

INFLUENCE OF IN-STORE RETAIL DISPLAYS ON IMPULSIVE BUYING BEHAVIOUR OF CUSTOMERS IN KERALA

Thesis
submitted to the University of Calicut
for the award of the Degree of
DOCTOR OF PHILOSOPHY IN COMMERCE

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January 2026

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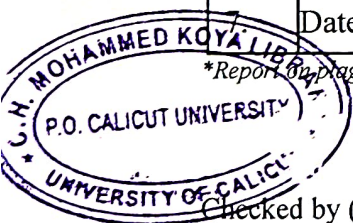


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List of Abbreviations

ADO	: Antecedents–Decisions–Outcomes
AMOS	: Analysis of Moment Structure
ANOVA	: Analysis of Variance
AVE	: Average Variance Extracted
BOGO	: Buy One Get One
CAGR	: Compound Annual Growth Rate
CBSEM	: Covariance-Based Structural Equation Modelling
CDT	: Cognitive Dissonance Theory
CFA	: Confirmatory Factor Analysis
CFI	: Comparative Fit Index
CMIN	: Chi-square Minimum Discrepancy
CR	: Composite Reliability
DCNs	: Digital Communications Networks
DF	: Degree of Freedom
DM	: Impulsive Decision Making
DPIIT	: Department for Promotion of Industry and Internal Trade
FDI	: Foreign Direct Investment
FY	: Financial Year
GDP	: Gross Domestic Product
Gen X	: Generation X
Gen Z	: Generation Z
GenY	: Generation Y
GFI	: Goodness-of-Fit Index
GRDI	: Global Retail Development Index
GST	: Goods and Services Tax
HCT	: Hedonic Consumption Theory
IA	: In-store Ambience

IBB	: Impulsive Buying Behaviour
IBEF	: India Brand Equity Foundation
IBM	: International Business Machines
IBT	: Impulse Buying Tendency
IP	: In-store Promotion
KPMG	: Klynveld Peat Marwick Goerdeler
KS	: Kolmogorov-Smirnov
MG	: Multi Group
MGA	: Multi-Group Analysis
MoSPI	: Ministry of Statistics & Programme Implementation
MSV	: Maximum Shared Variance
POP	: Point of Purchase
POS	: Positive Emotional Response
PP	: Product Placement
PPG	: Post Purchase Guilt
PRISMA	: Preferred Reporting Items for Systematic Reviews and Meta-Analyses.
RAI	: Retailers Association of India
RMSEA	: Root Mean Square Error of Approximation
SD	: Standard Deviation
SE	: Standard Error
SEM	: Structural Equation Modelling
SOR	: Stimulus-Organism-Response
SPSS	: Statistical Package for Social Sciences
SRMSR	: Standardised Root Mean Square Residual
TCCM	: Theory, Context, Characteristics, and Methods
TPB	: Theory of Planned Behaviour
US	: United States
VM	: Visual Merchandising

Abstract

Impulse buying has become a prominent and widespread consumer behaviour in organised retail formats, particularly hypermarkets, owing to the strategic use of in-store display elements that stimulate unplanned purchases. In an increasingly competitive retail environment, understanding the factors that influence impulsive buying behaviour and its emotional outcomes has become increasingly crucial for organised retailers. Although impulse buying has been widely examined in global contexts, empirical studies focusing on hypermarket shoppers in Kerala remain limited. Against this backdrop, the present study examines the influence of in-store retail display elements such as visual merchandising, in-store ambience, product placement, and in-store promotion on impulsive buying behaviour and its emotional outcomes, namely positive emotional response and post-purchase guilt, among hypermarket customers in Kerala, while also analysing the role of shoppers' characteristics and generational cohorts. The study employs a descriptive-analytical research design, drawing on both primary and secondary data. Primary data were collected through a structured questionnaire administered to hypermarket shoppers across selected districts of Kerala, using a multi-stage cluster sampling technique combined with systematic random sampling. The total sample size determined for the study was 400. The data were analysed using descriptive statistics, independent-samples t-tests, one-way ANOVA, CFA, CBSEM, and multigroup analysis, using IBM SPSS 26.0 and AMOS 23.0. The findings reveal that visual merchandising, in-store ambience, and in-store promotion significantly influence impulsive decision-making, whereas product placement does not. Further, impulsive buying behaviour contributes to both positive emotional responses and post-purchase guilt, though no direct relationship exists between these emotional outcomes. Shoppers' characteristics such as gender, education, employment status, income level, purchase frequency, and generation significantly influence impulsive buying behaviour and its emotional consequences. The generational comparison between Gen X and Gen Y consumers indicates no significant differences in impulsive decision-making and positive emotional responses. At the same time, post-purchase guilt differs significantly, with Gen X consumers experiencing higher levels of guilt. Based on the results, the researcher has provided appropriate recommendations to key stakeholders, including organised retailers, policy makers and hypermarket customers. The study contributes to the existing body of knowledge by providing empirical evidence from Kerala's hypermarket context. It offers practical implications for retailers in designing effective in-store strategies to influence impulse buying behaviour.

Keywords: Impulsive Buying Behaviour, In-store Retail Displays, Hypermarkets, Positive Emotional Response, and Post-Purchase Guilt

സംഗ്രഹം

സംഘടിത ചില്ലറ വിൽപന ശാലകളിൽ, പ്രത്യേകിച്ച് വൻകിട വ്യാപാരശാലകളിൽ (Hypermarkets), ഉപഭോക്താക്കളുടെ മുൻകൂട്ടി ആസൂത്രണം ചെയ്യാത്ത വാങ്ങലുകളെ പ്രേരിപ്പിക്കുന്ന കടയ്ക്കുള്ളിലെ പ്രദർശന രീതികളുടെ തന്ത്രപരമായ ഉപയോഗം കാരണം, ആവേശപൂർവ്വമായ വാങ്ങൽ (Impulse buying) എന്നത് ശ്രദ്ധേയവും വ്യാപകവുമായ ഒരു ഉപഭോക്തൃ സ്വഭാവമായി മാറിയിരിക്കുന്നു. വർദ്ധിച്ചുവരുന്ന മത്സരസാഹചര്യത്തിൽ, ഇത്തരം ആവേശപൂർവ്വമായ വാങ്ങൽ രീതികളെ സ്വാധീനിക്കുന്ന ഘടകങ്ങളെയും അവയുടെ വൈകാരിക ഫലങ്ങളെയും കുറിച്ച് മനസ്സിലാക്കുന്നത് സംഘടിത വ്യാപാരികൾക്ക് അത്യന്താപേക്ഷിതമാണ്. ആഗോളതലത്തിൽ ഈ വിഷയത്തിൽ വ്യാപകമായി പഠനങ്ങൾ നടന്നിട്ടുണ്ടെങ്കിലും, കേരളത്തിലെ വൻകിട വ്യാപാരശാലാ ഉപഭോക്താക്കളെ കേന്ദ്രീകരിച്ചുള്ള പ്രായോഗിക പഠനങ്ങൾ പരിമിതമാണ്.

ഈ പശ്ചാത്തലത്തിൽ, ദൃശ്യ വിപണന രീതികൾ, കടയ്ക്കുള്ളിലെ അന്തരീക്ഷം, ഉൽപ്പന്ന ക്രമീകരണം, കടയ്ക്കുള്ളിലെ പ്രചാരണങ്ങൾ തുടങ്ങിയ ഘടകങ്ങൾ കേരളത്തിലെ വൻകിട വ്യാപാരശാലാ ഉപഭോക്താക്കളുടെ ആവേശപൂർവ്വമായ വാങ്ങൽ രീതിയെയും അതിന്റെ വൈകാരിക ഫലങ്ങളായ അനുകൂലമായ വൈകാരിക പ്രതികരണം, വാങ്ങലിന് ശേഷമുള്ള കുറ്റബോധം എന്നിവയെ എങ്ങനെ സ്വാധീനിക്കുന്നു എന്ന് ഈ പഠനം പരിശോധിക്കുന്നു. കൂടാതെ, ഉപഭോക്താക്കളുടെ വ്യക്തിഗത സവിശേഷതകളും വിവിധ തലമുറകളിൽപ്പെട്ടവരുടെ വ്യത്യാസങ്ങളും ഇതിൽ വിശകലനം ചെയ്യുന്നു.

വിവരണാത്മകവും വിശകലനാത്മകവുമായ ഒരു ഗവേഷണ രീതിയാണ് ഈ പഠനത്തിൽ അവലംബിച്ചിരിക്കുന്നത്. ഇതിനായി പ്രാഥമികവും ദ്വിതീയവുമായ വിവരങ്ങൾ ഉപയോഗപ്പെടുത്തിയിട്ടുണ്ട്. കേരളത്തിലെ തിരഞ്ഞെടുത്ത ജില്ലകളിലെ വൻകിട വ്യാപാരശാലാ ഉപഭോക്താക്കളിൽ നിന്ന് ശാസ്ത്രീയമായ സാമ്പിളിംഗ് രീതികളിലൂടെ തയ്യാറാക്കിയ ക്രമീകൃത ചോദ്യാവലി ഉപയോഗിച്ചാണ് വിവരങ്ങൾ ശേഖരിച്ചത്. 400 പേരെയാണ് പഠനത്തിനായി തിരഞ്ഞെടുത്തത്. ശേഖരിച്ച വിവരങ്ങൾ IBM SPSS 26.0, AMOS 23.0 എന്നീ സാങ്കേതിക വിദ്യകൾ ഉപയോഗിച്ച് വിവിധ സ്ഥിതിവിവരക്കണക്ക് രീതികളിലൂടെ വിശകലനം ചെയ്തു.

ദൃശ്യ വിപണന രീതികൾ, കടയ്ക്കുള്ളിലെ അന്തരീക്ഷം, കടയ്ക്കുള്ളിലെ പ്രചാരണങ്ങൾ എന്നിവ ആവേശപൂർവ്വമായ വാങ്ങൽ തീരുമാനങ്ങളെ കാര്യമായി സ്വാധീനിക്കുന്നുണ്ടെന്നും എന്നാൽ ഉൽപ്പന്ന ക്രമീകരണത്തിന് അത്തരം സ്വാധീനമില്ലെന്നും പഠനഫലങ്ങൾ വ്യക്തമാക്കുന്നു. ഇത്തരം വാങ്ങലുകൾ അനുകൂലമായ വൈകാരിക പ്രതികരണങ്ങൾക്കും വാങ്ങലിന് ശേഷമുള്ള കുറ്റബോധത്തിനും കാരണമാകുന്നുണ്ടെങ്കിലും ഈ രണ്ട്

വൈകാരിക ഫലങ്ങൾ തമ്മിൽ നേരിട്ടുള്ള ബന്ധമില്ല. ഉപഭോക്താക്കളുടെ ലിംഗഭേദം, വിദ്യാഭ്യാസം, തൊഴിൽ, വരുമാനം, വാങ്ങൽ ആവൃത്തി, പ്രായം (തലമുറ) എന്നിവ വാങ്ങൽ സ്വഭാവത്തെയും അതിന്റെ വൈകാരിക ഫലങ്ങളെയും കാര്യമായി സ്വാധീനിക്കുന്നു. എക്സ് തലമുറ (Gen X), വൈ തലമുറ (Gen Y) വിഭാഗത്തിൽപ്പെട്ട ഉപഭോക്താക്കൾ തമ്മിൽ വാങ്ങൽ തീരുമാനങ്ങളിലോ അനുകൂലമായ വൈകാരിക പ്രതികരണങ്ങളിലോ വലിയ വ്യത്യാസമില്ല. എന്നാൽ വാങ്ങലിന് ശേഷമുള്ള കുറ്റബോധത്തിൽ കാര്യമായ വ്യത്യാസമുണ്ട്; എക്സ് തലമുറ വിഭാഗത്തിൽപ്പെട്ടവരിലാണ് കുറ്റബോധം കൂടുതലായി കാണപ്പെടുന്നു.

പഠനഫലങ്ങളുടെ അടിസ്ഥാനത്തിൽ സംഘടിത വ്യാപാരികൾക്കും നയരൂപകർത്താക്കൾക്കും ഉപഭോക്താക്കൾക്കും ആവശ്യമായ നിർദ്ദേശങ്ങൾ ഗവേഷകൻ നൽകുന്നു. കേരളത്തിലെ വൻകിട വ്യാപാരശാലാ സാഹചര്യത്തിലുള്ള ഈ പഠനം നിലവിലുള്ള അറിവുകളിലേക്ക് പുതിയ തെളിവുകൾ നൽകുന്നു. ആവേശപൂർവ്വമായ വാങ്ങലിനെ സ്വാധീനിക്കുന്നതിന് ഫലപ്രദമായ തന്ത്രങ്ങൾ രൂപപ്പെടുത്താൻ വ്യാപാരികൾക്ക് ഇത് പ്രായോഗികമായ ഉൾക്കാഴ്ചകൾ നൽകുന്നു.

സൂചകപദങ്ങൾ: ആവേശപൂർവ്വമായ വാങ്ങൽ സ്വഭാവം, കടയ്ക്കുള്ളിലെ പ്രദർശനങ്ങൾ, വൻകിട വ്യാപാരശാലകൾ, അനുകൂലമായ വൈകാരിക പ്രതികരണം, വാങ്ങലിന് ശേഷമുള്ള കുറ്റബോധം.

Chapter 1

Introduction

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1.1 Background of the Study

Customer behaviour encompasses the actions and decisions individuals make at the point of purchase, during product use, or when disposing of a product (Solomon, 2018). Marketers need to recognise that customer behaviour is influenced by a variety of factors, including personal preferences, cultural influences, and situational contexts (Hoyer, MacInnis, & Pieters, 2013). According to Walters and Paul (2000), customer behaviour is a multifaceted process in which individuals determine the specifics of their buying decisions, including what, when, where, how, and from whom to procure goods and services. This complexity is further compounded by the unlimited number of choices available to customers today, which can often lead to decision fatigue and subsequent changes in purchasing patterns (Gourville, 2006).

Webster and Frederick (1977) emphasise that buying behaviour comprises a range of psychological, social, and physical actions exhibited by potential customers as they become aware of, assess, purchase, utilise, and communicate their experiences regarding products and services. Understanding these dynamics is of utmost importance for marketers, particularly in the retail sector, where customers often make spontaneous purchasing decisions (Kotler & Keller, 2016). Advancements in technology have transformed how customers shop, providing them with instant access to information and reviews, making them more discerning and informed in their purchasing behaviours (Lemon & Verhoef, 2016).

Impulse buying, characterised as an inherent aspect of human nature, manifests differently across individuals. While some customers may display conscientious buying habits, they can also occasionally act on impulse, highlighting the complex interplay of psychological factors influencing their purchasing decisions (Rook,

1987). Impulse behaviour encompasses a sudden, unplanned urge to acquire an item and is often associated with a state of psychological imbalance (Richins, 2011). According to Dholakia (2000), impulsive buying is fueled by internal cognitive conflicts, in which rational assessment is diminished, and the potential consequences of such purchases are either overlooked or unconsciously denied. This disconnect between rational thought and emotional impulse poses a unique challenge for marketers, who aim to tap into these triggers to create compelling shopping experiences (Mowen & Minor, 2001).

Consequently, marketers leverage various strategies to influence customer behaviour through in-store displays, as the awareness of impulse buying's significance continues to grow within the organised retail sector (Mogelonsky, 1998). Research has demonstrated that well-crafted in-store displays can significantly enhance retailer sales by effectively capturing customer attention and provoking impulse purchases. A recent study by Han, Chandukala, and Li (2021) found that displays near focal product categories exert greater influence on purchasing decisions. Specifically, front-end cap displays had a substantial impact on category purchases, while shelf displays predominantly influenced brand choice. This finding aligns with earlier research by Bayley and Nancarrow (1998) and Weinberg and Gottwald (1982), who noted that impulse buying is characterised by an abrupt, compelling decision to purchase, often driven by complex hedonic motivations, resulting in diminished capacity for thorough consideration of available options.

Moreover, in-store displays play a crucial role in enhancing the overall shopping experience, often providing a sense of discovery and engagement through interactive elements. In this context, organised retailers have successfully expanded customer purchasing options by offering a wide array of products within a single location, facilitating convenience through self-service formats (Donovan et al., 1994). This strategic approach not only eliminates the need for customers to visit multiple outlets to fulfil their diverse shopping needs but also cultivates a more comfortable in-store environment, thereby contributing to heightened customer satisfaction (Babin & Darden, 1995). The combination of these factors is associated with a greater tendency

to buy impulsively among customers in organised retail formats than in traditional retail settings (Lehmann & Pan, 1994).

Thus, comprehending customer behaviour, particularly in the realm of impulse buying, is essential for retailers seeking to enhance sales and improve customer experience. As the landscape of organised retail continues to evolve, further empirical research is warranted to explore the underlying in-store display mechanisms driving impulse purchases and to inform marketing strategies that maximise customer engagement and satisfaction. Understanding these mechanisms not only aids in optimising current marketing practices but also helps develop new approaches to cater to customers' ever-changing preferences (Fischer & Kelleher, 2020). The interaction between in-store display mechanisms, psychological principles, and customised marketing strategies is likely to be pivotal in shaping the future of retail. This is particularly evident in the influence that in-store displays exert on impulsive buying behaviour. Analysing these dynamics provides valuable insights into customer decision-making processes and the effectiveness of retail environments in fostering spontaneous purchasing actions.

1.2 Statement of the Problem

India is on track to become the world's largest customer economy by 2030, with consumption expected to reach \$4 trillion (The Economic Times, 2023). In this evolving economic landscape, the state of Kerala has particularly experienced a notable rise in organised retail. This increase is primarily associated with changes in customer buying behaviour, which reflect broader trends in India and around the globe.

Organised retailing in Kerala, characterised by the growth of supermarkets and hypermarkets, has emerged as a response to these changes in customer preferences. This segment of retail is not only about providing products; it also aims to influence what and how customers choose to buy actively. Retail environments are being strategically designed to encourage impulse buying, defined as unplanned purchases made by customers (Stern, 1962). According to recent studies, around 84% of shoppers admit to making impulse purchases, with 80% of these occurring in physical

stores (Invesp, 2023). In the context of Kerala, this trend is significant, as statistics indicate that an average customer makes three unplanned purchases in 4 out of every 10 stores they visit (Invesp, 2023).

It is highly critical to explore the unique characteristics that shape impulsive buying behaviour in Kerala, as they are influenced by the region's socio-economic and cultural backdrop. Understanding how organised retailers, particularly hypermarkets, can effectively use in-store displays to enhance shopping experiences is essential. In-store displays are considered key elements that can impact shoppers' decisions and increase the likelihood of impulse purchases (Han, Chandukala, & Li, 2021).

This study aims to explore the connection between in-store retail displays and impulsive buying behaviour within the context of Kerala's growing organised retail market, specifically hypermarkets. By gaining insights into this relationship, the research aims to offer practical recommendations to retailers, enabling them to refine their strategies to better meet customer needs. Improved understanding and implementation of effective in-store displays may not only enhance the shopping experience but also positively impact sales and profitability for hypermarkets in Kerala.

To achieve these objectives, a series of research questions has been developed to investigate how in-store displays can influence impulsive buying behaviour. This inquiry aims to contribute to the existing body of knowledge regarding organised retailing and customer behaviour in Kerala, providing a basis for future research in this area. The results of this research could have important effects on both marketing strategies and operational practices. By providing retailers with a clearer understanding of changing customer preferences, this study's findings could help them adapt their approaches more effectively. At the same time, they may encourage consumers to make more thoughtful purchasing decisions, prompting them to consider their choices carefully before acting on immediate impulses while shopping in stores.

The study seeks to answer the following five research questions.

1. How do shopper characteristics such as gender, employment status, education, income level, frequency of purchase and generations influence the impulsive buying behaviour of hypermarket customers in Kerala?
2. What is the impact of in-store retail display elements on the impulsive buying behaviour of hypermarket customers in Kerala?
3. How does impulsive decision making affect positive emotional responses and post-purchase guilt among hypermarket customers in Kerala?
4. What is the relationship between immediate positive emotional responses following impulse purchases and subsequent post-purchase guilt among hypermarket customers in Kerala?
5. How do impulsive decision-making, positive emotional responses, and post-purchase guilt differ between Gen X and Gen Y customers of hypermarkets in Kerala?

1.3 Significance of the study

Over the past decade, the retail landscape in India has undergone a profound transformation, significantly reshaping the industry and its operational paradigms. This evolution represents a pivotal shift from traditional kiosks and small localised shops to large, organised retail outlets, reflecting changes in customer behaviour, expectations, and market dynamics (Rao & Srinivasan, 2021). The advent of new retail formats, including supermarkets, hypermarkets, speciality stores, department stores, and shopping malls, has not only altered the physical shopping environment but also revolutionised how customers engage with products, brands, and services.

These modern retail formats are instrumental in providing an unparalleled convenience that aligns with the multifaceted needs of contemporary customers, characterised by fast-paced lifestyles and increased exposure to global retail practices (Sharma & Singh, 2020). Organised retail outlets are strategically designed to create an enticing atmosphere that cultivates prolonged customer engagement. They achieve this through the employment of knowledgeable staff and the creation of an inviting

shopping environment, which fosters a sense of comfort and satisfaction (Kumar & Gupta, 2022).

The incorporation of innovative in-store display elements, such as visually appealing product arrangements, informative signage, captivating window displays, and meticulously organised counter displays, plays a crucial role in attracting and retaining shoppers (Verma & Sharma, 2023). Such displays are not merely decorative; they are intentionally designed to stimulate shoppers' emotions and increase the likelihood of impulse purchasing, underlining the importance of effective merchandising in the retail sector.

The phenomenon of impulse buying in the Indian retail context warrants particular attention, as research indicates that 70% of in-store purchases are spontaneous (Rathi & Chaudhary, 2021). This statistic emphasises the central role of emotional triggers and situational factors in customer decision-making processes. The complexities of customer psychology in relation to organised retail environments are vast and merit further investigation and scholarly exploration.

India's retail industry exhibits exceptional growth potential, driven by several critical factors, including its vast population, a mushrooming middle class, rapid urbanisation, and robust internet penetration (Nair, 2022). As the Indian customer market is projected to expand fourfold by 2030, understanding the complexities of customer behaviour becomes increasingly crucial for stakeholders within the retail sector (Mohan, 2023). Notably, India ranks second in the 2021 Global Retail Development Index (GRDI) published by Kearney, a prominent global management consulting firm, highlighting the expanding middle class and the rapid escalation of customer spending that characterise the Indian market landscape (Kearney, 2021).

This research aims to deepen the understanding of impulsive buying behaviour among hypermarket customers, thereby providing valuable insights for both the organised retail industry and the academic community. By meticulously examining the various factors that influence impulse purchases, this study significantly contributes to the body of knowledge on customer behaviour, particularly within the culturally rich state of Kerala. Investigating these purchasing behaviours not only enhances marketing

strategies within the retail sector but also addresses broader questions of customer engagement and satisfaction in an increasingly competitive market (Patel & Joshi, 2023).

Through a comprehensive exploration of impulse buying, this research aims to illustrate the complexities of customer behaviour and offers meaningful implications for practitioners and scholars alike. By bridging gaps in the existing literature and highlighting the unique characteristics of Indian customers, this study aims to advance theoretical frameworks and practical applications in organised retail marketing.

1.4 Scope of the study

This study examines the influence of in-store retail displays on the impulsive buying behaviour of hypermarket customers in Kerala, offering a comprehensive exploration of this relationship within the state's unique geographical context. It specifically centres on Kerala, considering the distinct cultural, social, and economic factors that may influence impulse buying tendencies. The research seeks to investigate and analyse various aspects related to how in-store displays affect customers' impulse purchasing decisions in this specific region. Customer buying decisions are deeply interconnected with the presentation of products, store ambience, and in-store promotions.

The primary emphasis is on diverse types of in-store retail displays, including counter displays, window displays, signage, and other visual merchandising strategies. The study aims to gain insights into how these displays shape and influence customers' impulse-buying tendencies. Demographic factors such as age, gender, income, education, and occupation are considered to help understand how these variables may interact with in-store retail displays, thereby impacting impulsive buying behaviour.

The study aims to identify specific in-store display factors that stimulate impulsive buying behaviour among hypermarket customers in Kerala. It investigates the overall retail environment in Kerala, including analyses of various in-store display elements such as retail space layouts, visual merchandising, in-store promotions and the overall ambience. This examination seeks to understand how the retail environment

contributes to the prevalence of impulse buying. The research also aims to provide practical insights and recommendations for organised retailers in Kerala to optimise their in-store displays to encourage and capitalise on impulsive buying behaviour.

The boundaries and scope of the present study are clearly defined as follows:

1. The current research adopts a descriptive and analytical approach to provide a comprehensive understanding of how various in-store retail display elements influence impulsive buying behaviour and its emotional outcomes among hypermarket customers in Kerala.
2. The scope of the study is primarily based on primary data, supported by relevant secondary sources. Primary data were collected from hypermarket customers in Kerala from November 2023 to May 2024, and the respondents represented diverse demographic groups.
3. The study is confined to organised retail formats, specifically hypermarkets operating in Kerala. Only customers who visited selected hypermarkets and made purchases during the data collection period were considered as respondents. All these respondents were aged 18 or older.
4. The scope of the study is limited to analysing in-store retail display elements experienced by customers during their shopping trip. These elements include visual merchandising, in-store ambience, product placement, and in-store promotion. Other external or psychological antecedents of impulse buying that are not directly related to the in-store environment are outside the purview of the study.
5. The study examines impulsive buying behaviour as it occurs within the store, along with the immediate emotional outcomes, namely positive emotional response and post-purchase guilt. Long-term behavioural consequences beyond the immediate post-purchase stage are not covered.
6. The scope of the study covers the analysis of customer characteristics, including gender, employment status, educational qualification, income level, frequency of

purchase, and generational cohort (Gen X and Gen Y), to understand their influence on impulsive buying behaviour and post-purchase emotions.

7. The variables considered in the study include in-store retail display elements such as visual merchandising, in-store ambience, product placement, and in-store promotion, as independent variables. Impulse buying decisions, positive emotional response and post-purchase guilt constitute the dependent variables.

Hence, the scope of the present study is to explore the relationships among in-store retail display elements, impulsive buying behaviour, and post-purchase emotional outcomes among hypermarket customers in Kerala, and to compare behavioural and emotional responses across selected demographic and generational groups.

1.5 Objectives of the study

In the dynamic landscape of organised retailing in Kerala, understanding the complexities of customer behaviour is paramount for retailers seeking to enhance their strategies and capitalise on market trends. This study embarks on a comprehensive examination of impulsive buying behaviour, a phenomenon increasingly influenced by the strategic deployment of in-store displays. As the retail market evolves, it becomes imperative not only to identify the factors within in-store displays that trigger impulse buying, but also to scrutinise the complex interplay between customer demographics and impulse-buying tendencies. This research aims to shed light on structured relationships by examining the affective and cognitive processes underlying impulsive buying behaviour. Through a series of meticulously crafted objectives, the study seeks to unravel the mysteries of in-store display factors and demographic variations, and their combined influence on impulse-buying patterns and post-purchase consequences of hypermarket customers in Kerala.

