

# “ANALYTICAL INVESTIGATION OF THE STORE ENVIRONMENT AND SPONTANEOUS PURCHASE. THE CHANGING DYNAMICS OF CONSUMER BEHAVIOUR IN ISTANBUL DEPARTMENTAL STORES”,TURKEY

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## ABSTRACT:

We intended to figure out the main factors that were affecting consumers buying and established the model for unplanned buying, for the case of departmental stores located in Lahore. We included a sample with different (independent) buying behaviour, emotions of customers, promotion & advertisement, physical environment and price of products variables. The objective was set to examine the leading factors influencing customers to buy in departmental stores (MM Migro's, A-101, Bim and Suck) of Istanbul, Turkey. The survey approach was taken in this study through a proper sampling design using convenience sampling with sample size 250 were used in the study. Overall the result was derived to the conclusion by using the SPSS software and find valid reliability for the variables. We found correlation between different variable to check the relationship and regression model to check model significant. Finally, this study can propose valuable policy implications.

**Key Words:** Unplanned buying, Emotions, Promotional & Advertisement, Selling behaviour

## **INTRODUCTION:**

An impulse buying is something that is usually bought unplanned and in a larger quantity. When a person goes for shopping, different factors affect at the mental level that compels him to buy in a larger and unplanned scale. Nowadays, it is very common as many super-stores are made, where people often go for entertainment purpose. This has become a trend in society which is forcing people to go often shopping in impulse. One who shops to make such leverage is mentioned to as a nervous impulse vendee or impulse consumer. According to major research findings, emotional feelings play a very impactful role in unplanned buying. Along with product advertisement. Furthermore, this is greatly exploited by marketers and retailers, making people buying products unintentionally (Verma & Badgaiyan, 20015). Mostly these products are related to the general need of people like clothing, accessories, food etc. Impulse buying takes over the rational decision making of the buyer. The only prevention of impulse buying is to decide a budget before going out for shopping. After reviewing several international research journals, few factors have been selected for the work. Hausman (2000) explained that there is some state of affairs and retail ambience which influence both in memory reaction and future depot choice decision of the consumers. Because of the changing and dynamic nature of expectations, orientation, and behaviour. In-Store promotions (Gutierrez, 2004), People (Ghosh et al., 2010), advertisement (Srinivasan, 2008), Lightning (Areni& Kim, 1994; Summers & Hebert, 2001; Magnum. 1998), and other factors like music, fragrancy, 8 senses of colour etc. There are several internal factors which private road the consumers to buy unintentionally. It includes Moods and Emotions (Watson & Tellegen, 1985; Beatty & Ferrell, 1998; Hausman, 2000; Rook et al., 1993; Youn & Faber, 2000), Self- Image (Sirgy (1982), Culture and Regret (Piron, 1991), Shopping Enjoyment (Beatty & Ferrell, 1998; Stern, 1962). These studies realized that the merchandise which is purchased impulsively often have a cheap damage.

## **Research Objective:**

To find out how different factors affect consumers for unplanned buying in departmental stores of Lahore Pakistan, which include Metro Cash and Carry, Al-Fateh and Carrefour.

To examine which is the top factor influencing consumers to shop in departmental stores of Istanbul (MM Migro's, A-101, Bim and Suck).

To explore whether emotions have any impact on impulse buying of the consumer.

## **Literature Review:**

The main issue this study discussed and understood is buying behaviour through impulse. Because according to Tremblay (2005) and Baumesiter (2002), impulse buying is any intention to purchase of a shopper, without the purchase of product someone feels the urge to buy it. On the other hand, if we see the behaviour pattern of Pakistani consumers are most likely to buy impulsively, when there is a sale or free products offer by a store (Raheem & Vishnu, 2013). The window of income level displays to visualize that the impact of merchandising have a significant influence on consumer's behaviour when the environment of the store is pleasant, clam and decorated along with its surrounding (Verma & Badgaiyan, 2015; Prajapati&Thakor, 2012). The most subconscious consumer's objective is to assign the values to a product on the base of its packing, shape, colour and basic raw materials used. Because different elements of packing have different implications on users mind along with various demographic variables like age, education, gender and professional environment (Vrama, Dixit, & Badgaiyan, 2016; Vyas, 2015; Vrama, & Badgaiyan, 2015; Bhakat&Muruganantham, 2013; Hasnu& Ali, 2013). Instead of that the need of online impulse buying study on internet is also increasing the importance of this medium in order to gain optimum level sale through this channel ( Halla Konsument, 2017, Easterby-Smith, M., Thorpe, R., & Jackson, P. R. 2018 ). Around two, third of the population in european countries make online purchase due to the influence of impulse buying that mostly focus on the clothing, sport garments and fashion industries because it urge the buying behaviour in rational way (Mathew, J., 2018, Levinson-king, R., 2018, Husnain, M., Rehman, B., Syed, F., & Akhtar, M, 2019, Zakowicz, G., 2019). However the rational choices of decision making are consumers trends to

