

Establishing Relationship between Antecedents of Impulse Buying

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Abstract

Purpose: Retailing is nowadays buzzword and a must requirement for each economy. The primary purpose of this study was to establish a relationship between impulse buying, store atmosphere, product assortment, individual personality trait, and recreational shopping tendencies.

Design/Method/Approach: The study investigates the relationship between the antecedents of impulse buying. A causal study with data from 540 respondents using a non-probability purposive sampling technique was collected from multiple cities of India, using self-design questionnaire after rigorous review testing them with reliability, validity, exploratory, and CFA & SEM to fulfill the objectives of this research.

Findings: The result shows that the store atmosphere and recreational shopping tendencies significantly and positively influence the impulse buying. Product assortment and individual personality traits did not show any effect on impulse buying.

Implications For Managers: A motivating and positive store atmosphere with certain recreational activities boost the shopping appetite of buyers significantly. Safety and security offered by the organizers are one of the important factors affecting buyer behavior. The overall ambiance should disclose the optimism so that the customer is distracted from worries. For other researchers, a well-built review and standardized questionnaire on store atmosphere can be utilized to enhance their acquaintance over the subject keeping in mind the research gaps.

Implications For Society: There is a strong expectation from shoppers to vigilantly analyze the need and utility of the product instead of the atmosphere present in the store.

Originality/Value: The domain of this paper is impulse buying. Academic research in this domain with store atmosphere, product assortment, individual personality traits, and recreational shopping tendencies is limited, especially in emerging economies. This study contributes to the field by adding a significantly important new investigation.

Limitations: The study is conducted with sample from one market. An attempt can be made for cross-national samples in the future. A model can be more comprehensive with the inclusion of other antecedents and demographics for specific product or industry.

Keyword: Impulse Buying, Store Atmospherics, Product Assortment, Personality Traits, Emerging Economies, CFA, SEM analysis

Introduction

“Impulse buying” is an inevitable part of everyday life and also source of relaxation. “Impulse buying” is any unplanned purchase decision taken by a consumer which is supported by specific stimuli. Impulse buyers neither move with the pre-decided task to any shopping arena nor carry any pre-decided shopping list. Impulsive buying behavior occurs after experiencing an urge to buy (Beatty & Ferrell, 1998). This research aggregates the literature from previous studies conducted and incorporates the effect of store atmosphere, product assortment, individual personality traits, and recreational shopping tendencies on impulse buying. All these relationships are hypothesized, although some relationships have already been studied in different contexts like a mall, in-store, and in various countries with different industry/product backgrounds.

Theoretical Background

I was searching for footwear in a store, but I explored some apparel and finally, I ended up buying some cosmetics.

“Impulse mix,” by Stern (1962) has four dimensions. The first is “pure impulse buying” which is not planned at all. The second is the “reminder impulse buying” which is mostly after seeing anything that is displayed. The third is “suggestion impulse buying” in this the shopper has no knowledge or information about the product and the need is recognized after seeing it. The fourth is “planned impulse buying”, depending on the special offers and discounts. Impulsiveness can be consumer and product-related (Cobb & Hoyer, 1986; Bellenger, Robertson, & Hirschman, 1978). Impulse goods are commonly featured as economical and easy to carry (Jeffrey & Hodge, 2007). Impulse purchase is “when there is no intent to buy a specific brand or even from the category, before entering the store” (Cobb & Hoyer, 1986), “spontaneously, unreflectively, immediately, and kinetically” (Rook & Fisher, 1995), “without much of assessment excluding any regular purchase” (Beatty & Ferrell, 1998). Impulse buying is affected by individual personality factor (Youn & Faber, 2000) and by “behavior which includes moods and emotions” (Coley & Burgess, 2003)

Store environment has four different dimensions (Kotler, 1974). The first is the “visual environment” which can be seen, usually called “visual merchandising,” e.g. display (Kim, 2003). The second is “aural” that means anything in audio form. The third is “olfactory” including fragrance and scent and the last is “tactile,” i.e. tangibilizing. Other elements like music (Schreiber, 2002), employees (Baker et al, 1992; Kunkel & Berry, 1968), ambiance (Sherry, 1990), perceived crowding (Marttila & Wirtz, 2006), store image (Doyle & Fenwick, 1975), prices (Arnold et al,

1983), payment mode (Agee & Martin, 2001), location (Tigert & Arnold, 1981) also contributes towards a sustainable store atmosphere. Assortment can be simply described as a “product mix and how they are interrelated” or “source of choice.” It gives liberty to the consumer to have a product that they desire or want to purchase (Desmeules, 2002) and is one reason for customer willingness to visit. As defined by the Collins dictionary, the assortment is: “a collection or group of various things or sorts” (Collins, 2020).

The variations in the demand, taste of the consumer, reasonable prices, and uniqueness in the assortments have enhanced the obligation of retailers to provide a full range of choices. The customers are also conscious for price fairness elsewhere along with assortment that might result into financial or emotional loss (Greenleaf & Lehmann, 1995; Kahn & Lehmann, 1991). The assortment is always supported by display dimensions and includes psychological aspects like purchase justification, information processing, and assumptions to purchase decisions (Simonson & Tversky, 1992; Simonson, 1999).

