

Impact of Non-Sensory Factors on Consumer Repeat Purchase Intentions from the Same Store

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Abstract: The study aimed to identify the non-sensory factors which affect the purchase behaviour of Indian consumers and how these factors motivate them to purchase FMCG goods from the same store for a monthly consumption of goods. For this study data was collected from 375 respondents that live in Delhi NCR using structured questionnaire. The data were analyzed with various statistical parametric and non-parametric tests like Cronbach's Alpha, ANOVA and Regression analysis. The major finding establishes the significant relationship between non-sensory factors like cultural factors, social factors, personal factors, geographical factors and psychological factors with the intention to purchase monthly FMCG products from the same source. There are several other factors which affect consumer purchase behaviour which hasn't included in this study due to lack of time. This paper would help market practitioners while contributes to the literature in marketing mix strategies for FMCG sector which should be designed keeping in mind the senses which attract human attention.

Keywords: Non-Sensory Factors, Consumer Behaviour, Purchases Intention.

INTRODUCTION

Over the period of time the consumption pattern of a consumer is changing rapidly due to easy access, availability of products, availability of many options and technological advancement. Companies are tapping customers on each and every level from creating awareness to after-sales services. Due to these, the companies are trying their best to grab consumer attention and further convert into purchase intentions by investing in research related to the application of sensory and neuromarketing (Cruz, et al., 2016) like concepts.

The sensory marketing concept is gradually evolving from the 20th century and provided a new direction of thinking, insights in field of consumer behaviour but not only senses decide what they want to consume for their basic needs? Where can they fulfil their consumption needs of FMCG products? How much distance do they want to travel for fulfilling their need? Do they get everything under the same roof? Do they get extra advantage or facilities of buying in bulk? And many more such questions that are related to their cultural, traditions, norms, personal reasons and so on. There are many non-sensory factors which affect consumer repeat purchase intentions from the same store in which marketers want to get insight about Consumer repeat purchase.

Choosing a particular store for monthly shopping is largely influenced by social elements and cultural elements are likewise taken into consideration as we live in society, therefore, the social components affect our purchase choices that comprise of family, friends, relatives, companions, subordinates, role and status among society. Cultural elements influ-

ence people choice towards a choice of place for monthly grocery shopping.

LITERATURE REVIEW

(Desouza, 1992) Stated that acquiring or managing new customers is costlier (Ming-Liang, 2003) or less efficient than retaining old ones. Therefore, it becomes necessary to understand existing customer revisit intentions to purchase their monthly necessity goods which provide critical implications about consumer intentions. It is very difficult to predict what actually consumer wants but there are numerous studies which try to predict consumer purchase intentions (Srivastav, 2015) with both experimental and empirical studies or by the combination of both. Many studies in past has examined the consumer repurchase intentions (Lee, et al., 2015) and repurchase behavior through their impulse purchase behavior (Cobb & Hoyer, 1986), their satisfaction (Bolton, 1998), theory of reasoned action, unconscious purchase (Bargh, 2002), (Holbrook & Hirschman, 1982) theory of social exchange action (Anderson & Sullivan, 1993), habitual purchase (Hoyer, 1984), (Uncle, et al., 1995) and many more. It very difficult to forecast consumer intentions at the real time of purchase as it involves both sensory and non-sensory stimulus from the environment and companies.

This was done by the exploratory review of literature which was summarized in Table 1.

Table 1: Non-Sensory Factors Affecting Consumer Purchase Intentions Literature Review

S.No.	Researcher	Factors influencing
1.	(Yakup, et al., 2011)	Cultural factors
2.	(Asamoah, 2012), (Nellikunnel, et al., 2017)	Psychological Factors
3.	(Khare, 2011)	Cultural and traditional factors
4.	(Sethi & Chawla, 2014)	Social and cultural factors
5.	(Durmaz, 2014)	Cultural factors
6.	(Furaiji, et al., 2012)	Social factors and Physical factors
7.	(Durmaz, 2014)	Psychological Factors
8.	(Mirzaei & Ruzdar, n.d.)	Social factors
9.	(Koutroulou & Tsourgiannis, n.d.), (Musnaini, et al., 2017)	Personal factors
10.	(Kumar, et al., 2014)	Social, cultural, economic, Personal and psychological factors
11.	(Yakup & Sevil, 2011)	Family Factor
12.	(Lekhanya, 2013)	Culture factors
13.	(Shrestha, 2016)	Social and Technological factors
14.	(Aresa, et al., 2010)	Psychological, economic and health factors

Own illustration based on (Furaiji, et al., 2012), (Obaidat, 1995), (Stávková, et al., 2008).