The set objectives are:

1. To assess the influence of shopper characteristics (Gender, Employment Status, Education, Income Level, Frequency of purchase and Generations) on the impulsive buying behaviour of hypermarket customers in Kerala.

2. To examine the influence of in-store retail display elements on the impulsive buying behaviour of hypermarket customers in Kerala.
3. To analyse the effects of impulsive decision making on customers' positive emotional responses and post-purchase guilt.
4. To examine the relationship between immediate positive emotional responses following impulse purchases and subsequent post-purchase guilt.
5. To compare impulsive decision making, positive emotional responses, and post-purchase guilt between Gen X and Gen Y customers.

1.6 Variables used for the study

This study aims to identify the main variables influencing impulsive buying behaviour, examining both external triggers in in-store displays and the internal cognitive and emotional processes involved. By examining how these variables interact, the research seeks to offer a detailed understanding of what prompts impulse buying and how it varies across demographic groups. The study breaks its goals into specific objectives, each contributing to a comprehensive understanding of the complex factors that drive impulsive buying behaviour in organised retail settings in Kerala. In examining the influence of in-store retail displays on impulsive buying behaviour, the identified antecedent factors serve as the independent variables for the study. Concurrently, to gauge customers' impulse-buying tendencies, certain factors are utilised, thereby designating impulsive buying behaviour as the dependent variable in the study's context. A detailed explanation of each variable considered in the current study is provided in table 1.1.

Table 1.1*Variables Used for the Study*

Aspects	Name of Variables	Description
Constituents of Impulsive Buying Behaviour	Visual Merchandising	Visual merchandising is the presentation of products in a retail setting to attract customer attention and influence purchase decisions (Levy, Weitz & Grewal, 2019).
	In-store Display	In-store retail displays are visual elements and arrangements strategically placed within a retail environment to showcase products and attract customers' attention.
	Product Placement	Product placement is the strategic positioning of products to maximise customer exposure and stimulate purchase (Chandon, Hutchinson, Bradlow, & Young, 2009).
	Instore Promotion	In-store promotion refers to promotional techniques designed to stimulate immediate customer purchases (Ndubisi & Moi, 2006). It includes attractive price display, discount offers, sales promotion schemes and in-store advertising
Dimensions of Impulsive Buying Behaviour	Impulsive Decision Making	Impulsive Decision Making is defined as “an abrupt, unplanned, and compelling purchasing action devoid of pre-shopping intentions, influenced by various stimuli, including the demographic attributes of the customer.
	Positive Emotional Response	It refers to the immediate feelings of joy, excitement, or satisfaction customers experience after making an impulse purchase.
	Post Purchase Guilt	It refers to the regret or discomfort customers experience after making an impulse purchase.
Customer Characteristics	Gender	Gender of the respondent (Male and Female)
	Employment status	Employment status of the respondent (Own business, Salaried and Professional)
	Education of the respondent	Educational qualification of the respondents (Primary, Secondary, Graduation, Post-Graduation)
	Income Level	Income level (Less than 25000, 25000 to 50000, Above 50,000)
	Frequency of Purchase	Frequency of Purchase (Daily, Weekly, Biweekly, Monthly)
	Generation of the Respondent	Generation of Respondents (Gen X and Gen Y)

Source: Primary

1.7 Operational definitions of the concepts

Operational definitions play a pivotal role in research by providing precise, specific meanings for abstract concepts, thereby enabling researchers to measure and analyse them consistently.

➤ Organised Retailers

These are defined as “the authorised retailers who comply with legal and regulatory requirements, spanning from small convenience stores to shopping malls. The scope of the research encompasses supermarkets and hypermarkets in Kerala, owned by major corporate houses, specific cooperative societies, and entities operating as partnerships or sole proprietorships.

➤ Hypermarkets

Hypermarkets are large-scale retail establishments that offer a diverse range of merchandise, including groceries, apparel, household items, personal care products, and electronics, all under one roof. These outlets operate on a self-service model and are characterised by well-organised store layouts, a wide variety of products, and the strategic implementation of in-store merchandising elements. These elements include visual displays, store ambience, promotional signage, and product placement.

➤ In-store Ambience

In-store ambience is the sensory environment within a retail store, including lighting, layout, music, and cleanliness, that influences customer emotions and behaviour (Kotler, 1973; Turley & Milliman, 2000).

➤ Impulsive Buying Behaviour

Impulsive buying behaviour refers to the spontaneous tendency of customers to make immediate purchase decisions without prior intention, driven by emotional triggers that prompt them to act on desires rather than on planned shopping lists. Factors such as attractive displays, special promotions, and the overall shopping atmosphere may influence this, leading to unplanned purchases that elicit both excitement and regret.

➤ **Post-Purchase Guilt**

It refers to the discomfort, regret, or dissatisfaction customers experience after making impulse purchase decisions. This emotional response often arises from realising that the purchase was unnecessary.

➤ **Customer Generations (Gen X and Gen Y)**

Customer generations represent age-based groups that exhibit distinct lifestyles, values, and shopping behaviours. Generation X includes customers born between 1965 and 1980. Generation Y (or Millennials), born between 1981 and 1996, is generally more technology-oriented, emotionally driven, and inclined toward experiential and impulse shopping.

1.8 Research Hypotheses

The objectives of the study are taken into consideration while formulating the hypotheses. The following are the hypotheses that have been proposed:

1.8.1 Hypotheses Set for Investigating the Influence of Shopper-Related Characteristics on Different Dimensions of Impulsive Buying Behaviour

H1: There is a significant difference between the genders of the respondents on different dimensions of Impulsive Buying Behaviour.

- H1a: There is a significant difference between males and females in Impulsive Decision-making
- H1b: There is a significant difference between males and females in Positive Emotional Response.
- H1c: There is a significant difference between males and females in Post-Purchase Guilt

H2: There is a significant difference in the different dimensions of Impulsive Buying Behaviour across the employment statuses of customers

- H2a: There is a significant difference between Impulsive Decision-making and the employment status of customers
- H2b: There is a significant difference between Positive Emotional Response and the employment status of customers
- H2c: There is a significant difference between Post-Purchase Guilt and the employment status of customers

H3: There is a significant difference in the different dimensions of Impulsive Buying Behaviour across the educational qualifications of customers.

- H3a: There is a significant difference between Impulse Decision-making and the educational qualifications of customers
- H3b: There is a significant difference between Positive Emotional Response and the educational qualifications of customers
- H3c: There is a significant difference between Post-Purchase Guilt and the educational qualifications of customers

H4: There is a significant difference in the different dimensions of Impulsive Buying Behaviour across the income levels of customers.

- H4a: There is a significant difference between Impulsive Decision-making and the income of customers
- H4 b: There is a significant difference between the Positive Emotional Response and the income of customers
- H4c: There is a significant difference between the Post-Purchase Guilt and the income of customers

H5: There is a significant difference in the different dimensions of Impulsive Buying Behaviour across different frequencies of purchase.

- H5a: There is a significant difference between Impulsive Decision-making and the frequency of purchase
- H5 b: There is a significant difference between the Positive Emotional Response and the frequency of purchase
- H5c: There is a significant difference between the Post-Purchase Guilt and the frequency of purchase

H6: There is a significant difference between the generations of the respondents on different dimensions of Impulsive Buying Behaviour.

- H6a: There is a significant difference in Impulsive Decision-making across different generational cohorts of respondents.
- H6b: There is a significant difference in Positive Emotional Responses across different generational cohorts of respondents.
- H6c: There is a significant difference in Post-Purchase Guilt across different generational cohorts of respondents.

1.8.2 Hypotheses Set for Investigating the Interconnections of Impulsive Buying Constituents, Impulsive Decision-making, and Post-Purchase Behaviours.

- SM. H1: Visual Merchandising has a significant effect on the Impulsive Decision Making of Hypermarket Customers in Kerala
- SM. H2: In-store Ambience has a significant effect on the Impulsive Decision Making of Hypermarket Customers in Kerala
- SM. H3: In-store Promotion has a significant effect on the Impulsive Decision Making of Hypermarket Customers in Kerala.
- SM. H4: Product placement has a significant effect on the Impulsive decision-making of Hypermarket Customers in Kerala.

- SM. H5: Impulsive Decision-making has a significant effect on the positive emotional response of Hypermarket customers in Kerala
- SM. H6: Impulsive Decision-making has a significant effect on the post-purchase guilt of Hypermarket customers in Kerala
- SM. H7: A Positive Emotional Response after a purchase is negatively associated with the level of Post-Purchase Guilt customer experience.

1.8.3 Hypothesis set for examining the moderating effect of generational cohorts on Impulsive Buying Behaviour and its outcomes.

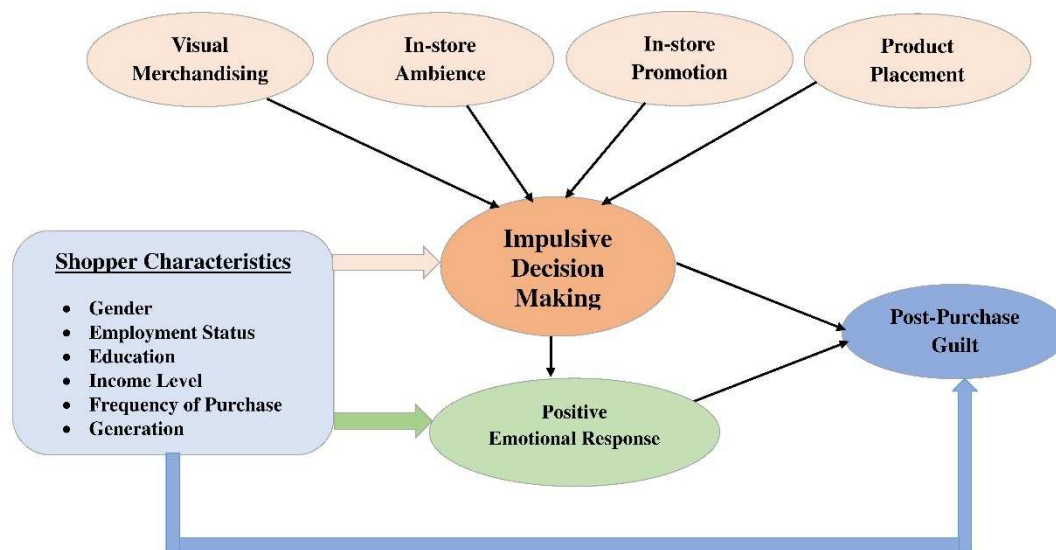
- MG.H1: The structural relationships among Impulsive Buying Components, Impulsive Decision-making, Positive Emotional Responses and Post-Purchase Guilt differ significantly between generational cohorts.

1.9 Conceptual Framework of the Study

Based on the variables identified, the researcher has developed a conceptual framework, which is illustrated below:

Figure 1.1

Conceptual Framework



1.10 Research Methodology

A research methodology serves as an outline that explains how a study identifies, gathers, and critically examines data to address the specified research questions. It also details the methodological approaches adopted, acknowledging the intrinsic limitations that may influence the outcomes. Methodology is responsible for establishing a connection between the research problem and the procedure by which it can be analysed (Lee & Lings, 2008). The methodologies used in this research study are:

1.10.1 Research Design

Research design has been defined in various ways in academic literature. It is often described as the blueprint for a research study, illustrating the procedures for identifying data sources and the systematic approach to gathering them. According to Zikmund (1988), research design represents a master plan that specifies the methods and procedures necessary for collecting and analysing essential information. Similarly, Kerlinger (1986) characterised it as the plan, structure, and strategy of investigation devised to answer research questions and manage variance. Extending these conceptualisations, Cooper and Schindler (2001) categorised research designs into three major types: exploratory, descriptive, and explanatory.

The present study adopts a descriptive and analytical research design. It is considered descriptive as it involves a fact-finding approach that gathers detailed information while focusing on specific dimensions of the research problem. At the same time, it is analytical because statistical techniques are applied to examine and interpret the quantitative data collected.

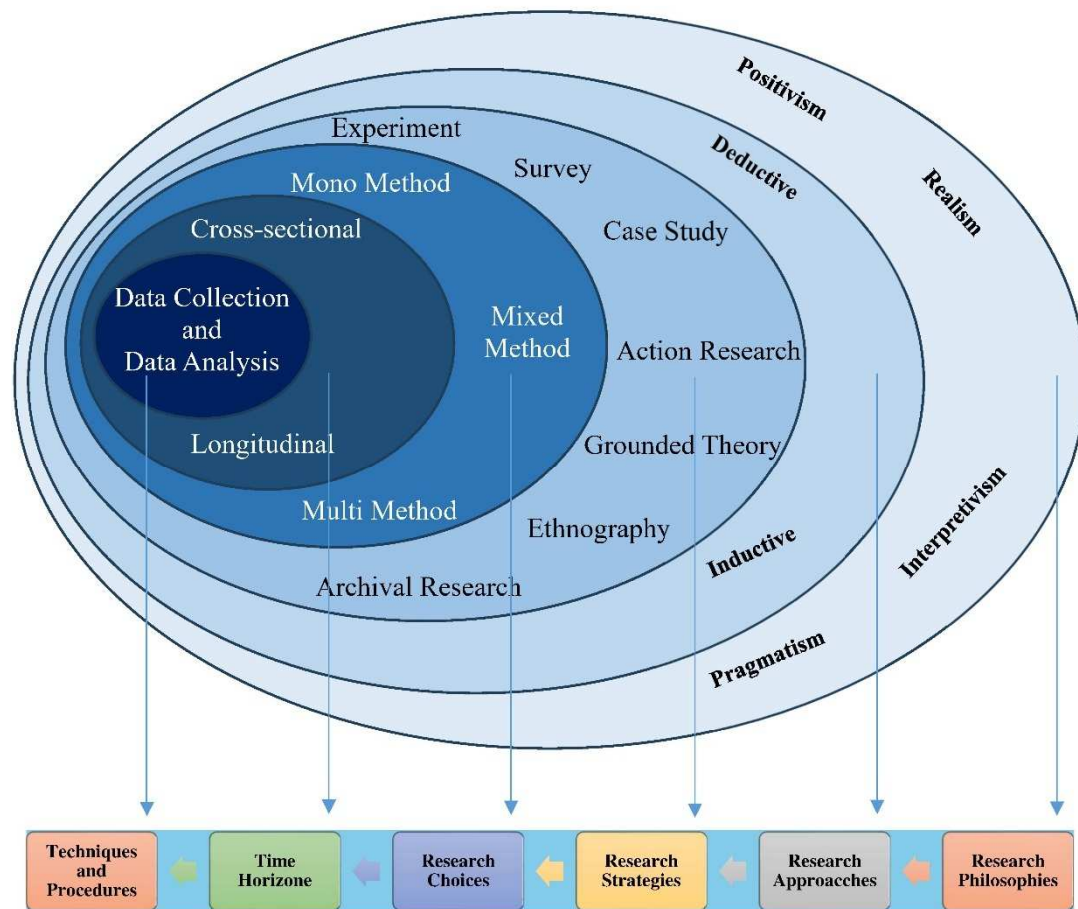
1.10.2 Research Onion

The concept of the research onion, introduced by Saunders, Lewis, and Thornhill (2009), provides an outline for organising research and developing appropriate research designs by progressively navigating through its sequential layers. This model encourages researchers to make informed methodological choices at each stage, beginning with philosophical assumptions, proceeding through research strategies,

and eventually focusing on data collection and analysis techniques. Figure 1.2 depicts the research onion, illustrating how each layer contributes to shaping the overall research process.

Figure 1. 2

Research Onion



Source: (Saunders, Lewis, & Thornhill, 2009)

According to Saunders, Lewis, & Thornhill (2009), the outermost layer of the research onion represents the research philosophy, followed sequentially by the research approach, research strategy, research choice, and the time horizon. At the core of the onion lies the innermost layer, which confines the methods and tools for data collection and analysis. These six layers collectively guide researchers in systematically structuring their studies, ensuring alignment between philosophical position, methodological approach, and practical techniques for gathering and

interpreting data (Saunders, Lewis, & Thornhill, 2009). The six layers are briefly explained below:

1. Research Philosophy

Research philosophy concerns the foundational beliefs about how knowledge is created and interpreted. It influences the entire research process by determining what counts as valid evidence and how reality is perceived. The four commonly discussed philosophies are positivism (which assumes that reality is objective and can be measured scientifically), interpretivism (which focuses on subjective meanings and human experiences), realism (which accepts the existence of reality but recognizes that human interpretation may shape understanding), and pragmatism (which emphasizes practical outcomes and the use of methods that best solve the research problem). Choosing a philosophy is essential because it ensures coherence between the research objectives, the methods applied, and the interpretation of results (Saunders, Lewis, & Thornhill, 2009). This research adopts a positivist epistemology, as evidenced by its use of established theories to develop hypotheses, testing those hypotheses with quantitative data, and its structured methodology with a large sample. However, the research topic, the influence of in-store displays on impulsive buying behaviour of customers in Kerala, is inherently rooted in individual, subjective experiences. This aligns with a subjectivist ontology, which acknowledges that reality is shaped by personal perspectives. Consequently, the study's framework integrates a positivist approach to generating knowledge with a subjectivist understanding of the phenomenon under study.

2. Research Approach

The research approach refers to the logic and reasoning that connects theory to data. According to Saunders, Lewis, and Thornhill (2009), there are three key approaches. Deductive reasoning begins with existing theories or hypotheses and tests them against empirical data, making it particularly suited for quantitative studies. Inductive reasoning, on the other hand, starts with observations and data collection to build new theories, a method often used in qualitative research. A third option, abductive reasoning, allows researchers to move back and forth between theory and data,

combining elements of deduction and induction. Selecting the appropriate approach helps ensure that the study adequately addresses the research questions and aligns with the overall philosophy of inquiry. A deductive approach was chosen for this research because the methodology involves testing existing theories with empirical data. This process includes investigating causal relationships between variables, gathering quantitative data, and employing a large sample size to ensure the results are generalizable, all of which are fundamental principles of deduction.

3. Research Strategy

Research strategy outlines the practical plan for achieving research aims and objectives. It determines how data will be collected, analysed, and interpreted. Strategies include case studies, which provide in-depth insights into specific contexts; surveys, which gather broad data from large populations; experiments, which test cause-and-effect relationships; ethnography, which focuses on cultural and social settings; and grounded theory, which emphasises generating theories from data. The choice of strategy depends on the nature of the research questions, the availability of resources, and the researcher's philosophical stance. For instance, a positive researcher might prefer experiments or surveys, while an interpretivist researcher might prefer interviews or case studies (Saunders, Lewis, & Thornhill, 2009). The survey strategy is often used in business research because it fits a deductive approach. A survey is a systematic method for collecting data from a sample of a population through questionnaires or structured interviews. It is used to gather quantitative data on attitudes, opinions, or behaviours. So it is ideal for descriptive studies that require large-scale, efficient, and affordable data collection (Saunders, Lewis, & Thornhill, 2009). For these reasons, a survey strategy was chosen for this research.

4. Research Choice

Research choice refers to the selection of methodological approaches. A mono-method approach employs either qualitative or quantitative data collection or analysis. In contrast, multi-methods use more than one technique within the same methodological tradition, such as two different qualitative tools. Finally, mixed-methods research integrates both qualitative and quantitative approaches, offering

richer insights by capturing numerical trends alongside contextual explanations. Mixed methods are often preferred when complex research problems require both statistical evidence and deeper interpretive analysis. This layer emphasises methodological flexibility and strengthens the credibility of research findings when properly justified (Saunders, Lewis, & Thornhill, 2009). The present research employs a mono-method quantitative strategy. The primary instrument for data collection is a questionnaire, and the resulting data is subjected to quantitative analysis, utilising both graphical displays and statistical methods for interpretation.

5. Time Horizon

The time horizon addresses the temporal dimension of research design. A cross-sectional study collects data at a single point in time, often used when researchers are constrained by time or resources. In contrast, a longitudinal study observes the same subjects or phenomena across an extended period, allowing the identification of trends, patterns, and changes over time. The decision between cross-sectional and longitudinal designs is crucial because it influences the depth of analysis and the type of conclusions that can be drawn. For example, cross-sectional studies are efficient but may overlook changes, while longitudinal designs provide richer insights but demand more resources and time (Saunders, Lewis, & Thornhill, 2009). This research employs a cross-sectional approach, collecting data at a single point in time through a survey. This design was chosen for its efficiency and practicality, allowing for the timely collection of data from a large sample.

6. Techniques and Procedures (Data Collection and Analysis)

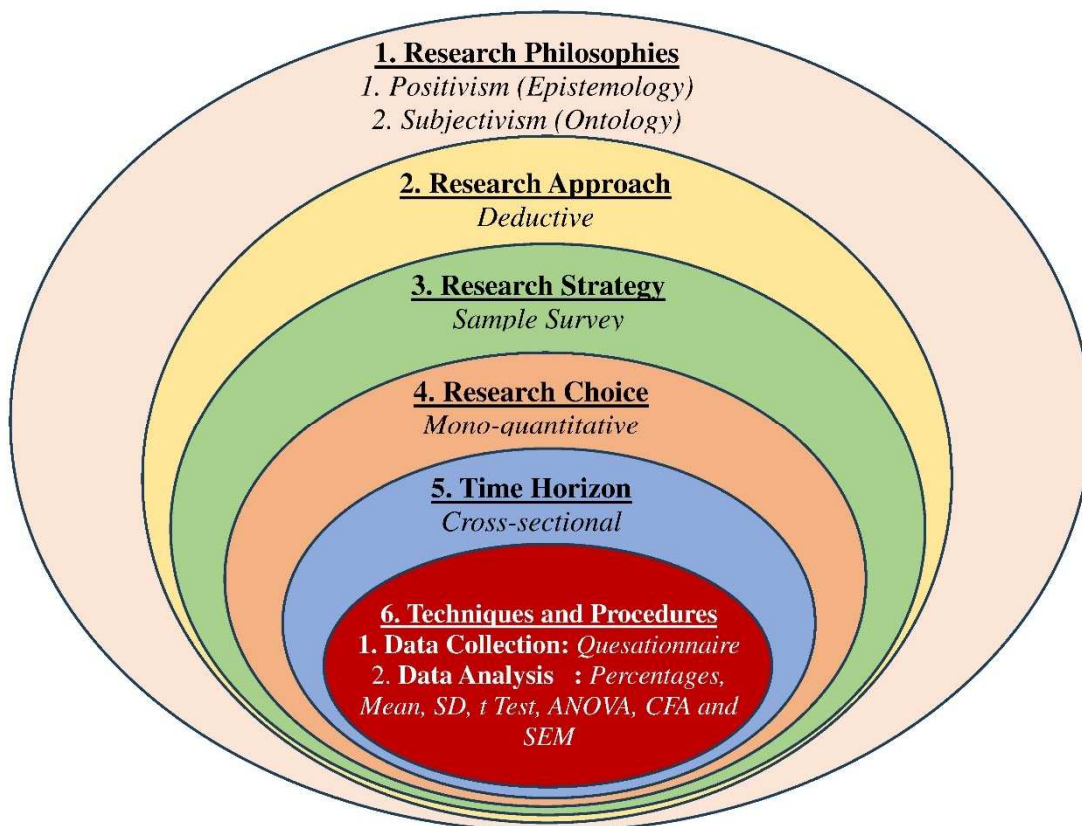
At the core of the research onion are the techniques and procedures which operationalise the research design. This layer involves selecting appropriate data collection methods (such as interviews, questionnaires, focus groups, observations, or archival research) and the analysis tools used to process the collected information. In quantitative research, statistical techniques, such as regression analysis, hypothesis testing, and correlation, may be applied. In qualitative research, methods such as thematic analysis, content analysis, and discourse analysis are considered standard. Choosing suitable techniques is essential for ensuring validity, reliability, and

alignment with the research philosophy and objectives. Ultimately, this layer transforms abstract concepts into actionable findings that directly address the research problem (Saunders, Lewis, & Thornhill, 2009). This study employs a monomethod quantitative design, utilising a survey strategy in which data are collected through questionnaires. The quantitative data gathered is then analysed using a suite of statistical tools. This includes descriptive statistics, such as means, standard deviations, and percentages, to summarise the data. Furthermore, inferential statistics are applied, including independent-samples t-tests, one-way ANOVA, confirmatory factor analysis (CFA), structural equation modelling (SEM), and multigroup analysis, to test hypotheses and examine relationships among variables.

Figure 1.3 presents the research onion, which was selected to guide this study's methodological approach.

Figure 1.3

Research Onion Model of the Study



1.10.3 Sources of Data

The present research utilises both primary and secondary data to establish a thorough and well-supported research design. The use of primary and secondary data sources significantly enhances the validity and richness of the findings (Saunders, Lewis, & Thornhill, 2009).

A. Primary Data

Primary data for this study were collected through a structured questionnaire administered to customers of hypermarkets in Kerala. This method was deemed appropriate for its efficiency in collecting quantifiable data from a large sample, enabling statistical analysis of relationships among variables.

B. Secondary Data

Secondary data were utilised to build the theoretical foundation and contextual framework for this research. The use of secondary data enabled a thorough understanding of existing knowledge, helped identify research gaps, and provided a context for interpreting the primary findings (Bryman, 2016). The secondary data for this research were gathered from a systematic review of research theses, peer-reviewed journal articles, books, newspaper articles, conference proceedings, magazines, reports, and official websites. The official websites and the reports used for this research include the following:

- ❖ The official website of the Retailers Association of India (RAI)
- ❖ The official website of the KPMG
- ❖ The official website of IBEF (India Brand Equity Foundation)
- ❖ The official website of Statista for Retail Industry Overview
- ❖ The official website of Marketing 91 for Organised retail Explanations
- ❖ Annual Reports of Leading Hypermarket chains in India

Sample Design

This section delineates the methodology employed in this study to select the sample respondents, detailing the target population, sampling technique used, and the process for determining the sample size.

A. Population

The target population for this research comprises all individual customers who have visited hypermarkets in Kerala. This includes both frequent and occasional customers across major retail chains, including Lulu Hypermarket, Big Bazar, Nesto Hypermarket, Grant Hypermarket, and Reliance Smart. As the exact number of individuals who shop at these hypermarkets is dynamic and not centrally recorded, the population is statistically treated as infinite (Kothari, 2004). The accessible population from which the sample was drawn consisted of customers present at selected hypermarkets in key districts, including Thiruvananthapuram, Ernakulam, Kozhikode, and Kannur during the data collection period.

B. Sample Size

Determining an appropriate sample size is a critical aspect of any research design. When employing Structural Equation Modelling (SEM) for data analysis, it is generally recommended to include at least three indicators per factor, with a minimum of 100 participants as the acceptable lower limit (Ding, Velicer, & Harlow, 1995).