search important information to make their final buying decisions. It has been noted that the impact of social commerce due to impulse buying behaviour of people increases the values of departmental stores due to their advertisements while providing up-to-date information to their target consumers (Mani, A., Chaubey, D., & Gurung, M., 2016, Cakanlar, A., & Nguyen, T., 2018, Easterby-Smith, M., Thorpe, R., & Jackson, P. R. 2018, Zhang, K., Xu, H., Zhai, S., & Yu, Y., 2018).

The main objective of packaging is to help the consumers to identify, choose and show impression regarding the purchase and repurchase of any product. It shows a positive influence on consumer's response about the product, that leads the consumer towards impulsive buying. It also helps in distinguishing between different brands (Ferguson, Chatfield, Brimblecombe, Liberato, Gunther, Ball, & Leach, 2017; Cho et al., 2014). While browsing in-store, and identification of the positive mood of consumers are the main strongest predictors of influencing impulse buying behaviour. As the positive mood inspires them to move and search-in the store with intend to buy. It encourages individual consumers to have referenced group of friends with mostly shopping done like friends, family and peers and response to more favourably to surroundings products to evaluate the stimulus exposure (Truong, & Buaphiban, 2017; Azim, 2013). Consumers mostly have high proneness attitude while dealing at the presence of a good energetic environment of the store, that makes an impulse purchase. To increase the buying behaviour of consumers, retailers keep a pleasant store environment for their consumers inside their store place to attract the right consumers (Bashir et al., 2013). The packaging strategies of different products exert influence while making a purchase as they communicate about a brand or promoting a brand. The lifestyle and cultural values influence impulse buying behaviour in case of Pakistani consumers positively. The relationship among all the cultural variables and lifestyles is significant. It suggests that the buying behaviour of impulse is predicted by life satisfaction, security, financial satisfaction, gender role, group contact and lifestyles of cultural values as well as the lifestyles of Pakistani consumers (Truong & Buaphiban, 2017; EKeng et al., 2012). According to Saraswat (2012) and Chen (2008), demographic characteristics have a strong impact on impulse buying. It differs especially male and female shoppers because female shoppers do this due to their likeness and spontaneous attraction of colourful fancy products. On the other hand, an increase in the income level of consumers makes them more prodigal while spending and influencing to buy those products which are not included in the plan. Also, different variables such as an advertisement on print media, visual media, advertising 3-D effect, advertising celebrities, pamphlets and hoarding of different products through organizing events affect the majority of respondents. It influences positively into impulse buying that reflects a pivotal bonding among respondents like impulse advertising campaign and impulse buying behaviours to enhance the impulse purchase decisions (Cham, Lim, Cheng, 2018; Baker, Rigdon, Moschis, Fatt, 2016; Jamal, Lodhi, 2015; Xu, Thomas, Giovannini, 2015; Aruna, & Santhi, 2015; Bakirtas, Bakirtas and Cetin, 2015). The type of product plays an important role in impulse buying, especially among the young generation. Also for computer peripherals, a higher tendency of impulse buying involves in predicting as good for different brands products. Another, major finding outlines that emerge the internet as competing for new way of marketing to introduce products while having impulse buying behaviour in mind (Chen, 2008). According to Rook (1987), "impulse buying behaviour with descriptors like intense, exciting, spontaneous, urge to buy with purchaser often ignoring consequences with more advance study in the present study to discuss impulse buying behaviour as a trait rather than the classification of a purchase decision. Without having previous knowledge of a new intention or product to purchase a certain item, a buyer must be exposed to suggesting, stimuli that a need or want can be satisfied on the base of a purchase that identify different kinds of environmental/sensory and internal stimuli that serve as an indications for activating impulse buying. In internal indication may include positive and negative respondents feeling situations as well as in environmental/sensory include retail setting, marketing mix and marker-controlled indications (Turkyilmaz, C. A., Uslu, A. and Erdem, S., 2015, Cho, J., Ching, G. S. and Luong, T. H., 2014, V. R., 2014, October, Raheem, A. R. and Vishnu, P, 2013, Puri, 1996, Fisher and Rook, 1995, Faber and Youn, 2000).