Table2 provides the brief overview of various variables and sub-variables considered under the study

Table 2: Factors Considered Under the Study

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Main Variables	Sub- Variables	Brief
Social factors	Family	It is a group of persons who live together and related by blood or acceptance. So, the researcher is interested in understanding the influence of immediate family in consumer repeat purchase intention from the same store.
	Reference Group	It is an association of people or gatherings that impact consumer assessments, convictions, states of mind and practices. Reference bunches impact what sorts of product consumer will buy and which brand, the store they will choose.
	Role and Status	A person plays many roles in social gatherings. An individual's position in each gathering can be characterized regarding part and status. A Role comprises of the exercises that a man is relied upon to perform as per the people around him or her.
	Age and stage of a life cycle	The Consumer buys products according to their need which changes as their age and stage of their life changes accordingly plans for the repeat purchase.
Cultural factors	Culture	It is the aggregate of educated convictions, values, and traditions that serve to coordinate the purchaser from a specific learning from family and society.
	Reflects National culture	Consumers prefer to buy from the stores which follow norms, procedure, customs and beliefs that fit into their national traditions.
	Custom, beliefs, and values	A conventional practice, routine or common method for accomplishing something that followed or learned by a social gathering or individuals. While purchasing products from the same store again and again these internal factors may affect their intentions to purchase.
	Social class	Consumers are divided on the basis of occupation, income, culture, education, prestige, esteem, wealth and other variables. They prefer to buy from the stores which fit their class.
Personal factors	Age	Defines consumer's specific time of life at which they can take a decision to buy a product from the same store.
	Occupation	Consumer area of work also affects their purchase intentions.
	Gender	A Similar category of consumers which may have same social, mental or behavioural attributes.
	Marital status	Consumer marital status also affects consumer purchase intentions.
	Income	Consumer monthly consumption and savings depend on its earnings so, they prefer to buy for the stores which provide them extra benefits.
Geographical proximity	Place, mode of transport and distance covered for shopping	the Consumer chooses to shop from the stores which are near to their home and has availability of products they need.
Psychological factors	Value of money	The place where the consumer finds worth of the time and money they spend, motivate them psychologically for a repeat purchase.
	Services	Additional services customize services, offers, discounts and value-added services in the stores appeals to the consumer.

Own Illustration based on (Chandrasekar & R, 2013), (Furaiji, et al., 2012), (Kotler & Armstrong, 2007), (Stávková, et al., 2008)

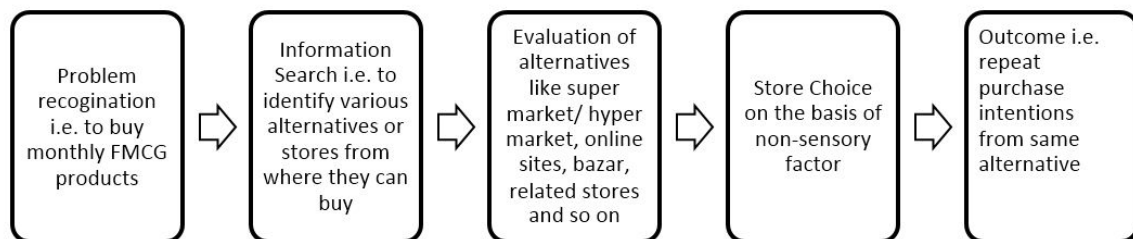


Figure. 1: Own illustration of Consumer Buying Process Based on

(Pride & Ferrell, 2007), (Brunsø, et al., 2002), (Hansen, 2005), (Solomon, et al., 2006)

3. Research Methodology

3.1 Objectives

To identify the non-sensory factors which influence consumer purchase intentions for buying monthly FMCG products from the same place.

To analyze the relationships between the identified variables and intentions to purchase from the same place.

3.2 Hypotheses

Hypotheses considered under the study are framed after the review of the literature, for analyzing the impact of these five factors on consumer repeat purchase intentions from the same place for buying monthly FMCG products.

Consumer prefers to buy from the same store due to its socialization.

H1: social factors are positively associated with consumer repeat purchase from the same store for their monthly FMCG consumption.