In this study, the sample size was calculated using Cochran's (1977) formula, which is suitable for studies involving an infinite population. This approach was selected because there is no precise data on the total number of individuals who visit the various hypermarkets in Kerala and simultaneously engage with viral platforms. The formula for determining the required sample size for an infinite population is expressed as follows:

$$n_0 = Z^2 \times \frac{pq}{e^2}$$

Where: n_0 = required sample size for an infinite population

Z = selected critical value corresponding to the desired confidence level

p = estimated proportion of the population possessing a particular attribute

$q = 1 - p$, and

e = desired level of precision

Sample Size Determination

In this research, the researcher aimed to determine an appropriate sample size for a large population with an unknown degree of variability. To account for the maximum possible variability—50% (i.e., $p = 0.5$)—a 95% confidence level ($Z = 1.96$) and a precision level of $\pm 5\%$ ($e = 0.049$) were adopted. Applying these parameters to Cochran's (1977) formula, the sample size (n_0) is calculated as follows:

$$n_0 = Z^2 \times \frac{pq}{e^2}$$

$Z = 1.96$, $p = 0.5$, $q = 1 - 0.5 = 0.5$, and $e = .049$

Substituting the values:

$$n_0 = 1.96^2 \times \frac{(0.5 \times 0.5)}{0.049^2}$$

$$n_0 = 3.8416 \times \frac{0.25}{0.002401}$$

$$= 399.99$$

$$= \underline{\underline{400 \text{ (rounded)}}}$$

Thus, the required sample size for this research was determined to be 400 customers who visited hypermarkets in Kerala.

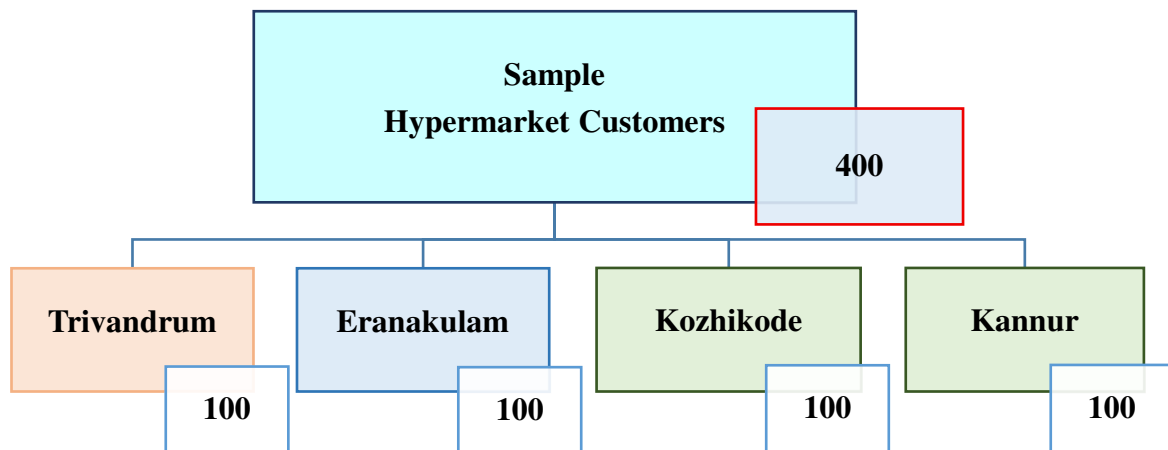
To compensate for the 15% non-response rate observed during the pilot study, the researcher distributed 460 questionnaires to the hypermarket customers to ensure an adequate number of valid responses, which is calculated as:

$$\begin{aligned}\text{Adjusted Sample Size} &= 400 + (400 \times 15 \div 100) \\ &= 400 + 60 \\ &= \underline{\underline{460}}\end{aligned}$$

After data collection, 25 incomplete questionnaires, 19 responses with missing values, and 16 outliers were excluded from the analysis. Consequently, 400 valid responses were retained for the final analysis. The final sample size used in this study is therefore 400, as illustrated in Figure 1.4.

Figure 1.4

Profile and Composition of the Final Sample



C. Sampling Method and Procedure

A multi-stage cluster sampling technique was adopted for the current research. The study's target population consists of customers who visited hypermarkets in Kerala. The different stages of the sampling procedure are explained below:

Stage I: Selection of Sample Districts

In the initial stage, four districts from the 14 districts of Kerala, including Trivandrum, Kollam, Pathanamthitta, Alappuzha, Kottayam, Idukki, Ernakulam, Thrissur, Palakkad, Malappuram, Kozhikode, Wayanad, Kannur and Kasaragod, were selected using a simple random sampling method, specifically the lottery technique. The

selected districts are Trivandrum, Ernakulam, Kozhikode and Kannur. Table 1.2 highlights the selected sample districts from the state of Kerala for this research.

Table 1.2

Selected Sample Districts from Kerala

Region	Districts	Sample districts	Number of Sample Districts
Kerala State	1. Trivandrum		4
	2. Kollam		
	3. Pathanamthitta		
	4. Alappuzha		
	5. Kottayam		
	6. Idukki	1. Trivandrum	
	7. Ernakulam	2. Ernakulam	
	8. Thrissur	3. Kozhikode and	
	9. Palakkad	4. Kannur	
	10. Malappuram		
	11. Kozhikode		
	12. Wayanad		
	13. Kannur and		
	14. Kasaragod		

Source: Author

Stage II – Selection of Sample Hypermarkets

In the second stage, 16 hypermarkets were selected using a simple random sampling method, specifically the lottery technique, with four hypermarkets representing each of the four selected districts. The hypermarkets were chosen from a compiled list of organised retail outlets operating within these districts (see Appendix I). This approach ensured adequate geographical representation and captured the diversity of hypermarket formats across the study area. The following Table 1.3 shows the selected hypermarket for the study area.

Table 1.3*Distribution of Sample Hypermarkets from Kerala*

Sample District	Number of Hypermarkets	Sample Hypermarkets
Trivandrum	4	Lulu Hypermarket Kunnil Hypermarket Ramachandran Hypermarket Spencer's Retail
Ernakulam	4	Reliance Smart Superstore We Mart Hypermarket Kalyan Hypermarket Grand Hyper
Kozhikode	4	Nesto Hypermarket Grand Hypermarket Big Fresh Hypermarket Reliance Smart Point
Kannur	4	Orange Hypermarket Carrefour Hypermarket Greens Hypermarket Nesto Hypermarket

*Source: Author***Stage III – Selection of Sample Customers**

In the final stage of sampling, respondents were selected using the 'systematic random sampling' method from among customers who visited the chosen hypermarkets. A sampling interval was determined based on the average customer flow, and every n^{th} customer exiting the store was approached and invited to participate in the survey. Only those who provided informed consent were included in the study.

The use of systematic random sampling is appropriate for studies conducted in retail environments, as it ensures randomness while maintaining feasibility in high-traffic settings (Malhotra & Dash, 2016). Previous research on impulsive buying behaviour in retail contexts has also adopted systematic random sampling to capture actual shopping experiences and minimise interviewer bias (Mattila & Wirtz, 2008; Parboteeah et al., 2009). This method, therefore, provided a representative and

unbiased sample of hypermarket customers across the selected districts of Kerala. The distribution of sample respondents for each hypermarket is depicted in Table 1.4 below:

Table 1.4

Distribution of the Sample Respondents

State	Selected Districts	Selected Hypermarkets	Number of respondents chosen
Kerala	Trivandrum	1. Lulu Hypermarket	25
		2. Kunnil Hypermarket	25
		3. Ramachandran Hypermarket	25
		4. Spencer's Retail	25
	Ernakulam	1. Reliance Smart Superstore	25
		2. We Mart Hypermarket	25
		3. Kalyan Hypermarket	25
		4. Grand Hyper	25
	Kozhikode	1. Nesto Hypermarket	25
		2. Grand Hypermarket	25
		3. Big Fresh Hypermarket	25
		4. Reliance Smart Point	25
	Kannur	1. Orange Hypermarket	25
		2. Carrefour Hypermarket	25
		3. Greens Hypermarket	25
		4. Nesto Hypermarket	25
Total	4	16	400

Source: Author

1.10.4 Data Collection Instrument

A review of prior research revealed that most academic studies examining impulsive buying behaviour within retail contexts have employed various data collection instruments such as questionnaires, structured interviews, and observation schedules (Chen, Gu, & Ma, 2021; Dawson & Kim, 2010; Mehta & Chugan, 2013). Among these, the questionnaire method remains the most widely used for capturing

customers' attitudes and behavioural tendencies in retail environments (Rook & Fisher, 1995; Muruganantham & Bhakat, 2013). Accordingly, the present study utilised a structured questionnaire to collect primary data from customers of selected hypermarkets in Kerala.

The primary data were used to measure variables aligned with the study's key objectives, focusing on how retail display elements influence customers' impulse buying tendencies. The questionnaire was designed based on the frameworks and instruments developed in earlier studies on retail atmospherics and customer psychology (Park, Kim, & Forney, 2012; Foroughi, Buang, & Sadeghi, 2013). It was divided into three major sections to ensure comprehensive coverage of the research dimensions: Section I: Demographic Characteristics of Customers; Section II: Constituents of Impulsive Buying Behaviour; and Section III: Aspects of Impulsive Buying Behaviour.

The structured format enabled systematic data collection and facilitated a clear understanding of customers' demographic profiles, behavioural triggers, and the influence of visual merchandising and display cues on impulse buying decisions. The detailed questionnaire format used in this study is presented in the appendix II.

1.10.5 Scaling Technique

This section explains the operationalisation of constructs, which refers to the process of translating theoretical concepts into measurable variables. Operationalisation is a critical step in empirical research, as it enables abstract ideas to be systematically quantified and analysed. After defining each construct conceptually, appropriate scales were identified and employed to measure them accurately in the context of the study.

To ensure reliability and validity, the constructs were assessed using standardised instruments adapted from prior studies on customer behaviour, retail display, and impulse buying. A structured scaling approach was adopted to maintain consistency and comparability across responses. The scales were selected based on their proven psychometric properties and relevance to the study's objectives.

The measurement instrument primarily used a five-point Likert scale, ranging from “Strongly Disagree (1)” to “Strongly Agree (5)”, to capture the intensity of respondents’ behaviour. This scaling method is widely used in behavioural research due to its ability to reflect degrees of agreement and facilitate statistical analysis (Likert, 1932; Joshi, Kale, Chandel, & Pal, 2015). Each construct was represented by multiple items designed to measure various dimensions of impulsive buying behaviour and retail display effectiveness.

Table 1.3 presents a summary of the constructs measured in the study, including the scale type, the number of items under each construct, and the sources from which the scales were adapted. The adaptation of these measurement items ensured contextual relevance to the retail environment of Kerala while preserving the theoretical integrity established in earlier studies.

Table 1.5

Source of Measurement Scale Adopted

Construct	Questions	Source
Visual Merchandising	2.11 to 2.15	Mehta, N., & Chugan, P. K. (2013)
In-store Ambience	2.21 to 2.26	Mattila, A. S., & Wirtz, J. (2001)
Product Placement	2.31 to 2.34	Baker, J., Grewal, D., & Parasuraman, A. (1994)
In-store Promotion	2.41 to 2.50	Foroughi, A., Buang, N. A., & Sadeghi, R. H. M. (2013)
Impulsive Decision Making	3.11 to 3.15	Rook, D. W., & Fisher, R. J. (1995).
Positive Emotional Responses	3.21 to 3.24	Beatty, S. E., & Ferrell, M. E. (1998)
Post-Purchase Guilt	3.31 to 3.33	Verplanken, B., & Sato, A. (2011).

Source: Author

All scales were measured using a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). The items were slightly modified to suit the cultural and retail context of Kerala while retaining their conceptual validity from prior studies. This

adaptation ensures the scales capture both situational and psychological dimensions of impulse buying in hypermarket settings.

1.10.6 Pre-Testing and Revision of the Instrument

Before the main data collection, the questionnaire was pre-tested to ensure its clarity, relevance, and overall effectiveness as a data collection tool. Pre-testing is an essential step in survey research, as it helps establish the face validity of the instrument and identify any potential issues with design or wording. The pre-test evaluated key aspects, including the time required for completion, the clarity and precision of statements, the logical flow of sections, and the appropriateness of the question sequence.

The pre-test was conducted with the assistance of four academic experts. Two subject experts in marketing and customer behaviour reviewed the questionnaire for content adequacy and conceptual alignment with the study objectives; their feedback guided revisions to item phrasing, order, and section structure. Additionally, two statisticians reviewed the measurement design and scaling format. Based on their suggestions, certain negatively framed items were rewritten in positive form, and ranking questions were converted to a Likert scale to facilitate statistical analysis.

1.10.7 Pilot Study

A pilot study was conducted to assess the reliability and validity of the research instrument before the main data collection. The objective of this preliminary study was to examine the clarity, structure, and internal consistency of the questionnaire and to ensure that all items adequately represented the intended constructs (Bryman & Bell, 2015).

The pilot survey was conducted among customers at two hypermarkets in Calicut, with 50 participants selected through convenience sampling. These participants were considered representative of the study population, comprising regular customers prone to impulse buying in retail settings. The pilot phase identified minor issues related to item wording, sequencing, and respondent interpretation. Based on these insights, certain items were reworded for clarity, and redundant or ambiguous

statements were removed. The refined instrument was subsequently finalised for the actual survey. Similar approaches to pilot testing have been recommended in prior studies on customer behaviour to enhance instrument validity and reliability (Malhotra, 2010; Sekaran & Bougie, 2016).

1.10.8 Reliability and Validity

Ensuring reliability and validity is critical for the accuracy and consistency of any research instrument (Carmines & Zeller, 1979). The researcher has checked the instrument's reliability and validity to ensure it is accurate and consistent.

A. Reliability

Reliability refers to the extent to which an instrument consistently measures a construct (Nunnally, 1978). To evaluate internal consistency, Cronbach's alpha coefficients were calculated for each construct. Cronbach's alpha provides an estimate of the stability and precision of measurement across multiple items in a scale (Hair, Black, Babin, & Anderson, 2013). Values of 0.70 or higher are generally considered acceptable for social science research (Nunnally & Bernstein, 1994).

In this research, Cronbach's alpha values for all constructs ranged from 0.780 to 0.929, exceeding the minimum threshold for satisfactory internal consistency (Lance, Butts, & Michels, 2006). A few items with low item-total correlations were removed, thereby improving overall reliability. These findings are consistent with prior research in retail and customer behaviour, which shows that refining items following pilot testing enhances measurement reliability (Churchill, 1979; Malhotra, 2010). The final questionnaire demonstrated high internal consistency across all constructs, supporting its use for subsequent data collection and analysis.

Table 1.6*Reliability Statistics*

Sl. No.	Construct	No of items	Cronbach Alpha
1	Visual Merchandising	5	0.860
2	Instore Promotion	10	0.929
3	Instore Ambience	6	0.893
4	Product Placement	4	0.863
5	Impulsive Buying Decisions	5	0.877
6	Positive Emotional Response	4	0.780
7	Post-Purchase Guilt	3	0.881

Source: Primary Data

B. Validity

Validity refers to the extent to which a research instrument accurately measures the specific constructs it is intended to assess. It evaluates both the precision and appropriateness of the items in representing the underlying theoretical concepts (Hair, Black, Babin, & Anderson, 2013). In this study, content validity and construct validity were employed to ensure the adequacy and soundness of the questionnaire.

1. Content Validity

Content validity concerns the degree to which the measurement items adequately represent the entire domain of the construct being studied (Sekaran & Bougie, 2016). To establish content validity, the questionnaire was carefully reviewed by a panel of four academic experts, including two subject specialists in marketing and customer behaviour and two statisticians. The experts examined each item for its relevance, clarity, and alignment with the study objectives. Their suggestions resulted in refined wording, the removal of redundant questions, and improved logical sequencing of items. This expert evaluation process ensured that the questionnaire comprehensively covered all critical dimensions of retail display and impulsive buying behaviour, including visual merchandising, in-store ambience, product placement, promotional cues, and customers' emotional responses.

2. Construct Validity

Construct validity assesses how effectively the instrument measures the theoretical constructs it is intended to capture (Bagozzi, Yi, & Phillips, 1991). To verify construct validity, inter-item correlations and reliability coefficients were analysed to confirm that the variables within each construct were highly correlated yet distinct from those in other constructs (Hair et al., 2013). The constructs included in this study, such as visual merchandising, in-store ambience, product placement, in-store promotion, impulse decision-making, positive emotional response, and post-purchase guilt, were adapted from well-established scales validated in previous customer behaviour research (Rook & Fisher, 1995; Beatty & Ferrell, 1998; Mehta & Chugan, 2013).

The strong Cronbach's alpha values (ranging from 0.754 to 0.897) observed during the pilot study further supported the convergent validity of the constructs, indicating that the items within each construct consistently measured the same underlying dimension (Nunnally, 1978). Thus, the final instrument demonstrated high validity, confirming its suitability for assessing the influence of retail display on impulsive buying behaviour among hypermarket customers in Kerala.

1.10.9 Normality

The assumption of normality is fundamental in multivariate data analysis, as many statistical techniques rely on the premise that the data are approximately normally distributed (Thode, 2002). Normality testing determines whether the sample data conforms to a normal distribution, ensuring that the results of inferential statistics remain valid and unbiased.

In social science research, skewness and kurtosis are widely recognised as reliable indicators for assessing normality (Byrne, 2010; Hair, Black, Babin, & Anderson, 2010). Skewness measures the symmetry of the distribution, while kurtosis assesses its peakedness or flatness relative to a normal curve. Although several statistical tests, such as the Kolmogorov–Smirnov (K–S) and Shapiro–Wilk tests, are commonly employed to examine normality (Das, 2016), they tend to be overly sensitive in large

samples, often detecting minor deviations that are not practically significant (Ghasemi & Zahediasl, 2012).

Thus, in the present study, an alternative approach was adopted for assessing normality. The researcher relied on skewness and kurtosis values rather than the K–S or Shapiro–Wilk tests, as recommended by prior methodological studies (Chou & Bentler, 1995). According to these guidelines, skewness values within ± 3 and kurtosis values within ± 10 indicate an acceptable level of normality for social science data.

The computed results for all items in the dataset showed that skewness values ranged from -3 to +3 and kurtosis values ranged from -10 to +10, well within acceptable limits. This suggests that the data distribution approximated normality and met the assumptions of parametric testing. Therefore, the dataset was considered suitable for further analysis using parametric statistical techniques.

1.10.10 Tools for Analysis

The data collected from hypermarket customers in Kerala were analysed using software such as IBM SPSS Statistics (Version 26.0) and AMOS (Version 23.0). These statistical tools were employed to perform descriptive, inferential, and confirmatory analyses aligned with the study objectives. The analysis techniques used are outlined below.

Descriptive Statistics: Mean, Standard Deviation, and Percentages

Descriptive statistics were used to summarise the data's fundamental characteristics. The mean represents the central tendency of a dataset, showing the average value of responses (Field, 2013). The standard deviation (SD) indicates the extent to which responses deviate from the mean, thereby providing insights into data dispersion (Gravetter & Wallnau, 2017). Percentages were used to present the frequency distributions of demographic and behavioural characteristics, providing an easy-to-interpret overview of customer responses.

Independent Sample t-Test

An Independent Samples t-test was employed to determine whether there were significant differences in the mean scores between two independent groups regarding impulse buying tendencies. This test compares the group means of a continuous dependent variable across two categorical independent variables (Pallant, 2020). It assumes normal distribution and homogeneity of variances, the latter verified through Levene's Test for Equality of Variances.

One-Way ANOVA

A One-Way Analysis of Variance test was used to assess whether statistically significant differences existed in impulsive buying behaviour across more than two independent groups. ANOVA determines whether the group means differ significantly beyond what would be expected by chance alone (Hair, Black, Babin, & Anderson, 2010). If the assumption of homogeneity of variance was satisfied, Fisher's ANOVA was applied; otherwise, Welch's ANOVA was used, as recommended by Field (2013).

Post Hoc Analysis

Following ANOVA, post hoc analyses were performed to identify which specific group means differed significantly. Two tests were applied based on data characteristics: Scheffé's test, when equal variances were assumed, and the Games–Howell test, when variances were unequal (Pallant, 2020). These methods provide pairwise comparisons while controlling for Type I errors.

Confirmatory Factor Analysis (CFA)

A Confirmatory Factor Analysis (CFA) was conducted in AMOS to assess the measurement model's adequacy and to verify the relationships between observed variables and their underlying latent constructs. CFA evaluates factor loadings, model fit indices, and the convergent and discriminant validity of constructs (Byrne, 2010). This analysis confirmed the psychometric soundness of constructs such as visual merchandising, in-store ambience, product placement, in-store promotion, and impulsive buying behaviour. The model fit was assessed using indices such as the Chi-

square/df ratio, Comparative Fit Index (CFI), Goodness-of-Fit Index (GFI), and Root Mean Square Error of Approximation (RMSEA). The fit indices met the recommended thresholds (Hu & Bentler, 1999), confirming the model's adequacy.

Covariance-Based Structural Equation Modelling (CB-SEM)

Following CFA, Covariance-Based Structural Equation Modelling (CB-SEM) was applied to examine the causal relationships between the constructs of retail display and impulsive buying behaviour. CB-SEM allows simultaneous analysis of multiple dependence relationships while accounting for measurement error (Hair, Black, Babin, & Anderson, 2010; Kline, 2011). This analysis tested both direct and indirect effects of retail display elements—visual merchandising, store ambience, product placement, and promotions—on impulsive buying behaviour. AMOS software was used for model estimation, and the overall model fit was validated using multiple fit indices.

Multi-Group Analysis

A Multi-Group Analysis (MGA) was performed to assess the structural invariance of the model across demographic groups, including gender, income, and shopping frequency. This test verifies whether the relationships among constructs are consistent across subgroups, indicating model stability (Byrne, 2010; Hair, Black, Babin, Anderson, & Tatham, 2006). Before conducting structural comparisons, measurement invariance was confirmed to ensure that constructs were interpreted equivalently across groups. Two techniques were used: the Critical Ratio for Differences Method and the Measurement Invariance Approach, both of which help identify significant variations between groups in structural paths.

Chi-Square Difference Test

The Chi-Square Difference Test was used alongside Multi-Group Analysis to statistically verify model invariance across groups. This test compares nested models—one with equality constraints and another without—to determine whether the structural paths differ significantly across demographic segments (Awang, 2015).

A non-significant Chi-square difference indicates invariance, while a significant result implies variation between groups.

1.10.11 Period of the Study

The study was conducted over 7 years and 3 months, commencing in October 2018 and concluding in November 2025. The extended duration allowed for an in-depth review of existing literature, development and validation of the research instrument, pilot testing, and the execution of the main data collection and analysis phases. Primary data collection was conducted from November 2023 to May 2024 across four selected districts of Kerala, namely Thiruvananthapuram, Ernakulam, Kozhikode, and Kannur.

Defining the study period and data collection window is critical in quantitative research, as it establishes the temporal context and enhances the reliability and replicability of findings (Saunders, Lewis, & Thornhill, 2019). The specified period ensured that the data reflected contemporary customer behaviour trends in Kerala's evolving retail sector, influenced by visual merchandising and in-store display practices.

1.11 Limitations of the Study

Every empirical study operates within certain boundaries that may influence the interpretation and generalizability of its findings. Despite the careful design and systematic approach applied, the present research is subject to the following limitations:

Geographical and Sampling Constraints

The study was conducted across four districts of Kerala, such as Thiruvananthapuram, Ernakulam, Kozhikode, and Kannur, using a multi-stage cluster sampling and systematic sampling approach. Although this ensured regional representation, the findings cannot be fully generalised to the entire state or to other regions with differing retail structures and customer demographics (Saunders, Lewis, & Thornhill, 2019).

Cross-Sectional Design

The research adopted a cross-sectional design, collecting data within a limited timeframe (November 2023 to May 2024). Consequently, it captures customers' impulse buying tendencies and emotional responses only at a specific point in time. According to Bryman and Bell (2015), cross-sectional studies are limited in their ability to account for temporal variations or long-term behavioural changes. These limitations arise from the inability of such studies to capture the effects of evolving market conditions or the gradual process of customer learning. Such dynamics are crucial for a comprehensive understanding of customer behaviour, highlighting the need for alternative research designs that can effectively analyse these temporal dimensions.

Self-Reported Data

The study relies on self-administered questionnaires to collect data on impulsive buying behaviour, emotional responses, and post-purchase guilt. Such self-reported measures may be affected by response bias or social desirability effects, as respondents might overstate socially acceptable behaviours or understate impulse tendencies (Podsakoff, MacKenzie, Lee, & Podsakoff, 2003).

Limited Variable Scope

The study specifically examined the influence of in-store display elements, including visual merchandising, in-store ambience, product placement, and in-store promotional cues, on impulsive buying behaviour. Other potential determinants, such as psychological factors, such as personality traits, mood states, etc., or situational variables, such as peer influence, time pressure, etc., were not included in the model. This may restrict the holistic understanding of impulsive buying behaviour (Muruganantham & Bhakat, 2013).

Generational Comparison Constraints

While the study compared Gen X and Gen Y customers in terms of decision-making patterns, emotional reactions, and post-purchase guilt, it excluded Gen Z and older

cohorts, which could have provided additional insights into generational variations in impulse consumption (Parment, 2013).

Focus on Customer Perspective

The analysis focused exclusively on the customer perspective, evaluating how in-store displays affect customers' perceptions and behaviours. The viewpoints of store managers, retail planners, or marketing strategists, who design and implement these displays, were not included, limiting the managerial dimension of interpretation.

Potential Sampling Bias

Although multi-stage cluster and systematic sampling techniques were adopted to enhance representativeness, certain demographic groups may still be underrepresented due to practical constraints in sample selection or accessibility, a common limitation in field-based customer studies (Hair, Black, Babin, & Anderson, 2010).

Exclusion of Longitudinal Emotional Assessment

The study assessed immediate emotional responses and post-purchase guilt following impulse buying but did not include a longitudinal component to track changes in emotional states over time. As Rook and Fisher (1995) suggested, emotional responses can fluctuate after reflection, potentially altering post-purchase evaluations.

1.12. Scheme of the Report

The entire research work is organised into seven chapters, each systematically and coherently addressing specific aspects of the study. The structure ensures a logical flow from conceptualisation to empirical validation and conclusions. The chapterisation of the thesis is presented as follows:

Chapter 1: Introduction

This chapter provides a comprehensive introduction to the study. It outlines the background, the research problem, and the topic's significance. The chapter also explains the study's scope, objectives, hypotheses, conceptual framework, and the

research methodology employed, including the sampling design, scaling techniques, and analytical tools. The concluding section discusses the limitations inherent in the thesis and provides a detailed outline of its organisation.