#### **Research Design:**

The Research design is the master plan of a research study (Hair et al. 2003). It lays out the structure, procedures, and data analysis of the research (Leedy&Ormrod, 2005). The purpose of the study is Exploratory because our objectives are showing that such type of study has not been studied more clearly before, Exploratory research help us to examine the best results to meet our study's objectives , further in this study correlational investigation used because its need to check relationship between 1 dependent and multiple independent variables , the interference toward this research is minimal because its conduct the research in the natural environment of the organization with minimum interference and the study is more accurate because its set non contrived study in all stores and distributed the questionnaire in natural environment of stores , Further we have operationalization our study to measure the psyche of buyers toward impulse buying to get such results, The survey approach has taken in this study through a convenience sampling , we had distributed 250 questionnaire to different customers in A-101, Bim, Suck and MM Migro's departmental stores. Customers were asked to complete the questionnaire immediately, and customer answered the questions accordingly

### **Theoretical Framework:**

As the Objective of the study is find out the different factors which affect consumers for unplanned buying in Departmental Stores of Lahore so we have taken impulse buying is depended variable while Physical Environment, Promotional& Advertisement, Emotions, Selling behavior and Price are best possible independent variables,

### **Sample Data:**

The sample represent the target customers that is addressed in the whole study, the target population were 250 different customers at 3 different departmental store in Istanbul,250 Questionnaire are distributed to different customer in Bim, A-101, Suck and MM Migro's. Around 13 of our collected sample were discarded due to incompleteness and other errors. Its finds the phenomenon that is being studied in this study of unplanned buying behaviors, and the questionnaire identifies the dependent variables. The questionnaire on impulse buying are directly related to the theoretical framework.

### **Questionnaire:**

A 30-item multi-indicator questionnaire was constructed based on existing literature and hypotheses produced during the theory creation phase of this research. Authors that were involved in the quantitative data collection phase of this study evaluated the initial questionnaire for clarity, face validity, and required completion time. The questionnaire's elements are listed below; the questionnaires were adapted from these research. Factors from Outside Because of the shifting and dynamic nature of expectations, preferences, and behaviour, Hausman (2000) noted that certain events and retail environments influence both in-store responses and future store choice decisions. Merchandising (Han et al., 1991), In-Store promotions (Gutierrez, 2004), People (Ghosh et al., 2010), Advertisement (Srinivasa, 2008), Lightning (Areni& Kim, 1994; Summers & Hebert, 2001; Magnum, 1998), and other factors such as music, fragrance, colours, and so on are examples of environmental variables. Internal Factors Several internal factors influence unintentional purchases by customers. Moods and Emotions (Watson & Tellegen, 1985; Beatty & Ferrell, 1998; Hausman, 2000; Rook et al., 1993; Youn & Faber, 2000), Self Image (Sirgy, 1982), Culture and Regret (Piron, 1991), Shopping Enjoyment (Watson & Tellegen, 1985; Beatty & Ferrell, 1998; Hausman, 2000; Rook et al., 1993; You (Beatty & Ferrell, 1998). The Impact of Price Stern (1962) discovered in his research that things purchased impulsively generally had a cheap price.