Impulse buying and personality dimensions are strongly related. Personality is defined as the different prototype, including thoughts, opinions, inner feelings, and emotions (Mowen, 2000). Personality can be described as neuroticism/emotional stability as emotional balance; conscientiousness as extra carefulness in accepting anything; agreeableness as the degree of showing kindness to someone opinion; introversion/extroversion means as to how a person interacts with other people coming to his contact; and as openness to experience (Sun et al, 2004). Personality is also associated with loyalty and information orientation (Stephenson & Willett, 1969; Donthu & Gilliland, 1996). Backstrom (2006) defined recreational shopping tendency as an individual experiencing enjoyment from shopping. It is also defined as enjoyment in leisure time (Bellenger et al, 1977) attached to emotions of the shopper.

Hypotheses Development

Store Atmosphere on Impulse Buying

Store atmosphere comprises of factors like temporal, occurrence, mode and effect of sales promotion tools like display, pricing, demonstration, and sales talk that affects consumer shopping behavior (William, 1951). Sales promotion with a channel of distribution, prominent display of merchandise are the factors that encourage impulse buying (Vyas, 2007; Kwon & Armstrong, 2002). Kwon & Armstrong (2002) reviewed Rook (1987) wherein technological advancement, such as credit cards, an increasing number of ATMs, and various formats of

retail induces impulse purchasing. At times, occasional viewers of infomercials are indulged in making impulse purchases (Agee & Martin, 2001). Visual merchandising influences impulsive shopping, which forms an essential part of store atmosphere. These visual effects are higher in the younger generation especially in females (Patil & Agadi, 2016; Khandai et al, 2012; Nishanov & Ahunjonov, 2016; Sahni et al, 2014; Madhavi & Leelavati, 2013). Merchandise presentation along with fixtures, lighting, path finding, and sensory qualities affects impulsivity (Madhavi & Leelavati, 2013). "Light" as a factor is also studied by Saeed (2015). Scent is another exciting and unique factor in-store atmosphere (Nishanov & Ahunjonov, 2016). Impulse purchase got more weightage when purchasers decided to buy after entering the store, considering its atmosphere and location (Bellenger et al, 1978; Kelly, Smith & Hunt, 2000; Tigert & Arnold, 1981). Therefore, hypothesis was

H1: There is a significant effect of store atmosphere on impulse buying.

Product Assortment on Impulse Buying

According to Tafesse & Korneliussen (2012), product assortment along with other variables leads to more purchase incidences. Tigert & Arnold (1981) confirmed various aspects of product assortment and store image, wherein the reason for shopping and list were on priority and product assortment emerged as a key reason to shop. Kunkel & Berry (1968) concluded that different stores shoppers emphasized different factors like sales personnel, convenient location, and quality of assortment. Both an impulsive buyer and the planned buyer are conscious of quality (Cobb & Hoyer, 1986). Impulse buying behavior is reasonable unplanned behavior related to information processing in the retail setting. Emphasize should be paid on in-store promotion to highlight merchandise lines that generate a higher percentage of impulse purchasing like special displays of assortment and point of purchase sales. Along with this correct merchandise mix at appropriate pricing is must to gain market share (Park & Kim, 2008). Product variety is notable factor to evaluate perceived benefit (Arora & Aggrawal, 2018) specially among females.

Various factors like entertainment facilities, services, ambiance, and mall management which are responsible for the traffic can also be denoted as 'assortment' (Khare & Rakesh, 2010). On the contrary, some studies have proved that assortment is not always positive. Sometimes it results into unexpected (Gourville & Soman, 2005). Therefore, hypothesis was developed as:

H2: There is a significant effect of product assortment on

impulse buying.

Individual Personality Traits on Impulse Buying

Rook & Gardner (1993) mentioned that both positive and negative temperaments are associated with impulse buying (Gardner & Rook, 1988). There are effective and cognitive processes involved in impulse buying—related to emotions and thinking psychologically respectively (Coley, 2002; Herabadi et al, 2009). Mowen (2000) Troisi et al, (2006), established a positive relationship between materialism and openness to experience with impulse buying, and concluded that people with less greed and more money in hand look forward to innovative buying. Social constructionist theory connects impulse buying with gender personality where in leisure equipment is preferred by males and self-expressive products by females (Dittmar, Beattie, Friese, 1995). It must be noted that male falls on the neuroticism dimension and females on conscientiousness preferring "trusted" brand (Luo, 2005)

