8 INR TRILLION, CURRENT EMPLOYMENT of 4.1 LAKH in 2013 and has an ESTIMATED EMPLOYMENT of 6.2 LAKH in 2017. HYDERABAD has a POPULATION of 4 MILLION, ANNUAL HOUSEHOLD EXPENDITURE of 0.7 INR TRILLION, CURRENT EMPLOYMENT of 4 LAKH in 2013 and has an ESTIMATED EMPLOYMENT of 6 LAKH in 2017.This data clearly indicates the potential employment opportunities in the Indian retail sector.



SKILL GAPS IN ORGANIZED RETAIL IN INDIA AND SHORTAGE HIGHLIGHTS

According to India Retail Report 2013, KPMG analysis reports there are many opportunities in the emerging organized retail sector in India and they pointed the various skill gaps in the various sub-sectors and also highlighted the shortages against each of them.

FOOD & GROCERY

MAPPING SKILL GAP	SHORTAGE HIGHLIGHTS
Emergence of Gourmet Food as a specialty segment has created a demand for specialists in the sub-sector with knowledge of various cuisines, ingredients, cooking methods, etc.	Specialists in Gourmet Foods
Introduction of live cooking sections in specialized stores and hyper-marts requires CHEF's in considerable numbers.	Chefs
As bakery items gain popularity, live bakeries are introduced in specialized stores and hyper-marts serving customers with freshly baked products. It has been observed that qualified bakers are in acute shortage.	Qualified Bakers
Fish and Meat Section is faced with shortage of professionals trained in the art of preserving, cutting and packaging the same in portions as required by the customer	Professionals for Meat and Fish Preserving activities

KPMG analysis

HOME IMPROVEMENT

MAPPING SKILL GAP	SHORTAGE HIGHLIGHTS
Consumer Electronics segment is faced with a severe shortage of AFTER SALES service professionals who have been observed to prefer self-employment to working with organized retailers. This is going to get more severe as retailers are looking towards venturing into providing Annual Maintenance Contracts to customers in competition with OEMs.	Consumer electronics: After-sales service professionals

KPMG analysis

LIFESTYLE

MAPPING SKILL GAP	SHORTAGE HIGHLIGHTS
Apparel and Clothing is in need of Fashion Consultants with knowledge of latest fashion trends, material, stitches, color combinations and accessorizing in order to assist customers with purchase decisions.	Apparel & clothing: Fashion consultants
Footwear segment carries with it a stigma as it requires its sales associates to touch the feet of customers. Hence it remains unattractive for educated professionals who may be able to better assist customers in purchases.	Footwear: Customer facing educated professionals in store
As Luxury Retailing in Time Wear gains popularity, it is in need of professional with a greater quality of grooming, finesse and customer service orientation than demanded hitherto.	Time wear: Customer facing educated professionals in store
Eyewear segment is faced with a severe shortage of Optometrists compelling retailers to tie-up with medical institutes for recruitment.	Eye wear: Optometrists
Growth of High End Smartphone segment has created a demand for highly knowledgeable sales professional capable of catering to customers who are growing increasingly aware of market trends. In addition, retailers in this space are looking out for professionals with a greater finesse and customer service orientation than required hitherto for catering to high net-worth individuals with direct-to-home service.	Mobiles & telecom: Highly professional sales staff with knowledge about telecom trends

KPMG analysis

ENTERTAINMENT & LEISURE

MAPPING SKILL GAP	SHORTAGE HIGHLIGHTS
As online retail in books segment has been getting increasingly popular, retailers are in lookout for counselors knowledgeable of various genres of literature so they may be capable of assisting customers with varied requirements. In addition, introduction of computers to ease 'search and locate' process of books as per customer demand in brick-and-mortar stores requires them to be equipped with computer knowledge.	Books retail: Educated professionals equipped with computer knowledge

KPMG analysis

OBJECTIVES OF THE STUDY

1. Study the various factors effecting IMPULSE BUYING BEHAVIOR in Indian Organized retain outlets.
2. Study the effect of VISUAL MERCHANDIZING on buying decisions of Customers.
3. Assess the impact of various factors of VISUAL MERCHANDIZING.

SCOPE OF STUDY

The Inferences from the study are based on the responses given by the CUSTOMERS at some Retail Stores only in specific areas. This study will be helpful in getting an insight into the effectiveness of VISUAL MERCHANDIZING on buying decisions of Customers.

RESEARCH METHODOLOGY

CUSTOMER SURVEY AND QUESTIONNAIRES METHOD

Survey method is used for collecting data from customers at retail outlets. We requested all respondents to fill in the questionnaire, by self after explaining the various aspects mentioned in it. It contained both open and closed ended questions in a structured format very easy to understand on the first look.

SAMPLING DESIGN

The process of selection of samples from the total population under study is called sampling design and it is broadly classified into Probability sampling design and non-probability sampling design. The former is useful for conclusive research and in it all elements of the population have a definite chance of selection. In non-probability sampling all elements of the sample population will not have a chance of getting selection and it is generally used in exploratory research.

In this study the entire population is divided into strata which are mutually exclusive and collectively exhaustive. Mutually exclusive means if the element belongs to particular strata it cannot belong to other group. Collectively exhaustive means if all strata are put together it will cover all elements of the population.

We distributed the questionnaires according to a pre-planned division of respondents on criteria like age and gender. The sampling involved here is Stratified random sampling and it comes under probability sampling.

SAMPLE SIZE

The Size of the sample taken in this study is 600.

AREA OF THE STUDY

The study is conducted on regular customers and also people buying on occasions at organized retail outlets in the city. The sampling frame used in this study included the customers of MORE, BIG BAZAAR, VIJETHA, METRO, DMART, NMART, and HERITAGE, LIFESTYLE outlets in HYDERABAD, SECUNDERABAD and VIJAYAWADA. Questionnaires were distributed to randomly customers who visited the retail outlets.

DATA USAGE

For analysis and interpretation, only primary data is used. However for conclusion and recommendations both primary and the secondary data along with the verbal knowledge and information although obtained from respondents, though they are outside the parameters of questionnaire were also included. The data collected from these sources were analyzed using various tools like percentage analysis, chi-square test, cross table analysis method.

RESEARCH INSTRUMENT

A standard questionnaire is formulated for the collection of survey data from various customers. The Questionnaire is designed in such a way that it would collect all the needed information for the study and cover all the aspects defined in the objectives.

TOOLS

SPSS version 20 will be used to tabulate and analyze the valid responses. Initially, a comprehensive data file was created. Then, variables and their labels were defined. Statistical tools like Chi-Square and cross tabling were used for the analysis

RESEARCH METHODS

Research method, a tool devised and used for collecting data in general varies from Research Strategy. Researchers will be utilizing various methods to collect data at a point of time.

For fulfilling the research purpose, we chose observation and interview as the research methods for collecting the primary data for this thesis. The Research methods Interview and observation are complementary to each other. Interview will be providing the subjective and insight details about the shopper to us with regards to impact of various factors on emotions and their behaviors while observation method will be offering us a clear presentation about these factors.

