SITUATIONAL FACTORS ASCENDANT IMPULSE PURCHASE BEHAVIOR OF PRIVATE LABEL BRANDS WITH SPECIAL REFERENCE TO MODERN TRADE RETAIL OUTLETS IN CHENNAI

V. Anitha

Research Scholar, SRM School of Management,
SRM Institute of Science and Technology, Kattankulathur, Tamilnadu, India.

Dr. A. R Krishnan

Associate Professor, SRM School of Management
SRM Institute of Science and Technology Kattankulathur, Tamilnadu, India.

ABSTRACT

The purpose of the study is to examine impulse purchase behavior of private label products in specified modern retail outlets in Chennai and tries to ascertain the major factors influencing it. Impulse is very widespread practice of buying behavior in current scenario. In general, people who wish to do shopping for fun were most likely to buy the things on impulse. To get the excitement and pleasure experience on owning maximum products that we planned to buy, people randomly opt on impulse purchase. Consumers who pay for products which is not only intended that they need to buy for the utilization. Most of the consumers were buying the products or foodstuffs due to sudden urge or strike to buy the products through various internal or external factors. To substantiate, the researcher has empirically analyze on consumer's characteristics, emotions, displays, outlet environment, availability of money, availability of sufficient time, friends and relatives' influences, attractive offers and discounts. The statistical tool of Factor analysis was used to investigate the facts which has been collected from 200 respondents at Chennai from preferred modern trade outlets and used convenience sampling technique. Our empirical result indicates that influences by situational on purchase were differ based on the categories of product bought.

Keywords: Impulse purchase, Consumer behavior, Store environment, Situational factors, Private label brands.

Situational factors ascendant impulse purchase behavior of Private label brands with special reference to modern trade retail outlets in Chennai

1. INTRODUCTION

The greater than ever of spending money for shopping is growing enormously. Today's way of life has created a new trend and also it is emerge to integrate with modern culture especially in term of shopping behavior. Before started to involve in shopping activity, most of the consumers were spend less time to plan regarding their purchase but they highly prioritized on their attitude, life style and their income decides on encourage to buy more.

In general, impulse shopping was considered as unintentional shopping motive to choose a product or service which complete before obtain. A person who tends to do unplanned purchase is referred as impulse purchase or impulse shopping.

Purchasing on impulse can be influence by both internal as well as external factors which impact just before the purchase. The major induce factors of marketing mix in impulse purchase or impulse buy depends on advertising, promotional techniques, personal selling, public relations. The necessity of analyzing the influence of impulse buying was started during the last 60 years. Buying things through impulse is basically distinct as the unexpected and instant buying result which happen in side of the outlet with no pre intent to select the specified products or services.

The each and every outlet like, hyper market, super market, convenience store and shopping malls are highly motivating or inducing consumers to buy the things on impulse is a tried and true technique to boost basic average purchase value. The successful encouraging impulse buying through store's outlet, arrangement, signage, color (the dark color will naturally grab the consumer and will motivate to buy their own), lighting, trained shop keepers and mainly allowing consumer to trail or demo the preferred product hence it will convince the shopper to buy according to their requirement.

2. MODERN RETAIL IN INDIA

Undoubtedly among the largest countries, India is an emergent retail industry in the world. Our country is known for 5th biggest world destination of the retail gap. India has been anticipated to rise from $ 672 billion in 2017 to $ 1.1 Trillion in 2020 in the retail market. The modern retail market in India is expected to grow from $ 70.45 billion in 2016 to $ 111.25 billion in 2019. The lavishing Indian retail market is estimated to grow from $ 23.8 billion to US $ 30 billion by the end of 2019 which is high quantity arrivals of international brands and has been supported by young age group and also increasing the purchasing power of the urban and semi urban people. The modern retail's size is predictable in India like double with $ 25.7 Billion from $ 13 Billion from the past 3 years driven by Omni channel – retailer.