Impulse buying is extremely sensitive and connected with emotions and the need for touch (NFT) at times (Rook, 1987; Park & Kim, 2008; Pech & Childers, 2006). Materialism along with individualism and collectivism moderates' impulsive buying behavior wherein collectivism plays a strong role. Impulsiveness also results in the pleasure of yielding temptation, to which hedonic and prudent personality responds and justifies behavior but later on results into regrets as these financial losses to consumers (Baumeister, 2002). Consumers with high innovativeness traits may take the calculated risk (Mukherjee & Nath, 2003). However, consumer still look for trust and safety be it online or offline (Rahman et al 2018). Buyer tends to select a product matching with his/her personality with a perception that the product is reflecting his/her image and reference group (Landon, 1974; Luo, 2005) but social influence and hedonic values not always and with all product affects the customer's behavior e.g. mobile (Gupta & Arora, 2019). However, the findings of Potter (1984) contradicted that the contribution of personality (extraversion and introversion) is not present but is higher in introverts. These differences were of the smallest possible magnitude also supported by Mowen & Spears (1999). Therefore, hypothesis was developed as:

H3: There is a significant effect of individual personality traits on impulse buying.

Recreational Shopping Tendencies on Impulse Buying

Impulsive spending tendencies match with recreational shopping tendencies, specifically good mood, feeling down, buying for family and friends, or self. Therefore, shopping for enjoyment is another dimension associated

with impulse buying behavior along with other factors keeping in consideration prestige seeking consumer behavior (Vigneron & Johnson, 1999). Hedonic shopping is pure enjoyment and pleasure whereas utilitarian shopping value includes expressions of accomplishment (Babin et al, 1994). The organism factor also explains involvement with shopping influence and excitement (Wakefield & Baker, 1998). Various amenities like a food court, cinemas, etc. have the strongest influence on excitement and motivates a consumer to spend time which result in impulsive buying. Impulse buying is highly subjective to transportation factors like traffic congestion, less distance to travel, time taken to reach a shopping location (Ibrahim & Wee, 2002). Therefore, hypothesis was developed as:

H4. There is a significant effect of recreational shopping tendencies on impulse buying.

Objectives and Research Questions

Since long the academicians are sticking to the old theories whereas exponents are way ahead to them. One can discuss in terms of practices, in the real world. That is why it was decided to study impulse buying and its relationship with its antecedents via store atmosphere, product assortment, individual personality traits, and recreational shopping tendencies. Therefore, research was formed as:

RQ1: For emerging economies, how to define the impulse buying and what could be the antecedents of impulse buying?

RQ2: How the store atmosphere, product assortment, individual personality traits, and recreational shopping tendencies lead to impulse buying?

Methodology

A causal study, using survey method included buyers visiting mall across India as a sample element. Incorporating non-probability purposive sampling technique ensured that the results are generalized for at least India with due care for representation on each demographic.

Data Collection

Out of 700 questionnaires 550 were returned and 10 were incomplete; therefore, 540 were used further making a response rate of 77%. The variables of the study have been extensively studied in the western context and standardized measures were available to evaluate all the variables. But the trend in India differs significantly from what it is available in the western developed countries as behavior and preferences of Indian shoppers are different. Therefore, the measure was altered to make it suitable for emerging economies. Instrument based on Likert scale of 1 to 5, based on the extensive literature review was prepared

from a few standardized questionnaires revealing high face validity.

Instrument Development

Store atmosphere was deeply reviewed; instead of standardized tool, individual statements were adapted from Agee & Martin (2001), Ibrahim & Wee (2002), Kaufman & Lane (1996), Kerfoot et al, (2003), Kim (2003), Tendai & Crispin (2009), and Semeijn et al, (2004). Statements for product assortment were adapted from Agee & Martin (2001), Iyer & Ahlawat (1987), Donthu & Gilliland (1996), Kunkel & Berry (1968), Tafesse & Korneliussen (2012), and Tigert & Arnold (1981). Individual personality trait was adapted from Guido et al, (2007); statement for recreational shopping tendencies were adapted from the Credit Counseling Society (2003), Rook & Gardner (1993), Guido et al, (2007), Kelly et al, (2000), and Kwon & Armstrong (2002). Impulse buying was adapted from Cobb & Hoyer (1986), Rook (1987), Coley (2002), Donthu & Gilliland (1996), and Kim (2003) (Table 1). A pilot study using 100 respondents reflected high reliability of instrument, later the scale was reduced using Exploratory factor analysis and then the reliability was reassessed.

Tools Used for Data Analysis

Reliability of the tool ensured its consistency for repeat measurements. Face validity and content validity of the questionnaire was checked and found to be high. Factor analysis identified underlying factors of each variable. IBM-Analysis of Moments (AMOS) was used for performing CFA on the variables separately and model was tested using SEM.

Sample Descriptive

In all 540 respondents included both males and females of age group 18-30, 31-45, and 45 above across the country. Out of the total of 540 respondents, 56% (302) are males while the rest are females. Males aged between 18 and 30 years were 135, representing 25% of all respondents; 101 males aged between 31 and 45 years' account for 18% of the total respondents; and 66 males were aged 46 and above representing 12% of the total respondents. Females were 110, 92, and 36 from age groups I, II & III respectively accounting to 20%, 17%, and 6%. On average, each respondent had visited the stores in a mall at least thrice.

