

## **Factors Affecting Impulse Buying Behavior of Consumers at Superstores in Bangladesh**

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### **Abstract**

*Impulse purchase or impulse buying describes any purchase which a shopper makes, through it was not planned in advance. This paper is an attempt to find out the factors that affect consumer impulse buying behavior at superstores in Bangladesh. The impact of various variables like discount offer, various scheme, promotional activities, retail store offer, display of product, behavior of sales person, popularity of product, influence of reference group, income level of customers and festival season, on consumer impulse buying behavior, has been analyzed. The study is based on the primary data collected from Agora and Meena Bazar with the help of structured questionnaire. Data analysis has been done using SPSS software. The statistical analysis method employed in this study is Factor Analysis. After the analysis, it is found that since income of individual is increasing and more and more people are moving towards western culture, the purchasing power of the people has really gone up. Thus the impulse buying of the commodities is on a great rise mainly due to pricing strategies, store characteristics, situational factors and promotional activities.*

**Keywords:** Impulse Buying, Superstores, Pricing Strategies, Store Characteristics, Situational Factor, Promotional Activities

### **1. Introduction**

An impulse purchase or impulse buying is an unplanned or otherwise spontaneous purchase. Impulse items can be anything, a new product, samples or well-established products at surprising low prices. Parboteeah (2005; based on Piron, 1991:512) stated that impulse purchasing is unplanned, the result of an exposure to a stimulus, and is decided on-the-spot. Impulse buyers begin browsing without having an intention to purchase a certain item or visiting a certain store. As consumers browse, they are exposed to the stimuli, which triggers customers' urge to buy on impulse. When impulse buyers feel the desire to buy, they make a purchase decision without searching for information or evaluating alternatives. Then, consumers may experience positive or negative consequences by the post-purchase evaluation after the purchase on impulse. In this process, consumers are influenced by internal and external factors that trigger their impulse purchase behavior.

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## **2. Profile of Superstores**

In Bangladesh we are observing the trend of superstores and it is increasing rapidly. Agora, Meena Bazar, Nandan, PQS, Prince Bazar, Shawpno, etc are some renowned superstores which have made life easier and convenient. Agora now runs five outlets, Meena Bazar ten including eight in Dhaka, PQS five, Prince Bazar two, Nandan five and Swapno seventy including thirty outside the capital. Hassle-free shopping environment, hygienic commodities, fresh vegetables, meat and fish at the supermarkets are earning appreciation of the customers. The superstores offer good services to working people who really find little time for shopping. Trend of superstore helps to overcome many problems of daily life. It has relaxing shopping environment and every commodity is available at one store. Due to these characteristics, researcher observes that impulse buying trait may be available in the consumers of superstores in Bangladesh. In this paper, the study has been focused on Agora and Meena Bazar to know the impulse buying behavior of the consumers in Bangladesh. The brief profiles of two superstores are given below.

### **2.1 Agora**

Rahimafrooz Superstores Ltd. (RSL) made a breakthrough in the urban lifestyles by launching the first retail chain in the country, 'Agora', in 2000. Currently there are five Agora outlets, four are at Gulshan, Dhanmondi, Moghbazar and Mirpur in Dhaka. Recently it has opened a new outlet in Chittagong. Agora is endeavoring to fulfill the everyday shopping needs of the urbanites through fair price, right assortment and best quality. While Agora mainly focuses on food items - ranging from a wide variety of fish, meat, vegetables, fruits, bakery, dairy, to grocery - it also carries a vast array of other households, personal care, and miscellaneous products. Agora has recently launched Agora e-commerce website. Agora introduces customer feedback questionnaire to identify the satisfaction level of the consumers. In order to encourage employees, it organizes best employee award in each year on the basis of votes by the consumers. This tradition is unique in Bangladesh and helpful to acquire customers' attention and satisfaction. Agora constantly launches attractive promotions like Bazimat, Value Week or Super Value Offer or Diamond Ring Offer. Agora rais to open about eighty outlets across the country in the next five years.