Chapter 2: Review of Literature

This chapter provides a comprehensive synthesis of existing literature concerning impulsive buying behaviour and its multifaceted dimensions. Based on a thorough analysis, the preceding studies have been categorised into five principal themes: Impulsive Buying Behaviour and its psychological foundations; in-store retail display elements, such as visual merchandising, in-store ambience, in-store promotion, and product placement, emotional outcomes of impulsive buying behaviour (focusing on both positive emotional responses and the phenomenon of post-purchase guilt), demographic influences on Impulsive Buying Behavior, organized retailing and hypermarket consumer behavior. By identifying theoretical frameworks, this chapter highlights empirical deficiencies in the current literature and articulates the research gap that underpins the present study.

Chapter 3: Profile of the Industry and Theoretical Foundation

This chapter provides an overview of the retail sector in Kerala, emphasising the growth of hypermarkets and organised retailing. It also discusses the theoretical foundations underpinning the study, including models of customer decision-making, theories of impulse buying, and frameworks of emotional and post-purchase behaviour. The chapter contextualises the research within the Kerala retail landscape and establishes the conceptual underpinnings for subsequent analysis.

Chapter 4: Shopper-Related Characteristics on Impulsive Decision-making, Positive Emotional Responses, and Post-Purchase Guilt among Hypermarket Customers in Kerala

This chapter presents the descriptive analysis of the demographic and behavioural characteristics of respondents. It includes analyses based on gender, employment status, education, income level, and generational cohorts (Gen X and Gen Y). The chapter also discusses the impact of demographic factors on impulsive buying behaviour, decision-making tendencies, positive emotions, and post-purchase guilt

using descriptive statistics, t-tests, and one-way ANOVA. The results are interpreted in relation to existing theories and prior empirical studies.

Chapter 5: Interrelationship and Effect of In-Store Display Elements, Impulsive Decision-making, and Post-Purchase Behaviours – A Structural Equation Modelling Approach

This chapter focuses on the empirical testing of the conceptual model using Confirmatory Factor Analysis (CFA) and Covariance-Based Structural Equation Modelling (CB-SEM). It evaluates the interrelationships among in-store display elements, impulse decision-making, positive emotional responses, and post-purchase guilt. The chapter also includes multi-group analysis and the chi-square difference test to assess the structural invariance of the model across demographic groups such as Gen X and Gen Y customers. The chapter concludes with the results of hypothesis testing and a summary of findings from the structural model.

Chapter 6: Summary, Findings, and Conclusion

This chapter synthesises the empirical analysis results and provides a comprehensive summary of the research findings. The chapter discusses how the study objectives were achieved, interprets the implications of the findings, and revisits the conceptual model in light of the empirical evidence. It also presents theoretical contributions, managerial implications, and policy relevance of the study in the context of the retail industry in Kerala.

Chapter 7: Recommendations

This chapter presents a series of recommendations and practical implications derived from the study's findings. The proposed recommendations target key stakeholders, including retailers, policymakers, and consumers. Specifically, the chapter delineates strategies that retailers can implement to improve store design, optimise display effectiveness, and enhance customer engagement, all of which are essential for facilitating both planned and unplanned purchases. It also offers recommendations to policymakers and consumers to foster a more conducive retail environment. The chapter also outlines potential avenues for future investigations into impulsive buying behaviour within emerging retail markets.

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Chapter 2

Literature Review

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2.1 Introduction

This chapter aims to provide a comprehensive understanding of prior research, the methodological approaches employed, the variables examined, and the existing gaps in the research topic: the influence of in-store retail displays on customers' impulsive buying behaviour in Kerala. Accordingly, the researcher has reviewed a diverse array of studies related to retail environment cues, visual merchandising, in-store ambience, in-store promotional strategies, product placement, impulsive buying tendencies, emotional outcomes, and demographic influences.

To effectively present the previous research, a thematic review approach has been utilised. The studies have been organised into themes that align directly with the objectives and conceptual framework of the current research. Within each thematic section, the literature is arranged chronologically, from the most recent to the earliest, providing a clear illustration of the academic evolution of concepts.

Based on this extensive review, the studies have been classified into five major themes, as follows:

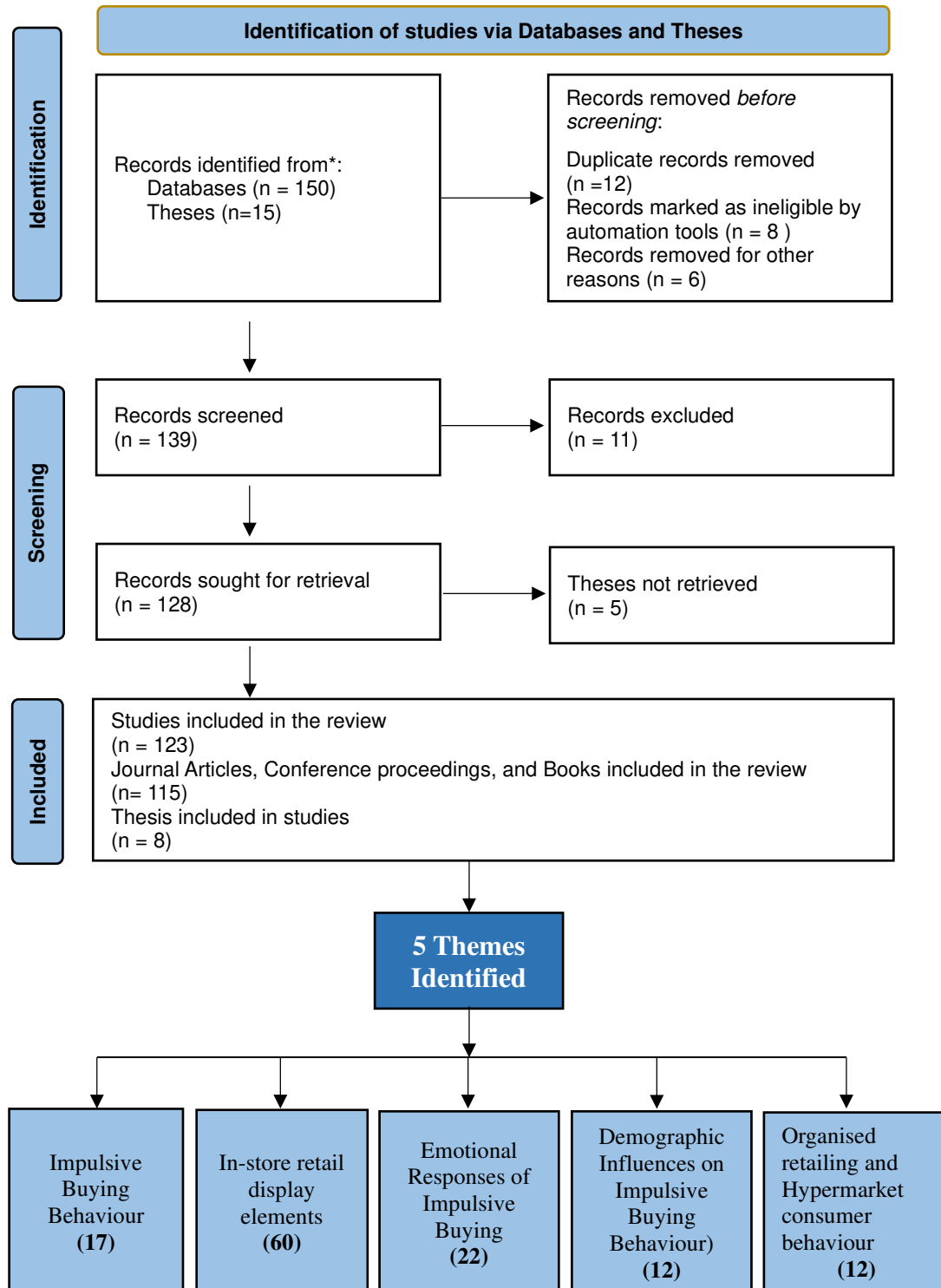
1. Impulsive Buying Behaviour and Its Psychological Foundations
2. In-store Retail Display Elements (Visual Merchandising, In-store Ambience, In-store Promotions, and Product Placement)
3. Emotional Outcomes of Impulsive Buying (Positive Emotional Responses and Post-purchase Guilt)

4. Demographic Influences on Impulsive Buying Behaviour
5. Organised Retailing and Hypermarket Consumer Behaviour

The chapter is structured into nine sections. The first two sections introduce the review and detail the volume of literature consulted. The third section discusses foundational and contemporary studies on impulsive buying. The fourth section reviews literature concerning in-store retail display elements. The fifth section examines the emotional consequences of impulse buying. The sixth section evaluates demographic determinants. The seventh section highlights significant studies on organised retailing and hypermarket consumer behaviour. The eighth section identifies research gaps revealed in the review. Finally, the last section presents the chapter's conclusion.

2.2 Stages of Literature Review Process

The current study employed a systematic, transparent literature review guided by the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) framework. This structured methodology guarantees that the review remains comprehensive, replicable, and methodologically sound. Figure 2.1 below illustrates the four stages of the literature review process in the PRISMA flow diagram.

Figure 2.1*PRISMA Literature Review Flow Diagram*

2.3 Impulsive Buying Behaviour and Its Psychological Foundations

Impulsive buying is widely recognised as an unplanned, spontaneous, and emotionally charged form of consumer buying behaviour. Early marketing researchers began studying impulsive buying in the 1950s, laying the foundation for a rich body of research examining psychological, environmental, and situational drivers of unplanned purchasing.

Table 2.1

Literature on Impulsive Buying Behaviour and Its Psychological Foundations

Sl. No	Title	Journal Name / Database	Year
1	Impulsive buying tendencies and personality: Cognitive and affective aspects.	Psychiatry International	2024
2	The influence of Big Five personality on impulse buying behaviour in online shopping.	Journal of E-Business and Management Studies	2023
3	Past, present, and future of impulse buying research methods: A systematic literature review	Frontiers in Psychology	2021
4	Efforts to increase impulse buying through discount prices, positive emotions and situational factors	International Journal of Business and Management Invention	2020
5	Impulse buying: A meta-analytic review	Journal of the Academy of Marketing Science	2020
6	A study on impulse buying behaviour in organised retail formats of Kerala	Theses / Shodhganga	2017
7	Factors influencing impulse buying behaviour.	European Journal of Scientific Research	2013
8	Store choice behaviour in an evolving market	Journal of Retailing and Consumer Services	2004
9	Consumer impulse buying and in-store stimuli in Chinese supermarkets.	Journal of International Consumer Marketing	2003
10	Gender differences in cognitive and affective impulse buying.	Journal of Fashion Marketing and Management	2003

Sl. No	Title	Journal Name / Database	Year
11	Individual differences in impulse buying tendency: Feeling and no thinking.	European Journal of Personality	2001
12	A multi-method investigation of consumer motivations in impulse buying behaviour.	Journal of Consumer Marketing,	2000
13	Impulse buying: Modelling its precursors	Journal of Retailing	1998
14	Impulse purchasing: A qualitative exploration of the phenomenon.	Qualitative Market Research: An International Journal,	1998
15	Normative influences on impulse buying behaviour	Journal of Consumer Research	1995
16	The buying impulse	Journal of Consumer Research	1987
17	The significance of impulse buying today	Journal of Marketing,	1962

Qureshi, Sokić, and Khawaja (2024) present a nuanced psychological exploration of impulsive buying behaviour by integrating the HEXACO personality model to reveal the cognitive and emotional mechanisms underlying this prevalent consumer phenomenon. Utilising data from a substantial sample of university students, the authors identify Honesty–Humility and Conscientiousness as significant negative predictors of impulsive buying, reflecting the self-control and ethical restraint associated with these traits. Conversely, Emotionality and Extraversion emerged as positive predictors, suggesting that individuals who are emotionally reactive or sociable are more prone to impulsive purchases. Notably, the study distinguishes between the cognitive facet of impulsivity, characterised by unplanned decision-making, and the affective facet, defined by emotional responses before, during, and after purchasing. These findings enhance the understanding of impulsive buying as a complex behaviour shaped by both rational deficits and emotional influences. Beyond their theoretical contributions, the authors highlight the practical implications of their findings, advocating for early financial education, emotional regulation strategies, and

money management interventions to mitigate the psychological and financial repercussions of impulsive buying. This research effectively bridges the fields of personality psychology and consumer behaviour, offering valuable insights into the dispositional roots of impulsive consumption.

Ahmed and Ramadhan (2023) empirically tested the influence of the Big Five personality traits on impulse buying behaviour. Their findings revealed that specific traits, such as Extraversion and Neuroticism, are positively correlated with impulse buying tendencies. Extraverts, driven by a need for social interaction and stimulation, are more prone to spontaneous purchases. At the same time, individuals high in Neuroticism may use impulse buying as a coping mechanism for negative emotions. Conversely, Conscientiousness was found to be negatively related to impulse buying, as these individuals tend to be more disciplined and planned in their shopping behaviour. This study reinforces the applicability of the Big Five model in predicting consumer impulsivity and suggests that marketing strategies could be tailored to personality types.

Mandolfo and Lamberti (2021) conducted a systematic literature review to examine the research methods and metrics used in high-quality studies to evaluate impulse shopping behaviours across different environments. The study identified four main methodological techniques: quantitative self-reports, laboratory investigations, fieldwork observations, and qualitative interviews. The authors argued that self-reports make a significant contribution to assessing the cognitive facet of impulse purchasing, whereas laboratory investigations better fit the conative and visceral facets. This distinction is crucial for understanding that impulse buying is not a monolithic construct but a multi-faceted phenomenon involving distinct psychological processes. The analysis suggests that future research must blend these methodologies to capture the full spectrum of impulsive drivers, from deep-seated personality traits to immediate environmental reactions.

Qomariah, Wulandari, and Rozzaid (2020) focused on the role of positive emotions as a mediator in impulse buying. Their study found that price discounts and store atmosphere significantly affect positive emotions, which in turn significantly affect

impulse buying. The research highlights that positive emotional states, such as joy and excitement, act as a catalyst that transforms external stimuli (like discounts) into actual purchase behaviour. This mediation model is central to understanding how retail environments translate into sales, emphasising that the "feel-good" factor is a necessary precursor to the "buy-now" action.¹²

Iyer, Blut, Xiao, and Grewal (2020) presented a meta-analytic review of impulse buying, integrating findings from 231 samples and more than 75,000 consumers. Their extensive analysis found that a range of internal psychological factors and external market-related stimuli drive impulse buying. Key triggers include traits such as sensation-seeking and impulse-buying tendencies, motives such as hedonic and utilitarian needs, and consumer resources, including time and money. Crucially, the study established that consumers' self-control and mood states mediate the affective and cognitive processes underlying impulse buying, providing a robust theoretical framework for understanding the interplay between personality and situational factors. The study's broad scope confirms that impulse buying is a universal phenomenon, yet its intensity is modulated by individual psychological resilience and resource availability.

John, J. (2017) investigates impulse buying behaviour within the rapidly evolving organised retail landscape of Kerala, India, focusing on the complex interplay between internal psychological triggers and external environmental stimuli. Research findings indicate that impulse buying is a significant revenue driver for organised retailers, fueled by modern store formats that prioritise consumer convenience, hedonic shopping experiences, and sensory stimulation. The study identifies four primary groups of antecedent factors, such as product-related, store environment, internal (psychological), and external elements, that collectively influence the intensity of impulsive traits such as spontaneity and festive-driven purchasing. Notably, while factors such as store aesthetics, promotional offers, and relaxation objectives significantly encourage impulsive decisions, an internal self-regulatory mechanism often acts as a negative influence, pulling shoppers back from spontaneous purchases. Furthermore, the investigation reveals that, unlike some previous consumer behaviour

models, impulse buying in this context does not typically result in significant post-purchase adverse emotional outcomes like guilt or shame, suggesting that Kerala shoppers primarily view these spontaneous acts as a form of "retail therapy" or immediate gratification

Ahmed and Parmar (2013) provide a robust quantitative examination of the factors influencing consumers' impulse buying behaviour specifically for fast-moving consumer goods (FMCGs) Using a structured survey methodology, the study examines the effects of five independent variables, promotional strategies, store environment, window display, income level, and credit card usage, on consumers' propensity to make impulsive purchases. The findings reveal that income level, store atmosphere, and visual merchandising serve as the most significant predictors of impulsive buying, indicating that both economic capabilities and environmental stimuli are pivotal in shaping spontaneous purchase behaviour. Furthermore, the study highlights that price discounts, free product offerings, and visually appealing promotional displays intensify emotional excitement, thereby triggering unplanned buying actions. This work accentuates the critical role of window displays and product presentation in capturing consumer attention and enhancing the shopping experience, suggesting that a thoughtfully curated retail environment significantly influences consumer engagement. Their findings contribute to the understanding of socio-economic and aesthetic interactions in consumer psychology, offering valuable implications for retailers and marketers in the FMCG sector, where optimised store atmospheres and strategic promotional tactics can profoundly enhance sales performance.

Sinha and Banerjee (2004) observed that impulse purchases are becoming a prevalent phenomenon in the vibrant aisles of Indian supermarkets and hypermarkets. This trend is fuelled by captivating store layouts, an enticing array of branded products, and eye-catching promotional displays that beckon shoppers to make spontaneous choices. Their findings emphasise the crucial need to delve deeper into the psychology of impulsivity, particularly in emerging retail environments such as those flourishing in Kerala.

Zhou and Wong (2003) highlighted two significant impacts of point-of-purchase (POP) displays on buyer decisions. The first is termed the Promotional effect, which plays a critical role in attracting consumers through various marketing strategies, including informative signage, enticing price discounts, and special deals that diminish perceived spending barriers. The second impact, referred to as the Atmospheric effect, pertains to the overall shopping environment, influenced by factors such as contemporary design, visual appeal, and the general ambience that enhance shoppers' enjoyment and comfort. Their comprehensive findings underscore the dual function of retail displays, effectively motivating spontaneous purchases by engaging both consumers' rational and emotional responses.

Coley and Burgess (2003) discovered striking differences in the emotional and cognitive reactions that contribute to impulse buying. Female consumers tend to exhibit a heightened propensity for impulsivity, primarily driven by emotions; they are more likely to make spontaneous purchases based on how they feel at the moment. In contrast, male consumers often experience post-purchase guilt, reflecting on their purchase decisions with a critical eye. Furthermore, men displayed unique patterns of impulsive buying tied to specific products, suggesting a more analytical approach to their spontaneous purchases.

Verplanken and Herabadi (2001) developed the Impulse Buying Tendency (IBT) scale, an innovative instrument designed to explore the intricate world of impulsivity. This tool elegantly differentiates between two unique dimensions of impulsive behaviour. Affective impulsivity arises from deep emotions and visceral feelings, compelling consumers to act on their whims. In contrast, cognitive impulsivity is characterised by spontaneous decisions made in the heat of the moment, often without thorough contemplation.

Hausman (2000) conducted a comprehensive analysis integrating qualitative and quantitative evidence to illustrate how consumers often succumb to the allure of impulse buying. The study highlighted that impulse behaviour is driven by the hedonic rewards associated with impulsive purchases, such as thrill, enjoyment, and emotional satisfaction. Furthermore, Hausman noted that in retail environments characterised by

an overwhelming amount of information, consumers tend to rely more heavily on cognitive shortcuts, known as heuristics. This reliance on simplifications in their decision-making processes can lead to impulsive shopping choices, with less thought and more spontaneity.

Beatty and Ferrell (1998) presented a persuasive precursor model that effectively illustrates the intricacies of impulsive buying. Their model highlights how positive emotions, engaging browsing experiences, and alluring in-store stimuli collaboratively influence consumer behaviour. By emphasising the role of emotional arousal, the model suggests that feelings of joy and excitement can lead to unplanned purchases, often overriding rational decision-making processes. In addition to emotional factors, the immersive nature of the shopping environment, including attractive displays and sensory experiences, further captivates consumers and encourages spontaneous buying. This framework has emerged as one of the most widely accepted explanations of impulse buying, renowned for its thoroughness and clarity, as it intricately weaves together psychological and environmental elements that drive consumers to act on impulse, ultimately contributing to the understanding of consumer behaviour in retail settings.

Bayley and Nancarrow (1998) conducted a thought-provoking qualitative exploration using in-depth interviews and projective techniques to investigate the nuanced experiences of impulsive buying. Their findings revealed that consumers consistently make impulse purchases across various contexts, indicating a pervasive pattern in consumer behaviour. However, these impulsive actions are driven by distinct motivations, ranging from emotional fulfilment to a desire for spontaneity and excitement. The study also highlighted that individuals exhibit varying levels of emotional intensity during these unplanned purchases, revealing a complex interplay between feelings such as joy, guilt, and exhilaration. This depth of emotional engagement suggests that impulsive buying is not merely a transactional experience but rather a multifaceted phenomenon influenced by personal narratives and situational factors.

Rook and Fisher (1995) illuminated the intricate interplay between social norms and self-control, highlighting how these factors influence the extent to which impulsive urges transform into tangible purchasing behaviour. Their work seamlessly integrates internal psychological processes with external social cues, demonstrating that individuals often navigate their desires in response to the expectations and behaviours observed within their social environments. The ability to resist an impulsive purchase can be significantly shaped by societal standards or peer influence, suggesting that what is deemed acceptable or desirable within a social context heavily influences individual decision-making. The authors explored how varying levels of self-control can either reinforce or undermine these social influences, ultimately affecting consumer behaviour. The findings underscore the complexity of the purchasing process, in which both cognitive and social determinants play crucial roles in shaping consumer behaviour, thereby deepening understanding of why people may act against their long-term financial interests in favour of immediate gratification.

Rook (1987) defined impulsive buying as a sudden, almost irresistible urge to purchase, characterised by an alluring blend of excitement and immediate gratification. This compelling desire often disrupts thoughtful decision-making, sweeping away rational considerations like leaves caught in a brisk autumn breeze. The thrill of spontaneous shopping can be so intense that it leads consumers to prioritise fleeting emotional satisfaction over practical needs, resulting in purchases that may ultimately lead to buyer's remorse. The environments in which these impulsive decisions are made, such as vibrant retail displays or high-energy promotional events, can amplify these emotions, drawing consumers deeper into the cycle of indulgence. By defining this behaviour in such vivid terms, Rook underscores the idea that emotions fundamentally drive impulsivity, highlighting the complex interplay between psychological factors and consumer behaviour. In a world increasingly saturated with marketing stimuli, understanding the underlying mechanics of impulsive buying becomes crucial for both consumers and retailers alike, as it reveals not only the vulnerabilities of human decision-making but also opportunities for responsible consumption.

Stern (1962) provided one of the earliest and most influential classifications of impulse purchasing, fundamentally shaping our understanding of this complex behaviour. He argued that impulse buying is influenced by a blend of economic factors, personality traits, situational contexts, and cultural influences, underscoring the phenomenon's diversity and complexity. To categorize these behaviours, Stern identified four significant types of impulse buying: pure impulse, where purchases are made spontaneously with no prior intention; reminder impulse, which occurs when an external cue prompts consumers; suggestion impulse, wherein an idea triggered by marketing or social interactions leads to an unplanned purchase; and planned impulse, where consumers have the intention to buy but do so in a more spontaneous manner than initially anticipated. His work laid the groundwork for further research, inviting scholars and marketers to explore the various dimensions of impulsive buying behaviour and to develop strategies that cater to different consumer motivations, thus establishing a rich theoretical foundation for understanding why people engage in impulse buying across different contexts.

The literature on impulse buying behaviour reveals a complex interplay of psychological foundations, environmental factors, and demographic influences that shape unplanned purchases. The diverse studies reviewed underline the need for further exploration into the emotional aspects and situational triggers of impulsive buying, providing a solid foundation for future research in this dynamic area of consumer psychology.

2.4 In-store Retail Display Elements

The in-store retail environment is pivotal in shaping consumer perceptions, capturing attention, and influencing purchasing behaviour. In-store retail display encompasses visual merchandising, strategic product placement, ambient design, and promotional activities to foster a positive shopping atmosphere and encourage impulse purchases. This includes visual cues, spatial organisation, lighting, signage, product arrangement, and promotional displays, all crafted to impact consumer decision-making within the retail space.

2.4.1 Visual Merchandising

Visual merchandising is a dynamic marketing strategy retailers use to artfully arrange products and craft mesmerising displays that captivate customers and inspire them to make purchases. This framework harnesses a store's spatial design, layout, and elements such as vibrant colours, strategic lighting, compelling signage, and thoughtfully chosen props to showcase products, communicate a brand's essence, and elevate the overall shopping experience.

Table 2.2

Literature on Visual Merchandising

Sl. No	Title	Journal Name / Database	Year
1	Influence of colour psychology on consumer buying behaviour.	Journal of the K.R. Cama Oriental Institute / Research Gate	2024
2	The role of interactive advertising factors in shaping purchase intention.	Educational Administration: Theory and Practice	2024
3	The role of visual merchandising in modern retail	International Journal of Retail Studies	2023
4	Visual merchandising and impulse buying intention: Investigating consumers of sports products	Academy of Marketing Studies Journal	2022
5	Visual merchandising and store atmospherics: An integrated review and future research directions.	Journal of Business Research	2022
6	The role of in-store visual merchandising in stimulating impulse purchases: An integrative review	Journal of Retailing and Consumer Services	2021
7	Impact of different types of in-store displays on consumer purchase behaviour	Journal of Retailing	2021
8	Impact of window display and impulse buying on consumer behaviour towards readymade garments in Madhya Pradesh	Theses/ Shoudganga	2019

Sl. No	Title	Journal Name / Database	Year
9	Sustainability-themed retail displays and consumer trust: The influence of eco-friendly visual cues on willingness to pay	Journal of Retailing and Consumer Studies	2019
10	Strategic display placement and its effects on consumer attention and impulse purchasing	Journal of Retail Marketing and Management	2018
11	Effects of eco-friendly visual merchandising on green consumer behaviour.	The Korean Data Analysis Society	2018
12	The effect of shelf layout on satisfaction and perceived assortment size: An empirical assessment.	Journal of Retailing and Consumer Services	2016
13	Impact of visual merchandising on consumer behaviour with respect to retail outlets in selected product categories	Theses/ Shoudganga	2015
14	Visual merchandising and consumer impulse buying behaviour: An empirical study of Delhi & NCR	International Journal of Retail Management and Research	2012
15	Shoppers' experiences of digital signage: A cross-national qualitative study.	International Journal of Digital Content Technology and its Applications	2010
16	How storefront displays influence retail store image	Journal of Retailing and Consumer Services	2010
17	Why we buy: The science of shopping	New York, NY: Simon & Schuster	2009
18	Does in-store marketing work? Effects of the number and position of shelf facings on brand attention and evaluation	Journal of Marketing	2009
19	Visual merchandising and store design	New York, NY: Fairchild Publications	1991

Singh (2024) provides a comprehensive examination of colour psychology and its significant impact on consumer buying behaviour, emphasising that colour acts as a vital nonverbal communication tool in marketing and branding. The author points out

that individuals often make decisions within 90 seconds of visual interaction, with 62% to 90% of those judgments being influenced by colour perception. Drawing on a literature review and questionnaire-based data, the research investigates how colour affects consumer emotions, moods, and attitudes, ultimately shaping purchasing decisions. In particular, Singh highlights the strategic use of colour in food marketing, where it not only influences appetite and emotional engagement but also shapes expectations for taste and quality. The study further explores how colour can alter perceived wait times, enhance brand differentiation, and increase product appeal, suggesting that marketers must grasp the psychological dimensions of colour to develop more effective marketing strategies. By integrating insights from sensory marketing and emotional branding, the author adds valuable theoretical and practical knowledge, asserting that colour is not merely aesthetic but a crucial determinant of consumer perception and behaviour in competitive marketplaces.