India is rising as one among the leading retail industry. The predictable market size is $ 672 Billion in the year of 2016, thus register CAGR of 7.74 percent from the time when 2000. The expected retail industry will develop up to $ 1.3 Trillion by 2020*. India is the uppermost among the world on the basis of countries per capital in store availability. India's fastest growth of rudiments in urbanization and augmented consumerism were offer immense scope for retail extension for overseas companies.

An Indian consumer is extremely dynamic in nature on their shopping pattern. Impulse shopping is considered as significant note on consumer buying behavior. In this study0, factors influencing impulse buying will act as a vital role for modern retail outlet.

3. PURPOSE OF THE STUDY

Since recommended through earlier researches, products were purchased by impulsive are frequently depends on less cost and most significantly the researchers were highly given prioritized towards situational factors which ascendant the consumers to purchase without rational thoughts. Impulse purchase behavior is able to connect with identity image and representational utilization. There is not sufficient study has been undertaken to examine the various situational factors which is highly inducing to prefer impulsive purchase behavior on private label brands in modern trade retail outlets in Chennai. Hence the current study was focusing on the factors of situation things like In store promotion, Family influence, Time and money availability and in addition our research tried to pointing out on considerable factors are more noteworthy in inducing impulsive shopping behavior.

4. SIGNIFICANCE OF THE STUDY

Only limited study is available in terms of situational factors of impulsiveness irrespective of private label brands. Hence the research have highly emphasized on situational factors which induce the consumers to do impulse buying in retail outlets.   A main purpose of the the analysis is to identify the factors which impact more on impulsive buying behavior on consumers and it's considerable's for the marketer as by the result of the analyze they can maximize the sales activities also boost retailer's profit.

5. RESEARCH OBJECTIVES

5.1. This study has the following specific objectives

1. To analyze the ascendant of situational factors of consumer impulsive buying behavior of private label brands in modern trade retail outlets in Chennai.
2. To know the impact of impulse buying behavior of private label brands at modern trade retail outlets.
3. To identify the association between monthly income with impulse buying behavior.

6. LITERATURE REVIEW

6.1. Emergence of Private label Brands

Development towards Private Label marks in the FMCGs' business has changed market structures and affected on the three key market members: purchasers, retailers, and makers. Specifically, Private Label brands promoted as premium quality have additionally adjusted the market's elements. Economy (or spending plan) Private Label brand passage started the challenge among retailers and producers. Retailers had control of the distribution of rack space while National brand makers-controlled creation, and albeit serious, the relationship was associated. By relinquishing quality, economy Private Label brands were situated on a lower value differential and had insignificant bundling and promoting costs. Most National brands contended in a better quality/more significant expense position, with generous promoting support.

The dispatch of premium Private Label brands modified this retailer/maker relationship by increasing the challenge. Premium Private Label brands have endeavored to situate them as high caliber however a somewhat lower-valued option in contrast to the notable National

brands, making another circumstance in the commercial center. Premium Private Label brands have filled a hole in the market that National brand producers are probably not going to meet, as bringing down their costs could flag a decrease in quality (Morton and Zettlemeyer, 2004). While it may create the impression that purchasers are the recipients of this expanded challenge through the expanded brand decision and lower costs, investigate has indicated this may not generally be the situation. An enormous collection of research that has concentrated on the Private Label brand impacts on advertises structures are talked about beneath.

6.2. Impulse purchase and Impulse purchase behavior

Impulse purchasing can be characterized as with our planned, sudden urge, and unconstrained motivation to purchase, which needs cautious assessment of item and buy results. (Kollat and Willet, 1967; Cobb and Hoyer, 1986; Rook, 1987; Piron, 1991; Beatty and Ferrel, 1998; Bayley and Nancarrow, 1998; Kacen and Lee, 2002; Vohs and Faber, 2003; Parboteeah, 2005) It is viewed as that the recurrence of spontaneous or non-rational buying is as high as 90% (Cobb and Hoyer 1986; Gutierrez, 2004). Consequently as indicated by certain creators the vast majority of shoppers in some cases purchase on motivation (Coley, 2002) while as per others make purchase happens in twenty seven percentage to sixty two percentage on most of the thing considered (Beatty and Ferrell, 1998).