Results

Reliability Measurement

Cronbach alpha methods are applied to store atmosphere, product assortment, individual personality trait, recreational activity, and impulse buying for the reliability and it was found to be more than 0.7 (Table 2).

Table 2. Reliability Statistics

Variable	Alpha Value	Statements
Store atmosphere	0.857	21
Product assortment	0.864	16
Individual personality trait	0.844	18
Recreational shopping tendencies	0.784	12
Impulse buying	0.692	10

Source: Computed by authors.

Exploratory Factor Analysis(EFA)

EFA using PCA-varimax rotation extracted the variables with factor loadings above 0.55 and Eigenvalues with at least 1. KMO and Bartlett's test ascertained sample adequacy and data appropriateness for factor analysis by reflecting the values as per threshold limits at a 5% level of significance as cited by Williams et al, (2010). In the store atmosphere, store size, assistance, shopping environment, convenience, fortification, ambience, and perceived value were taken further for CFA. In the case of product assortment, variety, and price, assortment size, sign value, and customary were considered; for individual personality traits emotional stability and conscientiousness, extroversion, openness to experience, and introversion were taken; in recreational shopping tendencies, emotion regulation, physical activity, mood management; and in impulse buying, pure, reminder, and planned impulse buying were taken further for CFA. For all variables considering individual statement loading above 0.55

Confirmatory Factor Analysis

Before applying CFA, the Cronbach's alpha reliability was

reassessed and was found as per threshold limits. The factors were coded thereafter. CFA was applied using AMOS 18 for confirmed factors "absolute fit indices include, but are not limited to, the Chi-Square test, RMSEA, GFI, AGFI, RMR, and SRMR." (Hooper et al., 2008). All the models had a good fit as per Hu & Bentler (1998) and all the standard regression weights were above 0.5.

Store Atmosphere

CFA was carried out on the store atmosphere (SA) model containing seven factors including store size (STSZ), assistance (AST), shopping environment (SHENV), convenience (CONV), fortification (FORT), ambience (AMB), and perceived value (PERVL). Either covariance was attached or item was removed when it related to more than one factor known as "inter construct loadings." Wherever error variance showed high modification indices (MI), it had to correlate between two items. The final model resulted in the high goodness of fit. STSZ3, STSZ4, AST3, SHENV1, SHENV2, SHENV3, CONV1, FORT3, and PERVL1 were removed (Table 3).

Table 3. CFA Final Model Fit Indices

			Store Atmosphere	Product Assortment	Individual Personality Trait	Recreational Activities	Impulse Buying
		Criteria	Final Model Fit Values				
			56.15	8.831	14.801	2.216	38
	DF		39	8	11	1	19
Absolute fit measures	χ^2/DF	$1 < X \leq 3$	1.44	1.01	1.346	2.126	2.02
	GFI	..	0.984	0.995	0.992	0.99	0.982
	AGFI		0.967	0.987	0.98	0.998	0.966
	RMSEA	< 0.05	0.029	0.005	0.025	0.001	0.044
Incremental fit measures	NFI		0.952	0.99	0.98	0.999	0.939
	RFI		0.919	0.982	0.963	0.997	0.91
Parsimony fit measures	PRATIO		0.501	0.533	0.524	0.517	0.679
	PNFI		0.56	0.528	0.514	0.51	0.637
	PCFI		0.58	0.533	0.521	0.51	0.657

Abbreviations: GFI-goodness of fit; AGFI- adjusted goodness of fit index; RMSEA- Root Mean Square Error of Approximation; NFI- Normed Fit Index; RFI- Relative Fit Index; PRATIO- parsimony ratio; PNFI- Parsimony Normed Fit Index; PCFI- Parsimony Comparative Fit Index.

Product Assortment

Variety and price (VARPR), assortment size (ASTSZ), sign value (SIGVAL), and customary (CUST) were taken for CFA with 15 statements resulting from exploratory factor analysis (EFA). In final CFA run, VARPR4, VARPR5, VARPR6, ASTSZ4, SIGVAL1, SIGVAL2, SIGVAL3, CUST1, and CUST2 were removed for improvement.

Individual Personality Trait

Emotional stability and consciousness (EMSTCO), extroversion (EXTV), openness to experience (OPEXP), and introversion (INTR) were taken for CFA with 14 statements resulting from EFA. In final CFA run, EMSTCO2, EMSTCO4, EMSTCO5, EXTV2, OPEXP3, INTR1, and INTR2 were removed from the model to improve the results.

Recreational Shopping Tendencies

EMOREG, PHYAC, and MOMNG were taken for CFA with 11 items resulting from EFA. EMOREG1, EMOREG2, PHYAC1, PHYAC3, MOMGN1, MOMGN2, and MOMGN3 were removed from the model to improve the results in final CFA run.

Impulse Buying

CFA was carried out on the impulse buying (IB) model containing three factors PURE, REMD, PLND with a total of 13 statements resulting from EFA.