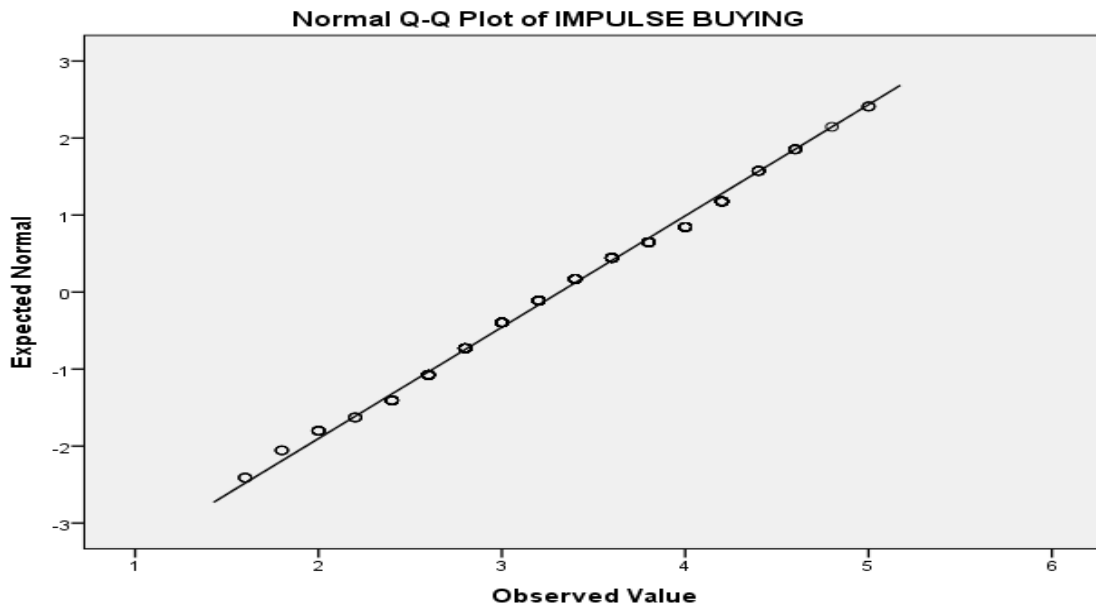
### **Data Analysis And Interpretations:**

The reliability test (Cronbach's alpha value) is a reliability test in which we check whether the response of the respondents are consistent with that of the construct, the minimum value for the variables is above 0.7 The consequence are indicating that all scales are accepted because the value of reliability test is 0.831 closer to 1, according to standards a higher value of Cronbach's alpha depicts that there is a higher level of reliability in the responses. Table displays the Cronbach's alpha, however the least acceptable value for Cronbach's alpha stands at 0.7, and below it the value becomes questionable but beyond it is considered good, taking from the value above, it is

safe to say that the reliability quotient for this analysis is good and effective. (Calluna vulgaris; Nasurdin, 2010). Hence, the measures used in this study were considered highly reliable.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.831	30



**CORRELATION ANALYSIS:**

The table below shown that there are significant relationships between Physical Environment, Promotions & Advertisement, Emotions, Selling Behaviour, Buying Behaviour with Impulse Buying. All the P-values shown less than 0.05 which is statistically significant.

**Correlations**

	IMPULSE BUYING	PHYSICAL ENVIRONMENT	PROMOTIONS & ADVERTISEMENTS	EMOTIONS	SELLING BEHAVIOUR	BUYING BEHAVIOR	
Pearson Correlation	IMPULSE BUYING	1.000	.346	.183	.308	.132	.183
	PHYSICAL ENVIRONMENT	.346	1.000	.225	.364	.285	.378
	PROMOTIONS & ADVERTISEMENTS	.183	.225	1.000	.253	.465	.374
	EMOTIONS	.308	.364	.253	1.000	.416	.399
	SELLING BEHAVIOUR	.132	.285	.465	.416	1.000	.438
	BUYING BEHAVIOR	.183	.378	.374	.399	.438	1.000
Sig. (1-tailed)	IMPULSE BUYING	.000	.000	.002	.000	.019	.002
	PHYSICAL ENVIRONMENT	.000	.000	.000	.000	.000	.000
	PROMOTIONS & ADVERTISEMENTS	.002	.000	.000	.000	.000	.000
	EMOTIONS	.000	.000	.000	.000	.000	.000
	SELLING BEHAVIOUR	.019	.000	.000	.000	.000	.000
	BUYING BEHAVIOR	.002	.000	.000	.000	.000	.000
N	IMPULSE BUYING	250	250	250	250	250	250
	PHYSICAL ENVIRONMENT	250	250	250	250	250	250
	PROMOTIONS & ADVERTISEMENTS	250	250	250	250	250	250
	EMOTIONS	250	250	250	250	250	250
	SELLING BEHAVIOUR	250	250	250	250	250	250
	BUYING BEHAVIOR	250	250	250	250	250	250

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.410 <sup>a</sup>	.168	.151	.63738	1.673

a. predictors (constant): Buying behaviour, promotions & advertisement, physical environment, selling behaviour and motions.