Consumer prefers to buy from the same store due to the impact of their cultural values, traditions, norm, and family traditions.

H2: Cultural factors are positively associated with consumer repeat purchase from the same store for their monthly FMCG consumption.

Consumer Prefers to Buy from the Same Store Due to their Personal Reasons

H3: Personal factors are positively associated with consumer repeat purchase from the same store for their monthly FMCG consumption.

Consumer Prefers to Buy from the Same Store Due to Nearness to their Place

H4: The geographical proximity of store is positively associated with consumer repeat purchase from the same store for their monthly FMCG consumption.

Consumer Prefers to Buy from the Same Store Due to Psychological Factors

H5: Psychological factors are positively associated with consumer repeat purchase from the same store for their monthly FMCG consumption.

3.3 Conceptual Framework

Based on above hypotheses the following figure shows the hypothetical relationship between the non-sensory factors and consumer purchase intention.

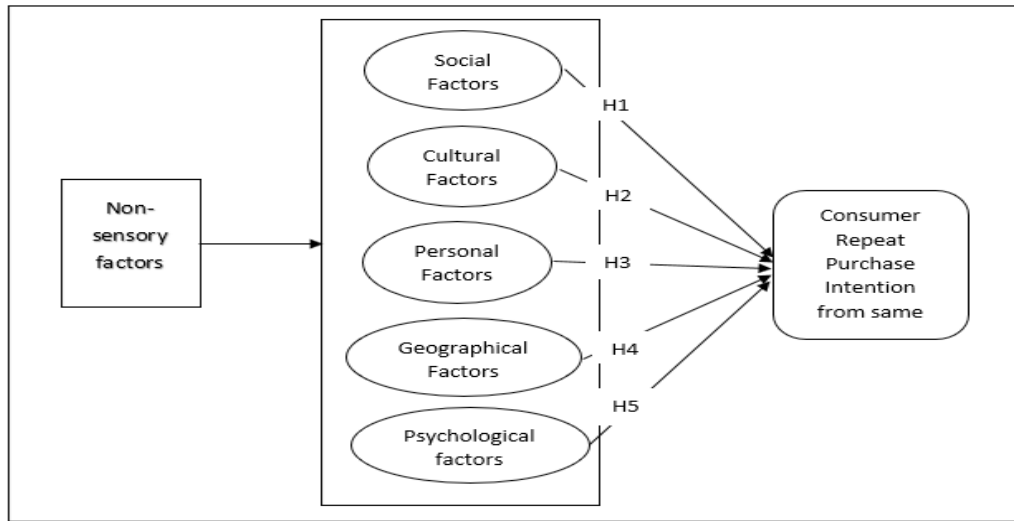


Figure. 2: Non-Sensory Factors that Impact Consumer Repeat Purchase Intentions from the Same Store for their Monthly Purchase

Below equation represent the diagrammatic representation of the impact of various non-sensory factors on purchase intentions.

Impact of non-sensory factors on consumer repeat purchase intention from the same store_{c,t}

$$= \alpha_0 + \beta_1 \text{Social}_{c,t} + \beta_2 \text{Cultural}_{c,t} + \beta_3 \text{Personal}_{c,t} + \beta_4 \text{Geographical Proximity}_{c,t} + \beta_5 \text{Psychological}_{c,t} + \varepsilon_{c,t}$$

Where, α_0 = constant

ε = error in model

c = consumer

t = making a purchase from same-store monthly

3.4 Instruments and Study Method

The instrument used to collect first-hand information from the respondents was a questionnaire. The questionnaire was divided into two sections in which one section was designed to collect demographic information of the respondents like their gender, age, occupation, income, family orientation. Other section includes the detailed questions about the impact of non-sensory factors on consumer purchase intention from the same store. This section accounts for the variables considered for constructing a conceptual model. Responses were measured on five-point Likert scale vary from strongly agree to strongly disagree.

The survey was administrated in Delhi NCR with the sample collected was 375 responses that met the researcher's standard. The data was analyzed with the help of parametric and non-parametric test like Cronbach alpha, correlation, ANOVA, and regression was applied.