As indicated by various examinations (Rook and Fisher, 1995; Beatty and Ferrell, 1998; Verplanken and Herabadi, 2001; Virvilaite et al., 2009), the primary attributes of impulse purchases conduct the tendency towards drive purchasing, immediacy into purchasing, fulfillment realized after unexpected purchase and absence of purchase list. It alludes towards the person wise attributes of customer. Nonetheless, motivation purchasing is additionally examined as far as different factors, for example, the segment on demographic factors, situational factors, and environmental factors. As per its points, this examination will feature the situational factors that ascendants impulse buying.

6.3. Impulse and Instant

The buyer's longing to purchase the products very quickly in the wake of review the item without rational thoughts in the timeframe between the upgrade to see the products and thus, the acquisition of the products is short (Danelly, 2001). Analysts have discovered that the setting in the inclination to purchase rashly is probably going to originate from a transient element, which has been recognized that is in relationship with different propensities, for example, want inclinations for change and oddity (Sharma et al., 2010).

Along these lines, a trademark of an inclination to purchase hastily in an individual is a general condition of being quickly (Weun et al., 1998), yet they are given particular and interesting conduct (Verplanken and Herabadi2001).

Unplanned to purchase hastily or impulsively might be an approach to reestablish a negative mental situation. Mick and Demoss, 1990 found, public use to gain a reward for theirselvs improved it conceivable to realize post they were baffled/sadden.

6.4. Situational factors with Impulse buying

Factors which are situational of the outside variables originating from the purchase condition when purchasers come into make contact with specific image boosts (items or progression) which create the impromptu purchase. Right after and there customer can realize an abrupt requirement to buy a specific item that has pulled by individual consideration. (Youn, 2000) Some analysts append more significance to the impact of person's attribute of customers accepting that singular conduct is predictable specifically circumstances. Then again, supporting factors consider situational force that frequency in accomplish changes rely on

situation. Specifically, a small number of investigations uncover so as to purchaser behavior is obtained by condition (Belk, 1974; Mattson and Dubinsky, 1987) extending starts four percentages to forty three percentage of elsewhere societal differences, which focuses to the situation factors as the very explanation behind the adjustment in solidness of individual variables (Mattson and Dubinsky, 1987).

As per Belk (1974, p. 157) circumstance is a lot of the considerable number of components "particular phase and spot of insight which do not follow by the beginning and an information on close to home (intra-individual) and upgrade (decision elective) properties, and that has a self evident and deliberate impact on current conduct." Thus Belk's scientific classification of situational factors incorporates five components: (1) physical encompassing, (2) societal encompassing, (3) Duration, (4) Purchase assignment (5) past circumstances where the buyer enter into the purchase encompassing or the result from the purchase encompassing (Belk, 1975).

The Internal variables of the shopping region or the physical encompassing include: (1) general inside structure – shading, lighting, smell, music, gear, and so on. (2) Course of action of hardware and product inside the store; (3) show of product; (4) retail location special materials (Mihić, 2002, p. 82.). In addition to this, the temperature and nearness of others in the encompassing (Coloma and Kleiner, 2005), for example social customers (Nicholls et al., 1997; Underhill, 1999; Luo, 2005; Zhuang et al., 2006.; Anić and Radas, 2006 (a); Virvilaite, 2009), disposition (Rook and Gardner, 1993; Beatty and Ferrell 1998; Vohs and Faber, 2003; Herczeg, 2006), with in the store improvements.

In addition, added duration is available; the higher is the opportunities for spontaneous purchasing (Iyer, 1989; Iyer et al., 1989; Herrington and Capella, 1995; Nicholls et al., 1997; Underhill, 1999, Anić and Radas, 2006(a),) particularly when there is no purchasing task (Beatty and Ferrell, 1998). Other extra purchasing sparks are the value limits or deals (Parsons, 2003; Virvilaite et al., 2009); store availability and deals staff (Aylott and Mitchell, 1998) just as the area (Hart and Davies, 1996).