ANALYSIS AND INTERPRETATION

GENERAL PROFILE OF THE RESPONDENTS

GENDER	Male			Female	
	241			359	
AGE	<28	28-45	46-60	>60	
	65	225	207	103	
EDUCATION	DIPLOMA	GRADUATION		PG	
	249	242		109	
PROFESSION	PVT JOB	GOVT JOB	SELF-EMPLOYED	OTHERS	
	278	121	102	99	
INCOME	<10,000	10,000-20,000	20,000-35,000	>35000	
	52	194	268	86	
FAMILY MEMBERS	ONE	TWO	THREE	FOUR	FIVE AND ABOVE
	93	69	232	164	42

INTERPRETATION

From the above table, we infer that 241 of the total respondents are male and 359 are female. On further classification according to age group, we find that of all the respondents 65 are less than 28 years, 225 are 28-45 Years old, 207 are of the age group 46-60, and 103 are of the age group with more than 60 years. From the responses collected for Education 249 are Diploma, 242 Are Graduation and 109 are Post Graduation. On the basis of income 52 are earning less than 10000 Rs, 194 are earning 10000-20000, 268 are earning 20000-35000 and 86 are earning more than 35000.When it comes to family members 93 have ONE, 69 have TWO, 232 have THREE, 164 have FOUR and 42 have FIVE AND ABOVE. In terms of AVG MONTHLY PURCHASE 87 of respondents do Below 500, 150 of 501-1500, 162 of 1501-3000, 52 of 3001-5000 and 37 of 5000.

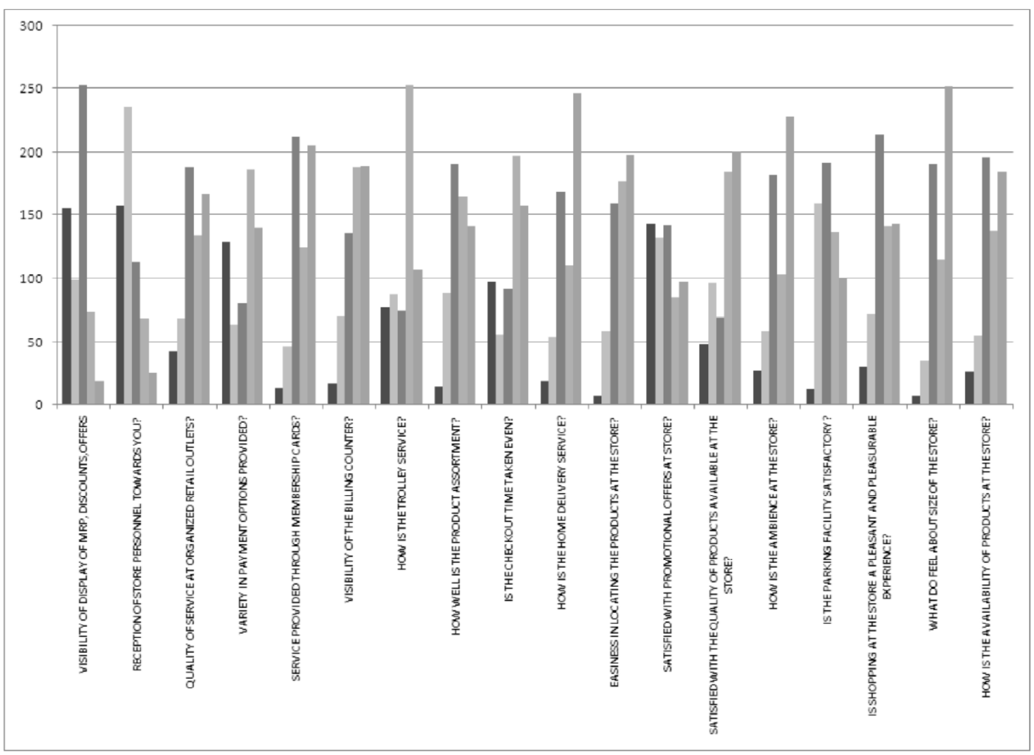
AVG MONTHLY PURCHASE	BELOW 500	501-1500	1501-3000	3001-5000	5000
	51	167	175	113	94
FACTOR INFLUENCING SELECTION OF RETAIL STORE	DISTANCE	PRICING	PRODUCT QUALITY	CHECKOUT TIME	WORD OF MOUTH
	101	156	118	52	173
WHAT IS THE PURPOSE OF VISIT TO THE STORE FREQUENTLY?	BUYING	PLEASURE	ACCOMPANY	ENQUIRY	OTHER
	268	108	159	48	17
YOUR SATISFACTION WITH YOUR LIFE - SCALE	POSITIVELY OPTIMISTIC	NEGATIVELY OPTIMISTIC	NUETRAL	POSITIVELY PESSIMISTIC	NEGATIVELY PESSIMISTIC
	84	114	218	86	98
HOW OFTEN DO YOU VISIT THE STORE?	VERY RARELY	MONTHLY	FORTNIGHTLY	WEEKLY	
	124	186	156	134	
HOW MUCH TIME DO YOU SPEND SHOPPING IN THE STORE	FIFTEEN MINUTES	HALF-AN-HOUR	ONE HOUR	MORE-THAN-ONE-HOUR	
	146	170	103	181	
NUMBER OF PEOPLE ACCOMPANYING YOU	NONE	ONE	TWO	MORE-THAN-TWO	
	231	258	59	52	
AMOUNT OF IMPULSE PURCHASE IN LAST THREE VISITS	NONE	BELOW 500	501-1000	1001-1500	1500
	297	151	84	47	20

ARE YOU AN NON-REPEAT/REPEAT BUYER	YES	NO
	312	288
HAVE YOU EVER EXPERIENCED INSTANT/UNPLANNED IMPULSE BUYING IN STORE ?	YES	NO
	303	297
ALWAYS TAKE TIME TO CONSIDER AND WEIGH ALL ASPECTS BEFORE MAKING A PURCHASE	YES	NO
	347	253
I MAKE A LIST WHEN I GO SHOPPING AND BUY ONLY WHAT IS ON THE LIST	YES	NO
	408	192
PRICE SENSITIVITY IMPACTS YOUR PRODUCT PURCHASE	YES	NO
	364	236
THE MORE TIME I SPEND TOUCHING THE MERCHANDISE, GREATER ARE MY CHANCES OF BUYING	YES	NO
	373	227
BRAND PRODUCTS ARE AVAILABLE AT AFFORDABLE PRICE	YES	NO
	291	309