### **2.2 Meena Bazar**

Gemcon Group introduced its superstore first at Dhanmondi on 1<sup>st</sup> November 2002 named Meena Bazar. Currently there are ten Meena Bazar outlets in Bangladesh. Eight outlets are in Dhaka, two outlets at Dhanmondi, three at Mohammadpur and other three outlets of Dhaka at Banani, Mirpur and Azimpur. Another two outlets are in Chittagong and Khulna. The aim of Meena Bazar is to ensure fresh products in consumer's daily life. It offers about 20,000 items that include grocery, readymade garments, jewelleryes, cosmetics, stationery, toys, baby items, beverage and food including a wide range of agricultural and dairy products, electronic goods and many other household essentials. It has its own product categories like sweets, confectionary items, herbal beauty products, tea, etc. It has Fun-Zone in its outlet for children. In 2010 it started flexi load and bill pay services of Grameen Phone at all its outlets for the convenience of the customers

which is unique in Bangladesh. It provides many promotional offers to its customers in different festival seasons (Eid, New Year, etc.) like other superstores. The website of Meena Bazar is under construction. It has planned to open around sixty more outlets in the next four to five years across the country.

### **3. Objective of the Study**

Several research of impulse purchasing had been conducted in developed countries like America, Canada, England, Norway, etc and developing countries like Thailand, China, Philippines, Korea, Poland, Lithuania, Indonesia, India, Pakistan, etc. In those researches, marketing researchers have mainly focused on identifying the general factors that increase impulse buying. In Bangladesh, impulse purchase is a common affair, but we do not have sufficient research on this phenomenon. Main objective of this paper is to find out the factors affecting consumers' impulse buying behavior in superstores in Bangladesh.

### **4. Research Methodology**

The study is conducted on the basis of two sources of information: primary and secondary sources. At first, some general information regarding customers is asked in questionnaire like name, age, gender, etc. (questionnaire is given in the Appendix). The next part of the questionnaire is designed on Likert Scale (Strongly Agree = 5, Agree = 4, Neutral = 3, Disagree = 2 and Strongly Disagree = 1) where consumers are asked to put tick mark on ten statements. These ten statements are selected on the basis of variables that are found in previous researches of impulse purchasing. Finally consumers are asked to put the products name which they have bought today as impulse or unplanned purchase. Questionnaire is used to collect primary source of information. Websites, articles and books are the secondary sources of information.

Sampling unit are Agora and Meena Bazar. Data are collected from the customers who regularly purchase from Agora and Meena Bazar. Sample size is 50 where 25 are from Agora and 25 are from Meena Bazar. Sampling Area are Dhanmondi and Mirpur. Dhanmondi-16 branch and Mirpur-10 branch of Meena Bazar and Rifles Square branch and Mirpur-01 branch of Agora are taken into consideration in this study. Sampling technique is non-probability convenience sampling. Researcher tries to find out customers who have shown interest in survey and respondents are asked questions after completion of their purchase. Statistical tools, SPSS, is used in order to classify the factors of impulse purchasing behavior in these two superstores in Bangladesh. There are some limitations of this paper. It is focused on the impulse buying behavior on superstores only. It can be done in extensive way in shopping malls and other areas of purchasing. Sample can be large; in fact more superstores can be covered.

### **5. Literature Review**

From 1950 to 2010, many researches have been conducted on impulse purchasing. Recent researches of impulse purchasing are found at sub-continent countries in which researchers often

observe some common variables. The more **time** an individual has, the longer time he or she spends browsing the shopping environment (Beatty and Ferrell, 1998). **Gender** has specific influence on impulse buying such as women tend to be more impulsive than men (Giraud, 2001). If consumers are in a good **mood**, they tend to reward themselves more generously and tend to be more impulsive (Giraud, 2001). The notion of **materialism** indicates that individuals who use product acquisition as a self-completion strategy tend to be more impulsive (Dittmar, 2001). Young generation is more impulsive than others, **age** of buyers from 18 to 40 are generally impulsive (Mai et al., 2003). **Culture** has an influence on impulse buying both at the regional and the individual levels (Mai et al., 2003).

Marketers should promote a good **store layout** to maximize the convenience of the consumer (Crawford and Melewar, 2003). A well-trained **salesperson** can decrease frustration by guiding and aiding the consumer in the purchase process and activate impulse buying behavior (Crawford and Melewar, 2003). **Store atmospherics** is important to stimulate impulse purchase (Crawford and Melewar, 2003). Store managers can look at a number of environmental design variables to increase stimulation in their shops. Impulsiveness sometimes depends on **store type** (Wong and Zhou, 2003). For example, it has been shown that many impulse purchases take place in grocery shops.