In item structure, manner in which the items were shown, alluring hues, smell or harmony can grab the customers' consideration by setting them feeling immense and animating the cooperation with the store environment and in this manner impromptu purchasing (Donovan and Rossiter, 1982; Hart and Davies, 1996; Tai and Fung 1997; Oakes, 2000; Verplanken and Herabadi, 2001). While all referenced alludes to the optimistic association of the climate and buying results, there are some opposite analyses results that did not discover any association (Nicholls et al. 1997, Anić and Radas, 2006).

7. RESEARCH METHODOLOGY

7.1. Research Design and Sample size
Descriptive research Design using standardized tools.

7.2. Sampling Method and Sample Size
Quota sampling method is used and the study was conducted where 200 questionnaires and collected the Valid respondents on the same.

7.3. Sources of Data and Research Instrument
Data were collected from primary and secondary sources. Questionnaire was used to collect the data. The survey questionnaire is prepared on the basis of objective of the study. We have prepared two sections of questionnaire which consist of demographic information and different

attributes of research questions. Those attribute will be measured 5 point Likert scale (Strongly Disagree-Strongly Agree).

7.4. In order to regulate the facilitate analysis, questionnaire being a key instrument is divided into the following parts

1. Demographic details asking for details on Gender, Age, Educational Qualification, Occupation and general retail products purchased. 2. Then the questionnaire tries to elicit information on the inducing impulse factors by the customer in the actual purchase and in the pre - shopping and post shopping phase. 3. This is followed by a set of 26 questions were asking customers on a five point Likert scale. 4. With the continuation, we were asking questions on situational and internal factors which ascendant the impulse buying behavior of consumers like time, money, environment, etc. 5. Finally, respondents 'responses are sought on impulsive buying behavior of private label brands in modern retail outlet.

7.5. Statistical Tools

We have applied SPSS statistical tool to analyze the data to sum up the details contained in a maximum number of items to a minimum numbers of factor hence we have applied Factor analysis, Regression and ANOVA and SEM to derive the prominent variable which inducing more in the impulse purchase tendency of private label brands.

7.6. Research Hypotheses:

H1 - Urge to buy impulsively has a positive impact on Impulsive purchase Behavior.

H2- The situational factors (store) affect impulsive purchase behavior.

H3 – There is no significant difference between impulsive purchase behavior with income level.

7.7. Data analysis and interpretation

Table 1 "Kaiser-Meyer-Olkin's Test"

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.768
Bartlett's Test of Sphericity	Approx. Chi-Square	817.313
	Df	78
	Sig.	.000

Inference: KMO value for measure of sample adequacy is 0.783. Similarly the Bartlett's test rejects the null hypothesis that the attributes are not related, as the approximate chi-square value is 817.713 at 210 degrees of freedom which is significant at five percent level. Therefore, this factor analysis may be known as a suitable technique.

The rotated factor loading for Twenty one variables are selected for the analysis and these Twenty one variables are extracted into eight key factors (Urge to purchase, Money availability, Time availability, Family influence, Credit card usage, Store environment, economic well being and sales promotion)

Table 2 "Regression Analysis"

1. Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.728[a]	.423	.330	2.13534

Here impulse purchase behavior is determined to the extent of 42% (.423) on situational factors (Personal) impulsively.				
2. Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.424[a]	.35	.421	4.17920

Here impulse purchase behavior is determined to the extent of (35%) situational factors (Positioning) has affect on impulsive buying behavior.

7.8. ANOVA

**Table 3** Situational factors - Personal

	Sum of Squares	**Df**	**Mean Square**	**F**	**Sig.**
Between the Groups	23.987	4	5.997	4.192	.003
Within the Groups	274.693	197	1.431		
Total	298.680	201			

The significant value is 0.003 which is lower than 0.05. Hence reject the null hypothesis. Hence there is significant difference in the situational factors (Personal) with respect to their monthly income.