From the above table, the cross correlation of both independent and dependent variables are collected from same respondent. As we decided to test it for the common method that's bias by signal factor test because all loaded measurement items first we included into exploratory factor analysis (by principle component analysis) that emerge the accounted factors for the majority of the variance. From the above table, we can see that different factors listed in the table have positive relationship with impulse buying and directly attached with it. If any of these variables increase or decrease than the value of impulse buying also directly effected. we also conducted CFA to examine the fit of different items with a single factor while seeing its load on individual factor. from this single factor correlation model, we get the value of different variables like value of R= .410a, R square = .160, Adjusted R Square= .151, Std. Error of the Estimate = .63738 and Durbin- Watson = 1.673 that shows very strong relationship which confirm the absence of any common method of bias.

On the other hand, if we see the effect of impulse buying which made to determine the most important relationship among different independent variables like Buying behaviour, promotions & advertisement, physical environment, selling behaviour and motions in the above table of cross correlation of variables shows the p-value less than 0.005 that means these factors have positive fit with the impulse buying.

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	20.029	5	4.006	9.861	.000 <sup>b</sup>
1 Residual	99.127	244	.406		
Total	119.156	249			

a. Dependent Variable: IMPULSE BUYING

b. Predictors: (Constant), BUYING BEHAVIOR, PROMOTIONS & ADVERTISEMENTS,  
PHYSICAL ENVIRONMENT, EMOTIONS, SELLING BEHAVIOUR





Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Standard Error				Beta	Tolerance
(Constant)	1.665	.255		6.065	.000		
PHYSICAL ENVIRONMENT	.266	.065	.268	4.099	.000	.797	1.255
PROMOTIONS & ADVERTISEMENTS	.104	.064	.109	1.607	.109	.746	1.340
EMOTIONS	.233	.072	.223	3.258	.001	.731	1.368
SELLING BEHAVIOUR	-.080	.070	-.083	-1.143	.254	.650	1.539
BUYING BEHAVIOR	-.011	.065	-.012	-.163	.871	.685	1.460

a. Dependent Variable: IMPULSE BUYING

**Now we split our model with respect to gender and want to check buying behavior influence on gender.**

From the above results of t-test in table made on the base of gender conducted to examine whether the mean score of impulse buying scores shows the significant difference, it is found that there is significant difference between the different groups means like the value of  $t=6.065, 4.099, 3.258, 1.607, -.163$  and  $-1.143$ ,  $Beta = .268, .109, .223, -.083, -.012$  also shows a significant directly relationship between these independent and dependent variables along with the value of Std error =  $.275, .065, .064, .072, .070, .065$  varies from top to bottom shows a direct impact on impulse buying. But it also shows a weak negative relationship between selling behaviour and buying behaviour can be shown in above table as their beta values are in negative.

According to the ANOVA analysis of variance that is conducted to determine whether the mean scores of different independent variables shows a positive fit with impulse buying while shopping while having a significance in terms of gender variables. The outcomes show significant ( $F = 9.861$ ;  $p\text{-value} < 0.005$ ), ( $df = 5, 244$  and  $249$ ;  $p\text{-value} < 0.05$ ) and (mean square value =  $4.006$  and  $.406$ ;  $p\text{-value} < 0.05$ ) positive correlation between these independent and dependent variables. It shows that the significant of test is over all positive so both independent and dependent variables are directly related with each other while having the difference of gender in our mind.

**Gender = Male**

**Correlations<sup>a</sup>**

	IMPULSE BUYING	PHYSICAL ENVIRONMENT	PROMOTIONS & ADVERTISEMENTS	EMOTIONS	SELLING BEHAVIOUR	BUYING BEHAVIOR
Pearson Correlation	1.000	.351	.255	.342	.109	.271
		1.000	.122	.363	.206	.339
			1.000	.227	.357	.233
				1.000	.308	.322

Sig. (1-tailed)	SELLING BEHAVIOUR	.109	.206	.357	.308	1.000	.280
	BUYING BEHAVIOR	.271	.339	.233	.322	.280	1.000
	IMPULSE BUYING	.000	.000	.002	.000	.113	.001
	PHYSICAL ENVIRONMENT	.000	.	.088	.000	.011	.000
	PROMOTIONS & ADVERTISEMENTS	.002	.088	.	.006	.000	.005
	EMOTIONS	.000	.000	.006	.	.000	.000
N	SELLING BEHAVIOUR	.113	.011	.000	.000	.	.001
	BUYING BEHAVIOR	.001	.000	.005	.000	.001	.
	IMPULSE BUYING	124	124	124	124	124	124
	PHYSICAL ENVIRONMENT	124	124	124	124	124	124
	PROMOTIONS & ADVERTISEMENTS	124	124	124	124	124	124
	EMOTIONS	124	124	124	124	124	124
	SELLING BEHAVIOUR	124	124	124	124	124	124
	BUYING BEHAVIOR	124	124	124	124	124	124