Kumar and Silambarasan (2024) explored technological advancements that have revolutionised merchandising techniques, particularly through digital and interactive displays. Their findings indicate that technologies such as touchscreens and augmented-reality kiosks have emerged as invaluable tools for enhancing customer engagement and boosting brand recall. By strategically positioning these displays in high-traffic areas, retailers can leverage shoppers' inherent curiosity, potentially increasing impulse purchases by an impressive 30%. However, the study also warns of the pitfalls of cluttered displays, suggesting that while interactive technology can captivate attention, it must be implemented thoughtfully to remain effective. Overall, integrating innovative display methods not only enriches the shopper's experience but also drives sales in a competitive retail landscape.

Sriyani and Ardansyah (2023) underscore the crucial role of attractive, well-organised displays in retail environments. Their research shows that these visually appealing setups not only enhance the shopping experience but also elevate product visibility, thereby increasing consumer attention. By creating immersive atmospheres, retailers can significantly influence shoppers' behaviour, often steering them towards unplanned purchases. This highlights the psychological aspect of retail design, where

aesthetic appeal and strategic organisation play vital roles in prompting impulse-driven buying decisions. Retailers who prioritise display aesthetics can effectively engage customers, making the shopping experience not just a transaction but an engaging journey that encourages exploration and spontaneity.

Singh and Basu (2022) investigated the impact of visual merchandising elements on the impulse buying intention of sports product consumers. Through multiple regression analysis, the study validated that window displays predominantly influence impulse buying intention. Furthermore, lighting and store layout were also found to have a significant positive impact. The authors concluded that these visual elements serve as critical "silent salesmen" that initiate the customer's interest before they even interact with the product physically. This finding underscores the primacy of visual engagement in the hierarchy of consumer effects, suggesting that without visual arrest, the impulse process cannot begin.

Basu, Paul, and Singh (2022) provide a thorough and systematic review of the evolving relationship between visual merchandising and store atmospherics—two interconnected constructs that are central to contemporary retail strategy. By examining 88 research articles published between 2000 and 2020 through the Theory, Context, Characteristics, and Methods (TCCM) framework, the authors offer an integrated perspective on how visual merchandising has evolved beyond its traditional role as a mere visual stimulus. It has become a strategic, experience-oriented tool that significantly influences consumer perception and behaviour. The review highlights that visual merchandising, once considered a product-level display function solely, now works synergistically with store atmospherics—a holistic environmental construct—to shape consumer engagement in both physical and digital retail settings. Notably, the paper identifies important research overlaps and gaps, underlining the necessity for future studies to investigate cross-channel integration, sensory experience design, and technology-driven atmospherics in e-commerce contexts. As the first large-scale integrative review in this area, Basu et al. (2022) advance both theoretical and practical understanding by offering a unified conceptual framework

that connects traditional retail aesthetics with emerging experiential and digital retail paradigms.

Han, Chandukala, and Li (2021) provide an advanced empirical examination of how different in-store display locations affect consumer purchase behaviour through the lens of the Stimulus-Organism-Response (S-O-R) theory. Recognising that not all displays exert equal influence, the researchers distinguish between display types such as storefront, front-end caps, rear-end caps, secondary, and shelf displays to assess their varying effects on both category-level purchases and brand choice. Utilising a hierarchical Bayesian model and scanner panel data from a large U.S. grocery chain, the authors reveal that displays positioned closer to the focal product category—particularly front-end caps—significantly enhance category purchases. In contrast, shelf displays play a stronger role in shaping brand preferences. The study also identifies a synergistic relationship between price promotions and display placement, amplifying consumers' likelihood to purchase. Importantly, their display allocation optimisation model demonstrates that strategically distributing displays across multiple store locations can yield an average 11.15% increase in revenue, underscoring the importance of integrating spatial display strategy with pricing tactics. This research makes a significant contribution by bridging theoretical insights from S-O-R with data-driven marketing strategies, offering practical guidance for retailers aiming to maximise in-store effectiveness and consumer engagement.

Shukla (2019) investigates the impact of window displays and demographic characteristics on consumers' impulse buying behaviour in the readymade garment sector of Madhya Pradesh. Findings indicate that impulse buying is a hedonically complex behaviour, often involving a sudden, overwhelming urge to purchase immediately without prior planning. A significant positive relationship exists between attractive window displays and impulse buying behaviour, as visual cues help create product awareness and stimulate purchase desire. Demographic variables were found to be critical determinants of this behaviour; specifically, higher income levels are positively associated with a greater tendency for impulsive purchases. While Kollat and Willet (1967) initially suggested no behavioural differences between genders,

Shukla's (2019) research shows that women in Madhya Pradesh exhibit a significantly greater inclination to be attracted to window displays than men. Furthermore, younger consumers (under 35) and those who visit the market more frequently are more prone to impulsive buying. However, older age groups (40-50 years) also engage in impulse buying, often motivated by purchases for their children. Despite the influence of internal factors such as mood and hedonic pleasure, the study concludes that effective store characteristics, such as strategic lighting, layout, and salesperson responsiveness, can significantly augment a consumer's impulsive tendencies, regardless of their initial buying intentions.

Garcia and Müller (2019) explored the rise of sustainability trends in retail environments, revealing that displays emphasising eco-friendliness resonate strongly with environmentally conscious consumers. Their findings indicated that using recycled materials and conveying sustainability messages not only boosts brand trust but also enhances customers' willingness to pay a premium for products perceived as sustainable. However, the study also cautioned against the pitfalls of "greenwashing," where brands make misleading claims about their environmental practices. Such deceptive strategies can lead to consumer scepticism and ultimately diminish the effectiveness of displays. Garcia and Müller's work underscores the balancing act retailers must perform between showcasing genuine sustainable practices and avoiding the backlash that can arise from insincere claims.

Wong and Schultz (2018) highlight the crucial role of strategic display placement in enhancing product visibility and driving impulse purchases within retail environments. Their research emphasises explicitly the effectiveness of endcap displays, which are positioned at the ends of aisles, as a powerful tool for retailers. These displays, when utilised correctly, can lead to astonishing sales increases ranging from 50% to 300%, particularly for newly introduced or actively promoted products. This finding underscores the importance of not just product placement but also the necessity for retailers to rotate their displayed items regularly. Frequent changes not only keep the merchandise fresh and appealing but also help prevent consumer

habituation, ensuring shoppers remain engaged and incentivised to make spontaneous purchases each time they visit the store.

The study conducted by Oh and Shin (2018) provides valuable insights into the impact of eco-friendly visual merchandising on green consumer behaviour, highlighting the increasing emphasis on sustainability in retail marketing strategies. Grounded in the principles of environmental psychology and consumer behaviour theories, the research underscores that visual merchandising transcends mere aesthetic appeal—it functions as a communication tool that conveys environmental values and nurtures emotional connections with consumers. The authors found that eco-friendly store designs incorporating natural materials, green colour palettes, recycled displays, and energy-efficient lighting positively influence consumers' environmental attitudes, purchase intentions, and brand loyalty. Furthermore, the study reveals that consumers who encounter such sustainable visual cues view retailers as more socially responsible, thereby enhancing trust and satisfaction. By empirically demonstrating the psychological and behavioural effects of green merchandising, Oh and Shin's (2018) findings broaden the understanding of how retail environments can encourage sustainable consumption. Their research offers practical guidance for retailers seeking to align with eco-conscious values, suggesting that environmental aesthetics and ethical branding can be powerful motivators of consumer engagement and long-term loyalty in the green marketplace.

Pizzi and Scarpi de Claricini (2016) provide an insightful, empirically grounded analysis of how shelf layouts influence consumers' perceived assortment size and decision satisfaction in retail contexts. Unlike prior research that primarily focused on the quantity of items displayed, this study explores the spatial arrangement of products—specifically, whether items are displayed vertically or horizontally—and its psychological impact on shoppers. Through three experimental studies, the authors reveal that displaying assortment breadth horizontally and depth vertically significantly enhances consumers' perception of variety and overall satisfaction. Additionally, their findings show nuanced effects of display configuration: linear displays tend to increase decision satisfaction but reduce perceived assortment size

and brand preference strength, whereas central positioning of preferred brands amplifies satisfaction, perceived assortment, and preference intensity.

Mehta, N. P. (2015) explores how store presentation influences buying decisions across the apparel, furniture, and electronics sectors. The study utilises a descriptive research design, employing tools such as Factor Analysis, Step-wise Linear Regression, and Discriminant Analysis to analyse data from over 300 respondents per category. Findings indicate that while visual merchandising significantly impacts impulse buying in apparel, its influence in high-involvement categories like furniture is primarily focused on planned purchases and secondary items like accessories. Perceptual mapping further reveals distinct brand positions; for instance, Shoppers Stop excels in mannequin displays, while @Home is perceived strongly for its storefront and atmospherics. Ultimately, the research emphasises that in a competitive retail environment with similar merchandise offerings, visual merchandising is a critical tool for differentiation and for enhancing the overall customer experience.

Bashar and Ahmed (2012), in another significant study, focused on various visual merchandising techniques and their direct influence on impulsive buying behaviour among shoppers in India. Their research identified key components of visual merchandising, including form display, window display, floor merchandising, and promotional signage. Among these, they found that promotional signage and in-store form displays had the most significant impact on impulse purchases. These findings reveal that well-placed and strategically designed signage can effectively capture consumer attention and drive spontaneous buying decisions. This emphasises the critical role of visual marketing elements in shaping shopping experiences and suggests that retailers should prioritise these components to enhance sales performance.

Newman, Dennis, Wright, and King (2010) explore the emerging role of digital signage, also referred to as Digital Communications Networks (DCNs), as a powerful atmospheric and communicative tool in modern retail environments. Through qualitative, cross-national analysis, the research highlights how digital signage enhances consumer shopping experiences by influencing perceptions of brand image,

store modernity, and overall mall atmosphere. The findings indicate that visual and auditory elements, as well as the strategic placement of digital screens, play a crucial role in shaping consumer engagement and emotional responses. By serving both informational and aesthetic functions, digital signage not only attracts attention but also reinforces brand identity and improves shoppers' navigational experiences. Furthermore, the study underscores its dual relevance—helping retailers create immersive consumer environments while offering business-to-business value for digital signage providers marketing their systems to retail tenants. Ultimately, Newman et al. (2010) demonstrate that digital signage operates as an effective atmospheric stimulus capable of transforming traditional retail spaces into dynamic, sensory-driven environments that enhance both consumer perception and behavioural outcomes.

Cornelius, Natter, and Faure (2010) conducted a comprehensive investigation into the impact of storefront displays on consumer behaviour. Their research highlights the transformative power of innovative, aesthetically appealing displays, emphasising that these visual strategies enhance a store's overall image. This enhancement fosters a more inviting shopping environment, which can lead to increased foot traffic and unplanned visits from consumers. By effectively utilising visual elements, retailers can create a distinct identity that sets them apart in highly competitive markets. The study underscores the importance of innovation in visual merchandising, suggesting that a creative approach to storefront displays is not merely an embellishment but a vital component of retail strategy.

Underhill (2009) describes visual merchandising as the "science of shopping," emphasising the meticulous planning and execution required to create an engaging retail experience. According to Underhill, effective merchandising combines carefully designed product arrangements, eye-catching signs, and compelling displays to guide shoppers through the store. This approach not only facilitates easy access to products but also enhances the sensory pleasure of the shopping experience, allowing consumers to enjoy their surroundings. By understanding consumer behaviour and preferences, retailers can create an environment that not only meets functional needs

but also captivates consumers emotionally, transforming mundane shopping into a delightful journey.

Chandon, Hutchinson, Bradlow, and Young (2009) conducted a pivotal eye-tracking study that underscored the significance of visual cues in shaping consumer behaviour within retail environments. Their research revealed that the arrangement of products on shelves, including the number of facings and their positioning, significantly enhances visual attention and brand evaluation, particularly among young, educated consumers. While their findings indicated that increased display visibility can lead to more favourable brand assessments, they also highlighted a critical distinction: heightened visual engagement does not always translate into actual purchases. This suggests that retailers must consider additional factors, such as pricing and promotional strategies, to convert consumer interest into sales effectively. The study emphasises the complex relationship between visual merchandising and consumer decision-making, urging retailers to optimise their display strategies to maximise visibility and drive conversions.

Passewitz, Machuca, and Gloeckner (1991) articulate the significance of visual merchandising by defining it as encompassing "everything a customer sees, both exterior and interior, that creates a positive image of the business and stimulates purchase behaviour." This definition underscores the pivotal role of visual elements in shaping customer perceptions and experiences in a retail environment. Effective visual merchandising not only enhances a store's aesthetic appeal but also strategically influences consumers' purchasing decisions. By creating an inviting atmosphere through well-coordinated colours, attractive displays, and thoughtful product placements, businesses can foster a welcoming environment that encourages customers to explore further, increasing the likelihood of purchases and brand loyalty.

Based on the above review, it is clear that Visual merchandising plays a pivotal role in shaping consumer perceptions and driving impulsive buying behaviour. By strategically designing retail displays and creating appealing store environments, retailers can significantly influence shoppers' emotional responses and purchasing decisions. This understanding underscores the importance of ongoing research into

the effectiveness of various visual merchandising techniques in enhancing customers' overall shopping experience in Kerala's hypermarkets.

2.4.2 In-store Ambience

In-store ambience refers to the sensory and atmospheric elements of a retail environment designed to create a specific emotional and behavioural response in shoppers. Ambience includes lighting, colour, scent, music, temperature, cleanliness, layout, crowding, and overall store atmosphere. Extensive research confirms that ambient cues significantly influence shoppers' mood, perceptions, satisfaction, and impulse buying behaviour.

Table 2.3

Reviews on In-store Ambience

Sl. No	Title	Journal Name / Database	Year
1	The influence of in-store ambience on consumer purchasing behaviour.	International Journal of Applied Management Sciences and Engineering	2022
2	Stimuli–organism–response framework: A meta-analytic review in the store environment	Journal of Business Research	2013
3	Impact of store environment on impulse buying behaviour	Journal of Retailing and Consumer Services	2013
4	Effect of shopper attributes on retail format choice behaviour for food and grocery retailing in India	International Journal of Retail & Distribution Management	2011
5	Atmosphere in fashion stores: Do you need to change it?	Journal of Fashion Marketing and Management	2011
6	Servicescape and loyalty intentions: An empirical investigation	European Journal of Marketing	2008
7	Congruency of scent and music as a driver of in-store evaluations and behaviour	Journal of Retailing	2001
8	Atmospheric effects on shopping behaviour: A review of the experimental evidence	Journal of Business Research	2000

Sl. No	Title	Journal Name / Database	Year
9	The effects of music in a retail setting on real and perceived shopping times	Journal of Business Research	2000
10	Improving the store environment: Do olfactory cues affect evaluations and behaviours?	Journal of Marketing	1996
11	The effect of the servicescape on customers' behavioural intentions in leisure service settings	Journal of Services Marketing	1996
12	The influence of store environment on quality inferences and store image	Journal of the Academy of Marketing Science	1994
13	Atmospherics as a marketing tool	Journal of Retailing	1973

Cloete and Semente (2022) offer significant empirical insights into the relationship between in-store ambience and consumer purchasing behaviour within the apparel retail sector. Utilising a quantitative, cross-sectional design and analysing data derived from forty-five walk-in customers, the researchers examined the influence of various atmospheric elements—including lighting, music, scent, layout, and overall aesthetic qualities—on consumers' emotional states and purchasing decisions. The results indicate a noteworthy positive correlation between store ambience and buying behaviour, highlighting the critical role that thoughtfully designed sensory environments play in both attracting customers and facilitating purchase intentions. The implications of this research suggest that retail managers should invest strategically in store design and sensory experiences to create engaging, emotionally resonant shopping environments. By doing so, they can enhance consumer satisfaction and foster a more favourable shopping experience, thus contributing to the broader discourse on retail atmospherics and experiential marketing.

Vieira (2013) highlighted cleanliness as a fundamental aspect of retail ambience, demonstrating how a well-maintained environment can enhance customers' perceptions of quality and safety. Their findings indicated that a clean store not only instils trust but also reduces psychological barriers to purchasing, ultimately facilitating impulse buying. This research underscores that retailers should prioritise

cleanliness as part of their overall strategy, as it plays an essential role in shaping customer attitudes and behaviours. A tidy environment reflects a commitment to quality and customer care, which can positively influence purchasing decisions.

Mohan, Sivakumaran, and Sharma (2013) explored the impact of various ambience factors in Indian retail settings. They found that factors such as cleanliness, lighting, spatial layout, and customer count can significantly influence impulse buying behaviours. They proposed that these aspects enhance shoppers' emotional states, specifically arousal and pleasure, which serve as mediators in the environment-impulse buying relationship. Their research highlights a vital strategy for retail managers looking to boost sales: enhancing store ambience by considering employee friendliness, background music, and practical layout can effectively encourage spontaneous purchases. This study is particularly valuable as it fills a gap in prior research by examining how these factors interact with individual personality traits.

Prasad and Aryasri (2011) conducted a study investigating various ambience factors in Indian supermarkets, including lighting, music, décor, and temperature. Their findings revealed strong associations between these elements and customer satisfaction and spontaneous buying behaviour. The research illustrated that a thoughtfully designed ambience can serve as a significant emotional trigger, evoking impulse purchases. Retailers are encouraged to consider how these sensory factors can be optimised to enhance the shopping experience and ultimately drive sales. By creating a harmonious blend of ambience factors, retailers can positively influence customer behaviour, thereby increasing satisfaction and loyalty.

Parsons (2011) emphasised the importance of attractive ambience in shopping environments, noting that such settings encourage customers to linger longer and engage more deeply with products. The research found that elements such as lighting, colour schemes, and scent play pivotal roles in shaping customers' impulse purchases. By creating a visually and sensorially engaging atmosphere, retailers can foster a connection between shoppers and products, increasing the likelihood that customers will make unplanned purchases. This insight suggests that retailers should invest in

creating a compelling ambience that captivates shoppers' attention and encourages exploration.

Harris and Ezeh (2008) contributed to the understanding of how ambience affects shoppers' emotional responses and behaviours. With a focus on elements such as lighting, scent, and colour, their findings illustrated the strong link between ambient conditions and emotional states, such as pleasure and arousal. The study validated the stimulus-organism-response (SOR) model, showing that shoppers' emotional responses mediate the connection between environmental stimuli and impulse purchases. This insight emphasises the need for retailers to create an environment that elicits positive emotions, as these feelings can lead to increased impulsive buying behaviours, ultimately benefiting the bottom line.

Mattila and Wirtz (2001) investigated the impact of ambient scents in retail environments and found compelling evidence that scent significantly enhances shoppers' positive emotional experiences. They noted that when the scent aligns with the store's overall environment and the nature of the products offered, consumers report heightened pleasure and increased unplanned purchases. Their work emphasises the potential of olfactory elements in creating a compelling shopping experience that resonates with consumers on an emotional level, ultimately encouraging deeper engagement and a greater likelihood of conversion. By strategically leveraging scent, retailers can create immersive environments that not only attract but also delight customers, setting the stage for increased loyalty and repeat visits.

Turley and Milliman (2000) conducted a comprehensive review of over 60 empirical studies, culminating in a thorough understanding of the role of ambient stimuli in retail environments. Their findings showcased that elements such as music, scent, colour, cleanliness, lighting, and temperature significantly influence customer behaviour in multiple ways, including the time spent in-store, emotional arousal levels, and propensity for unplanned purchases. By reinforcing the notion that ambience is a crucial factor impacting consumer decision-making, their research

emphasises the strategic importance of cultivating a carefully curated retail environment to optimise shopper engagement and drive sales.

Yalch and Spangenberg (2000) explored the nuanced effects of background music tempo on shopping behaviours. They discovered that slower music invites customers to linger longer in-store, fostering a relaxed shopping atmosphere that encourages browsing. Conversely, faster-paced music tends to accelerate the shopping process, leading to more transactional interactions. Their research underscores the psychological impact of music as a tool for retailers to strategise not only how long shoppers stay but also how likely they are to make impulse buys. By tailoring music choices to the shopping experience, retailers can effectively influence customer behaviour and enhance sales.

Spangenberg, Crowley, and Henderson (1996) conducted experiments that revealed the significant impact of pleasant scents on customer perceptions and behaviours in retail environments. Their research highlighted that introducing congruent scents, those that align with the products being sold, can enhance the overall shopping experience. This alignment influences not only shoppers' evaluations of the store but also prompts them to feel more positive and engaged, thereby increasing their intention to purchase. These findings suggest that retailers should consider the psychological effects of scent as an essential part of their marketing strategy, integrating it thoughtfully into their ambience to create a more inviting shopping atmosphere.

Wakefield and Blodgett (1996) examined the role of various ambient factors, such as décor, colour, and spatial layout, in shaping customer experiences. Their study underscored that a well-designed retail environment can significantly enhance customer enjoyment and excitement. These elements of ambience are crucial because they can extend a customer's stay, thereby increasing the likelihood of higher spending. The research indicates that leisure-oriented settings must carefully attend to their interior design to create an engaging atmosphere that fosters customer satisfaction and repeat visits.

Baker, Grewal, and Parasuraman (1994) further expanded on Kotler's foundation by drawing a clear distinction between ambience and other critical factors such as design and social interactions within the retail space. Their research indicated that ambient cues, such as the subtle background music or the inviting scent wafting through the air, have a direct and profound impact on consumers' perceptions of merchandise value and the store's overall image. They found that a pleasant ambience not only heightens evaluations of the store environment but also significantly boosts consumers' intentions to purchase. This highlights the necessity for retailers to invest thoughtfully in creating atmospheres that are not only visually appealing but also emotionally resonant.

Kotler (1973) introduced the concept of atmospherics as a strategic retail tool, fundamentally shifting how businesses approach customer experience. He defined ambience as the deliberate design of space crafted to evoke emotional responses from customers, directly influencing their purchasing behaviour. This framework underscores the importance of sensory engagement in retail settings, illustrating that factors such as lighting, scent, and temperature are not just decorative elements but pivotal components that shape the overall shopping experience. By recognising ambience as a core determinant of consumer behaviour, Kotler laid the groundwork for further research into how sensory environments can drive sales and enhance customer satisfaction.

The existing literature highlights the significant influence of in-store ambience on impulsive buying behaviour; however, there remains a notable gap in research specifically focusing on hypermarket customers in Kerala. While previous studies have explored elements such as lighting, music, and spatial design, their application to the unique cultural and shopping dynamics of Kerala's hypermarkets is underrepresented. Understanding how these factors affect consumer emotions and decision-making in this specific context is crucial. This insight could help retailers in Kerala develop tailored strategies to create inviting atmospheres that encourage spontaneous purchases, thereby enhancing both the customer experience and sales performance.

2.4.3 In-store Promotion

In-store promotion refers to retailer-led marketing activities implemented within the store to stimulate immediate purchase decisions and enhance customers' responsiveness to merchandise. These promotional tools include price discounts, special offers, limited-time deals, point-of-purchase (POP) displays, loyalty incentives, coupons, and in-store advertisements. A large body of research confirms that in-store promotion plays a crucial role in shaping consumers' unplanned purchases, attention, and impulse buying behaviour, particularly in organised retail formats such as hypermarkets.

Promotional cues have been shown to influence shopper emotions, perceived value, and urgency. Price deals and limited-time offers create a sense of opportunity that triggers spontaneous purchases. In-store promotions can also reduce the perceived risk of buying new or unplanned products, making consumers more likely to respond impulsively.

Table 2.4

Reviews on In-store Promotion

Sl. No	Title	Journal Name / Database	Year
1	The influence of store atmosphere and price discounts on impulse buying through positive emotions	Udayana Journal of Management and Marketing	2023
2	The impact of promotional signage on consumers' impulse buying behaviour: The mediating role of purchase intention.	Journal of Retail Marketing and Consumer Research	2022
3	An empirical analysis of the impact of promotional discounts on store performance.	Journal of Retailing,	2017
4	Impact of store environment on impulse buying behaviour	Journal of Retailing and Consumer Services	2013
5	Examining the role of advertising and sales promotions in brand equity creation	Journal of Business Research	2013

Sl. No	Title	Journal Name / Database	Year
6	Factors Affecting Impulse Buying Behaviour of Consumers: An Empirical Study of Noida City	Theses / Shoudganga	2011
7	The interplay among category characteristics, customer characteristics, and customer activities on in-store decision-making	Journal of Marketing	2009
8	Hedonic and utilitarian shopping value: Investigating differential effects on retail outcomes	Journal of Business Research	2006
9	Pleasant surprises: Consumer response to unexpected in-store coupons	Journal of Marketing Research	2002
10	The efficacy of sales promotions in UK supermarkets: A consumer view	International Journal of Retail & Distribution Management	2002
11	The effects of framing price promotion messages on consumers' perceptions and purchase intentions	Journal of Retailing	1998
12	Shopping behaviour and consumer response to in-store price promotions	Marketing Letters	1998
13	Impulse buying: Modelling its precursors	Journal of Retailing	1998
14	Brand familiarity and confidence as determinants of purchase intention: An empirical test in a multiple brand context	Journal of Business Research	1996
15	Normative influences on impulse buying behaviour	Journal of Consumer Research	1995
16	The discounting of discounts and promotion thresholds	Journal of Consumer Research	1992
17	Sales promotion: Concepts, methods, and strategies	Englewood Cliffs, NJ: Prentice-Hall	1990

Risal, Nadirah, and Ramli (2023) explored the intricate relationships between store atmosphere, price discounts, and positive emotions in their study focused on consumers. Utilising a quantitative research design, the authors collected data from 87 participants through structured questionnaires, with subsequent analysis conducted

via SPSS 25. Their findings underscored that both price discounts and the store atmosphere significantly and positively influenced consumers' emotions. Specifically, the study noted that increased frequency of price discounts fostered more favourable emotional responses, which subsequently enhanced impulse buying behaviours among consumers. This research contributes valuable insights to the field of retail marketing by emphasising the psychological effects of promotional strategies and environmental factors on consumer decision-making processes.