8. FINDINGS AND SUGGESTION

In this level of analysis, Confirmatory factor analysis techniques have been applied to summarize buying and selling activity which occurred in retail outlets. These techniques handled with the correlation internally on maximum items and also eventually categorize it the form of finite common factors. The Factor Analysis technique was a dependent technique in that every one of the items is concurrently considered and also in this all the variables have been consider as an interlinked variables (Kalantari, 2008, 283).

In this conceptual model of the analysis were consists of two independent variables known as Personal factors and Positional factors and also the researcher were included two dependent variables known as Urge to buy and Impulse Buying Behavior as shown below.
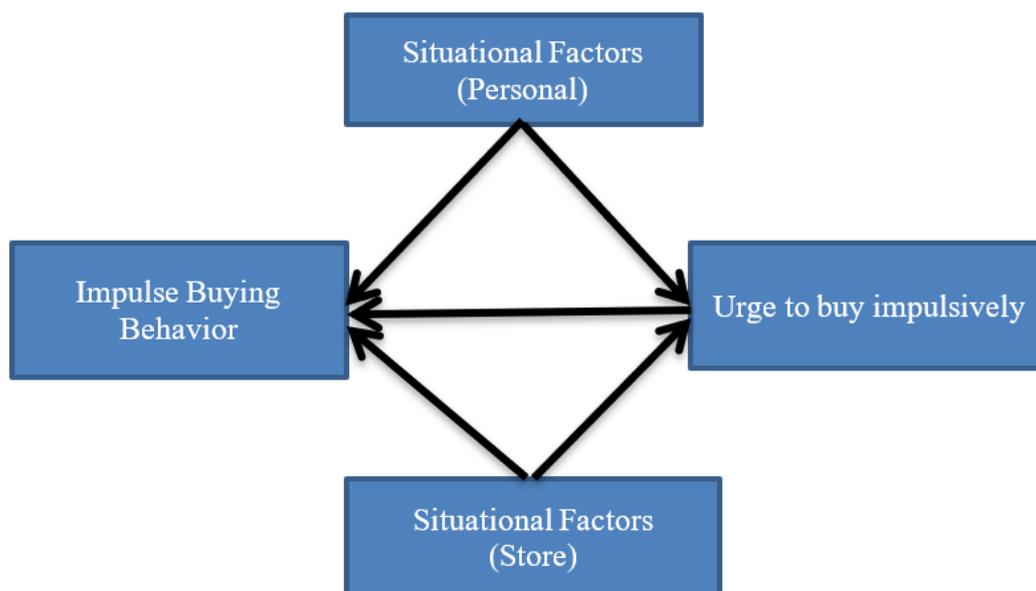

Figure 1 Conceptual Model of the Research

situational factors are considered as a means to flourish a good sense for an urge to buy impulsively, As we know, positional factors can be categorized into seller-friendly behaviors, music playing in the store, shop environment and advertising , Therefore, it was expected that each of these factors would has a optimistic effect towards urge to buy impulse .

A personal factor has significant impact on the how consumers behave and response to impulsive buying behavior. These factors turn around the character of consumer, therefore the most important focal point is on the individual, not the external surroundings.
The family's financial future and having high personality conscientiousness versus impulsive buying, besides the cultural differences of individualism and collectivism of consumer in terms of geographic location, is very important in behavioral impacts.