a. Gender = Male

Model Summary<sup>a,c</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.470 <sup>b</sup>	.221	.188	.59610	1.692

a. Gender = Male

b. Predictors: (Constant), BUYING BEHAVIOR, PROMOTIONS & ADVERTISEMENTS, PHYSICAL ENVIRONMENT, SELLING BEHAVIOUR, EMOTIONS

c. Dependent Variable: IMPULSE BUYING

**ANOVA<sup>a,b</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	11.886	5	2.377	6.690	.000 <sup>c</sup>
	Residual	41.929	118	.355		
	Total	53.815	123			

a. Gender = Male

b. Dependent Variable: IMPULSE BUYING

b. Predictors: (Constant), BUYING BEHAVIOR, PROMOTIONS & ADVERTISEMENTS, PHYSICAL ENVIRONMENT, SELLING BEHAVIOUR, EMOTIONS

According to the results of t-test conducted above while considering male audience to examine whether the male participants score of independent and dependent variable while having cross correlation analysis. But it is found that there is a significant relationship between these variables can be shown in the above table (correlation<sup>a</sup>) because the p-value is less than 0.05. If we see in the modal summary table, the value of  $R = .470^b$ ,  $R^2 = .221$ , adjusted  $R^2 = .188$ , std error of estimate = .59610 and Durbin-Watson value = 1.692 shows a positive relationship between both variables directly that influence the importance of these factors to enhance the growth of departmental stores. If we see the one-way analysis of variance (ANOVA<sup>a,b</sup>) that is conducted to examine whether the value of means scores of impulse buying and other independent shows significant difference among variables or not. The exam shows the results that value of  $F = 6.690$ ;  $P\text{-value} < 0.05$  originated the difference between these variable along with the value of regression = 11.886 and residual = 41.929 demonstrate that impulse buying behaviour is directly effected by these independent variables and there is no significant difference between in term of their marital status. So for male gender the impact of these both variable have directly positive impact in order to make a purchase from a departmental store.

**Coefficients<sup>a,b</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.349	.405		3.332	.001		
PHYSICAL ENVIRONMENT	.219	.084	.236	2.610	.010	.810	1.235
PROMOTIONS & ADVERTISEMENTS	.180	.084	.189	2.142	.034	.845	1.183
EMOTIONS	.207	.091	.211	2.285	.024	.778	1.286
SELLING BEHAVIOUR	-.097	.087	-.102	-1.115	.267	.795	1.258
BUYING BEHAVIOR	.098	.083	.107	1.181	.240	.800	1.250

a. Gender = Male

b. Dependent Variable: IMPULSE BUYING

From the above results of t-test in table made on the base of considering male gender to examine whether the mean score of impulse buying scores shows the significant difference, it is found that there is significant difference between the different groups means like the value of t for different all independent variables is positive like 3.332, 2.616, 2.142, 2.285 and 1.181 that have positive impact on impulse buying except the t value of selling behaviour that shows negative value like - 1.115. Similarly the Beta values of all variables is positive except the selling behaviour shows negative impact on impulse buying like .236, .189, .223, .107 and -.102 also shows a significant directly relationship between these independent and dependent variables along with the value of Std error= .405, .084, .084, .091, .087, .087 and .083 varies from top to bottom shows a direct impact on impulse buying. But it also shows a weak negative relationship between selling behaviour and buying behaviour can be shown in above table as their beta values are in negative.

**Gender = Female**

**Correlations<sup>a</sup>**

	IMPULSE BUYING	PHYSICAL ENVIRONMENT	PROMOTIONS & ADVERTISEMENTS	EMOTIONS	SELLING BEHAVIOUR	BUYING BEHAVIOUR
Pearson Correlation	1.000	.328	.117	.271	.135	.092
	.328	1.000	.318	.356	.336	.391
	.117	.318	1.000	.275	.554	.489
	.271	.356	.275	1.000	.515	.468
	.135	.336	.554	.515	1.000	.558