4. RESULTS AND DISCUSSION

Table 3 Demographic Profile of Respondents

Demographic Variables	Categories	Frequency	Percentage
Gender	Male	224	59.7
	Female	151	40.3
Age	21-30 Year	280	74.7
	31-40 Year	66	17.6
	41-50 Year	29	7.7
Marital Status	Unmarried	243	64.8
	Married	132	35.2
Occupation	Housewife	41	10.9
	Salaried	148	39.5
	Business	26	6.9
	Retired	10	2.7
	Student	150	40.0
Education Qualification	Higher Secondary	36	9.6
	Graduate	88	23.5
	Post Graduate	240	64
	Illiterate	11	2.9
Monthly Income	<INR 35,000	82	21.9
	INR 35,001-55,000	118	31.5
	INR 55,001-75,000	129	34.4
	INR>75,000	46	12.2
Family Orientation	Nuclear Family	232	61.9
	Family with parents	143	38.1
A Place for monthly FMCG purchase	Super/ Hypermarkets	212	56.5
	Online	52	13.8
	Bazaar or related kirana shops	111	29.6
Distance travelled for monthly FMCG purchase	<1 K.M	10	5.6
	<2 K.M.	31	8.3
	2-3 K.M.	80	21.3
	3-4 K.M.	136	36.3
	>4 K.M.	128	34.1
	Total	375	100.0

From the above table, it can be clearly deduced that 59.7% of the respondents were males and 40.3% were females. Most of the respondents lie in the age bracket of 21-30 years and accounted for 74.7% of the response. 64.8% of the respondents were unmarried. 40.0% of the respondents were students and 39.5% of the response was accounted for by the salaried class.

Nearly 64% of the respondents were post-graduates. 34.4 % of the respondents' monthly income lies in the bracket of INR 55,001-75,000. Most of the respondents live in nuclear family i.e. 61.9%. 56.5% of the respondents prefer to buy their monthly household products from the super/ hypermarkets and prefers to travel greater than 4KM to buy their monthly household products.

Table 4: Result of Reliability Test

Variables	Cronbach's Alpha
Social Factors	0.726
Cultural Factors	0.722
Personal Factors	0.752
Geographical Factors	0.758
Psychological Factors	0.836
Prefer to buy from the same store	0.739

Cronbach's alpha measures internal consistency among the variables, the values above 0.70 are considered acceptable (Hair, et al., 2006), (Nunnally, 1978). The inter-item reliability among social factors is 0.726, cultural factors are 0.722, personal factors are 0.752, geographical factors are 0.758 and psychological factors is 0.836 which further shows that the factors between these variables are highly interrelated. And overall reliability of the instrument came out to be 0.872 which indicate that data is considered as reliable to conduct a further exploratory analysis.

Table 5: Correlation

Factors	Preference to buy from the same store	
	Pearson correlation	Sig.
Social factors	0.213	0.000
Cultural factors	0.191	0.000
Geographical proximity	0.235	0.000
Psychological factors	0.663	0.000

Table5 exhibits the relationship between the non-sensory factors i.e. social, cultural, psychological and geographical and the respondents' preference to buy FMCG products from the same store, correlation analysis was administered to determine the strength and statistical significance between these variables. Pearson coefficient of correlation came out to be positive and statistically significant for all the four factors with preference to buy from the same store as p-value is less than 0.05. It means that both the variables are moving in positive direction, increase or decrease in the value of one variable lead to increase or decrease in another variable. The correlation between social (0.213), cultural (0.191) and geographical (0.235) factors are low except psychological (0.663) variable which shows positive high correlation with preference to buy from the same store. It can be inferred that non-sensory factors are positively correlated with respondents' preference to buy from the same store and are statistically significant. These variables are appropriate to be considered for linear regression.

Table 6: One-way ANOVA

		Sum of Squares	Df	Mean Square	F	Sig.
Age (WPersonal)	Between Groups	29.870	4	7.468	18.425	0.000
	Within Groups	149.959	370	0.405		
	Total	179.829	374			
Income (Personal)	Between Groups	15.730	4	3.932	2.928	0.021
	Within Groups	496.846	370	1.343		
	Total	512.576	374			

Table 6 demonstrate the relationship between the non-sensory factor (personal factors which are measured by age and income of the respondent) with their preference to buy from the same store, one-way ANOVA was applied. It is evident from the table that both age and income have an impact on respondents' preference to buy from the same store as p-value is less than 0.05 and F-ratio of age is greater than income. As such these five non-sensory factors could be incorporated for regression analysis and model or equation building.