Yaseen, Rehman, and Khan (2022) conducted a comprehensive study examining the impact of promotional signage on consumers' impulse buying behaviour, revealing that such signage acts as a cognitive shortcut that significantly influences purchasing decisions. By presenting immediate information about value and urgency—illustrated by phrases like "Limited Time Offer"—promotional signage captures consumer attention and instils a sense of urgency, prompting quicker decision-making. This phenomenon results in a statistically significant positive impact on impulse purchasing, as the study demonstrates that promotional messages increase consumers' purchase intention, making them more likely to act on their latent desires. The research highlights how effective signage not only facilitates the evaluation of price and value but also plays a strategic role in converting unexpressed needs into immediate buying actions, allowing retailers to capitalise on consumers' emotional responses and instincts. As such, thoughtful, strategically placed signage can transform a retail environment, prompting customers to make spontaneous purchases they may not have initially considered, ultimately driving sales and enhancing overall consumer engagement. This underscores the potential of promotional signage as a critical tool in retail marketing strategies to maximise consumer interaction and satisfaction.

Gauri, Ratchford, Pancras, and Talukdar (2017) present a comprehensive empirical investigation into the effects of promotional discounts on store performance, challenging the widely held marketing assumption that deep discounts invariably drive sales and profitability. Using store-level panel data from 24 retail outlets over 55 weeks, the authors evaluate how various discounting strategies affect store traffic,

sales, and profit margins. Their findings indicate that feature promotions effectively increase store traffic, especially for high-penetration, high-frequency product categories, confirming their short-term effectiveness. Furthermore, promotions on branded products are shown to outperform those on unbranded items in attracting customers and boosting sales. However, the study also underscores a significant trade-off: extensive category discounting can diminish profit margins, suggesting diminishing returns when too many items are discounted simultaneously. Through model-based simulations and counterfactual analyses, the authors illustrate that optimising discount levels across categories can lead to more sustainable profitability. They deliver robust, data-driven insights that refine traditional promotional approaches, providing retailers with a more nuanced understanding of how to balance traffic generation, brand equity, and profitability in competitive retail landscapes.

Mohan, Sivakumaran, and Sharma (2013) found that promotional messages, special offers, and discounts significantly contribute to impulse buying behaviour in organised retail environments. Their study indicated that in-store promotions affect both hedonic (pleasure-oriented) and utilitarian (functionality-oriented) aspects of buying decisions. This dual influence suggests that retailers can design promotions that cater to both emotional and practical motivations of buyers. By understanding these dynamics, they suggested that retailers can craft promotions that resonate with a broader audience, driving increased consumer engagement and high-volume sales.

Buil, de Chernatony & Martínez (2013) found that in-store promotions play a critical role in shaping brand perceptions by increasing perceived value. Their research showed that such promotions positively influence consumers' spontaneous purchase intentions. The idea is that promotions create a favourable exchange scenario where shoppers feel they are making smart purchasing decisions. The study suggests that retailers should prioritise promotional strategies that not only attract immediate sales but also enhance overall brand perception and consumer loyalty over time.

Saraswat (2011) explores the internal and external determinants of impulse buying behaviour among consumers in shopping malls in Noida, India. Utilising a descriptive research design and a sample of 350 respondents, the study examined how variables

such as sales personnel, psychological traits, and sales promotions influence unplanned purchasing. The empirical findings indicate that 91% of consumers make purchase decisions while browsing, with effective visual merchandising, cooperative staff (90% agreement), and hedonic motivations serving as key triggers. While high income and changing societal trends are identified as significant drivers of this behaviour, the study uniquely highlights that 64% of impulsive buyers eventually experience post-purchase regret. Ultimately, the research underscores that modern organised retail environments are strategically designed to exploit emotional impulses over rational economic choice, necessitating a deeper understanding of consumer psychology in emerging markets.

Inman, W., & Ferraro (2009) analysed shopper behaviour in grocery stores, noting that in-store promotional triggers, such as discounts, aisle displays, and coupons, account for a considerable share of impulse purchases. Their findings revealed that many shoppers frequently deviate from their planned shopping lists due to these promotional influences, indicating that the in-store experience significantly affects purchasing behaviour. This signifies the need for retailers to integrate effective promotional strategies throughout the shopping environment to capture spontaneous buying moments and maximise revenue.

Jones, Reynolds & Arnold (2006) examined the impact of in-store advertisements and demonstrated that product-based promotional messages directly influence emotional excitement, which, in turn, enhances impulse buying tendencies. Their research argues that persuasive promotional messages create favourable product evaluations, reducing the cognitive effort required for immediate decision-making. This emotional connection can lead consumers to make quicker purchase decisions without the usual deliberation. This highlights how effective retail advertising can significantly enhance consumer engagement and ultimately boost sales.

Heilman, Nakamoto, and Rao (2002) demonstrated that promotional signage significantly boosts spontaneous purchases by enhancing product awareness and stimulating impulse urges. Their study highlighted the importance of visual appeal in promotional materials, finding that colourful, well-placed signage at eye-level

captures shopper attention more effectively. Such promotional tactics can trigger immediate purchasing impulses, creating an environment ripe for impulse buying. This indicates that the strategic placement and design of promotional signage are vital for retailers aiming to enhance consumer engagement and sales.

Gilbert & Jackaria (2002) conducted a comprehensive analysis of four promotional methods: price discounts, buy-one-get-one (BOGO) offers, coupons, and rebates. Their conclusion indicated that price discounts and BOGO deals are particularly effective at prompting shoppers to engage in impulse buying. The researchers found that consumers often view these promotions as high-value opportunities, prompting them to act quickly to take advantage of perceived savings. This perception of value plays a critical role in driving spontaneous purchases, suggesting that retailers should focus on these strategies to maximise impulse sales.

Chen, Monroe, and Lou (1998) investigated how the depth of price promotions influences consumers' perceived transaction value. Their findings revealed that higher discount levels elicit stronger emotional responses, increasing the likelihood of unplanned purchases. This phenomenon suggests that consumers not only respond to the actual monetary savings but also to the emotional excitement associated with a significant discount. Thus, retailers who provide deeper discounts might see a greater leap in impulse buying behaviour, reinforcing the idea that emotional responses are crucial elements in consumer purchasing decisions.

Bell, Corsten & Knox (1998) observed the significant influence of in-store promotions on purchase decisions, especially within grocery retailing contexts. Their research revealed that these promotions not only elevate category-level sales but also enhance the likelihood of impulse buying behaviours among consumers. This is particularly impactful in grocery stores, where shoppers frequently make spontaneous decisions influenced by promotional offers. The researchers emphasise that the environment and the presence of limited-time offers can create a compelling shopping atmosphere that encourages consumers to buy more than they initially intended. By understanding these dynamics, retailers can optimise their promotional strategies to capture consumer attention more effectively.

Beatty & Ferrell (1998) examined the relationship between in-store promotional stimuli and browsing behaviour, illustrating how attractive deals can mediate impulse buying. Their findings suggest that positive emotional responses triggered by appealing promotions encourage shoppers to explore a broader range of products, often leading to unplanned purchases. By creating an enticing shopping environment, retailers can activate consumer curiosity, leading them to discover new products they might not have considered otherwise. This research underscores the necessity of strategically placing promotions and ensuring they are visually appealing to maximise consumer engagement and satisfaction.

Laroche, Kim, and Zhou (1996) highlighted the pivotal role of promotional cues in reducing perceived price risks, thereby enabling consumers to try new brands impulsively. Their research demonstrated that the framing of promotions can significantly influence shoppers' affective responses, ultimately enhancing the urge to buy. By creating an atmosphere where risks seem minimised, retailers can encourage consumers to explore beyond their typical preferences, introducing them to new products that they may grow to love. This insight provides a valuable approach for retailers looking to diversify their customer base and increase overall sales through targeted promotions.

Rook & Fisher (1995) explored the interplay between promotional cues and shoppers' impulsive tendencies. Their research suggests that individuals with higher levels of impulsivity are exceptionally responsive to sales promotions, as these promotional triggers evoke emotional excitement. This excitement often leads to immediate purchase behaviour, as impulsive consumers are prone to act on a whim when faced with enticing offers. This insight underscores the importance of understanding customer psychology and tailoring promotions to engage not only rational decision-makers but also those driven by emotion. Retailers who can identify and target impulsive shoppers effectively can increase their chances of driving sales through strategic promotional placements.

Gupta & Cooper (1992) discovered that promotions lead to a substantial increase in unplanned purchases during store visits. Their research indicates that such promotions

serve to lower the psychological barriers that often deter spontaneous buying. By triggering a sense of urgency and excitement, price promotions encourage consumers to consider products they might not have planned to purchase. The findings suggest that retailers can strategically use promotions to enhance overall sales, capitalising on consumers' impulsive behaviour in a shopping environment. These insights emphasise the importance of pricing strategies in influencing consumer decision-making at the point of sale.

Blattberg and Neslin (1990) highlighted that in-store promotions, particularly temporary price reductions, have a profound impact on shopping behaviour. According to their research, these promotions not only accelerate purchases but also encourage brand switching among consumers. This dynamic occurs because shoppers perceive promotional pricing as a golden opportunity to save money, thereby increasing their likelihood of making a purchase. The authors argue that this perception is critical; when consumers see a price drop, it triggers a sense of urgency, prompting them to act quickly and take advantage of the perceived savings. The increase in stockpiling behaviour indicates that consumers are not just responding to a single deal but are also planning for future purchases, which further enhances the effectiveness of promotional strategies in retail settings.

The above literature review on in-store promotion reveals its pivotal role in shaping consumer behaviour, particularly in stimulating impulse purchases. By recognising the importance of factors such as shopper demographics, product presentation, and sensory stimuli, retailers can develop more effective promotional strategies. Ultimately, a tailored approach that resonates with distinct consumer segments can enhance engagement, drive sales, and foster long-term brand loyalty. As the retail landscape continues to evolve, leveraging insights from in-store promotions can give businesses a competitive edge, ensuring their offerings capture consumers' attention and meet their needs effectively.

2.4.4 Product placement

Product Placement has emerged as a significant marketing strategy, seamlessly integrating branded products into various media formats to promote consumer

engagement and brand awareness (Balasubramanian, Karrh, & Patwardhan, 2006). Unlike traditional advertising, which often detracts from the viewer's experience, product placement allows brands to subtly enter the narrative of films, television shows, and other content, thereby enhancing the authenticity of the setting while influencing audience perceptions (Gupta & Gould, 2007). This technique not only captures audience attention more effectively but also facilitates a connection between the consumer and the brand, often resulting in increased purchase intentions (Stout & Nielsen, 2009). As the media landscape continues to evolve, understanding the dynamics of product placement becomes increasingly crucial for marketers navigating this complex terrain.

Table 2.5*Reviews on Product Placement*

Sl. No	Title	Journal Name / Database	Year
1	Supermarket product placement strategies based on association rules.	IAENG International Journal of Computer Science	2024
2	An approach to product placement in supermarkets using the Prefix Span algorithm	Journal of King Saud University – Computer and Information Sciences	2013
3	The interplay among category characteristics, customer characteristics, and customer activities on in-store decision-making	Journal of Marketing	2009
4	Does in-store marketing work? Effects of the number and position of shelf facings on brand attention and evaluation	Journal of Marketing	2009
5	When should a retailer create an exciting store environment?	Journal of Marketing	2006
6	The effect of package shape on consumers' judgments of product volume: Attention as a mental contaminant	Journal of Consumer Research	2004

Sl. No	Title	Journal Name / Database	Year
7	An anchoring and adjustment model of purchase quantity decisions	Journal of Marketing Research	1998
8	Why does store brand penetration vary by retailer?	Marketing Science	1997
9	Promotional elasticities and category characteristics	Journal of Marketing	1996
10	Shelf management and space elasticity	Journal of Retailing	1994
11	An experimental approach to making retail store environmental decisions	Journal of Retailing	1992

Moreno Arboleda, Garani, and Arboleda Correa (2024) present a data-driven approach to optimising product placement strategies in supermarkets using association rule mining techniques. Recognising that effective product placement can significantly impact sales performance and enhance customer convenience, the authors propose an algorithm that integrates sales data, product hierarchy classifications based on the United Nations Department of Economic and Social Affairs framework, and purchase association patterns drawn from actual supermarket transactions. The study introduces an innovative model that not only identifies products commonly purchased together but also factors in spatial constraints to address practical store layout considerations—ensuring that correlated products are allocated efficiently while adhering to placement guidelines. Utilising real-world supermarket data strengthens the study's empirical rigour, demonstrating that data-driven placement strategies can enhance both store layout efficiency and the consumer shopping experience. The findings indicate that optimised layouts can create shared product categories across departments, improving customer navigation and cross-selling opportunities. Overall, this research bridges the gap between computational intelligence and retail management, providing supermarkets with a scalable framework to implement evidence-based merchandising strategies that align operational feasibility with insights into consumer behaviour.

Aloysius and Binu (2013) introduce an innovative data mining framework designed to optimise product placement in supermarkets, leveraging the PrefixSpan algorithm for sequential pattern mining. Their two-stage methodology first identifies frequently co-purchased product categories, which informs the strategic arrangement of these categories on supermarket shelves. The second stage involves a nuanced analysis of individual products within these categories, reordering them based on profitability and purchase frequency to enhance category organisation and revenue potential. Empirical tests using synthetic datasets demonstrate that this data-driven approach significantly improves shelf layout efficiency, consumer accessibility, and overall store profitability. The study underscores the critical role of advanced computational methods in retail management, demonstrating how they can effectively translate consumer behaviour insights into actionable merchandising strategies to enhance product visibility and customer satisfaction.

Inman, Winer, and Ferraro (2009) provided further insights into the effectiveness of product placement as a strategic marketing tool. Their study underscored that carefully positioned products can act as powerful triggers for impulse buying, primarily when located in high-traffic areas such as checkout counters and aisle endcaps. The research found that these strategic placements significantly enhance visibility and convenience, increasing the likelihood of unplanned purchases. This suggests that retailers must not only consider the quality and assortment of products but also how product placement within the store can influence consumer behaviour and drive revenue.

Chandon, Hutchinson, Bradlow, and Young (2009) conducted eye-tracking experiments that revealed the significant impact product placement has on visual attention, brand evaluation, and purchase likelihood. Their research underscored the importance of shelf positioning, particularly highlighting that products located at eye level capture consumer attention much more effectively than those positioned higher or lower. This effect is exacerbated when products enjoy multiple facings, creating a noticeable presence that draws the consumer's eye. The implications of their findings suggest that retailers should strategically consider shelf layouts to optimise visibility

and promote lower-market-share brands, which often struggle to gain consumer attention in a crowded marketplace.

Kaltcheva and Weitz (2006) explored the interplay between product placement and shopping motivations, emphasising that customers who engage in recreational shopping exhibit a stronger response to visually appealing, easily accessible displays. Their work draws attention to the emotional responses these strategic placements can evoke, creating an inviting atmosphere that entices shoppers to explore further. This emotional engagement is particularly crucial in large-format stores where the sheer volume of choices can overwhelm consumers. By enhancing the shopping experience through attractive product display, retailers can stimulate spontaneous purchases, turning casual browsing into tangible sales.

Folkes and Matta (2004) conducted a study that highlights the significant impact of product grouping and adjacency on consumer perceptions regarding product quality and relevance to their shopping needs. Their findings suggest that when complementary products are positioned close to one another, consumers are more likely to form positive associations, thereby increasing purchase intentions. This effect is particularly pronounced for unfamiliar brands that shoppers might not initially consider. By creating a favourable context through strategic product placement, retailers can enhance the perceived value of these lesser-known items, thereby encouraging trial and ultimately fostering brand loyalty.

Wansink, Kent, and Hoch (1998) focused on the critical influence of shelf location on consumer buying behaviour. Their analysis indicated that items placed in the "bull's-eye zone"—the eye-level shelf area—tend to achieve sales three times higher than those of products on lower shelves. This research underscores the pivotal role of visibility and accessibility in driving impulse buying. By ensuring high-demand or promotional items are positioned at eye level, retailers can capitalise on consumers' tendency to make spontaneous purchases, ultimately enhancing sales performance and reinforcing customer engagement.

Dhar, Hoch, and Kumar (1997) explored the relationship between product placement and cognitive load, emphasising the importance of convenience in the

shopping experience. Their research shows that when products are easily accessible, consumers are more likely to make impulsive purchases. This finding suggests that shoppers are instinctively drawn to items that require minimal effort to reach, often leading them to select products outside of their predetermined shopping lists. Essentially, the layout of a store plays a critical role in shaping consumer behaviour, as strategically positioned products can significantly facilitate decision-making processes and lead to unscripted purchases.

Narasimhan, Neslin, and Sen (1996) focused on supermarket layouts to understand how product positioning in high-traffic areas can increase unplanned purchases. Their analysis found that strategic placements, such as at the ends of aisles or near checkout counters, create high visibility and convenience for shoppers, which synergistically drive impulse buying behaviours. The study emphasised that end-of-aisle displays are particularly effective as they combine these elements, capturing the attention of shoppers who may not have intended to purchase those items. Their insights are invaluable for retailers aiming to enhance sales through tactical placement in busy environments.

Drèze, Hoch, and Purk (1994) conducted a thorough investigation into how shelf space allocation and product positioning influence overall sales performance. Their study revealed that products positioned at eye level or in central locations on shelves tend to achieve much higher purchase rates, independent of any price promotions running. This finding implies that the strategic choice of product placement is crucial in maximising visibility and, consequently, sales. As consumers often rely on heuristic cues while shopping, effectively positioning products can create a competitive advantage, reinforcing the crucial role of placement strategies in retail success.

Baker, Levy, and Grewal (1992) elaborated on the concept of merchandise value perception, noting that it is significantly influenced by product arrangement. Their findings showed that a well-structured product layout not only enhances store organisation but also increases shoppers' perceived product quality. This perception is vital, as a higher perceived quality can lead to increased impulse buying. Customers are more likely to make unplanned purchases when products are easily accessible and

visually appealing. Thus, the arrangement of products within a store plays a critical role in guiding consumer behaviour and maximising sales opportunities.

Based on these reviews, it can be concluded that the extensive research on product placement underscores its vital role in enhancing retail performance and influencing consumer behaviour. The findings emphasise data-driven strategies that optimise shelf layouts and explore the psychological effects of product positioning. Collectively, these studies demonstrate that a strategic product arrangement can boost sales, enhance the consumer experience, and stimulate impulse purchases. By integrating insights from computational methods and understanding emotional engagement, retailers are better positioned to create inviting environments that not only attract shoppers but also cultivate positive associations, ultimately boosting profitability. As the retail landscape continues to evolve, it is crucial to examine the leveraging effects of hypermarket product placements in Kerala, ensuring that businesses remain competitive and responsive to consumer needs.

2.5 Emotional Outcomes of Impulsive Buying

Impulsive buying is not merely a behavioural phenomenon but also an emotional experience that unfolds before, during, and after the purchase. Emotional outcomes are among the most researched consequences of impulsive behaviour, with scholars emphasising that shoppers often experience both positive emotions (such as excitement, joy, satisfaction) and negative emotions (such as guilt, regret, and shame). Understanding these emotional consequences is essential for analysing how customers respond to their impulse purchases, how they evaluate themselves after the act, and how these emotions influence repeat behaviour. The two dominant emotional outcomes in literature are positive emotional responses and post-purchase guilt, both of which play key roles in shaping overall consumer behaviour.

2.5.1 Positive Emotional Response

Positive emotional response refers to the immediate pleasurable feelings and emotional arousal triggered by unexpected or spontaneous buying. Impulse purchases often generate excitement, delight, hedonic pleasure, and temporary mood elevation.

These emotional reactions are central to the consumer experience because they influence satisfaction, store loyalty, and the likelihood of repeating impulsive behaviour.

Table 2.6

Reviews on Positive Emotional Responses

Sl. No	Title	Journal Name / Database	Year
1	The role of positive emotion in hedonic shopping value affecting consumers' impulse buying of fashion products.	International Journal of Scientific & Technology Research	2020
2	Consumer behaviour towards impulse buying of Salem district	Theses / Shodhganga	2019
3	Impact of store environment on impulse buying behaviour	Journal of Retailing and Consumer Services	2013
4	External and internal trigger cues of impulse buying online	Direct Marketing: An International Journal	2009
5	If I touch it I have to have it: Individual and environmental influences on impulse purchasing.	Journal of Business Research	2006
6	Non-functional motives for online shoppers: Why we click	Journal of Consumer Marketing	2002
7	Individual differences in impulse buying tendency: Feeling and no thinking	European Journal of Personality	2001
8	A multi-method investigation of consumer motivations in impulse buying behavior	Journal of Consumer Marketing	2000
9	Impulse buying: Its relation to personality traits and buying motives	Journal of Consumer Marketing	2000
10	Heart and mind in conflict: The interplay of affect and cognition in consumer decision making	Journal of Consumer Research,	1999
11	Impulse buying: Modelling its precursors	Journal of Retailing	1998
12	In the mood: Impulse buying's affective antecedents	Research in Consumer Behaviour	1993
13	Impulsive consumer buying as a result of emotions	Journal of Business Research	1982

Rahadhini, Wibowo, and Lukiyanto (2020) examine the interplay of hedonic shopping value, positive emotions, and impulse buying behaviours in the context of fashion retail at Ramayana Mall, Salatiga. Utilising a quantitative approach with 130 respondents and analysing the results through Structural Equation Modelling (SEM), the study reveals that hedonic shopping value significantly enhances both positive emotions and impulsive purchasing tendencies. Positive emotions serve as a mediating factor, amplifying the relationship between hedonic value and unplanned purchases, indicating that enjoyable shopping experiences promote consumer impulsivity. The findings underscore the critical roles of store atmosphere, product diversity, and promotional strategies in fostering emotional engagement and driving impulse buying. The authors suggest that retailers should focus on creating visually appealing and emotionally stimulating environments to optimise hedonic value and increase consumer spending, reinforcing the centrality of pleasure and excitement in fashion-related impulsive purchasing.

Kannan, P. (2019) investigates impulse buying behaviour within the rapidly evolving organised retail landscape of Kerala, India, focusing on the complex interplay between internal psychological triggers and external environmental stimuli. Research findings indicate that impulse buying is a significant revenue driver for organised retailers, fueled by modern store formats that prioritise consumer convenience, hedonic shopping experiences, and sensory stimulation. The study identifies four primary groups of antecedent factors—product-related, store environment, internal (psychological), and external elements—that collectively influence the intensity of impulsive traits such as spontaneity and festive-driven purchasing. Notably, while factors such as store aesthetics, promotional offers, and relaxation objectives significantly encourage impulsive decisions, an internal self-regulatory mechanism often acts as a negative influence, pulling shoppers back from spontaneous purchases. Furthermore, the investigation reveals that, unlike in some previous consumer behaviour models, impulse buying in this context typically does not result in significant post-purchase adverse emotional outcomes such as guilt or shame, suggesting that Kerala shoppers primarily view these spontaneous acts as a form of "retail therapy" or immediate gratification.

Mohan, Sivakumaran, and Sharma (2013) focused their research on the Indian retail environment, observing that positive emotional responses triggered by in-store stimuli significantly heighten impulsive buying behaviour. Their findings indicated that emotional arousal is not just a byproduct of shopping but a crucial reinforcer that enhances impulsive purchasing actions. This perspective sheds light on the cultural dimensions of impulse buying, illustrating how local retail environments can stimulate emotional engagement and consequently drive consumer behaviour in specific contexts. They emphasised the importance of understanding these emotional triggers to better meet consumers' desires and enhance the overall shopping experience.

Dawson and Kim (2009) argued that impulsive buying can serve as a coping mechanism for consumers dealing with stress or boredom. Their research highlighted that such purchases provide emotional comfort and elicit feelings of uplift and satisfaction. This perspective suggests that consumers may turn to spontaneous buying to manage their emotional states, using the immediate gratification of a purchase to alleviate negative feelings. By linking impulse buying to emotional coping strategies, their study emphasises the psychological dimensions that influence consumer behaviour in a retail context.

Peck and Childers (2006) examined the role of sensory experiences in driving impulse purchases, highlighting how tactile stimulation, such as touching products, can heighten emotional engagement. Their findings indicated that increased sensory pleasure is closely linked to more impulsive buying behaviours, suggesting that the physical interaction with products can evoke strong emotional responses. This underscores the significance of sensory elements in the shopping experience, as tactile interaction not only creates a connection with the product but also reinforces the impulsive buying behaviour through enhanced emotional engagement.

Parsons (2002) focused on the impact of the retail environment on emotional experiences associated with impulse buying. She found that factors such as lighting, music, and store layout can enhance emotional pleasure during spontaneous purchases. This insight reinforces the importance of creating a positive, stimulating shopping atmosphere, as it can amplify consumers' emotional gratification. By

highlighting the interplay between the physical retail environment and consumer emotions, Parsons' research reveals critical considerations for retailers aiming to foster impulsive buying behaviour among shoppers.

Verplanken and Herabadi (2001) investigated the immediate emotional outcomes of impulsive buying, revealing that consumers who score high on affective impulse-buying tendencies experience significant emotional satisfaction right after making unplanned purchases. Their findings showed that such consumers frequently report feelings of happiness, enthusiasm, and psychological stimulation following their impulse buys. This underscores the idea that impulsive shopping can provide an immediate emotional payoff, reinforcing the behaviours associated with spontaneous purchasing and offering insight into why consumers might gravitate towards this shopping style.

Hausman (2000) emphasised the hedonic rewards linked with impulse buying, noting that consumers often seek excitement and entertainment through unplanned purchases. Her results showed that many individuals intentionally engage in impulsive buying to achieve emotional pleasure. This insight suggests that consumers are not merely reactive to sales or discounts; instead, they actively pursue experiences that heighten their emotional states. By framing impulse buying as a source of entertainment and excitement, Hausman's research provides a deeper understanding of the motivations that drive consumer behaviour in retail environments.

Youn and Faber (2000) contributed to the discourse on impulse buying by revealing the strong connection between positive emotional triggers and impulsive purchasing. Their study identified enthusiasm and curiosity as key emotional antecedents that prompt spontaneous buying behaviour. This research highlights the role of mood enhancement in the tendency to make unplanned purchases. By exploring the relationship between emotional states and impulsive behaviour, Youn and Faber illuminated the psychological mechanisms that drive consumers to act on their emotions rather than rational thought.

Shiv and Fedorikhin (1999) conducted research demonstrating that emotionally charged stimuli can override cognitive assessments, leading to intuitive purchasing

decisions driven by positive emotions. Their findings emphasised the dominance of affect over cognitive reasoning in situations that stimulate impulse buying, suggesting that emotional responses can significantly influence consumer choices. This research contributes to a deeper understanding of how feelings can dictate shopping behaviour, indicating that positive emotional experiences can effectively facilitate unplanned purchases by short-circuiting rational decision-making processes.