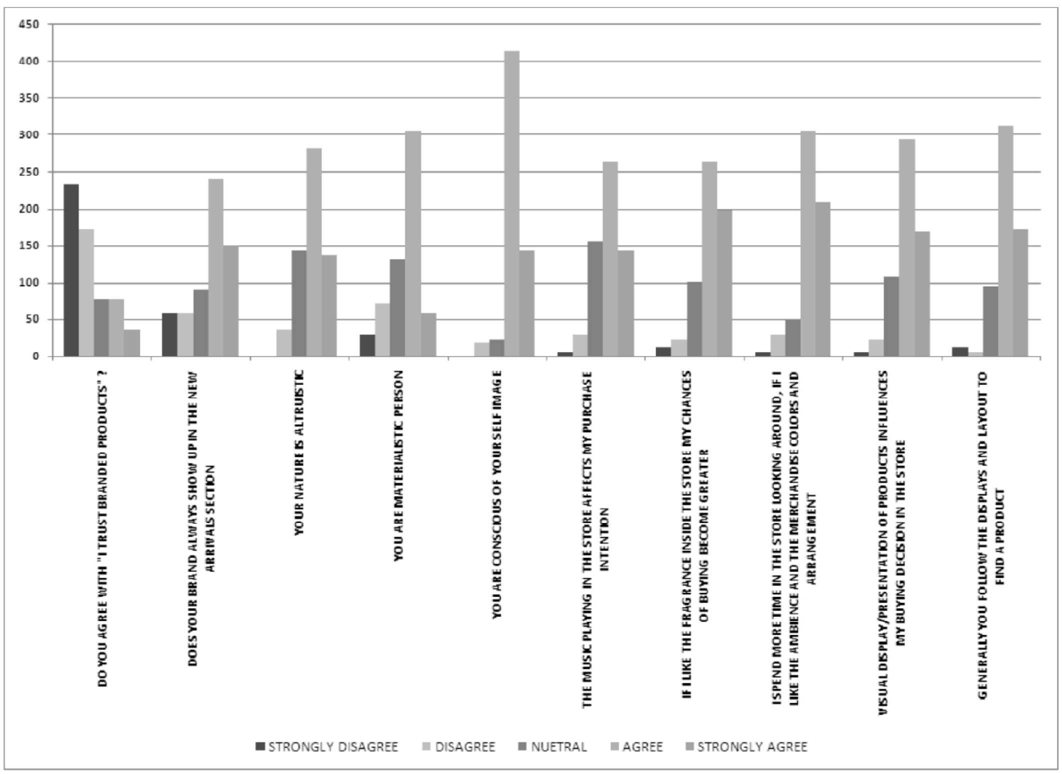
WHEN YOU ENTER THE STORE....	YOU GO STRAIGHT TO THE PRODUCTS WHICH YOU WANT	YOU WALK THROUGH THE STORE AS IT LEADS ME	I DO NOT FOLLOW ANY PATTERN. I JUST WALK RANDOMLY AND PICK UP PRODUCTS	I SEEK THE HELP OF SALESPERSON TO NAVIGATE IN THE STORE	
	237	106	163	94	
HOW DO YOU COME TO KNOW ABOUT NEW PRODUCT ARRIVAL IN THE STORE?	THROUGH DISPLAY OF THE PRODUCT	THROUGH ANNOUNCEMENTS	BY ENQUIRING SALESPERSON	YOU WILL SEARCH BY YOUR OWN	
	166	112	179	143	
WHILE SHOPPING, HOW DO YOU COME TO KNOW ABOUT THE OFFERS FOR THE DAY IN THE STORE?	SIGN BOARDS/DROP DOWNS	PROMO AREAS (MELAS, CELEBRATIONS)	SALES PEOPLE	PAMPHLETS	ANNOUNCEMENTS IN THE STORE
	215	84	134	91	76
WHICH OF THESE IS MOST RELEVANT WITH REGARD TO YOUR SHOPPING?(AGGRESSIVE BUY)	I BOUGHT WHAT I CAME TO BUY. NOTHING MORE.	I BOUGHT A LITTLE MORE THAN WHAT I CAME FOR.	I BOUGHT LOT MORE THAN WHAT I CAME FOR.	I BOUGHT EVERYTHING THAT ATTRACTED ME.	I DID NOT FIND WHAT I NEEDED. SO I DID NOT BUY ANYTHING.
	117	128	116	146	93

IF YOU HAVE BOUGHT SOME PRODUCTS OTHER THAN WHAT YOU CAME TO BUY, WHICH OF THE FOLLOWING FACTORS MADE YOU BUY MORE? (TICK AS MANY AS APPLIES)	ATTRACTIVE DISPLAY OF THE PRODUCT	INFORMATION PROVIDED BY SALESPERSON	WHEN I SEE A GOOD DEAL, I TEND TO BUY MORE THAN THAT I INTENDED TO BUY.		
	166	116	318		
DO THE WAY OF PRODUCT ARRANGEMENT & DISPLAY IN THE STORE ATTRACT YOU?	ALWAYS	MOSTLY	SOMETIMES	RARELY	NEVER
	153	124	167	89	67
WHICH FACTOR INFLUENCED YOU MORE TO TAKE INSTANT/UNPLANNED BUYING DECISION?	INFLUENCE OF PRODUCT ARRANGEMENT	INFLUENCE OF PROMOTIONAL SIGNAGE	EXCITEMENT IN TRYING A NEW PRODUCT	INFLUENCE OF MANNEQUIN DISPLAY	NONE
	73	231	95	89	112
AT WHICH PLACE YOU TEND TO DO MORE IMPULSIVE BUYING IN THE STORE?	PROMO AREA (MELAS, CELEBRATIONS)	NEARBY CASH COUNTER WHILE WAITING FOR PAYMENT		NONE	
	202	162		236	
WHICH OF THE FOLLOWING FACTORS INFLUENCE YOUR BUYING DECISIONS IN A STORE?	LOCATING PRODUCTS THROUGH SIGNS, GRAPHICS ETC	LIGHTING	MUSIC	FRAGRANCE	COLOURS
	137	116	191	112	44
WHAT DO YOU FEEL ABOUT THE PRODUCT ARRANGEMENT IN THE STORE?	EXCELLENT	VERY GOOD	GOOD	AVERAGE	POOR
	188	165	102	94	51

PARAMETERS	HIGHLY DISSATISFACTORY	DISSATISFACTORY	NUETRAL	SATISFACTORY	HIGHLY SATISFACTORY
VISIBILITY OF DISPLAY OF MRP, DISCOUNTS,OFFERS	155	99	253	74	19
RECEPTION OF STORE PERSONNEL TOWARDS YOU?	157	236	114	68	25
QUALITY OF SERVICE AT ORGANIZED RETAIL OUTLETS?	43	68	188	134	167
VARIETY IN PAYMENT OPTIONS PROVIDED?	129	64	81	186	140
SERVICE PROVIDED THROUGH MEMBERSHIP CARDS?	13	46	212	124	205
VISIBILITY OF THE BILLING COUNTER?	17	70	136	188	189
HOW IS THE TROLLEY SERVICE?	77	88	75	253	107
HOW WELL IS THE PRODUCT ASSORTMENT?	14	89	191	165	141
IS THE CHECKOUT TIME TAKEN EVEN?	98	56	92	197	157
HOW IS THE HOME DELIVERY SERVICE?	19	54	169	111	247
EASINESS IN LOCATING THE PRODUCTS AT THE STORE?	7	59	159	177	198
SATISFIED WITH PROMOTIONAL OFFERS AT STORE?	143	132	142	85	98
SATISFIED WITH THE QUALITY OF PRODUCTS AVAILABLE AT THE STORE?	48	97	69	185	201
HOW IS THE AMBIENCE AT THE STORE?	27	59	182	104	228
IS THE PARKING FACILITY SATISFACTORY?	12	159	192	137	100
IS SHOPPING AT THE STORE A PLEASANT AND PLEASURABLE EXPERIENCE?	30	72	214	141	143
WHAT DO FEEL ABOUT SIZE OF THE STORE?	7	35	191	115	252
HOW IS THE AVAILABILITY OF PRODUCTS AT THE STORE?	26	55	196	138	185



PARAMETERS	STRONGLY DISAGREE	DISAGREE	NUETRAL	AGREE	STRONGLY AGREE
DO YOU AGREE WITH "I TRUST BRANDED PRODUCTS" ?	234	174	78	78	36
DOES YOUR BRAND ALWAYS SHOW UP IN THE NEW ARRIVALS SECTION	60	60	90	240	150
YOUR NATURE IS ALTRUISTIC	0	36	144	282	138
YOU ARE MATERIALISTIC PERSON	30	72	132	306	60
YOU ARE CONSCIOUS OF YOUR SELF IMAGE	0	18	24	414	144
THE MUSIC PLAYING IN THE STORE AFFECTS MY PURCHASE INTENTION	6	30	156	264	144
IF I LIKE THE FRAGRANCE INSIDE THE STORE MY CHANCES OF BUYING BECOME GREATER	12	24	102	264	198
I SPEND MORE TIME IN THE STORE LOOKING AROUND, IF I LIKE THE AMBIENCE AND THE MERCHANDISE COLORS AND ARRANGEMENT	6	30	48	306	210
VISUAL DISPLAY/PRESENTATION OF PRODUCTS INFLUENCES MY BUYING DECISION IN THE STORE	6	24	108	294	168
GENERALLY YOU FOLLOW THE DISPLAYS AND LAYOUT TO FIND A PRODUCT	12	6	96	312	174