Construct Reliability

After applying EFA & CFA many items were dropped to improve the goodness of fit. Therefore, reliability was reassessed using formula given by Fornell & Larcker (1981) Average variance extracted (AVE) must be close to 0.5 and composite reliability (CR) close to 0.6. Here both were found to be as per threshold limit. (Table 4).

$$CR = \frac{(\sum_{i=1}^n \lambda_i)^2}{(\sum_{i=1}^n \lambda_i)^2 + (\sum_{i=1}^n \delta_i)}$$

Table 4. Construct Reliability

Construct	Item	Attributes	St. Factor Load	CR	AVE
<i>Store Atmosphere</i>					
STSZ	STSZ2	Convenient shopping timings	0.6	0.601	0.52
	STSZ1	Spacious	0.6		
AST	AST 1	Easy payment options	0.631	0.6	0.52
	AST2	Testimonials	0.6		
CONV	CONV3	Washrooms	0.8	0.603	0.5
	CONV2	Food zone	0.56		
FORT	FORT2	Surveillance	0.71	0.723	0.56
	FORT1	Safe	0.8		
AMB	AMB2	Background Music	0.8	0.69	0.51
	AMB1	Mild fragrance	0.63		
PERVL	PERVL2	Promotional offers	0.6	0.6	0.51
	PERVL3	Window display	0.623		

Product Assortment					
VAPRP	VARPR1	Good Quality	0.781	0.725	0.5
	VARPR2	Wide range	0.688		
	VARPR3	Alternatives	0.578		
ASTSZ	ASTSZ3	Appreciable	0.765	0.73	0.51
	ASTSZ2	Spanking New	0.666		
	ASTSZ1	Never out of stock	0.646		
Individual Personality Trait					
EMSTCO	EMSTCO1	Be a smart shopper	0.763	0.72	0.57
	EMSTCO3	Keep eyes on good deals	0.747		
EXTV	EXTV4	I think, I can mind my businesswhile shopping	0.5	0.65	0.5
	EXTV3	Be isolated	0.577		
	EXTV1	Have fun	0.752		
OPEXP	OPEXP2	Have experience	0.751	0.691	0.52
	OPEXP1	Explore new world	0.702		
Recreational Shopping Tendencies					
EMOREG	EMOREG3	Improves a bad day	0.736	0.644	0.5
	EMOREG4	Distract from worries	0.672		
PHYAC	PHYAC4	Just for a change	0.707	0.722	0.58
	PHYAC2	To stretch out and walk	0.766		
Impulse Buying					
PURE	PURE6	Excitement when making impulse purchase	0.596	0.638	0.5
	PURE4	Spending lavishly	0.57		
	PURE3	Difficult to control urge to buy after seeing offer	0.643		
	PURE 2	Making unplanned purchases	0.646		
REMD	REMD5	Immediate buying after seeing	0.6	0.7	0.5
	REMD4	Sudden impelling for purchase	0.6		
	REMD3	Spendthrift	0.6		
	REMD2	Least brand preference	0.6		

Convergent Validity(CV)

CV is “the degree to which two measures of constructs that theoretically should be related, are in fact related”(Campbell& Fiske, 1959).Here, factor loadings of the construct known as standard regression weight (SRW)

in AMOS, AVE&C Revaluated CV of factors.In simple words, AVE is gained when the sum of loading squared is divided by a number of items in that factor.

Convergent validity is measured by the factor loading (should at least be 0.5 or higher and if in case it is greater

than 0.7), AVE (should be at least 0.5) (Bagozzi & Yi, 1988), and reliability (discussed in the section “Reliability Measurement”). Results depicted that the factor loading of almost all the items was close to the recommended value of 0.55 as well as statements had high face validity. In the case of AVE, all factors had AVE value higher than 0.5.