Table 7: Multiple Linear Regression Coefficients of Non-sensory factors on Consumer Preference To Buy FMCG Products from the Same Store

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.56	0.25		6.29	0.000		
Personal	0.28	0.07	0.195	3.92	0.000	0.974	1.03
Psychological	-0.37	0.13	-0.223	-2.87	0.004	0.401	2.49
Geographical	0.24	0.11	0.17	2.17	0.031	0.396	2.53
Cultural	0.39	0.08	0.32	4.68	0.000	0.516	1.94
Social	-0.18	0.07	-0.163	-2.45	0.015	0.548	1.82
F-Statistics =9.013							
Durbin-Watson = 2.300							
P-value (F- statistics) = 0.000							
R square = 0.576							

Multiple Linear regression results are depicted in table 7 which resulted that all the five non-sensory factors are statistically significant and have an impact on consumer preference for buying FMCG product from the same store. R square value of the model came out to be 0.576 which means that variation in the consumer preference to buy FMCG product from the same store can be 57.6% explained by these five non-sensory factors. F-value came out to be 9.013 which is statistically significant at p-value is less than 0.05 which means that these predictors could be used for model building for customer preference to buy FMCG products from the same store. Coefficient test in table 7 revealed most effective independent non-sensory factor(s) in the model. After testing the developed tested hypothesis, the equation can be reframed as

Impact of non-sensory factors on consumer repeat purchase intention from same store $_{c,t} = 1.56 - 0.18 \text{ Social}_{c,t} + 0.39 \text{ Cultural}_{c,t} + 0.28 \text{ Personal}_{c,t} + 0.24 \text{ Geographical Proximity}_{c,t} - 0.37 \text{ Psychological}_{c,t} + \varepsilon_{c,t}$

According to the modified equation, non-sensory cultural factors have the highest impact on consumer repeat purchase intention from the same store as its t-statistics i.e. 4.68 has the highest value among all and p-value is 0.00 which is less than 0.05. It depicts that one standard deviation enhancement in non-sensory cultural factors is followed by 0.39 standard deviation enhancement in consumer repeat purchase intention from the same store provided that all other four non-sensory factors remain constant. Psychological factors have a negative impact on consumer repeat purchase intentions as its t-statistics is lowest among all which is -0.223 and is statistically significant. The relationship of all the five non-sensory factors with consumer repeat purchase intention from the same store is statistically significant and are acceptable. There is no multicollinearity in the data as VIF value is less than 3. Although, maximum acceptable VIF value is 10 according to (Hair, et al., 1995), (Kennedy, 1992), (Marquardt, 1970) and VIF of 5 as maximum limit according to (Rogerson, 2001). Hence, this model could be used to estimate the impact of the non-sensory factor +on consumer repeat purchase intention from the same store.

Conclusion and Recommendations

This paper explores the role of non-sensory factors which affects customer repurchase intention from the same store for their monthly use of FMCG products. By assuming that the non-sensory factors such as cultural factors, geographical proximity of the store, family preference, personal reasons for buying from the same store and psychological factors, influence consumer repurchase intention positively several conclusions could be drawn.

It can be observed that most of the people still prefer to go to super/ hypermarket for their monthly purchase of goods and even prefer to travel more than 4 km in order to buy due to heavy promotional offers and discounts. As online grocery is still in its nascent stages, not being able to bring people under confidence of making an online grocery purchase. So, People restrict themselves from making online grocery purchase and same was observed by (Julka, 2016), (Azizan, et al., 2013).

It could be concluded that independent variables i.e. non-sensory factors are weekly correlated with the dependent variable which is consumer repurchase intentions from the same store. But there is a strong positive correlation between one independent variable which is non-sensory psychological factors with the dependent variable. Further in-depth analysis revealed a regression equation which could be used by marketers to analyze consumer behaviour towards grocery purchase from the same store.

The progression in innovation has narrowed the distinction between the Semi Urban and the urban region which has turned into a similar market platform for marketers. With the entrance of the specialist supermarkets/ hyper stores have made the rigid competition for local shops in the market thus the marketers must know about the elements that impact the repeat purchase behaviour of the customer.

Limitations and Future of the Study

This study only deals with the exploration of the non-sensory factors related to the consumer which motivates or influence consumer purchase intention from the same store, it doesn't take into account the impact of sensory factors as the independent variable for study but could be considered in future. Further, the sample size is limited to the metropolitan city only.

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