Sig. (1-tailed)	BUYING BEHAVIOR	.092	.391	.489	.468	.558	1.000
	IMPULSE BUYING	.	.000	.096	.001	.066	.152
	PHYSICAL ENVIRONMENT	.000	.	.000	.000	.000	.000
	PROMOTIONS & ADVERTISEMENTS	.096	.000	.	.001	.000	.000
	EMOTIONS	.001	.000	.001	.	.000	.000
	SELLING BEHAVIOUR	.066	.000	.000	.000	.	.000
	BUYING BEHAVIOR	.152	.000	.000	.000	.000	.
N	IMPULSE BUYING	126	126	126	126	126	126
	PHYSICAL ENVIRONMENT	126	126	126	126	126	126
	PROMOTIONS & ADVERTISEMENTS	126	126	126	126	126	126
	EMOTIONS	126	126	126	126	126	126
	SELLING BEHAVIOUR	126	126	126	126	126	126
	BUYING BEHAVIOR	126	126	126	126	126	126

a. Gender = Female

**Model Summary<sup>a,c</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.386 <sup>b</sup>	.149	.113	.67687	1.733

a. Gender = Female

b. Predictors: (Constant), Buying Behavior, Physical Environment, Emotions, Promotions & Advertisements, Selling Behaviour



c. Dependent Variable: Impulse Buying

According to the results of exam conducted by t-test to determine whether there is a significant difference between dependent and independent variables while considering female as a single participant. In the above table of cross correlation (correlation<sup>a</sup>) that showing a positive relationship between the fit of independent and dependent variables and the value of R = .386<sup>b</sup>, R Square = .149, Adjusted R Square = .113, Std. Error of the Estimate = .67687 and Durbin-Watson = 1.733 have significant positive impact on the growth of female purchase in departmental stores while considering these independent and dependent variables in mind.

ANOVA<sup>a,b</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	9.619	5	1.924	4.199	.001 <sup>c</sup>
1 Residual	54.978	120	.458		
Total	64.597	125			

a. Gender = Female

b. Dependent Variable: Impulse Buying

**c. Predictors: (Constant), Buying Behavior, Physical Environment, Emotions, Promotions & Advertisements, Selling Behaviour**

According to the ANOVA analysis of variance while considering just female as participants that is conducted to determine whether the mean scores of different independent variables shows a positive relationship with impulse buying while shopping while having a significant difference in terms of gender variables. The outcomes show significant (F = 4.199; p-value = < 0.005), (df = 5, 120 and 125; p-value = < 0.05) and (mean square value = 1.924 and .458; p-value = < 0.05) positive correlation between these independent and dependent variables. It shows that the significant of test is overall positive so both independent and dependent variables are directly related with each other while having considered female gender in our mind.

**Coefficients<sup>a,b</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.839	.390		4.716	.000		
PHYSICAL ENVIRONMENT	.318	.102	.295	3.117	.002	.790	1.266
PROMOTIONS & ADVERTISEMENTS	.042	.101	.044	.413	.680	.632	1.583
EMOTIONS	.261	.115	.235	2.271	.025	.660	1.515
SELLING BEHAVIOUR	-.033	.115	-.034	-.291	.772	.513	1.950
BUYING BEHAVIOR	-.127	.104	-.136	-1.224	.223	.578	1.731

a. Gender = Female

b. Dependent Variable: IMPULSE BUYING

From the above results of t-test in table made on the base of considering female gender as a participant to examine whether the mean score of impulse buying scores shows the significant difference or not between independent and dependent variables. It is found that there is significant difference between the different groups means like the value of t for different all independent variables is positive like 4.716, 3.117, .413, 2.271 that have positive impact on impulse buying except the t value of selling behaviour and buying behaviour that shows negative value in above table (Coefficients <sup>a,b</sup>) like -.291 and -1.224 means have indirect relationship with impulse buying if we consider female gender while having a purchase from departmental stores. Similarly the Beta values of all variables is positive except the selling behaviour and buying behaviour shows negative impact on impulse buying like -.034 and -.136 also shows a significant indirect relationship between these independent and dependent variables along with the value of sig= .002, .680, .025, .772, .223 varies from top to bottom shows a direct impact on impulse buying. But it also shows a weak negative relationship between selling behaviour and buying behaviour can be shown in above table as their beta values are in negative.

### **Conclusion and Recommendation:**

This research investigate the impact of physical environment, Promotion advertisement , Emotion , Buying behavior and Selling behavior on Impulse buying, correlation explains that the relationship is positive and Promotion advertisement is the factor which has maximum impact on impulse buying. By running factor analysis through SPSS Promotion and advertisement is the factor which has maximum value among others as per above Table is Showing values of R Square .079 that is showing Strength of regression model, it is showing that there is a positive relation between independent and dependent variable , while in ANNOVA model, F value of Promotion and advertisement is 11.654 which is greater than 5 and Significance value of .001 that mean it is statistically significant and there is high positive impact of Promotion& Advertisement on impulse buying.