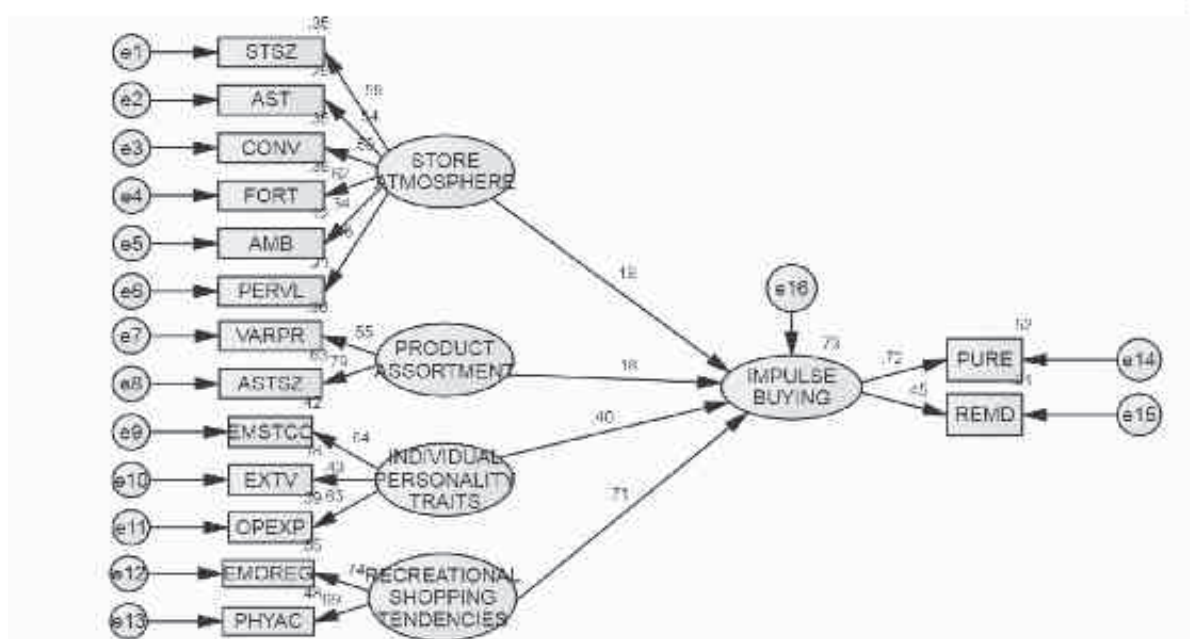
Structural Equation Model Result

SEM was applied on the latent variables remaining after CFA. for testing the model used for the current study using hypotheses (H1- H4)

The Goodness of Fit (GOF) Indices

Structured Equation Modeling was applied to a model comprising fifteen factors, namely, store atmosphere (SA) with six factors—STSZ, AST, CONV, FORT, AMB, and PERVL; product assortment (PA) with two factors—VARPR and ASTSZ; individual personality trait (IPT) with EMSTCO, EXTV, and OPEXP; recreational shopping tendencies (RST) with EMOREG and PHYAC, and dependent variable impulse buying (IB) with PURE and REMD (Figure 1).

Figure 1 Initial SEM Model



In Initial model run, Chi-square statistics ($\chi^2 = 849$, $df = 86$) was significant at $p < 0.000$. Since CMIN/DF value should be < 3 for high fit and here it was 9.882. Therefore, further other techniques were used to evaluate the same.

GOF: GOF indices shows the value of GFI & AGFI should range between 0 and 1, with a cut off value of 0.9 or it should be > 0.9 . Here, GFI = 0.820 and AGFI = 0.749.

Incremental/Comparative GOF: Here, the value of all five fit indices should be > 0.9 . NFI = 0.586, RFI = 0.494, IFI = 0.611, TLC = 0.521, CFI = 0.608 which are as per the threshold limit.

Parsimony-Adjusted Measures: All values should be > 0.5 for high GOF. Here PRATIO = 0.819, PNFI = 0.480, and PCFI = 0.498.

RMSEA: While improving the RMSEA, the track of RMR should be kept below. The RMSEA with smaller values (0.06 or less) indicates a better model fit. Here, RMSEA was 0.128, which was still required to be improved. These outcomes specify the need for improvement.

Either covariance was attached between the factors or factor was removed when it is related to more than one factor, i.e. in the case of inter-construct correlation. The final model resulted in the high goodness of fit.

AST, AMB, PERVL, VARPR, ASTSZ, EMSTCO, EXTV, OPEXP, and PLND were removed from the model to improve the results. In this, the PA and IPT variables were dropped to improve the results. After reducing these problematic statements, the measurement model was re-run. The value of χ^2 was 32 with $df = 12$ and $\chi^2/df =$

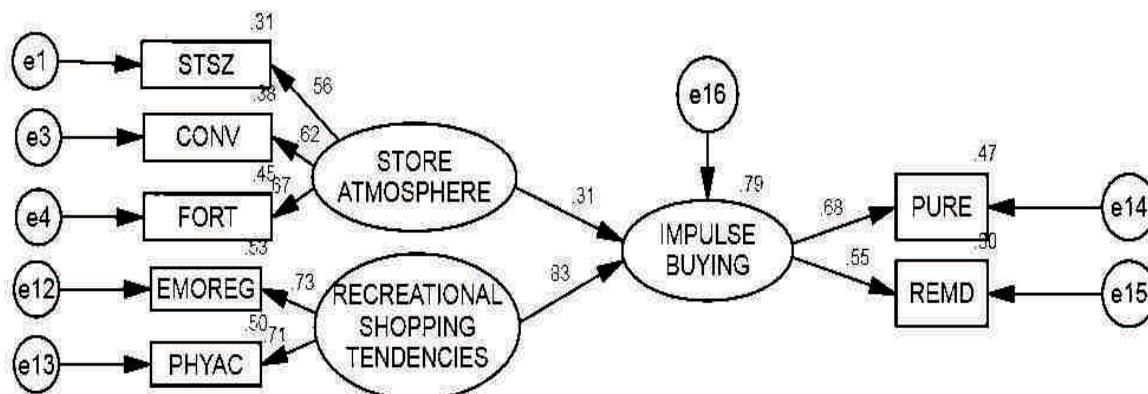
2.1. RMSEA was 0.052, respectively. GFI was 0.983 and AGFI was 0.961. The incremental fit measures were >0.9. The value of PRATIO, PNFI, and PCFI was 0.571, 0.544, and 0.554. These GOF statistics reflect that the model sufficiently fitted the data (Table 5).