CHI-SQUARE TESTS

HYPOTHESIS-I

$H1_0$: There is no significant relation between the AGE OF THE RESPONDENT and him EXPERIENCING IMPULSE BUYING BEHAVIOUR

$H1_1$: There is a significant relation between the AGE OF THE RESPONDENT and him EXPERIENCING IMPULSE BUYING BEHAVIOUR

AGE * EXPERIENCE IMPULSE BUYING BEHAVIOUR Crosstabulation

Count

		EXPERIENCE IMPULSE BUYING BEHAVIOUR		Total
		NO	YES	
AGE	<28	30	35	65
	28-45	115	110	225
	46-60	107	100	207
	>60	45	58	103
Total		297	303	600

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.313a	3	0.509949235
N of Valid Cases	600		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 32.18.

From the CHI-SQUARE test we can see that p-value is more than 0.05 and so accept the NULL HYPOTHESIS and infer that there is no significant relation between the AGE OF THE RESPONDENT and him EXPERIENCING IMPULSE BUYING BEHAVIOUR.

HYPOTHESIS-II

$H2_0$: There is no significant relation between the GENDER OF RESPONDENT AND HIM EXPERIENCING IMPULSE BUYING BEHAVIOUR

$H2_1$: There is a significant relation between the GENDER OF RESPONDENT AND HIM EXPERIENCING IMPULSE BUYING BEHAVIOUR

GENDER * EXPERIENCE IMPULSE BUYING BEHAVIOUR Crosstabulation

Count

		EXPERIENCE IMPULSE BUYING BEHAVIOUR		Total
		NO	YES	
GENDER	MALE	133	108	241
	FEMALE	164	195	359
Total		297	303	600

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.211a	1	0.022447491
N of Valid Cases	600		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 119.30.			
b. Computed only for a 2x2 table			

From the CHI-SQUARE test we can see that p-value is less than 0.05 and so reject the NULL HYPOTHESIS and infer that there is a significant relation between the between the GENDER OF RESPONDENT AND HIM EXPERIENCING IMPULSE BUYING BEHAVIOUR.

HYPOTHESIS-III

$H3_0$: There is no significant relation between the INCOME OF THE RESPONDENT CUSTOMER and THE TIME HE SPENDS AT THE STORE

$H3_1$: There is a significant relation between the INCOME OF THE RESPONDENT CUSTOMER and THE TIME HE SPENDS AT THE STORE

INCOME * TIME SPENT AT STORE Crosstabulation						
Count						
		TIME SPENT AT STORE				Total
		FIFTEEN MINUTES	HALF-AN-HOUR	ONE HOUR	MORE-THAN-ONE-HOUR	
INCOME	<10,000	22	13	9	8	52
	10,000-20,000	44	58	31	61	194
	20,000-35,000	68	78	45	77	268
	>35000	12	21	18	35	86
Total		146	170	103	181	600

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.049a	9	0.017611501
N of Valid Cases	600		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.93.			

From the CHI-SQUARE test we can see that p-value is less than 0.05 and so reject the NULL HYPOTHESIS and infer that there is a significant relation between the INCOME OF THE RESPONDENT CUSTOMER and THE TIME HE SPENDS AT THE STORE.

HYPOTHESIS-IV

$H4_0$: There is no significant relation between the EDUCATION * WEIGH ALL ASPECTS BEFORE PURCHASE OF ANY PRODUCT.

$H4_1$: There is a significant relation between the EDUCATION * WEIGH ALL ASPECTS BEFORE PURCHASE OF ANY PRODUCT.

EDUCATION * WEIGH ALL ASPECTS BEFORE PURCHASE OF GOODS Crosstabulation				
Count				
		WEIGH ALL ASPECTS BEFORE PURCHASE OF GOODS		Total
		NO	YES	
EDUCATION	DIPLOMA	101	148	249
	UG	105	137	242
	PG	47	62	109
Total		253	347	600

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.452a	2	0.797906826
N of Valid Cases	600		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 45.96.			

From the CHI-SQUARE test we can see that p-value is more than 0.05 and so accept the NULL HYPOTHESIS and infer that there is no significant relation between the EDUCATION * WEIGH ALL ASPECTS BEFORE PURCHASE OF ANY PRODUCT.

HYPOTHESIS-V

$H5_0$: There is no significant relation between the AGE OF THE RESPONDENT and his FREQUENCY OF VISITS TO RETAIL STORE

$H5_1$: There is a significant relation between the AGE OF THE RESPONDENT and his FREQUENCY OF VISITS TO RETAIL STORE

AGE * FREQUENCY OF VISITS TO RETAIL STORE Crosstabulation						
Count						
		FREQUENCY OF VISITS TO RETAIL STORE				Total
		VERY RARELY	MONTHLY	FORTNIGHTLY	WEEKLY	
AGE	<28	14	16	16	19	65
	28-45	39	82	59	45	225
	46-60	40	58	57	52	207
	>60	31	30	24	18	103
Total		124	186	156	134	600

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.833a	9	0.128397525
N of Valid Cases	600		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 13.43.			

From the CHI-SQUARE test we can see that p-value is more than 0.05 and so accept the NULL HYPOTHESIS and infer that there is no significant relation between the AGE OF THE RESPONDENT and his FREQUENCY OF VISITS TO RETAIL STORE.

HYPOTHESIS-VI

$H6_0$: There is no significant relation between the GENDER OF RESPONDENTS AND NUMBER OF ACCOMPLICES ACCOMPANYING HIM.

$H6_1$: There is a significant relation between the GENDER OF RESPONDENTS AND NUMBER OF ACCOMPLICES ACCOMPANYING HIM

GENDER * NUMBER OF ACCOMPLICES Crosstabulation

Count

		NUMBER OF ACCOMPLICES				Total
		NONE	ONE	TWO	MORE THAN TWO	
GENDER	MALE	107	89	22	23	241
	FEMALE	124	169	37	29	359
Total		231	258	59	52	600

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.652a	3	0.053767721
N of Valid Cases	600		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 20.89.

From the CHI-SQUARE test we can see that p-value is more than 0.05 and so accept the NULL HYPOTHESIS and infer that there is no significant relation between the GENDER OF RESPONDENTS AND NUMBER OF ACCOMPLICES ACCOMPANYING HIM.

HYPOTHESIS-VII

$H7_0$: There is no significant relation between the GENDER OF THE RESPONDENT and FREQUENCY OF HIS VISITS TO THE STORE

$H7_1$: There is a significant relation between the GENDER OF THE RESPONDENT and FREQUENCY OF HIS VISITS TO THE STORE

GENDER * FREQUENCY OF VISITS TO THE STORE Crosstabulation

Count						
		FREQUENCY OF VISITS TO THE STORE				Total
		VERYRARELY	MONTHLY	FORTNIGHTLY	WEEKLY	
GENDER	MALE	49	78	59	55	241
	FEMALE	75	108	97	79	359
Total		124	186	156	134	600

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.664a	3	0.881574996
N of Valid Cases	600		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 49.81.			

From the CHI-SQUARE test we can see that p-value is more than 0.05 and so accept the NULL HYPOTHESIS and infer that there is no significant relation between the GENDER OF THE RESPONDENT and FREQUENCY OF HIS VISITS TO THE STORE.