Figure 2 shows the relationship among dependent variable and independent variables of the analysis that has been examine through applied AMOS software and Structural Equation Modeling technique were run for the result. The output of this analysis has been mentioned below.
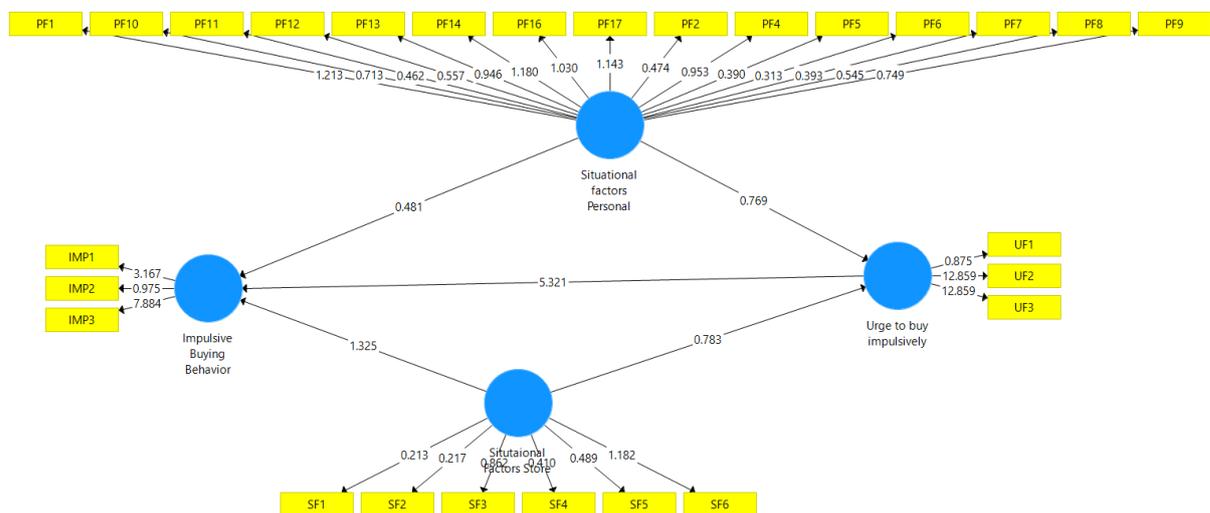
Figure 2 Structural Equation Model and t statistics

The structural equation model has estimated by applying a boot strapping based on the studies of (Vinzi et al., 2010) it is are sampling techniques that draws a large number of samples say 5000 from the data assigned for obtaining the results.

Table 4 Five hypotheses

Hypotheses	Relationship	Original Sample (O)	Sample Mean	Standard Deviation (STDEV)	T Statistics (IO / STDEV)	P Values	Accepted / Rejected
H3	PF→IBB	-0.024	-0.004	0.05	0.473	0.03	Accepted
H4	PF→UB	0.299	0.026	0.387	0.774	0.04	Accepted
H5	SF→IBB	0.584	-0.043	0.438	1.336	0.182	Rejected
H6	SF→UB	-0.135	0.036	0.17	0.794	0.02	Accepted
H7	UB→IBB	0.665	0.751	0.125	5.337	0	Accepted

Note: PF: Personal Factor, IBB: Impulse Buying Behavior, SF: Store Factor, UB: Urge to Buy

From the above table it is observed that five hypotheses are assigned and four are supported and one have been rejected. It could be seen from the studies that situational factors on personal (Time, Money, Credit, Family and Economic well being) we positively impact the impulse buying behavior of private label products. And personal factors also directly impact the urge to buy the private label products. Situational factors on store (Sales promotion, Store environment, Friendly employment, Friendly employees, Store music) which is not positively impact the impulse buying behavior. But Store factors are positively impacting the Urge of buying. And Urge to buying the private label products were positively impact the Impulse buying behavior.

9. CONCLUSION AND FURTHER RECOMMENDATION

In summary impulse purchase behavior is optimistic in Chennai region. The Consumer were highly use to engage in impulsive purchase especially while they observe any discount and offers or free products of premium private label brands. The Individual level of income has been playing vital effect on consumer impulsive buying behavior as if store is well festooned; with multi-colored ambiance consumers are highly motivated towards buying.

From the detailed research, researcher has found that consumers were becoming very demanding and expecting promotional activities on products and services. If shoppers see things which are more attractive and affordable based on their choice and to their preference they will show maximum level of association but if they did not identify whatever thing of their choices they project limited involvement towards shopping. So I will conclude by saying to promote impulse buying, the whole thing must be according to consumer's choice and preference and most preferably on the situational factors. With the future perspective, the researchers can continue the study with more widely on internal and external factors which directly connects with promotional techniques and brand salience role to induce the consumer to indulge in purchase activity. And also there is a scope to enhance the study with marketer participation to encourage the consumers to engage on impulsiveness.

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