Beatty and Ferrell (1998) furthered the understanding of impulse buying by examining the interplay between browsing and emotional reactions. They found that positive affect serves as a mediator in this relationship, indicating that the pleasure derived from exploring products can lead to spontaneous purchasing decisions. Their model underscored that the excitement and emotional elevation experienced during impulsive buying are significant outcomes, illustrating how emotions enhance the retail experience. By unpacking this relationship, their research contributes to a broader comprehension of the motivations behind unplanned purchases.

Rook and Gardner (1993) explored the dynamic nature of impulse buying, positing that consumers' affective states primarily influence it. Their research highlighted that making a purchase often produces a hedonic lift, suggesting that buying is not merely a transactional act but an emotional experience. They emphasised that consumers tend to make impulsive purchases to fulfil emotional needs, such as seeking joy or alleviating sadness, rather than for functional purposes. This perspective highlights the crucial role of emotions in consumer behaviour, showing that the gratification from impulse purchases is predominantly emotional rather than utilitarian.

Weinberg and Gottwald (1982) conducted research showing that consumers who engaged in impulsive buying experienced heightened feelings of joy and stimulation compared to those who made deliberate purchases. Their findings suggest that spontaneous buying serves not just as a shopping behaviour, but as a form of emotional expression and self-reward. This reinforces the notion that impulse buying is a powerful tool for consumers to experience and convey their emotions, leading to increased happiness and stimulation. The implications of their research highlight the emotional underpinnings of consumer behaviour, spotlighting the joy associated with unplanned purchases.

In summary, the interplay of positive emotional responses significantly influences impulsive buying behaviours across various retail contexts. Research consistently indicates that emotions evoked by the shopping environment—such as sensory experiences, atmospheric elements, and cultural stimuli—serve as crucial drivers of consumer spontaneity. Positive emotions not only enhance the hedonic value of shopping but also act as mediators that intensify impulsive purchasing tendencies. This underscores the importance of retailers in crafting engaging and emotionally resonant shopping experiences that align with consumers' desires for pleasure and excitement, ultimately fostering an environment conducive to impulsive buying. Therefore, it is essential to examine the mediating effect of positive emotional responses on the impulse buying behaviour of customers in Kerala

2.5.2 Post-Purchase Guilt

Post-purchase guilt refers to negative emotions, such as regret, shame, embarrassment, and self-criticism, that consumers may experience after making an impulsive or unnecessary purchase. This emotional discomfort arises when consumers perceive they have violated personal norms, overspent, acted irrationally, or purchased items inconsistent with their values or needs. Post-purchase guilt is a widely recognised emotional consequence of impulsive buying and influences future buying behaviour, product returns, and self-regulation.

Table 2.7

Reviews on Post-Purchase Guilt

Sl. No	Title	Journal Name / Database	Year
1	Post-purchase effects of impulse buying: A review and research agenda	Journal of Consumer Behaviour	2023
2	Coping with guilt and shame in the impulse buying context	Journal of Economic Psychology	2011
3	Protecting the self through consumption: Status goods as affirmational commodities	Journal of Experimental Social Psychology	2010
4	Impulse buying and guilt: The moderating role of consumer guilt proneness	Journal of Consumer Marketing	2008

Sl. No	Title	Journal Name / Database	Year
5	How does shopping with others influence impulsive purchasing?	Journal of Consumer Psychology	2005
6	The influence of culture on consumer impulsive buying behaviour	Journal of Consumer Psychology	2002
7	Gender identity and material symbols: Objects and decision considerations in impulse purchases	Journal of Economic Psychology	1995
8	A clinical screener for compulsive buying	Journal of Consumer Research	1992
9	The buying impulse	Journal of Consumer Research	1987

Beikverdi, Sipilä, and Tarkiainen (2023) offer an extensive analysis of the post-purchase effects of impulse buying, addressing a significant gap in consumer behaviour research that has predominantly concentrated on antecedent factors, by synthesising findings from 54 academic studies and employing two integrative analytical frameworks—Theory, Context, Characteristics, and Methods (TCCM) and Antecedents–Decisions–Outcomes (ADO)—the authors delineate the psychological, behavioural, and societal impacts of impulse purchases. The research reveals that while these impulsive acquisitions may initially elicit positive emotions, such as excitement, they often culminate in negative feelings, such as guilt and regret, exacerbating overconsumption and promoting unsustainable consumer habits. Notably, the authors propose a conceptual model that underscores the cyclical nature of impulse buying, wherein negative post-purchase emotions reinforce future impulsive behaviours. Their findings carry significant implications for businesses, policymakers, and sustainability advocates, advocating for ethical marketing practices that align consumer enjoyment with responsible consumption. Through their integration of psychological theory and sustainability discourse, Beikverdi et al. (2023) contribute to a deeper understanding of impulse buying as both an individual and societal challenge, laying the groundwork for future research in this domain.

Yi and Baumgartner (2011) examined the intensity of guilt associated with impulse purchases and found that perceptions of necessity and cost significantly shape emotional responses. Their study revealed that the higher the financial cost associated with a purchase, the stronger the guilt experienced, especially among budget-conscious consumers. This relationship underscores the notion that consumers are not only emotionally affected by the act of impulsively buying but also weighed down by the perceived value of their decisions. Yi and Baumgartner's research further clarifies why consumers may engage in compensatory behaviours, such as returning items or avoiding similar purchases, to alleviate the emotional burden post-purchase.

Sivanathan and Pettit (2010) investigated the motivations behind impulse buying, particularly the role of self-esteem. Their research revealed that some consumers make impulsive purchases to repair their self-esteem. In moments of low self-worth, individuals may seek the temporary boost that comes from acquiring new items. However, Sivanathan and Pettit noted that this emotional coping mechanism often leads to feelings of guilt once consumers realise that their purchases were made for emotional rather than rational reasons. This realisation can create a cycle of buying and guilt, wherein the lingering discomfort of emotional justification overshadows the initial joy of shopping. Their findings suggest that the desire for self-enhancement can have unintended negative consequences on emotional well-being.

Silvera, Lavack, and Kropp (2008) introduced the concept of guilt as a post-consumption regulatory mechanism. Their research demonstrated that feelings of guilt often motivate compensatory behaviours among consumers. This can manifest as returning products, practising restraint in future purchases, or actively avoiding similar shopping scenarios altogether. The findings illustrate how guilt can serve as an emotional response that promotes healthier post-purchase purchasing habits. Silvera and colleagues' work contributes to the understanding of how emotional experiences shape consumer behaviours beyond the initial transaction, potentially leading to more conscious spending habits in the future.

Luo (2005) delved into the effects of unplanned purchases on consumers' emotional states, particularly amongst individuals who place a premium on self-control. His

findings illustrated that when consumers deviate from their shopping plans, they often experience negative affective reactions. This emotional turmoil manifests as increased guilt, particularly for those who perceive their impulsive acts as a loss of self-regulation. Luo's research reinforces the notion that the psychology of shopping is deeply intertwined with subjective feelings of control and the fulfilment of personal norms. The realisation that one has acted impulsively can exacerbate feelings of guilt, underscoring the pivotal role of self-control in shaping the consumer experience.

Kacen and Lee (2002) highlighted the influence of cultural factors on consumer behaviour, particularly in relation to guilt responses to impulse buying. Their research indicated that consumers from collectivist cultures experience greater post-purchase guilt than those from individualist cultures. This heightened sense of guilt is often linked to the belief that impulsive spending could impose a financial burden on their family or community. Kacen and Lee's findings illustrate how cultural norms and values shape emotional responses to shopping behaviours. Understanding these cultural dimensions enhances understanding of impulse buying from a broader perspective, highlighting the diverse emotional landscapes that consumers navigate within their societal contexts.

Dittmar, Beattie, and Friese (1995) expanded on the emotional consequences of impulse buying by revealing that consumers often feel guilt after acquiring products that do not align with their genuine needs. Their research indicates that impulse purchases often violate personal financial norms, leading to significant psychological discomfort. The disconnect between what individuals need and what they buy creates a cognitive dissonance that can trigger self-reproach. This phenomenon highlights the internal conflict many consumers experience when they prioritise immediate gratification over their long-term financial goals. Consequently, Dittmar and colleagues' findings underscore the importance of recognising the disquieting emotions that accompany impulsive spending.

Faber and O'Guinn (1992) contributed to the conversation by exploring the dynamics between compulsiveness and impulsiveness in consumer behaviour. Their study identified that both compulsive and impulsive buyers often grapple with

pronounced feelings of post-purchase guilt. This guilt not only stems from unplanned buying but also contributes to ongoing cycles of emotional conflict and self-blame. According to their findings, consumers perceive a loss of control during spontaneous purchasing, which exacerbates feelings of guilt once the initial excitement fades. Faber and O'Guinn's work highlights the critical relationship between emotional responses and shopping behaviours, illustrating how guilt manifests and influences future purchasing decisions.

Rook (1987) observed that impulse buying tends to provide consumers with immediate pleasure, creating a temporary state of enjoyment and excitement during the purchase process. This pleasurable experience can often overshadow the rational assessment of whether the purchase is necessary or financially sound. However, Rook also noted that this fleeting joy is often followed by negative emotions, particularly guilt and regret. This emotional aftermath is particularly pronounced when the purchase is deemed financially unjustifiable. Understanding this dual emotional pattern, pleasure followed by guilt, is crucial in analysing impulsive consumption behaviours. Rook's insights suggest that while the thrill of an impulse buy can be enticing, it often leads to a complex emotional landscape that encompasses both joy and remorse.

The existing literature on post-purchase guilt offers valuable insights into impulse buying behaviour and its psychological underpinnings. However, there remains a notable gap in examining the specific emotional outcomes of post-purchase guilt, particularly in the context of Kerala. Most studies have predominantly focused on the Western context; it is necessary to identify the factors contributing to consumers' feelings of guilt after impulsive purchases by the hypermarket shoppers in Kerala. Addressing this gap could significantly deepen our understanding of consumer behaviour in the region and inform retailers' strategies to cultivate positive shopping experiences.

2.6 Demographic Influences on Impulsive Buying

Demographic characteristics play a significant role in shaping consumers' impulse buying tendencies. Factors such as gender, age, income, education, employment

status, and generational cohort influence the motivations, emotional responses, and behavioural patterns associated with unplanned purchases. Understanding these demographic differences is essential for explaining variations in impulsive behaviour among hypermarket shoppers and for interpreting how personal attributes interact with in-store stimuli.

Table 2.8

Reviews on Demographic Influences on Impulsive Buying

Sl. No	Title	Journal Name / Database	Year
1	Gender differences in factors affecting impulsive buying behaviour.	In Handbook of Research on Consumer Behavioural Analytics in Metaverse and the Internet of Things	2023
2	A study on factors affecting impulse buying behaviour of retail consumers in selected cities of Gujarat	Theses / Shoudganga	2021
3	The role of store environmental stimulation and social factors on impulse purchasing	Journal of Services Marketing	2008
4	Buying behaviour in Indian retail: A study of shopping orientation	International Journal of Retail & Distribution Management	2007
5	Gender differences in cognitive and affective impulse buying	Journal of Fashion Marketing and Management	2003
6	The influence of culture on consumer impulsive buying behaviour	Journal of Consumer Psychology	2002
7	Individual differences in impulse buying tendency: Feeling and no thinking	European Journal of Personality	2001
8	A multi-method investigation of consumer motivations in impulse buying behaviour	Journal of Consumer Marketing	2000
9	Socio-economic status, delay of gratification, and impulse buying	Journal of Economic Psychology	1998

Sl. No	Title	Journal Name / Database	Year
10	Measuring and modifying consumer impulsiveness: A cost-benefit accessibility framework	Journal of Consumer Psychology	1996
11	Gender identity and material symbols: Objects and decision considerations in impulse purchases	Journal of Economic Psychology	1995
12	Age, Sex, and Attitude toward the Past as Predictors of Consumers' Aesthetic Tastes for Cultural Products.	Journal of Marketing Research	1994

Lopes, Amaro, and Henriques (2023) examine gender differences in impulsive buying behaviour and highlight key factors, including age, gender, education, income, and social context. It finds that women show higher impulsivity when shopping alone, indicating that solitude may trigger spontaneous purchases. In contrast, men's impulsive buying is unaffected by their shopping companions and does not relate to demographic factors. For women, impulsivity is associated with younger age, lower education, and higher income. These insights suggest that marketers can develop gender-specific strategies, such as personalised promotions, to encourage impulsive purchases and enhance their retail approaches.

Upadhyay (2021) conducted a descriptive research study to identify the internal and external factors influencing the impulse buying behaviour (IBB) of 551 retail consumers across seven cities in Gujarat, including Ahmedabad and Vadodara. Utilising structured questionnaires and statistical methods such as factor analysis and Structural Equation Modelling, the study found that while general store environments often had no significant impact across most demographics, specific "In-store convenience factors", such as payment facilities and trial rooms, and "Store design and display" elements had a noteworthy influence on IBB, particularly when analysed by gender. The research further highlighted that personal factors, including mood-changing activities and stress relief, significantly drive impulsive urges, and it categorised buyers into styles such as pure, reminder, and suggestive impulse

shoppers. Ultimately, the study recommended that retailers leverage "FOMO" techniques and strategic visual merchandising, like placing high-impact displays to the right of store entrances, to effectively capture the interest of impulse buyers and increase average purchase values.

Mattila and Wirtz (2008) examined how demographic variables such as gender and income influence consumers' responses to in-store stimuli. Their findings revealed that women and higher-income shoppers are generally more emotionally responsive to ambient cues in retail environments, thereby increasing the likelihood of impulsive purchases. This emphasis on emotional engagement underscores the need for retailers to create alluring shopping environments that cater to the emotional experiences of these consumer segments. By tapping into the emotional drivers of impulsive buying, retailers can effectively enhance customer experiences and encourage higher spontaneous spending.

El-Adly (2007) provides a pioneering analysis of shopping mall attractiveness in the United Arab Emirates (UAE) by identifying key factors that influence shopper perceptions and segmenting consumers based on these attributes. Using principal component factor analysis and K-means cluster analysis on survey data from university staff, the research identifies six major attractiveness dimensions—comfort, entertainment, diversity, mall essence, convenience, and luxury—that collectively shape mall patronage. The segmentation analysis yields three distinct shopper groups: relaxed shoppers, who value comfort and entertainment; demanding shoppers, who prioritise diversity and luxury; and pragmatic shoppers, who focus on convenience and efficiency. The study's findings underscore that mall attractiveness is multifaceted, combining both functional and experiential elements. Although limited by its sample, the research offers significant managerial implications, suggesting that mall managers should develop targeted retail strategies tailored to each shopper segment's motives to enhance satisfaction and loyalty. As one of the first empirical studies in an Arabian cultural context, El-Adly's (2007) work makes a valuable contribution to retail marketing and consumer segmentation literature, highlighting how cultural and lifestyle differences shape shopping motivations and mall appeal.

Coley and Burgess (2003) investigated the emotional and cognitive differences between genders in impulsive buying situations. Their research showed that women tend to exhibit stronger emotional responses during spontaneous purchasing events, suggesting that feelings and the emotional context of the shopping environment often influence their decisions. In contrast, men showed higher levels of cognitive impulsiveness, making them more likely to purchase high-value items on a whim. This emotional-cognitive distinction underscores the importance of understanding the psychological triggers of gender-specific consumers, enabling retailers to design marketing campaigns that resonate with women's emotional needs while addressing men's cognitive tendencies.

Kacen and Lee (2002) investigated impulsive buying tendencies across various cultural and demographic backgrounds. Their research illuminated that younger consumers and those from individualistic societies displayed higher levels of impulsiveness in their purchasing behaviours. This finding emphasises the interplay between socio-cultural influences and impulsive buying, suggesting that cultural values significantly shape consumer behaviour. By highlighting these cross-cultural differences, Kacen and Lee's work reminds marketers that strategies must consider not only demographic factors but also cultural contexts, which can significantly influence how consumers engage with products and brands.

Verplanken and Herabadi (2001) focused on the relationship between education level and impulsive buying behaviours, revealing interesting trends in how education impacts purchasing decisions. Their findings indicated that lower-educated consumers tend to exhibit stronger affective impulsivity, characterised by emotional and spontaneous purchasing decisions. Conversely, higher-educated consumers often demonstrate better cognitive regulation and controlled decision-making, leading to more thoughtful purchasing choices. This difference in decision-making styles by education level underscores the need for marketers to refine their messaging and promote products in ways that resonate with the cognitive processing styles of different consumer demographics.

Hausman (2000) focused on the role of household income in the dynamics of impulsive buying, finding that consumers with higher incomes tend to be more flexible in making unplanned purchases. This increased flexibility is mainly due to reduced financial constraints, which allow for more spontaneous spending without significant worry. On the other hand, lower-income consumers displayed heightened sensitivity to promotions and discounts, indicating that their impulsive buying behaviour is driven mainly by the opportunity to save rather than by a lack of financial urgency. Hausman's findings suggest that retailers must differentiate their approaches by income level, tailoring promotional strategies to appeal to cost-sensitive consumers while providing experiences that encourage spontaneous purchases among higher-income shoppers.

Wood (1998) further contributed to understanding impulsive buying by showing that age plays a pivotal role in both the frequency and nature of impulsive purchases. In his study, Wood found that younger consumers are more likely to partake in hedonic and expressive buying activities, which are often characterised by emotional satisfaction and a spontaneous desire to indulge. Conversely, older adults typically demonstrate more restrained impulsive behaviours, influenced by greater financial planning and self-control. This generational distinction in impulse tendencies indicates that marketing strategies should not only consider age demographics but also emphasise the emotional and practical priorities of different age groups when promoting products.

Puri (1996) examined the impact of personality-driven demographic factors on impulsive buying behaviours and discovered that impulsiveness tends to be more pronounced among younger consumers. Through his research, Puri argued that individuals who exhibit higher impulsivity are often associated with younger age groups, suggesting that age is a critical predictor of spontaneous purchasing tendencies. Younger consumers, driven by their responsiveness to hedonic cues, such as enjoyment and instant gratification, tend to make more impulse buys than older consumers. This insight into the relationship between age and impulsiveness is

valuable for marketers aiming to connect with youthful audiences, as it underscores the importance of appealing to their desire for immediate satisfaction.

Dittmar, Beattie, and Friese (1995) examined the influence of gender on impulse-buying motivations and found significant differences in how men and women approach spontaneous purchases. Their findings indicated that women are often driven by emotional and identity-related needs when making impulsive purchases, suggesting that their buying decisions are closely tied to their feelings and self-concept. In contrast, men are more inclined to make impulsive purchases of functional or leisure-oriented products, highlighting a more pragmatic approach to spending. This gender-specific distinction emphasises the need for marketers to tailor their strategies to the differing triggers behind impulsive buying behaviours, recognising that emotional engagement may be more effective when targeting female consumers.

The study by Holbrook and Schindler (1994) investigates how age, gender, and attitudes toward the past influence consumers' enduring preferences for cultural products, revealing that tastes often crystallise during a sensitive period of early life when emotional engagement with popular culture is strongest. Their findings indicate that individuals with a stronger nostalgic orientation are more likely to maintain long-term attachments to cultural products from their formative years. At the same time, gender differences suggest that emotional intensity plays a crucial causal role in shaping these preferences. The study provides valuable insights for marketers, emphasising that nostalgia-driven emotions can serve as a powerful tool in designing aesthetic product features and promotional campaigns that resonate with specific generational cohorts. By linking psychological and emotional factors to consumer behaviour, Holbrook and Schindler demonstrate that aesthetic tastes are deeply rooted in personal history, thereby offering a framework for leveraging nostalgia and cohort analysis to predict consumer demand and enhance brand connection.

While the literature extensively discusses demographic influences on impulsive buying behaviour in various contexts, there remains a notable gap in understanding how these factors specifically affect consumer behaviour in Kerala. Given Kerala's unique socio-cultural landscape, characterised by its diverse population, high levels

of education, and distinct consumer practices, a localised study is warranted. The intersection of cultural values, socioeconomic status, and demographic factors such as age, gender, and income can provide crucial insights into impulsive buying in this region. Therefore, this study aims to fill the existing gap by exploring how these demographic influences shape impulsive buying behaviour among customers in Kerala, thereby contributing to both academic knowledge and practical marketing strategies suitable for the local retail environment.

2.7 Organised Retailing and Hypermarket Behaviour

Organised retailing in India has undergone a substantial transformation over the past two decades, characterised by the emergence of supermarkets, hypermarkets, shopping malls, and large-format speciality stores. These formats differ from traditional kirana stores in terms of scale, standardisation, assortment, ambience, and the use of modern merchandising and promotional tools. As a result, consumer behaviour within organised retail settings has become a critical area of academic interest, with particular attention to store choice behaviour, shopping experience, and impulse buying in hypermarkets.

Table 2.9

Reviews on Retailing and Hypermarket Behaviour

Sl. No	Title	Journal Name / Database	Year
1	Consumer preference towards organised retail stores.	Shanlax International Journal of Management	2024
2	Organised retail sector in India: Growth, challenges and opportunities	International Journal of Recent Research Aspects	2016
3	A study of impulse buying behaviour of consumers in the shopping malls of Jaipur city	Theses / Shoudganga	2016
4	Satisfaction, loyalty and repatronage intentions: Role of hedonic shopping values	Journal of Retailing and Consumer Services	2016

Sl. No	Title	Journal Name / Database	Year
5	Shopping mall attractiveness: A study of Indian consumers	Asia Pacific Journal of Marketing and Logistics	2016
6	Store format choice and relationship quality: A study of Indian apparel retail consumers	Journal of Retailing and Consumer Services	2013
7	Measuring retail customer experience	International Journal of Retail & Distribution Management	2013
8	Effect of shopper attributes on retail format choice behaviour for food and grocery retailing in India	International Journal of Retail & Distribution Management	2011
9	A study of impulse purchase behaviour with special reference to in-store factors	Theses / Shoudganga	2010
10	Effect of situational factors on store format choice behaviour in food and grocery retailing in India: Multiple discriminant analysis	IBS Scientific Journal	2010
11	The role of POP factors in retail buying	Indian Journal of Marketing	2007
12	Store choice behaviour in an evolving market	Journal of Retailing and Consumer Services	2004

The study by Prashanthi and Valliyammai (2024) offers a comprehensive exploration of the growing significance of organised retail stores in shaping the modern marketplace. The authors effectively describe organised retail as a system distinguished by standardised operations, professional management, and diversified product assortments, positioning it as a transformative force in the consumer shopping experience. Through their discussion of various retail formats—such as supermarkets, department stores, and speciality outlets—the article underscores how these establishments leverage convenience, variety, and strategic marketing to enhance customer satisfaction and loyalty. Importantly, the authors also acknowledge the challenges confronting organised retail, including rising competition, dynamic consumer expectations, and escalating operational costs, suggesting that success in

this sector depends on technological adaptation, personalised service delivery, and product differentiation. Beyond the consumer level, the research highlights organised retail's macroeconomic contributions, including job creation, tax revenue generation, and overall economic stimulation. However, it also raises critical concerns about the potential displacement of traditional small businesses and the sociocultural implications for local communities. Their work provides a balanced and insightful perspective, emphasising the need for a sustainable and inclusive retail growth strategy that preserves community integrity while harnessing the economic potential of organised retail.

Gupta and Jain (2016) explored the evolving perception of organised retail formats within the Indian consumer landscape, noting a significant shift towards viewing hypermarkets as destinations for leisure and lifestyle experiences rather than purely functional shopping venues. This transformation indicates that consumers now seek enjoyable experiences during their shopping trips, placing greater emphasis on in-store ambience and engaging visual displays. Their findings suggest that as hypermarkets strive to create experiential spaces, they inadvertently increase the likelihood of spontaneous purchases. By prioritising customer experience alongside core retail functions, these stores can significantly influence shopping behaviour, reinforcing their status as dynamic retail destinations.

Chakraborty Singh, S. (2016) conducted research in Jaipur city, where impulse buying is a pervasive consumer behaviour significantly influenced by both situational and behavioural factors. Studies indicate that external stimuli, such as window displays, visual merchandising, and promotional signage, are critical for triggering unplanned purchases. Beyond the physical environment, internal psychological states—specifically positive feelings, impulse-buying tendencies, and irresistible urges—show strong positive correlations with actual impulse purchase behaviour. Interestingly, while a significant difference exists across age groups, with younger consumers under 35 exhibiting a higher inclination toward impulsive buying, gender does not appear to affect the frequency of actual impulse purchases significantly. However, men and women differ in their reported intensity of felt urges.

Omkar and Kunal (2016) provided an insightful analysis of the evolution of the organised retail sector in India, focusing on the transformative impact of hypermarkets. They highlighted how these expansive retail environments create a "one-stop" shopping experience, which not only accommodates a diverse array of product categories but also enhances the overall consumer experience. The authors argued that by bringing various shopping needs under one roof, hypermarkets encourage consumers to browse. This increased exposure to multiple promotional strategies and display stimuli can significantly widen the scope for impulsive purchases. Therefore, the design and layout of hypermarkets are strategically planned to maximise consumer engagement and facilitate unplanned buying decisions, reflecting a notable shift in shopping behaviours influenced by organised retail formats.

Atulkar and Kesari (2016) conducted a comprehensive study on the shopping experiences of hypermarket patrons, emphasising the pivotal role of store ambience, product assortment, and consumer perceptions of value in driving satisfaction and loyalty. They discovered that hypermarkets that offer a more engaging, enjoyable shopping environment often convert customer visits into multiple unplanned purchases, linking satisfaction directly to impulse buying. Their findings suggest that the overall shopping atmosphere - including aspects such as lighting, music, and layout - significantly influences consumer behaviour. This means that a hypermarket that creates a more appealing environment is likely to foster enjoyment, enhancing customer loyalty and increasing the likelihood of hedonic purchases.

Tripathi and Dave (2013) conducted a comprehensive study examining the interplay between store format choice and the quality of customer relationships within the apparel retail sector. Their findings revealed that consumers often alternate among different retail formats, selecting them based on perceptions of value, service, and the overall shopping experience. This research underscored the importance of organised retail formats in fostering customer loyalty. Specifically, they noted that formats that prioritise providing an exceptional shopping experience and building trust among shoppers are more successful at retaining customers. These formats encourage a blend

of planned and spontaneous purchases, indicating that customer engagement can be significantly influenced by the retailer's ability to deliver a superior shopping atmosphere.

Bagdare and Jain (2013) developed a comprehensive scale to measure the customer experience in organised retail settings, contributing to a deeper understanding of what drives customer satisfaction and behavioural intentions. Their research demonstrated that experiential dimensions—such as ambience, interaction, convenience, and in-store aesthetics—are strongly linked to overall customer satisfaction. The findings indicated that hypermarket shoppers assess their retail experience holistically, weighing not only products and prices but also the quality of the in-store environment. This focus on the overall shopping experience reinforces the notion that positive experiential attributes can effectively stimulate impulse buying tendencies among shoppers, highlighting the need for retailers to cultivate an inviting and engaging atmosphere to maximise consumer engagement and sales.