HYPOTHESIS-VIII

$H8_0$: There is no significant relation between the SATISFACTION WITH LIFE-SCALE and the customer EXPERIENCING IMPULSE BUYING BEHAVIOUR

$H8_1$: There is a significant relation between the SATISFACTION WITH LIFE-SCALE and the customer EXPERIENCING IMPULSE BUYING BEHAVIOUR

SATISFACTION WITH LIFE-SCALE * EXPERIENCE IMPULSE BUYING BEHAVIOUR Crosstabulation				
Count				
		EXPERIENCE IMPULSE BUYING BEHAVIOUR		Total
		NO	YES	
SATISFACTION WITH LIFE-SCALE	NEGATIVELY PESSIMISTIC	35	49	84
	POSITIVELY PESSIMISTIC	52	62	114
	NUETRAL	115	103	218
	NEGATIVELY OPTIMISTIC	48	38	86
	POSITIVELY OPTIMISTIC	47	51	98
Total		297	303	600

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.138a	4	0.273463439
N of Valid Cases	600		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 41.58.			

From the CHI-SQUARE test we can see that p-value is more than 0.05 and so accept the NULL HYPOTHESIS and infer that there is no significant relation between the SATISFACTION WITH LIFE-SCALE and the customer EXPERIENCING IMPULSE BUYING BEHAVIOUR.

REGRESSION ANALYSIS

Variables Entered/Removedb			
Model	Variables Entered	Variables Removed	Method
1	FAMILYMEMBERS, INCOME	.	Enter
a. All requested variables entered.			
b. Dependent Variable: AVGMONTHLYPURCHASE			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.203a	0.041	0.038	1.174
a. Predictors: (Constant), FAMILYMEMBERS, INCOME				

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.486	2	17.743	12.874	.000a
	Residual	822.807	597	1.378		
	Total	858.293	599			
a. Predictors: (Constant), FAMILYMEMBERS, INCOME						
b. Dependent Variable: AVGMONTHLYPURCHASE						

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.034	0.226		9.005	0
	INCOME	0.153	0.059	0.106	2.594	0.01
	FAMILYMEMBERS	0.206	0.043	0.196	4.785	0
a. Dependent Variable: AVGMONTHLYPURCHASE						

$$y=a+bx_1+cx_2\ y=2.0324+0.153x_1+0.206x_2$$

The above Estimated Regression equation indicates that Average monthly purchase power is positively related with income level and family member as it is evident that the positive coefficients are indicating the same (0.206 and 0.153).The results indicate that if income levels goes up by one unit, the purchase power will be increased by 0.153 units while keeping family members as constant. Similarly if family members go up by one unit, monthly purchases power will go up by 0.206 units while keeping income levels as constant.The above table also indicates that both income and family members are significantly influencing the purchase power of the customer as both p values are less than 0.05.

DISCRIMINANT ANALYSIS

As the two groups namely (REPEAT STORE CUSTOMER/ NON-REPEAT STORE CUSTOMER) are to be compared on the basis of eighteen characteristics namely SATISFACTION WITH THE QUALITY OF PRODUCTS AVAILABLE AT THE STORE,SATISFIED WITH PROMOTIONAL OFFERS AT STORE, A PLEASANT AND PLEASURABLE SHOPPING EXPERIENCE AT THE STORE,AMBIENCE AT THE STORE, SIZE OF THE STORE, AVAILABILITY OF PRODUCTS AT THE STORE,EASINESS IN LOCATING THE PRODUCTS AT THE STORE,VISIBILITY OF

Group Statistics

ARE YOU AN NON-REPEAT/REPEAT BUYER		Mean	Std. Deviation	Valid N (listwise)	
				Unweighted	Weighted
NON-REPEAT STORE CUSTOMER	SATISFIED WITH THE QUALITY OF PRODUCTS AVAILABLE AT THE STORE	3.8541667	1.2152845	288	288
	SATISFIED WITH PROMOTIONAL OFFERS AT STORE	2.9166667	1.2959331	288	288
	IS SHOPPING AT THE STORE A PLEASANT AND PLEASURABLE EXPERIENCE	3.6076389	1.1607147	288	288
	HOW IS THE AMBIENCE AT THE STORE	3.6319444	1.2367572	288	288
	WHAT DO FEEL ABOUT SIZE OF THE STORE	4.0173611	0.9858108	288	288
	HOW IS THE AVAILABILITY OF PRODUCTS AT THE STORE	3.7395833	1.1160357	288	288
	EASINESS IN LOCATING THE PRODUCTS AT THE STORE	3.7847222	1.0503903	288	288
	VISIBILITY OF DISPLAY OF MRP, DISCOUNTS,OFFERS	2.4826389	1.091483	288	288
	RECEPTION OF STORE PERSONNEL TOWARDS YOU?	2.3958333	1.0962003	288	288
	QUALITY OF SERVICE AT ORGANIZED RETAIL OUTLETS	3.5798611	1.1509172	288	288
	HOW WELL IS THE PRODUCT ASSORTMENT	3.5034722	1.0526167	288	288
	IS THE CHECKOUT TIME TAKEN EVEN	3.3715278	1.4231125	288	288
	SERVICE PROVIDED THROUGH MEMBERSHIP CARDS	3.7326389	1.0499929	288	288
	VISIBILITY OF THE BILLING COUNTER	3.7395833	1.1222624	288	288
	VARIETY IN PAYMENT OPTIONS PROVIDED	3.2048611	1.4873604	288	288
	HOW IS THE TROLLEY SERVICE	3.3958333	1.3078096	288	288
	IS THE PARKING FACILITY SATISFACTORY	3.2465278	1.0616806	288	288
	HOW IS THE HOME DELIVERY SERVICE	3.8611111	1.1330395	288	288
REPEAT STORE CUSTOMER	SATISFIED WITH THE QUALITY OF PRODUCTS AVAILABLE AT THE STORE	3.474359	1.3583076	312	312
	SATISFIED WITH PROMOTIONAL OFFERS AT STORE	2.6378205	1.4524331	312	312
	IS SHOPPING AT THE STORE A PLEASANT AND PLEASURABLE EXPERIENCE	3.3846154	1.0845986	312	312
	HOW IS THE AMBIENCE AT THE STORE	3.849359	1.1396393	312	312
	WHAT DO FEEL ABOUT SIZE OF THE STORE	3.8878205	1.0804812	312	312
	HOW IS THE AVAILABILITY OF PRODUCTS AT THE STORE	3.6025641	1.1463881	312	312
	EASINESS IN LOCATING THE PRODUCTS AT THE STORE	3.8782051	1.0165382	312	312
	VISIBILITY OF DISPLAY OF MRP, DISCOUNTS,OFFERS	2.525641	1.1050816	312	312
	RECEPTION OF STORE PERSONNEL TOWARDS YOU?	2.1730769	1.0887526	312	312
	QUALITY OF SERVICE AT ORGANIZED RETAIL OUTLETS	3.4711538	1.2625453	312	312
	HOW WELL IS THE PRODUCT ASSORTMENT	3.5929487	1.0955985	312	312
	IS THE CHECKOUT TIME TAKEN EVEN	3.4871795	1.3632153	312	312
	SERVICE PROVIDED THROUGH MEMBERSHIP CARDS	3.8044872	1.0893724	312	312
	VISIBILITY OF THE BILLING COUNTER	3.7980769	1.0822729	312	312
	VARIETY IN PAYMENT OPTIONS PROVIDED	3.2724359	1.4521776	312	312
	HOW IS THE TROLLEY SERVICE	3.3557692	1.2698705	312	312
	IS THE PARKING FACILITY SATISFACTORY	3.2660256	1.1067171	312	312
	HOW IS THE HOME DELIVERY SERVICE	3.849359	1.1647556	312	312
Total	SATISFIED WITH THE QUALITY OF PRODUCTS AVAILABLE AT THE STORE	3.6566667	1.3044635	600	600
	SATISFIED WITH PROMOTIONAL OFFERS AT STORE	2.7716667	1.3854228	600	600
	IS SHOPPING AT THE STORE A PLEASANT AND PLEASURABLE EXPERIENCE	3.4916667	1.126371	600	600
	HOW IS THE AMBIENCE AT THE STORE	3.745	1.1912207	600	600
	WHAT DO FEEL ABOUT SIZE OF THE STORE	3.95	1.0372849	600	600
	HOW IS THE AVAILABILITY OF PRODUCTS AT THE STORE	3.6683333	1.1330506	600	600
	EASINESS IN LOCATING THE PRODUCTS AT THE STORE	3.8333333	1.0331188	600	600
	VISIBILITY OF DISPLAY OF MRP, DISCOUNTS,OFFERS	2.505	1.0978694	600	600
	RECEPTION OF STORE PERSONNEL TOWARDS YOU?	2.28	1.0970898	600	600
	QUALITY OF SERVICE AT ORGANIZED RETAIL OUTLETS	3.5233333	1.2104672	600	600
	HOW WELL IS THE PRODUCT ASSORTMENT	3.55	1.0752179	600	600
	IS THE CHECKOUT TIME TAKEN EVEN	3.4316667	1.3923223	600	600
	SERVICE PROVIDED THROUGH MEMBERSHIP CARDS	3.77	1.0703626	600	600
	VISIBILITY OF THE BILLING COUNTER	3.77	1.1011149	600	600
	VARIETY IN PAYMENT OPTIONS PROVIDED	3.24	1.4683301	600	600
	HOW IS THE TROLLEY SERVICE	3.375	1.2872983	600	600
	IS THE PARKING FACILITY SATISFACTORY	3.2566667	1.0844733	600	600
	HOW IS THE HOME DELIVERY SERVICE	3.855	1.1486982	600	600