The availability of **money** is a facilitator in the impulse buying process (Mai et al., 2003), since it increases the purchasing power of the individual. If the individual does not have enough money, he or she will avoid the shopping environment altogether. Consumers have **propensity to buy impulsively** (Jones et al., 2003). **Browsers** usually make more unplanned purchases than non-browsers (Crawford and Melewar, 2003). **Product price** is another variable of impulse buying. Consumers tend to be more impulsive when there are sales or product discounts, low marginal need for the item, short product life, smaller sizes, and ease of storage (Wong and Zhou, 2003). The likelihood that a product will be purchased on an impulse depends on the **product category**. It has been found that impulse buying occurs more in the case of hedonic products because of the symbolic meaning they convey (Mai et al., 2003).

**Shopping enjoyment** is another variable, whereby individuals consider shopping as a form of recreation, do not stick to a buying list, and therefore, tend to make many impulsive purchases (Sharma and Sivakumaran, 2004). **Presence of others** increases the likelihood of impulse purchase. For example, when individuals are in a group, they tend to eat more (Luo, 2004). Individuals who perceive **self-discrepancy** try to use material goods to compensate the discrepancy, have impulse buying tendencies (Luo, 2004). These variables mainly influence the consumers to do the impulse purchase spontaneously.

## 6. Data Analysis

From the literature review, researcher finds out 18 variables which have significant influence on impulse buying behavior. 10 statements are designed based on variables found from the literature review which have most influence on impulse purchasing behavior at superstores in Bangladesh. Factor analysis is conducted on those 10 variables.

## 6.1 Demographic Profile

In the questionnaire, respondents are asked about their gender, age, occupation, spending shopping hours and today's unplanned purchase items. The respondent, who purchases impulsively, is considered as impulse buyer. The relationship of gender, age group, occupation and shopping hours with the pattern of buyer (impulse buyer or not) is shown in table 1. Among 50 respondents, 32 are impulse buyer whereas 18 are not. From the table 1, it is observed that females (73.7%) purchase more impulsively than males (58.1%). In case of age group, 26 to 45+ are mostly impulse buyers. The respondent, who does business (92.3%), is mostly impulse buyers. In perspective of time, people who spend more time in superstores are mostly impulse buyers. From the questionnaire, it is found that, impulse or unplanned items are mostly toiletries (soap, toilet cleaner, tissue, toothpaste), food items (ice-cream, chips, chocolates, fast-food, soft drink, biscuit), perishable goods (vegetables, fruits, fish), cosmetics (shaving foam, body spray, shampoo, hair gel, perfume, ornaments) and necessary goods (salt, tea, coffee, powder milk, sugar, sauce, spices).

**Table 1: Demographic Profile of Respondents**

|                                  | <b>Impulse Buyer</b> | <b>Not Impulse Buyer</b> | <b>Total</b> |
|----------------------------------|----------------------|--------------------------|--------------|
| <b>Gender:</b>                   |                      |                          |              |
| Male                             | 18 (58.1%)           | 13 (41.9%)               | 31 (100%)    |
| Female                           | 14 (73.7%)           | 5 (26.3%)                | 19 (100%)    |
| <b>Age Group:</b>                |                      |                          |              |
| 18-25                            | 5 (41.7%)            | 7 (58.3%)                | 12 (100%)    |
| 26-35                            | 16 (61.5%)           | 10 (38.5%)               | 26 (100%)    |
| 36-45                            | 7 (87.5%)            | 1 (12.5%)                | 8 (100%)     |
| 46 and above                     | 4 (100%)             | 0 (0%)                   | 4 (100%)     |
| <b>Occupation:</b>               |                      |                          |              |
| Business                         | 12 (92.3%)           | 1 (7.7%)                 | 13 (100%)    |
| Service                          | 9 (45%)              | 11 (55%)                 | 20 (100%)    |
| Others (Student, Housewife, etc) | 11 (64.7%)           | 6 (35.3%)                | 17 (100%)    |
| <b>Shopping Hours:</b>           |                      |                          |              |
| Long                             | 19 (100%)            | 0 (0%)                   | 19 (100%)    |
| Medium                           | 11 (100%)            | 0 (0%)                   | 11 (100%)    |
| Short                            | 2 (10%)              | 18 (90%)                 | 20 (100%)    |

## 6.2 Factor Analysis

To continue towards the main analysis, factor analysis has been performed to identify the key dimensions affecting impulse purchase of products provided at these superstores. The respondent ratings are subject to principal axis factoring with varimax rotation to reduce potential multicollinearity among the items and to improve reliability on the data. Ten items are reduced to four orthogonal factor dimensions which explained 67.695% of the overall variance indicating that the variance of original values is well captured by these four factors.