In the case of standard regression weights, all were greater than 0.5, confirming model fit and no improvement and modification was essential further (Figure 2).

Table 5. Final SEM Model Fit Indices

		Criteria	Initial Values	Final Values
	χ^2		849	32
	DF		86	12
Absolute fit measures	χ^2/DF	$1 < X < 3$	9.88	2.74
	GFI		0.82	0.983
	AGFI		0.749	0.961
	RMSEA	< 0.05	0.128	0.05
Incremental fit measures	NFI		0.586	0.952
	RFI		0.494	0.917
Parsimony fit measures	PRATIO		0.819	0.571
	PNFI		0.48	0.544
	PCFI		0.49	0.554

Figure 1 Final SEM model



Hypothesis Testing

Results indicate that the hypothesized paths between independent and dependent variables were found to be significant (Table 6). For instance, the hypothesized path

between RST and IB with CR value of 10.016 (>1.96) was statistically significant ($p=0.000$) as well as SA and IB with CR value 4.658 (<1.96) was significant ($p=0.000$).

Table 6. Regression Estimates of Latent Measures

Dependent Variable		Independent Variable	SE	CR	P
Impulse buying	←	Store atmosphere	0.154	4.658	***
Impulse buying	←	Recreational shopping tendencies	0.132	10.016	***

Note: SE = standard error; CR = critical ratio; P = significance value

Furthermore, in testing the hypothesis, results revealed that the HO4 and HO1 were positive and statistically significant

and supported but HO2 and HO3 were statistically insignificant and not supported (Table 7).

Table 7. Hypothesis Testing Impulse Buying

Hypothesis	Position	In Support	In Against
H1: There is a significant effect of store atmosphere on impulse buying.	Supported	Stern (1962), Kotler (1974), Donthu & Gilliland (1996), Churchill & Peter (1998), Münster & Haug (2017)	Tendai & Crispen (2009).
H2: There is a significant effect of product assortment on impulse buying.	Not supported	Westbrook & Black (1985), Desmetes (2002), Gourville & Soman (2005)	Gusiorowska (2008), Hirschman (1980)
H3: There is a significant effect of individual personality trait on impulse buying.	Not supported	Sun et al. (2004), Kollat & Willett (1967)	Ozer & Gultekin (2015), Schiffman & Kanuk (2000)
H4: There is a significant effect of recreational shopping tendencies on impulse buying.	Supported	Donovan & Rossiter (1982), Wakefield & Baker (1998), Dittmar et al. (1995), Park & Kim (2008), Gardner & Rook (1988), Babin et al. (1994), Mai et al. (2003), Luo (2005), Youn & Faber (2000), Guido (2007)	Tendai & Crispen (2009)

Discussion

The store atmosphere resulted in the emergence of three main factors .STSZ is expressed as major factor attributes in constituting the store image(Preezet al,(2014);Thang & Tan,(2003).CONV included food zones (Ibrahim & Wee,(2002); Kerfoot et al,(2003); Paulins & Geistfeld(2003) and some other dimensions of CONV are mentioned by Kerfoot et al, (2003) and Paulins & Geistfeld (2003).The fortification that is safety and security is a big contribution from the current study. However, the store intelligent designs are part of safety (Münster & Haug, 2017).whereas Baker et al,(1992), Belk (1975), Wakefield & Baker (1998), supported the importance of ambiance.Although there are certain studies where the store atmosphere is partially supported (Kim, 2003, Marttila & Wirtz, 2006),other than PERVAL. Store atmosphere affects impulse buying (Badgaiyan & Verma, 2015),among variety-seeking consumers (Mohan et al,2013).

In product assortment, VARPR and ASTSZ are supported by Desmeules (2002),Gasiorowska (2008), and Hrischman(1980).Langer et al,(1978) justified through his findings that ASTSZ is not important and this is supported by Gourville &Soman (2005) mentioning that having wide choices is not always positive.

In individual personality traits, some researchers quoted that INTV is not a very significant dimension of personality in influencing impulse buying (Sun et al, 2004and there are studies that did not support it even factor wise. Moods and emotions as influencers of buying decisions are studied under the EMSTCO factor. The significant impact of personality as a whole is mentioned by Ozer & Gultekin(2015) and Schiffman & Kanuk (2000).On the contrary, Kollat &Willett (1967) mentioned that IPT does not affect the unplanned purchase.