DISPLAY OF MRP, DISCOUNTS,OFFERS AT THE STORE,RECEPTION OF STORE PERSONNEL,QUALITY OF SERVICE AT ORGANIZED RETAIL OUTLETS, PRODUCT ASSORTMENT, CHECKOUT TIME TAKEN EVEN,SERVICE PROVIDED THROUGH MEMBERSHIP CARDS,VISIBILITY OF THE BILLING COUNTER,VARIETY IN PAYMENT OPTIONS PROVIDED, TROLLEY SERVICE,SATISFACTORY PARKING FACILITY, HOME DELIVERY SERVICE, it will be useful in computing the mean values for getting an in-depth idea about the differences in their mean scores. The mean scores along with the standard deviation of the eighteen characteristics of the perception of repeat/non-repeat customer are presented in the table above.

We can notice that mean scores for AMBIENCE AT THE STORE, EASINESS IN LOCATING THE PRODUCTS AT THE STORE, VISIBILITY OF DISPLAY OF MRP, DISCOUNTS, OFFERS AT THE STORE, PRODUCT ASSORTMENT, CHECKOUT TIME TAKEN EVEN, SERVICE PROVIDED THROUGH MEMBERSHIP CARDS, VISIBILITY OF THE BILLING COUNTER, VARIETY IN PAYMENT OPTIONS PROVIDED, PARKING FACILITY SATISFACTORY ATTRIBUTES are higher in case of REPEAT STORE CUSTOMER than in case of NON-REPEAT STORE CUSTOMER and thus we expect these predictor variables to be useful to discriminate between prospective REPEAT STORE CUSTOMER and NON-REPEAT STORE CUSTOMER. When it comes to variability the std. deviation of almost all variables is high.

Tests of Equality of Group Means

	Wilks' Lambda	F	df1	df2	Sig.
SATISFIED WITH THE QUALITY OF PRODUCTS AVAILABLE AT THE STORE	0.978805036	12.949043	1	598	0.0003466
SATISFIED WITH PROMOTIONAL OFFERS AT	0.989871767	6.1186546	1	598	0.0136529
IS SHOPPING AT THE STORE A PLEASANT AND PLEASURABLE EXPERIENCE	0.990198167	5.9195186	1	598	0.0152661
HOW IS THE AMBIENCE AT THE STORE	0.991671598	5.0222116	1	598	0.0253904
WHAT DO FEEL ABOUT SIZE OF THE STORE	0.996100717	2.3408988	1	598	0.1265456
HOW IS THE AVAILABILITY OF PRODUCTS AT THE STORE	0.99634377	2.1944488	1	598	0.1390355
EASINESS IN LOCATING THE PRODUCTS AT THE STORE	0.997952929	1.2266595	1	598	0.268503
VISIBILITY OF DISPLAY OF MRP, DISCOUNTS,OFFERS	0.999616427	0.2294645	1	598	0.6320963
RECEPTION OF STORE PERSONNEL TOWARDS	0.989692696	6.2279612	1	598	0.0128432
QUALITY OF SERVICE AT ORGANIZED RETAIL OUTLETS	0.997983584	1.2082529	1	598	0.2721207
HOW WELL IS THE PRODUCT ASSORTMENT	0.998268614	1.0371648	1	598	0.3088936
IS THE CHECKOUT TIME TAKEN EVEN	0.998274982	1.0333431	1	598	0.3097859
SERVICE PROVIDED THROUGH MEMBERSHIP CARDS	0.998873477	0.6744204	1	598	0.4118419
VISIBILITY OF THE BILLING COUNTER	0.999294462	0.4222095	1	598	0.5160861
VARIETY IN PAYMENT OPTIONS PROVIDED	0.99947047	0.316827	1	598	0.5737317
HOW IS THE TROLLEY SERVICE	0.999757829	0.1448531	1	598	0.7036384
IS THE PARKING FACILITY SATISFACTORY	0.999919183	0.0483328	1	598	0.8260652
HOW IS THE HOME DELIVERY SERVICE	0.999973831	0.0156496	1	598	0.9004877

Tests for differences in group means

For knowing the characteristics in whose case there is a significant difference between means of the two groups, a one-way ANOVA on them is tested for each of the characteristics where each of the predictor variable (perception of the Customers) is taken as a dependent variable and the REPEAT STORE CUSTOMER/ NON-REPEAT STORE CUSTOMER group as an independent variable. From the table above a significant difference in the means exists for variables QUALITY OF PRODUCTS AVAILABLE AT THE STORE, SATISFIED WITH PROMOTIONAL OFFERS AT STORE, SHOPPING EXPERIENCE AT THE STORE A PLEASANT AND PLEASURABLE EXPERIENCE, AMBIENCE AT THE STORE, and RECEPTION OF STORE PERSONNEL as all the p-values in these cases is less than 0.05,which is the assumed level of significance and it appears that there is a significant difference in the means of the remaining variables where p-value is more than 0.05.