**Table 2: KMO and Bartlett's Test**

|  |                    |         |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. |                    | .597    |
| Bartlett's Test of Sphericity                    | Approx. Chi-Square | 103.592 |
|  | df                 | 45      |
|  | Sig.               | .000    |

From the table 2, it is observed that KMO is 0.597 that is more than the required value of 0.50. It indicates that there is no error in 59.7% of the sample and in the remaining 40.3%, there may be some sort of error. Bartlett's test of sphericity indicates that strength of relationship among variables is strong. It presents good idea to proceed to factor analysis for the data.

**H<sub>0</sub>:** There is significant indifference of all the factors affecting impulse buying decision

**H<sub>1</sub>:** There is significant difference of all the factors affecting impulse buying decision

The value of Chi-square test (103.592 with significance level 0.000) signifies the rejection of null hypothesis. It means there is a significant difference between the factors affecting impulse buying decisions. Community of each statement refers to the variance being shared or common by other statements. From the Communalities (see the appendix), it can be seen that the communality for each variable, V1 to V10 is 1.0. In table 3, the Eigen values for the factors are, as expected, in decreasing order of magnitude as going from factor or component 1 to factor or component 10. Eigen value for a factor indicates the total variance attributed to that factor. The total variance accounted for by all 10 factors is 10, which is equal to the number of variables. The Eigen value of factor 1, factor 2, factor 3 and factor 4 are sequentially 2.579, 1.792, 1.386 and 1.012, which is more than the required level of 1.

**Table 3: Total Variance Explained**

| Component | Initial Eigen values |               |              | Extraction Sums of Squared Loadings |               |              | Rotation Sums of Squared Loadings |               |              |
|-----------|----------------------|---------------|--------------|-------------------------------------|---------------|--------------|-----------------------------------|---------------|--------------|
|           | Total                | % of Variance | Cumulative % | Total                               | % of Variance | Cumulative % | Total                             | % of Variance | Cumulative % |
| 1         | 2.579                | 25.792        | 25.792       | 2.579                               | 25.792        | 25.792       | 1.983                             | 19.829        | 19.829       |
| 2         | 1.792                | 17.924        | 43.716       | 1.792                               | 17.924        | 43.716       | 1.872                             | 18.718        | 38.547       |
| 3         | 1.386                | 13.859        | 57.574       | 1.386                               | 13.859        | 57.574       | 1.484                             | 14.836        | 53.383       |
| 4         | 1.012                | 10.121        | 67.695       | 1.012                               | 10.121        | 67.695       | 1.431                             | 14.312        | 67.695       |
| 5         | .823                 | 8.233         | 75.927       |                                     |               |              |                                   |               |              |
| 6         | .670                 | 6.698         | 82.626       |                                     |               |              |                                   |               |              |
| 7         | .612                 | 6.121         | 88.746       |                                     |               |              |                                   |               |              |
| 8         | .517                 | 5.173         | 93.919       |                                     |               |              |                                   |               |              |
| 9         | .373                 | 3.734         | 97.653       |                                     |               |              |                                   |               |              |
| 10        | .235                 | 2.347         | 100.000      |                                     |               |              |                                   |               |              |

Extraction Method: Principal Component Analysis.

Factor 1 accounts for a variance of 2.579 which is 25.792% of the total variance. Factor 2 accounts for a variance of 1.792 which is 17.924% of the total variance. Factor 3 accounts for a variance of 1.386 which is 13.859% of the total variance. Factor 4 accounts for a variance of 1.012 which is 10.121% of the total variance. It can be interpreted that 10 variables are now reduced to 4 components or factors contributing 67.695% of the total variance, which defines that

these four factors do have more variance considering the required level of 60% cumulative variance.

With the help of Scree Plot (see the appendix), researcher can just visualize that 4 factors are reduced with Eigen value greater than 1.000. Table 4 reports the factor loadings for each variable on the unrotated components or factors. Each number represents the correlation between the item and the unrotated factor. This correlation helps to formulate an interpretation of the factors or components. This is done by looking for a common thread among the variables that have large loadings for a particular factor or component.