In recreational shopping tendencies, EMOREG and PHYAC both are supported by a number of researchers. Shopping enjoyment tendencies are confirming to affect the impulse buying in the number of ways like through positive effect (Bellini et al,2017).It not only satisfies the customer but also takes the boredom away (Sundström et al, 2019).EMOREG is studied byBabin et al,(1994), Dittmar et al, (1995), Donovan&Rossiter (1982), Gardner & Rook (1988),Park & Kim (2008), Wakefield &Baker (1998).Luo (2005) and Mai et al, (2003) have supported PHYAC.RST overall is supported byGuido et al, (2007),Schiffman & Kanuk (2000), Wakefield &Baker (1998),Youn & Faber (2000) whereas Tendai &Crispen (2009) mentioned that factors like atmospherics, entertaining, and hedonic effects didn't have any effect on

impulse buying.

Implications

Store atmosphere and recreational shopping tendency appeared as the most important element affecting impulse buying the most and in a variety of manners. Store organizers must attempt to create an atmosphere where the buyer would like to visit repeatedly influenced by recreation and enjoyment. Store size must have stress releasing layout and planogram (Preez et al,2014).Convenience zones must be present for enjoyment purpose like food zone, kids play area, etc .so that customer revisits and gets acquainted(Madhavaram &Laverie, 2004; Baker et al,(1992), Wakefield &Baker (1998).The level of safety and security offered is another important element affecting buyer behavior (Dawson,1993).Limiting the assortment can also help the buyer rather confusing them with the same and it also crowds the store shelves unproductively(Gourville &Soman, 2005).The ambience should disclose optimism to distracted customer from worries and for a memorable shopping trip (Sun et al,2004).

Recommendations and Future Research

The current study operated with a smaller sample from India, a bigger and diverse sample along with comparing other countries can be worked out. Impulse buying is not affected only by store atmospherics and recreational shopping tendencies. During the review phase, many variables were studied but due to the proposed model constraint, all were not considered. Therefore, it is recommended to study impulse buying behavior in relation to certain other variables in the Indian context also like store loyalty, store satisfaction, visual merchandising (Kim, 2003) etc. Another interesting fact that was observed was the contribution of demographics to a greater extent like income (Mai et.al, 2003), age (Bellenger et al, 1978; Martin, 1972) and gender (Gasiorowska, 2008, Kruger & Byker 2009), but the study remained focused on core variables. Therefore, this gap can be worked out.

Impulse buying also resulting into 'regret' can be another dimension for research, as this study is majorly done from the seller/marketer point of view. Therefore, attempts can be made to identify the negative impacts also. Similar studies can be performed with predetermined product or industry or both. Some micro variables like lighting, music, and scent can be studied individually and in detail.

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Appendix 1: Measurement Items with Sources

<i>Store Atmosphere Has/Is</i>	
attractive window display	Kim (2003)
Promotional offers	
Social class/shop crowding	Tendai & Crispen (2009)
Mild fragrance	
Soothing background music	
Proper ventilation	
Clean appearance	Ibrahim & Wee (2002)
Great interior	
Convenient car parking	
Kid zones	
Food zones	Agee & Martin (2001)
Buyers testimonials	
Easy payment options	
Comfortable temperature	Kaufman & Lane (1996)
Convenient shopping timings	
Trial rooms	Kerfoot et al, (2003)
Washrooms	
Spacious	Semeijn et al, (2004)
Surveillance	Dawson (1993)
Safe	
Prepared for emergencies	
<i>Product Assortment is/has</i>	
From across the country	-
Genuine price	Kunkel & Berry (1968)
Good quality	
Wide range	Tigert & Arnold (1981)
Very common	
Never out of stock	Iyer & Ahlawat (1987)
Appreciable	-
Updated	-

Good exchange policy	-
Multiple payment options	Agee & Martin(2001)
Unavailable elsewhere	-
sureness	-
A must buy	-
Alternative	Tafesse & Korneliussen (2012)
New design	Donthu & Gilliland (1996)
Spanking new	
<i>Individual Personality Traits, I like to</i>	(Guido et al, (2007))
Explore new offer	
Be surrounded by people	
Have experience	
Explore the new world	
Be alone	
Bargain.	
Have salespeople attention	
Keep the eye of good deals	
Be a smart shopper	
Checkout promos	
Enjoy personal attention	
enjoy pressure-less buying	
Being pampered	
Have fun	
Be isolated	
Have excitement	
Enjoy talking while shopping	
Hangout with friends	
<i>Recreational Shopping</i>	
Reveals joy	Kelly et al, (2000)
Results in regret	
Distract from worries	Rook & Gardner (1993)
Repairs mood	
Excites	Kwon & Armstrong(2002)
Consumes time	
Is favorite activity	
Just for a change	
Enhances collection	Credit Counseling Society(2003)
Improves a bad day	
Helps in stretch out and walk	Guido et al, (2007)
Is a hassle	
<i>Impulse Buying</i>	
difficult to control urge to buy after seeing offer	Kim (2003)
making unplanned purchases	
spending lavishly	
I have the least brand preference	Cobb & Hoyer (1986)
sudden impelling for purchase	Rook(1987),
buying what liked	Coley (2002)
immediate buying after seeing	
Spendthrift	
satisfies curiosity	
I think twice before committing myself	Donthu & Gilliland (1996)

Source: Created by the authors of this paper.