Canonical Discriminant Function Coefficients

	Function 1
SATISFIED WITH THE QUALITY OF PRODUCTS AVAILABLE AT THE STORE	0.398770727
SATISFIED WITH PROMOTIONAL OFFERS AT STORE	0.217419294
IS SHOPPING AT THE STORE A PLEASANT AND PLEASURABLE EXPERIENCE	0.461181211
HOW IS THE AMBIENCE AT THE STORE	-0.260840592
WHAT DO FEEL ABOUT SIZE OF THE STORE	0.32420708
HOW IS THE AVAILABILITY OF PRODUCTS AT THE STORE	-0.092408469
EASINESS IN LOCATING THE PRODUCTS AT THE STORE	-0.134131497
VISIBILITY OF DISPLAY OF MRP, DISCOUNTS,OFFERS	-0.193165783
RECEPTION OF STORE PERSONNEL TOWARDS YOU?	0.50923959
QUALITY OF SERVICE AT ORGANIZED RETAIL OUTLETS	0.016169557
HOW WELL IS THE PRODUCT ASSORTMENT	-0.402013872
IS THE CHECKOUT TIME TAKEN EVEN	-0.008513071
SERVICE PROVIDED THROUGH MEMBERSHIP CARDS	0.037143431
VISIBILITY OF THE BILLING COUNTER	-0.171192398
VARIETY IN PAYMENT OPTIONS PROVIDED	-0.031769059
HOW IS THE TROLLEY SERVICE	-0.038986144
IS THE PARKING FACILITY SATISFACTORY	0.21562303
HOW IS THE HOME DELIVERY SERVICE	0.05997981
(Constant)	-2.593043994
Unstandardized coefficients	

UNSTANDARDIZED DISCRIMINANT FUNCTION

The basic principle involved in estimation of DISCRIMINANT function is that variance within group should be at maximum. Ratio of between group variance to within group variances is illustrated by Eigen values. Eigen values on the higher side are desired. The results in the table above can be written in the form of DISCRIMINANT function.

$Y= 2.59+ 0.40X_1+0.22\ X_2 +0.46\ X_3 -0.26\ X_4 +0.32\ X_5 -0.09\ X_6 -0.13\ X_7 -0.19\ X_8 +0.51\ X_9 +0.02\ X_{10} -0.40\ X_{11} -0.01\ X_{12} +0.04\ X_{13} -0.17\ _{X14} -0.03\ _{X15} -0.04\ _{X16} +0.22\ X_{17} +0.06\ X_{18}$.

The Eigen value for the above estimated DISCRIMINANT function is 0.084 as shown in the table below with 100 percent of variance explained. The last column in the same table indicates the Canonical Correlation, which is the simple correlation coefficient between the DISCRIMINANT score and their corresponding group membership (REPEAT STORE CUSTOMER/ NON-REPEAT STORE CUSTOMER group).

Eigenvalues

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	.084a	100	100	0.278042414
a. First 1 canonical discriminant functions were used in the analysis.				

Classification of cases using the DISCRIMINANT FUNCTION

Functions at Group Centroids

ARE YOU AN NON-REPEAT/REPEAT BUYER	Function
	1
NON-REPEAT STORE CUSTOMER	0.300772825
REPEAT STORE CUSTOMER	-0.277636454
Unstandardized canonical discriminant functions evaluated at group means	

We can compute the mean DISCRIMINANT scores of REPEAT STORE CUSTOMER/ NON-REPEAT STORE CUSTOMER groups separately. This is known as group CENTROIDS. In our case it is 0.30 for NON-REPEAT STORE CUSTOMER and -0.28 for the REPEAT STORE CUSTOMER. The value of the function at group CENTROIDS can be used to design decision rule for classifying a customer into REPEAT STORE CUSTOMER/ NON-REPEAT STORE CUSTOMER category.

STRUCTURAL COEFFICIENTS

One way to find relative contribution of the predicting variables while discriminating between REPEAT STORE CUSTOMER/ NON-REPEAT STORE CUSTOMER group is by comparing the structural coefficients of those variables. The structural coefficients can be obtained by computing correlation between DISCRIMINANT score and each of the independent variables and they are called DISCRIMINANT loadings. The structure matrix is presented below.

The correlation coefficient between DISCRIMINANT score and variable QUALITY OF PRODUCTS AVAILABLE AT THE STORE is 0.51(highest) while the rest can be seen with lower scores. The variables that are at higher position are having greater weight while discriminating between REPEAT STORE CUSTOMER/ NON-REPEAT STORE CUSTOMER group

Structure Matrix	
	Function
	1
SATISFIED WITH THE QUALITY OF PRODUCTS AVAILABLE AT THE STORE	0.508377
RECEPTION OF STORE PERSONNEL TOWARDS YOU?	0.352565
SATISFIED WITH PROMOTIONAL OFFERS AT STORE	0.349458
IS SHOPPING AT THE STORE A PLEASANT AND PLEASURABLE EXPERIENCE	0.343724
HOW IS THE AMBIENCE AT THE STORE	-0.3166
WHAT DO FEEL ABOUT SIZE OF THE STORE	0.216151
HOW IS THE AVAILABILITY OF PRODUCTS AT THE STORE	0.209281
EASINESS IN LOCATING THE PRODUCTS AT THE STORE	-0.15647
QUALITY OF SERVICE AT ORGANIZED RETAIL OUTLETS	0.155291
HOW WELL IS THE PRODUCT ASSORTMENT	-0.14388
IS THE CHECKOUT TIME TAKEN EVEN	-0.14361
SERVICE PROVIDED THROUGH MEMBERSHIP CARDS	-0.11602
VISIBILITY OF THE BILLING COUNTER	-0.0918
VARIETY IN PAYMENT OPTIONS PROVIDED	-0.07952
VISIBILITY OF DISPLAY OF MRP, DISCOUNTS,OFFERS	-0.06767
HOW IS THE TROLLEY SERVICE	0.053769
IS THE PARKING FACILITY SATISFACTORY	-0.03106
HOW IS THE HOME DELIVERY SERVICE	0.017673
Pooled within-groups correlations between discriminating variables and standardized canonical discriminant functions Variables ordered by absolute size of correlation within function.	

FACTOR ANALYSIS

ESTABLISHING THE STRENGTH OF THE FACTOR ANALYSIS SOLUTION

KMO and Bartlett's Test of SPHERICITY is used for establishing the strength of factor analysis solution. The results are shown in the below table.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.662906937
Bartlett's Test of Sphericity	Approx. Chi-Square	2108.727873
	df	45
	Sig.	0

The value of KMO statistics is more than 0.5 which indicates that factor analysis can be used for the given set of data. Furthermore Bartlett's Test of SPHERICITY testing for significance of correlation matrix of variables MUSIC PLAYING IN THE STORE, FRAGRANCE INSIDE THE STORE ,AMBIENCE AND THE MERCHANDISE COLORS AND ARRANGEMENT,VISUAL DISPLAY/PRESENTATION OF PRODUCTS ,DISPLAYS AND LAYOUT ,ALTRUISTIC NATURE , MATERIALISM, CONSCIOUSNESS OF YOUR SELF IMAGE,TRUSTING BRANDED

PRODUCTS,DOES BRAND SHOWING UP IN THE NEW ARRIVALS SECTION indicates that correlation matrix is significant as indicated by the p value corresponding to the chi-square stated is <0.05.This justifies the use of Factor Analysis for the problem.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.08632433	30.86324334	30.86324334	3.08632433	30.86324334	30.86324334	2.85971517	28.59715171	28.59715171
2	2.06043409	20.60434087	51.46758422	2.06043409	20.60434087	51.46758422	1.92371779	19.23717787	47.83432958
3	1.24349061	12.43490606	63.90249028	1.24349061	12.43490606	63.90249028	1.60681607	16.0681607	63.90249028
4	0.88608493	8.860849294	72.76333957						
5	0.70369073	7.036907321	79.8002469						
6	0.56469896	5.646989577	85.44723647						
7	0.55548696	5.554869627	91.0021061						
8	0.48418941	4.841894102	95.8440002						
9	0.27587394	2.758739394	98.6027396						
10	0.13972604	1.397260404	100						