**Table 4: Component Matrix**

|                        | Component |       |       |       |
|------------------------|-----------|-------|-------|-------|
|                        | 1         | 2     | 3     | 4     |
| Discount Offer         | .517      | .654  | -.320 | .122  |
| Various Scheme         | .634      | .120  | -.131 | .381  |
| Promotional Activities | -.065     | .643  | -.023 | -.633 |
| Superstore Offer       | -.596     | .161  | -.014 | .522  |
| Display of Product     | -.600     | .381  | -.134 | .204  |
| Sales Person           | -.427     | .642  | .061  | -.103 |
| Popularity of Product  | .615      | -.063 | .455  | -.022 |
| Reference Group        | .006      | .489  | .649  | .331  |
| Income Level           | .716      | .296  | -.446 | .108  |
| Festival Season        | .341      | .150  | .645  | -.064 |

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

**Table 5: Rotated Component Matrix**

|                        | Component   |             |             |             |
|------------------------|-------------|-------------|-------------|-------------|
|                        | 1           | 2           | 3           | 4           |
| Discount Offer         | <b>.848</b> | .041        | .084        | .290        |
| Various Scheme         | <b>.671</b> | -.136       | .166        | -.287       |
| Promotional Activities | .066        | -.052       | .029        | <b>.900</b> |
| Superstore Offer       | -.145       | <b>.781</b> | .008        | -.153       |
| Display of Product     | -.093       | <b>.704</b> | -.100       | .226        |
| Sales Person           | -.041       | <b>.495</b> | .132        | .588        |
| Popularity of Product  | .173        | -.507       | <b>.530</b> | -.144       |
| Reference Group        | .058        | .326        | <b>.808</b> | .088        |
| Income Level           | <b>.862</b> | -.240       | -.097       | .021        |
| Festival Season        | -.009       | -.278       | <b>.690</b> | .073        |

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

**Table 5: Rotated Component Matrix**

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Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

It is possible to see items with large loadings on several of the unrotated factors, which makes interpretation difficult. Before rotation (table 4), the correlation value of each variable for factor 1, 2, 3 and 4 is more than the required level (0.30) which is difficult to take decision on variables. In these cases, it can be helpful to examine a rotated solution. The rotated factor matrix (table 5) makes it simple for taking decision. Factor 1 has deep relationship with variable 1, 2 and 9; factor 2 has relationship with 4, 5 and 6; factor 3 has relationship with 7, 8 and 10 and factor 4 has relationship with 3.

With the help of table 5, we can categorize each statement depending upon the factor loadings and are shown in table 6. If table 5 is observed carefully, it can be found that highest loading of each variable is categorized under each factor. One exception is sales people's behavior which has highest loading with factor 4. But theory and prior knowledge of the researcher suggest this variable has connection with factor 2 which is mostly stated about superstore's characteristics. Moreover it has next high loading with factor 2. These are the reasons for placing variable 6 into factor 2.

**Table 6: Factors**

|  |
|--|
| <p><b>Factor 1:</b></p> <ul style="list-style-type: none"> <li>• V1: Discount price of product affects unplanned buying behavior.</li> <li>• V2: Various schemes like (buy 1 get 1 free) affect your buying behavior positively.</li> <li>• V9: Your income status affects unplanned buying behavior.</li> </ul> |
| <p><b>Factor 2:</b></p> <ul style="list-style-type: none"> <li>• V4: Any offer organized by superstores affects your buying behavior.</li> <li>• V5: Display of product in store attracts your attention.</li> <li>• V6: Behavior of sales person affects your buying behavior.</li> </ul>                       |

|  |
|--|
| <p><b>Factor 3:</b></p> <ul style="list-style-type: none"> <li>• V7: Popularity of products increase recalls value and help in unplanned buying.</li> <li>• V8: Comments of reference group influence your buying behavior.</li> <li>• V10: Requirement of product in festival season prompts you to buy.</li> </ul> |
| <p><b>Factor 4:</b></p> <ul style="list-style-type: none"> <li>• V3: Various promotional activities motivate you to buy products.</li> </ul>   |

From the component score coefficient matrix (see the appendix), we can obtain the quantifiable data of each factor. The factors are labeled considering the strength of association with the variables. The coefficients between the statements and the factors are taken according to the statement affecting the factor. Factor 1 includes discount price of product, various schemes and consumers' income status are the factors of impulse buying behavior which broadly defines about the **pricing strategies or factor**. Factor 2 includes superstore's offer, display of product in superstore and behavior of sales person which represent the **store characteristics or factor**. Factor 3 includes popularity of product, comments of reference group and requirements of products in festival seasons which represent different **situational factor**. Factor 4 presents **promotional activities or promotional factor**. Overall, various internal and external factors affect the impulse buying behavior of the consumer which is explained by the above findings.