From the above data analysis and with help of this study we came to know that we have a significant relationship between Physical Environment, Promotion Advertisement, buying behavior and impulse buying while there is a weak relationship between Emotions , selling behavior and Impulse buying. All of our independent variables are certainly affecting on our dependent variable which is impulse buying. What we recommend in the conducted study is that more sample size should be taken not only from Lahore but overall geographical areas and not restricting it to particular 3 stores.

Further about emotions, its very weak impact and relationship on consumer's impulse buying, so this research indicate that Emotions have not much affective on impulse buying.

### **Research Limitations:**

The sample size for the current research is very small and is geographically limited to Lahore. A larger sample with data collection from other cities may produce different results. Time was another factor that affected our research the most as we lacked time

### **QUESTIONNAIRE**

This questionnaire is for a research paper designed to access the factors effecting consumer impulse buying (unplanned buying) behavior in Lahore (Departmental store). Your information will be kept confidential and the responses will be aggregated for analysis. We appreciate your participation.

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PERSONAL DETAILS					
Gender:	Male	Female			
Age:	_____				
Occupation:	Private	Govt.			
Monthly Income	_____				
Marital Status	Single	Married	Divorced		
Who Influence your Buying Decision?	Kids	Wife	Husband	Parents	Myself

Sr	Statement	SD	DA	N	A	SA
<b>IMPULSE BUYING</b>						
1	I buy things unplanned	1	2	3	4	5
2	Because of my active life style, I need a wide variety of clothes	1	2	3	4	5
3	I often buy things spontaneously (suddenly)	1	2	3	4	5
4	I desire to buy in this store	1	2	3	4	5
5	"Buy now, think about it later" describes me	1	2	3	4	5
<b>PHYSICAL ENVIRONMENT</b>						
6	Layout of metro is well-structured so that consumers have no difficulty finding their way	1	2	3	4	5
7	I am more likely to buy a product, if it has an eye-catching window display	1	2	3	4	5
8	If I like the music inside metro my chances of unplanned buying become greater	1	2	3	4	5
9	I am more likely to make unplanned buying if the store smells good	1	2	3	4	5
10	If I see an interesting offer on in-store signs of Metro, I am more likely to buy it	1	2	3	4	5
<b>PROMOTIONS &amp; ADVERTISEMENTS</b>						
11	Information through hording and pamphlets of product motivates me in unplanned buying	1	2	3	4	5
12	I am more likely to buy a product through promotional stalls	1	2	3	4	5
13	I am more likely to buy a product by watching recent ad. (to try latest)	1	2	3	4	5
14	I am more likely to buy bundle promotion offer	1	2	3	4	5
15	I am more likely to buy In-store promotion activities involving both gender products	1	2	3	4	5
<b>EMOTIONS</b>						
16	I am more likely to do unplanned buying for brands which has my family trust	1	2	3	4	5
17	I buy unplanned products if the brand has a good image in market	1	2	3	4	5
18	I buy unplanned things that make me feel (happy, superior, joy)	1	2	3	4	5
19	I am more likely to buy unplanned products by seeing others buying	1	2	3	4	5
20	I am not likely to buy products when I am depressed over situations	1	2	3	4	5
<b>SELLING BEHAVIOUR</b>						
21	if the behavior of sales person is friendly It helps me in unplanned buying	1	2	3	4	5
22	I am more intended to buy online if the selling technique sounds reasonable/ website	1	2	3	4	5
23	I am more willing to make impulse buying if Staff attitude and Willingness to help	1	2	3	4	5
24	I am more into impulse shopping if brand offers Liberal Exchange and refund police	1	2	3	4	5
25	I am more into impulse buying if the salesperson's product knowledge is more relatable	1	2	3	4	5
<b>BUYING BEHAVIOR</b>						
26	I am more likely to buy products unplanned if the discount is available	1	2	3	4	5
27	Credit / Debit cards makes me buy unplanned things more often	1	2	3	4	5
28	Various schemes like (buy 1 get 1 free) affect makes me buy more	1	2	3	4	5
29	I buy unplanned deals on different occasions (Ramadan, Eid, Weddings offers)	1	2	3	4	5
30	I am more into impulse buys if the product catches my eye.	1	2	3	4	5

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