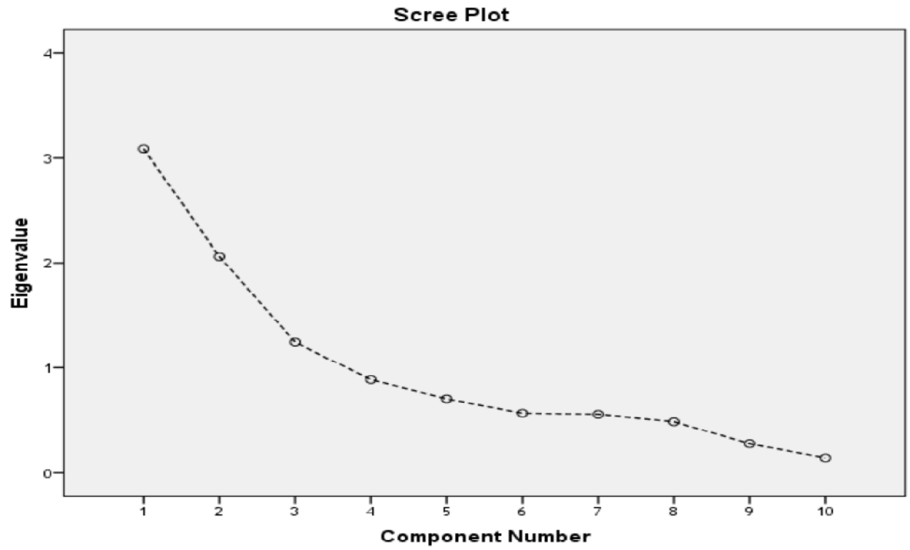
Extraction Method: Principal Component Analysis.

The above table shows us that the extraction of actual factors was successful. Looking at the "Rotation Sums of Squared Loadings," column we understand that the ten factors are meeting the cut-off criterion. Here we see the presence of 3 factors whose Eigen value is more than 1. The column named percentage of variance" will be telling us about the extent of total variation which can be explained and provide an account by each one of the component factors. Here the first factor is accounting for 28.6% of the variability of the 10 factors and so on.

Communalities

	Initial	Extraction
THE MUSIC PLAYING IN THE STORE AFFECTS MY PURCHASE INTENTION	1	0.612853821
IF I LIKE THE FRAGRANCE INSIDE THE STORE MY CHANCES OF BUYING BECOME GREATER	1	0.759636789
I SPEND MORE TIME IN THE STORE LOOKING AROUND, IF I LIKE THE AMBIENCE AND THE MERCHANDISE COLORS AND ARRANGEMENT	1	0.567332427
VISUAL DISPLAY/PRESENTATION OF PRODUCTS INFLUENCES MY BUYING DECISION IN THE STORE	1	0.575269497
GENERALLY YOU FOLLOW THE DISPLAYS AND LAYOUT TO FIND A PRODUCT	1	0.236618298
YOUR NATURE IS ALTRUISTIC	1	0.644252594
YOU ARE MATERIALISTIC PERSON	1	0.725485276
YOU ARE CONSCIOUS OF YOUR SELF IMAGE	1	0.513913395
DO YOU AGREE WITH "I TRUST BRANDED PRODUCTS" ?	1	0.887152084
DOES YOUR BRAND ALWAYS SHOW UP IN THE NEW ARRIVALS SECTION	1	0.867734848

Extraction Method: Principal Component Analysis.



From the SCREE plot we observe that the slope of the curve is leveling out after three factors.

Rotated Component Matrix

	Component		
	1	2	3
THE MUSIC PLAYING IN THE STORE AFFECTS MY PURCHASE INTENTION	0.782486	0.01089	-0.02122
IF I LIKE THE FRAGRANCE INSIDE THE STORE MY CHANCES OF BUYING BECOME GREATER	0.812817	0.276851	0.149394
I SPEND MORE TIME IN THE STORE LOOKING AROUND, IF I LIKE THE AMBIENCE AND THE MERCHANDISE COLORS AND ARRANGEMENT	0.75064	0.057987	0.022587
VISUAL DISPLAY/PRESENTATION OF PRODUCTS INFLUENCES MY BUYING DECISION IN THE STORE	0.758002	-0.0171	0.020252
GENERALLY YOU FOLLOW THE DISPLAYS AND LAYOUT TO FIND A PRODUCT	0.459713	0.156142	-0.03003
YOUR NATURE IS ALTRUISTIC	0.080003	-0.30415	0.738474
YOU ARE MATERIALISTIC PERSON	-0.31242	0.175715	0.772659
YOU ARE CONSCIOUS OF YOUR SELF IMAGE	0.275722	-0.18577	0.635122
DO YOU AGREE WITH "I TRUST BRANDED PRODUCTS" ?	-0.20714	-0.90569	0.154832
DOES YOUR BRAND ALWAYS SHOW UP IN THE NEW ARRIVALS SECTION	0.120237	0.916925	-0.11192
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.			
a. Rotation converged in 5 iterations.			

The Rotated Component Matrix table will show us factor loadings of each variable. We had gone across each row and highlighted every factor that was being loaded by various variables and on the basis of it we concluded that the factors represent:

In the first row the first 5 variables were loading strongly on Factor 1, which we called VISUAL MERCHANDISING

In the second row the last 2 variables were loading strongly on Factor 2, which we called BRAND BEHAVIOUR.

In the third row the last 3 variables were loading strongly on Factor 3, which we called ATTITUDE of the Customer.

FINDINGS

From the Analysis of the results and based on the literature review done keeping the objectives of the study in the mind the following findings can be ascertained:

1.303 of the 600 respondents EXPERIENCED INSTANT/UNPLANNED IMPULSE BUYING IN STORE. PRICE SENSITIVITY IMPACTS THE PRODUCT PURCHASE of 364 out of the 600 people. 462 of the 600 told that VISUAL DISPLAY/PRESENTATION OF PRODUCTS IN THE STORE & INFLUENCE ON their BUYING DECISION. 373 respondents told that MORE TIME THEY SPEND TOUCHING THE MERCHANDISE, GREATER ARE THEIR CHANCES OF BUYING. 244 customers are influenced in their decision to buy more than what they tend to buy, the Main reasons being attractive product display and good deal/offer with the product. 166 respondents came to know about the new product arrival through the display of the product, 112 through announcements, 179 by enquiring salesperson and 143 will search by your own. Of the 600 respondents, 166 preferred to follow the displays and layout to find a product.

2. When customers enter the store, 237 go straight to the products they want, 106 walk through the store as it leads them, 163 do not follow any pattern, they just walk randomly and pick up products, 94 seek the help of salesperson to navigate in the store. While shopping for knowing about different offers in the store 215 used sign boards/drop downs, 84 came to know through promo areas (MELAS, CELEBRATIONS), 134 through sales people, 91 through pamphlets and 76 through announcements.

3. Out of the factors that influenced customers more to take instant/unplanned buying decision 73 responded it as influence of product arrangement, 231 as influence of promotional signage, 95 as excitement in trying a new product, and 89 as influence of mannequin display. So it is stating that the visual merchandising of the stores is good.162 respondents mentioned nearby cash counter while waiting for payment as the place at which place they tend to do more impulsive buying in the store 202 as promo area (MELAS, CELEBRATIONS). When asked which of the following factors influence their buying decisions in a store 137 mentioned it as signs, graphics etc, and 116 as lighting, 191 as music, 112 as fragrance, and 44 as colors.

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