## 7. Conclusion and Recommendations

Impulse buying is a sudden and immediate purchase with no pre-shopping intentions either to buy the specific product or to fulfill a specific buying task. The findings of the study indicates that pricing strategies, store characteristics, situational factors and promotional activities mostly influence the impulse buying behavior of consumers at superstores in Bangladesh. In case of pricing factor, it is noticed that products with reduced price is bought as impulse purchase. Also income level of consumers affects impulse purchase positively.

In case of store factor, it is important how the stores induce consumers to be impulsive. Superstore's offer, display of product in shelf and behavior of sales person are influencing consumers to be impulse buyers. Superstores should put more efforts creating attractive and eye-catching window display providing information regarding new products, fashion trends, or coordination tips. From a managerial perspective, store managers can look at a number of environmental design variables. For example, fast tempo and high volume music increase arousal levels, warm colors such as orange, yellow and red are associated with elated arousal, and ambient scents such as grapefruit or other citrus fragrances increase stimulation levels. Employee friendliness and attention are necessary to attract customers. Managers can reduce the negative effect of crowding by training their employees to be extra friendly at busy times that may increase impulse purchasing.

Findings also indicate that situational factors such as popularity (brand) of product, comments of reference group and requirements of products in festival seasons influence impulse buying. Branded products organized in the shelf of superstores, help to recall its need. If family members

or friends go with the consumer, they motivate him/her to be impulsive by suggesting any new product or existing brands. In Bangladesh consumers are always in festive mood due to various festival occasions throughout the year. So requirements of products in festival seasons stimulate consumers to be impulsive.

Last factor of this study is promotion. It can be specific brand offer, advertisement of product in print and visual media or any sort of promotion of products in superstores that initiate impulse buying behavior of consumers at superstores. The Bangladeshi superstores have to go a long way to understand the impulse buying behavior as it is very subjective and it depends on multiple factors, but they can take advantage of it. However negative consequence of impulse buying behavior is also needed to consider. As impulse buying is unplanned purchase, customers may feel regret or dissatisfaction after purchase. This paper is not focused on the satisfaction level of the impulse buyers. However, it is important to know whether consumers are satisfied on their impulse purchase or they feel regret after impulse purchase. Future research is needed to explore this state of affairs.

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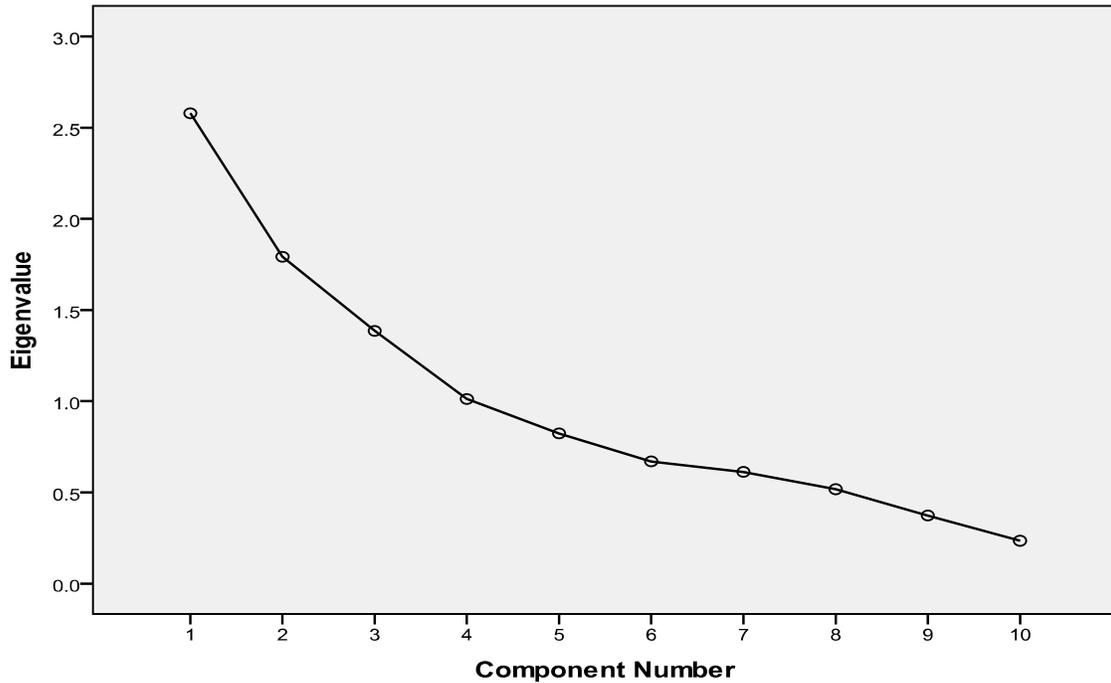
**Appendix**

**Table: Communalities**

|                        | Initial | Extraction |
|------------------------|---------|------------|
| Discount Offer         | 1.000   | .812       |
| Various Scheme         | 1.000   | .579       |
| Promotional Activities | 1.000   | .819       |
| Superstore Offer       | 1.000   | .654       |
| Display of Product     | 1.000   | .565       |
| Sales Person           | 1.000   | .610       |
| Popularity of Product  | 1.000   | .590       |
| Reference Group        | 1.000   | .771       |
| Income Level           | 1.000   | .811       |
| Festival Season        | 1.000   | .559       |

Extraction Method: Principal Component Analysis.

**Scree Plot**



**Figure: Scree Plot**

**Table: Component Score Coefficient Matrix**

|                        | Component |       |       |       |
|------------------------|-----------|-------|-------|-------|
|                        | 1         | 2     | 3     | 4     |
| Discount Offer         | .455      | .119  | -.010 | .141  |
| Various Scheme         | .366      | .096  | .084  | -.256 |
| Promotional Activities | -.045     | -.197 | -.045 | .691  |
| Superstore Offer       | .063      | .500  | .078  | -.260 |
| Display of Product     | .056      | .378  | -.030 | .048  |
| Sales Person           | .007      | .200  | .091  | .346  |
| Popularity of Product  | -.011     | -.227 | .334  | -.058 |
| Reference Group        | .031      | .255  | .577  | -.054 |
| Income Level           | .447      | -.016 | -.139 | .002  |
| Festival Season        | -.101     | -.145 | .458  | .067  |

Extraction Method: Principal Component Analysis.  
 Rotation Method: Varimax with Kaiser Normalization.

**Questionnaire**

This questionnaire is for a research paper designed to assess consumer impulse buying behavior at superstores. Your information will be kept confidential and the responses will be aggregated for analysis. The researcher appreciates your participation.

**Name:**

**Age:** 1. (18 - 25) 2. (26 - 35) 3. (36 - 45) 4. (45 - Above)

**Gender:** 1. Male 2. Female

**Occupation:** 1. Business 2. Service 3. Others

**Today's Spending Shopping Hours:** 1. Long 2. Medium 3. Short

In the following scale, SA defines **Strongly Agree**, A defines **Agree**, N defines **Neutral**, D defines **Disagree** and SD defines **Strongly Disagree**. Please put one mark for each statement.

SA A N D SD

|   |   |   |   |   |
|---|---|---|---|---|
| 5 | 4 | 3 | 2 | 1 |
|---|---|---|---|---|

|  |  |  |  |  |  |
|--|--|--|--|--|--|
| 1. Discount price of product affects unplanned buying behavior.                    |  |  |  |  |  |
| 2. Various schemes (like buy 1 get 1 free) affect your buying behavior positively. |  |  |  |  |  |
| 3. Various promotional activities motivate you to buy products.                    |  |  |  |  |  |
| 4. Any offer organized by superstores affects your buying behavior.                |  |  |  |  |  |
| 5. Display of product in store attracts your attention.                            |  |  |  |  |  |
| 6. Behavior of sales person affects your buying behavior.                          |  |  |  |  |  |
| 7. Popularity of products increases recall value and help in unplanned buying.     |  |  |  |  |  |
| 8. Comments of reference group influence your buying behavior.                     |  |  |  |  |  |
| 9. Your income status affects unplanned buying behavior.                           |  |  |  |  |  |
| 10. Requirements of product in festival seasons prompt you to buy.                 |  |  |  |  |  |

**Write down the products name which you bought today as unplanned purchase:**

.....  
 .....  
 .....