Prasad and Aryasri (2011) further explored the dynamics of retail format choice, particularly in food and grocery retailing. Their findings underscored the significance of demographic, psychographic, and situational factors in shaping consumer preferences for organised retail formats. The research indicated that consumers with higher incomes, urban dwellers, and those with higher educational attainment are more inclined to patronise supermarkets and hypermarkets. This demographic benefits explicitly from exposure to modern retail cues, which can heighten the likelihood of impulse buying. The study effectively illustrated how socioeconomic status and consumer characteristics play pivotal roles in shaping shopping behaviours, signalling a shift towards organised retail in urban India.

Chaturvedi (2010) investigated the impact of in-store retail factors on shoppers' impulse purchase behaviour in organised retail settings. Using samples from shopping malls in Lucknow and the National Capital Region (NCR), the study identified ten primary in-store factors, such as visual merchandising, discount and festive offers, and store design, that collectively account for 52.9% of the variance in impulse purchase behaviour. A significant finding of the research is that impulse buying is not

gender-specific, as both male and female consumers exhibit similar behavioural tendencies. However, age was found to be a significant moderator; impulse purchase tendencies generally increase with age, peaking in the 40-50 age bracket before declining among senior citizens. Furthermore, the study confirmed that while carrying a shopping list reduces impulsive tendencies, it does not eliminate them, with approximately 78% of buyers still exhibiting some impulsive purchasing. The research also highlighted a non-linear relationship between shopping duration and impulse buying, noting that shoppers are most prone to impulsive behaviour during very short (less than 15 minutes) or relatively long (about one hour) trips.

Prasad (2010) investigated the effects of situational factors on consumers' choices between traditional and modern store formats. The study highlighted that factors such as time constraints, shopping purpose, and the presence of companions significantly influence consumer decisions. Prasad's research revealed that when consumers have ample time and a purpose that aligns with exploration or leisure, they are more likely to gravitate towards organised formats such as hypermarkets. This preference is particularly associated with increased potential for impulse buying, as shoppers in a relaxed setting are more open to unplanned purchases. The findings underscore the importance of understanding consumer motivations and behaviours in the context of retail format selection, shedding light on the dynamics that drive impulse buying in modern retail environments.

Ramesh Kumar, Ravi, and Jain (2007) examined the influential role of point-of-purchase (POP) factors in shaping shopping behaviour within the organised retail sector, particularly in emerging markets. They concluded that elements such as promotional signage and in-store communication play a crucial role in influencing consumer purchase decisions in organised retail stores. The extensive use of POP tools in hypermarkets was found to effectively capture consumer attention, especially concerning promotional offers and new product launches. By strategically placing these materials throughout the store, hypermarkets can stimulate impulse buying behaviours, making consumers more likely to make unplanned purchases. This

underscores the importance of advertising and marketing strategies within the retail environment as vital components of a successful organised retail format.

Sinha and Banerjee (2004) conducted an in-depth examination of store choice behaviour within the context of the evolving Indian retail market. Their research revealed that consumers are increasingly favouring organised retail formats, a trend attributed to several key factors. These factors include merchandise assortment, price perception, convenience, and store image, which collectively influence shopping decisions. Notably, the study highlighted the importance of experiential benefits, suggesting that modern retail formats, such as supermarkets and hypermarkets, attract customers not solely through pragmatic attributes but also through the shopping experience itself. The ambience and in-store displays serve as critical elements that enhance the overall appeal of these retail environments, creating a more engaging shopping atmosphere that resonates with contemporary consumers.

This literature review underscores the critical importance of understanding impulse buying behaviour within the context of Kerala's unique retail landscape. As a region characterised by rapid urbanisation and evolving consumer preferences, Kerala offers a valuable opportunity to examine how local cultural factors and demographic influences shape impulsive purchasing behaviour. The insights gained from examining existing research will not only enhance our comprehension of consumer behaviour in Kerala but also inform tailored retail strategies that resonate with the region's diverse population. This study aims to fill existing gaps and contribute significantly to the body of knowledge, paving the way for more effective marketing practices in Kerala's retail sector.

2.8 Research Gaps Identified

The current study identifies several research gaps through a thorough review of the existing literature, following a structured approach aligned with PRISMA guidelines. The review focused on various domains, including in-store retail displays, visual merchandising, store ambience, promotional strategies, product placement, and impulsive buying behaviour. This comprehensive analysis highlighted specific conceptual, contextual, and methodological gaps that warrant further investigation.

One significant gap is the predominance of studies on Impulsive Buying Behaviour within Western and East Asian contexts, with relatively few focusing on the Indian retail environment. Among the limited Indian research, only a small number have explicitly looked at consumer Impulsive Buying Behaviour in hypermarkets, and none have examined it within Kerala's unique socio-cultural context. This study aims to fill this gap by investigating Impulsive Buying Behaviour among hypermarket shoppers in Kerala, an emerging market characterised by distinct demographic and consumption patterns.

Furthermore, prior research often examined individual in-store elements, such as visual merchandising or store ambience, in isolation. This study seeks to address that limitation by analysing the combined effects of four key in-store display components: visual merchandising, ambience, promotions, and product placement, on impulsive purchasing decisions.

Another important gap involves the interaction between demographic factors and impulsive buying behaviour in modern retail settings. While some studies examine gender or income effects, few have explored how multiple demographic characteristics (including gender, education, income, employment status, generational differences, and purchase frequency) jointly influence various facets of impulse buying. This research aims to address this oversight through detailed demographic comparisons.

Additionally, many previous studies have focused primarily on impulse buying, with limited attention to its emotional consequences. Research on both the positive emotions that result from impulsive purchases and post-purchase guilt is scarce. This study addresses this gap by investigating the emotional outcomes of impulsive buying, thereby providing a more comprehensive understanding of the psychological effects involved.

The relationship between positive emotions and post-purchase guilt is also not well understood, with existing studies offering inconsistent evidence on whether these emotions reduce guilt or coexist with it. This study aims to explore this relationship among hypermarket shoppers empirically.

Lastly, there is a noticeable lack of comparative research examining generational differences in impulsive buying behaviour within organised retail contexts. While generational studies exist in broader consumer behaviour research, no prior research has specifically compared the behaviours of Generations X and Y regarding retail display influences, impulsive purchasing, and emotional outcomes in Kerala. This study seeks to bridge this gap through a comparative analysis of these two generational cohorts.

Methodologically, many studies in the Indian context depend on basic descriptive statistics without employing advanced analytical techniques, such as confirmatory factor analysis (CFA) and structural equation modelling (SEM), to validate constructs and assess causal relationships. This study addresses these methodological gaps by utilising a more rigorous analytical framework that incorporates CFA and SEM to examine the structural relationships among in-store display elements, impulsive decision-making, and emotional outcomes.

2.9 Conclusion

The review of literature clearly establishes that impulsive buying is a multidimensional behaviour shaped by psychological tendencies, demographic characteristics, and a wide range of in-store retail display elements, including visual merchandising, in-store ambience, in-store promotions, and product placement. Evidence from previous studies shows that these in-store cues significantly influence shoppers' emotions and spontaneous purchase decisions. At the same time, impulsive behaviour often leads to both positive emotional responses and post-purchase guilt. The review also highlights important gaps, including limited research within Kerala's hypermarket context, insufficient integration of multiple in-store stimuli, and a lack of studies examining emotional outcomes and generational differences in impulsive buying. These existing gaps highlight the critical need for this study, providing a robust foundation for developing the conceptual framework and the ensuing hypotheses to be explored.

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Chapter 3

Profile of the Industry and Theoretical Foundation

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3.1 Introduction

The organised retail sector in India has undergone a substantial transformation over the past two decades, significantly altering consumer shopping behaviour and buying decision processes. The emergence of large-format retail outlets such as hypermarkets has intensified competition among retailers, leading to greater emphasis on store environment, visual appeal, promotional strategies, and experiential consumption (Kotler, 1973; Levy & Weitz, 2012). In this evolving retail context, impulse buying has emerged as a critical behavioural outcome influenced by both external retail stimuli and internal psychological processes.

This chapter aims to provide a detailed profile of the organised retail industry, with specific reference to hypermarkets in India and Kerala, and to present the theoretical foundations that explain impulsive buying behaviour and its emotional consequences. The discussion of industry characteristics establishes the study's contextual backdrop. At the same time, theoretical perspectives provide robust conceptual grounding for analysing the relationships among in-store retail display elements, impulsive buying behaviour, positive emotional responses, and post-purchase guilt.

3.2 The Dynamics of Retailing in India: A Transformational Overview

Retailing, defined as the process of selling products directly to end customers for personal or household use, plays a pivotal role in the distribution channel by connecting producers or wholesalers with customers. The term "retail" originates from the old French verb 'tailler', meaning 'to cut off', which emphasises the retailer's function of breaking bulk and selling in smaller quantities.

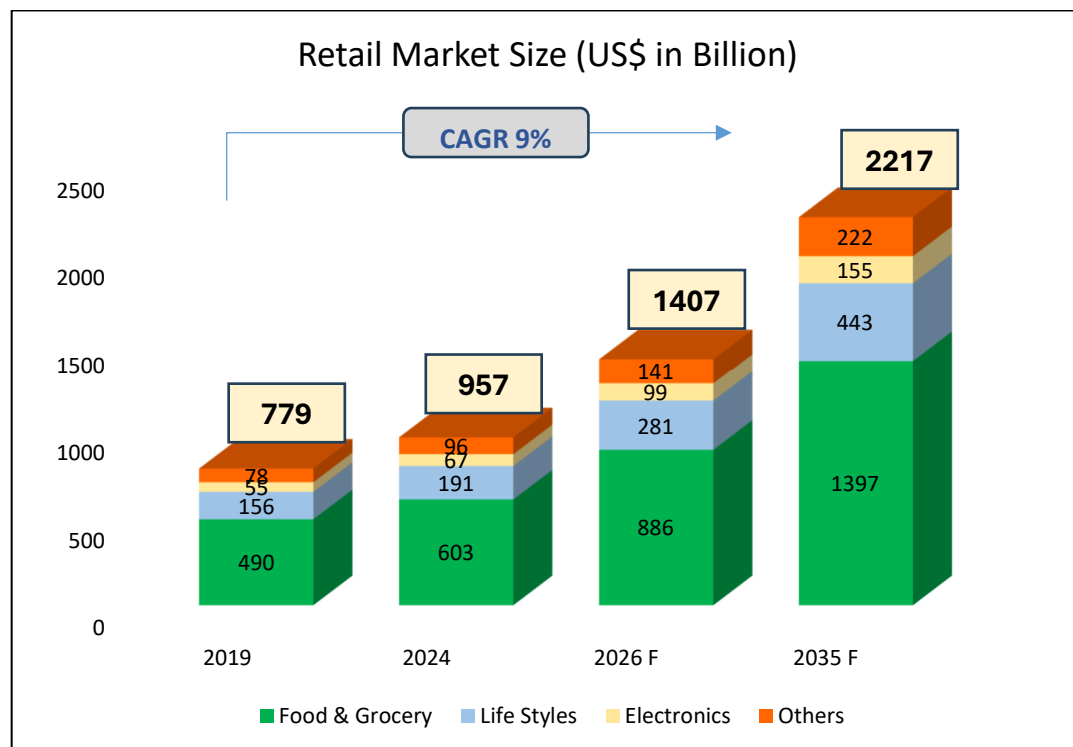
India has emerged as one of the largest consumer markets globally, driven by its vast and diverse population. The retail sector in India has experienced substantial growth over the past decade, ranking fourth globally. In 2021, India ranked second in the

Global Retail Development Index (GRDI). The retail industry contributes over 10% to the nation's GDP and employs approximately 8% of the workforce, totalling over 35 million people. Projections suggest that this sector will create an additional 25 million jobs by 2030.

In February 2023, the retail inflation in India, as measured by the Consumer Price Index (CPI), was reported at 6.44% year-on-year, according to data released by the Ministry of Statistics & Programme Implementation (MoSPI). The positive momentum in the Indian retail industry depends on collaborative efforts from both retailers and the Indian government, underlining the need for joint initiatives to sustain progress. The retail industry can further contribute by adopting specific strategies to influence consumer buying behaviour, thereby boosting sales and revenue. The retail market size in India was valued at 779 billion US dollars in 2019. According to estimates from the Indian Brand Equity Foundation, this figure is projected to grow to 2,217 billion US dollars by 2035 with a CAGR of 9%, as illustrated in Figure 3.1 below.

Figure 3.1

Retail Market Size in India



Source: IBEF -Indian Brand Equity Foundation 2024

Several interrelated factors that fuel the expansion of organised retail in India are:

1. **Economic Growth and Urbanisation:** The rapid economic growth of the country has led to improvements in infrastructure and standards of living, making urban areas more appealing for business investments. As cities expand and populations grow, demand for retail establishments increases to meet residents' needs. This trend presents opportunities for new stores, shopping centres, and services that cater to a diverse urban population. As a result, retail development becomes essential in supporting the economic vitality of urban areas.
2. **Demographic Changes:** Changes in population demographics, such as an increase in young adults and families with higher disposable incomes, have created a strong market for retail goods and services. As more people enter the workforce and earn higher wages, their purchasing power increases, leading to greater demand for various products. Retailers must adapt to this evolving demographic landscape to effectively serve a broader consumer base. This dynamic necessitates the establishment of diverse retail formats that can cater to various needs and preferences.
3. **Consumer Preferences:** As consumers become more globalised and informed, their shopping habits evolve, leading to heightened expectations for retail experiences. Many prefer modern shopping formats that offer convenience, quality, and a wider selection of products. These changing preferences indicate a clear shift away from traditional retail models, highlighting the importance of creating innovative and engaging retail environments. To remain competitive, businesses must respond to these trends by developing contemporary retail spaces that enhance customer satisfaction and engagement.

The retail landscape in India, traditionally dominated by unorganised sectors such as kirana stores and street vendors, is gradually shifting towards organised retailing. This transition enhances operational efficiency and consumer experience, characterised by

standardised operations, modern supply chains, fixed pricing, and improved customer service. Several defining features mark organised retail in India:

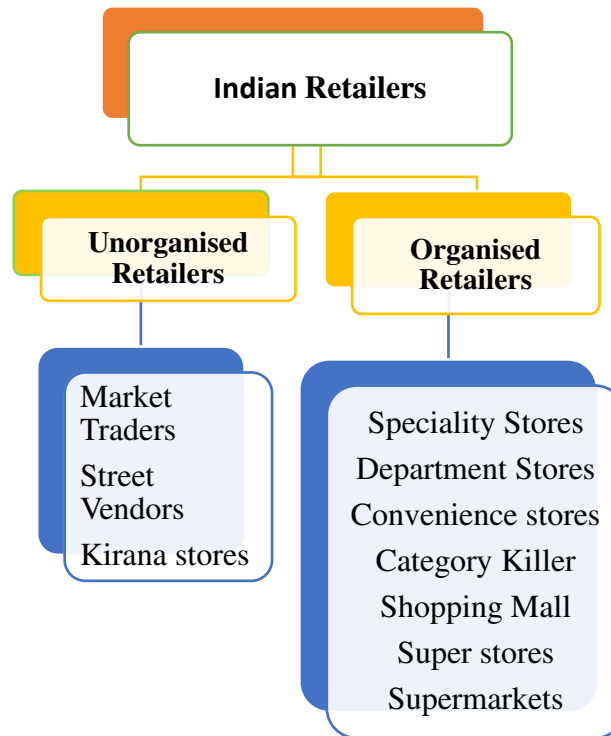
1. **Standardised Operations:** Uniformity in retail processes ensures consistent customer service and product availability. This consistency helps build trust between the retailer and the customer, leading to repeat business.
2. **Modern Supply Chains:** Enhanced logistics and supply chain systems improve inventory management and delivery efficiency. With better tracking, retailers can respond quickly to changes in demand and minimise stockouts.
3. **Fixed Pricing:** Transparent pricing strategies simplify the buying process for customers. This approach allows customers to make informed decisions without worrying about hidden fees or sudden price changes.
4. **Enhanced Customer Experience:** Organised retail emphasises convenience, product variety, and experiential shopping, increasing customers' exposure to stimuli that encourage spontaneous purchasing behaviour. As a result, impulse buying has become commonplace in these settings. Additionally, retailers often create a welcoming atmosphere that encourages more extended visits, further increasing the likelihood of purchases.

3.2.1 Classification of Indian Retailers

Indian retailers can be classified into two groups based on their structure. They are shown below:

Figure 3.2

Classification of Indian Retailers



Source: Author

A. Unorganised Retailers

Unorganised retailers, often referred to as informal retailers, represent a significant segment of the retail industry, particularly in developing economies such as India. These small, independent businesses operate without a formal organisational structure or standardised business practices, primarily catering to the immediate needs of their local communities. The unorganised retail sector encompasses a variety of forms, including local corner stores, street vendors, kirana stores, and small kiosks.

These retailers typically function in traditional markets and neighbourhoods, serving local customers with limited quantities of goods and services. They are characterised by a lack of standardisation, minimal infrastructure, and informal business practices, which often result in low investment capacities. Consequently, unorganised retailers face significant challenges in scalability, competitiveness, and operational efficiency compared to their organised retail counterparts. Despite these challenges, unorganised

retailers play a crucial role in the economy by fulfilling the immediate demand of the communities they serve.

Figure 3.3

An Example of Unorganised Retailing Format in India



Source: Retrieved from https://www.freepik.com/premium-photo/fruits-vegetables-market-india_34598434.htm

B. Organised Retailers

Organised retailers, distinct from their unorganised counterparts, operate within a formalised framework characterised by standardised business practices and a structured organisational hierarchy. According to Gupta and Singh (2019), organised retailing constitutes a significant segment of the retail landscape, demonstrating efficiency and scalability that unorganised retailers often lack. These retailers typically function on a larger scale, often encompassing multiple outlets or chains that adhere to established procedures for inventory management, pricing strategies, and operational logistics.

The organised retail sector comprises a diverse array of formats, including supermarkets, hypermarkets, department stores, and speciality stores. Each of these formats caters to different consumer needs and shopping behaviours. Supermarkets and hypermarkets, for instance, offer a comprehensive range of products, aiming to

be one-stop shopping destinations. At the same time, speciality stores focus on niche markets, offering expert advice and curated selections (Kumar & Steenkamp, 2013).

A salient feature of organised retailers is their use of advanced technologies that enhance operational efficiency and customer experience. These technologies may include sophisticated inventory management systems, data analytics for consumer insights, and customer relationship management tools that foster brand loyalty. Furthermore, organised retailers maintain a consistent branding strategy, which is pivotal in building consumer trust and recognition across various market segments (Choudhury, 2021).

The shopping experience in organised retail environments is structured and often enhanced through the implementation of modern retail practices, such as promotional campaigns, loyalty programs, and a focus on customer service excellence. Such practices not only attract a broader consumer base but also adapt to changing market dynamics and consumer preferences (Kotler & Keller, 2016). The organised retail sector is characterised by its commitment to efficiency, scalability, and the adoption of innovative solutions that address evolving consumer demands. The various formats of organised retailing in India will be explored in the following sections.

1. Speciality store

Speciality stores play a crucial role in the retail landscape by providing customers with a focused shopping experience tailored to specific interests or needs. These retail establishments differentiate themselves from general retailers by focusing on a narrower product range, enabling them to offer a higher level of expertise and customer service (Kumar & Steenkamp, 2007). For instance, a speciality electronics store may not only sell gadgets but also provide in-depth knowledge about the latest technological trends and product features, helping customers make informed purchasing decisions.

The advantage of speciality stores lies in their ability to provide a selection of high-quality items within a specific category, fostering a sense of community among like-minded customers (Berman & Evans, 2013). Additionally, these stores often host

events, workshops, or demonstrations that further engage customers and enhance their shopping experience. By nurturing a loyal customer base that values specialised products and personalised service, speciality stores can thrive even in a competitive retail environment dominated by large-scale general retailers.

Examples of speciality stores abound in various sectors, including gourmet food shops, artisanal bakeries, and independent bookstores. Each of these establishments embodies a commitment to excellence in its field, often showcasing unique products not available in mainstream retail outlets. This differentiation not only enhances customer satisfaction but also contributes to the overall diversity of the retail market (Levy & Weitz, 2012).

Figure 3.4

An Example of Speciality Store format in India



Source: Retrieved from <https://hariharrack.com/specialty-store.html>

2. Department stores

Department stores are key players in the retail industry, characterised by their vast selection of goods across multiple categories, including clothing, home goods, electronics, and more. They are typically organised into distinct departments, each specialising in different product types, which facilitates a more streamlined shopping experience for customers (Levy, Weitz, & Grewal, 2014). These stores not only aim to offer a wide variety of products but also to create a comprehensive, convenient

shopping environment, often including services such as personal styling and customer service desks (Kumar & Steenkamp, 2007).

In recent years, department stores have adapted to the rapidly evolving retail landscape by integrating online shopping options and embracing omnichannel retail strategies. This shift allows customers to shop seamlessly across physical and digital platforms, meeting the diverse preferences of modern customers (Brynjolfsson, Hu, & Rahman, 2013). The traditional department store model is thus being redefined as they innovate to maintain relevance in an increasingly competitive environment dominated by e-commerce giants.

Despite the challenges posed by online retail, department stores continue to thrive by offering unique in-store experiences, such as exclusive merchandise and personalised services that cannot be easily replicated online (Rosenbaum, Otalora, & Gbro, 2017). The department store concept remains an integral part of the retail landscape, providing customers with a unique opportunity to experience a wide array of goods in a single shopping trip while also adapting to contemporary shopping habits.

Figure 3.5

An Example of Department Store format in India



Source: Retrieved from <https://www.tradeindia.com/products/optical-showroom-designing-services-c5833989.html>

3. Convenience stores

Convenience stores, often referred to as "convenience marts" or "corner stores," are small retail outlets that prioritise a quick, accessible shopping experience. These stores are strategically designed to meet customers' immediate and everyday needs, offering a limited yet carefully curated selection of products. Typically, convenience stores focus on snacks, beverages, groceries, and essential household items, providing a hassle-free shopping environment for customers (Baker, 2020).

One of the defining characteristics of convenience stores is their extended operating hours, which often include late-night or even 24-hour services. This accessibility makes them an indispensable resource for individuals with busy lifestyles, students, or anyone in urgent need of last-minute purchases (Smith & Johnson, 2019). They usually have stores in neighbourhoods or busy places. This makes it easy for people to visit while shopping or on their way to work.

In recent years, convenience stores have evolved to incorporate a broader range of products and services, including ready-to-eat meals, fresh produce, and even health and beauty items. Some establishments have adopted more sophisticated payment systems and loyalty programs to enhance customer experience and increase retention (Lee, 2021). Moreover, the rise of health-conscious customers has led many convenience stores to emphasise healthier food options and local products (Chen & Wang, 2022).

Figure 3.6

An Example of Convenience Store format in India



Source: Retrieved from <https://www.indianretailer.com/article/retail-business/retail/convenience-stores>

Figure 3.7

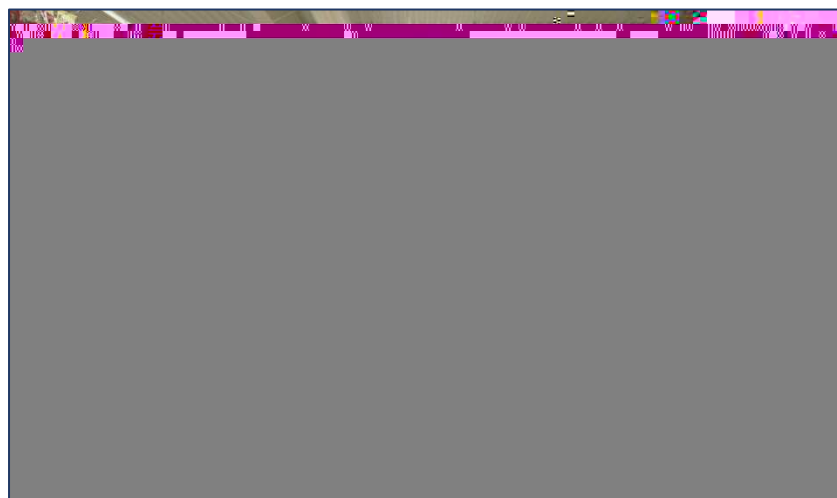
A Model of Hypermarkets layout in India



(Figure adapted from Naqvi, Mehmood, & Tariq, 2017)

Figure 3.8

Examples of a Hypermarket layout in India



Source: Retrieved from <https://blogs.vmware.com/sase/2018/03/15/grocery/>



Source: Retrieved from <https://www.vox.com/22559293/food-waste-expiration-label-best-before>

6. Supermarkets

Supermarkets are large stores that mainly sell food and household items. They have a wide variety of groceries and other products in a self-service format. Customers can walk through organised aisles and choose items from the shelves. Supermarkets offer a wide range of products, including fresh fruits and vegetables, dairy products, meats, packaged goods, and household essentials. Some stores also sell non-food items.

Customers can shop at their own pace, placing items in shopping carts or baskets. Many supermarkets offer additional services such as loyalty programs, online shopping with home delivery, and staff assistance to enhance the shopping experience. Supermarkets are important for meeting people's everyday needs, making shopping for food and household products easy and convenient. In India, the supermarket industry is unique due to the variety of customers and the different ways products are distributed in retail.

7. Shopping mall

A shopping mall is a large building that contains many stores, brands, and services in one place. Malls are designed to provide a convenient and pleasant shopping experience for customers. They usually have a mix of shops, including clothing stores, electronics stores, department stores, restaurants, and entertainment options.

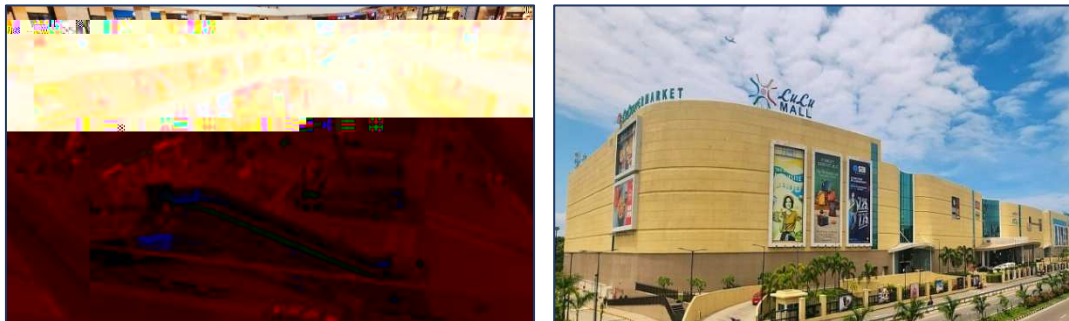
The goal of a shopping mall is to offer a wide range of products and services to customers in a comfortable environment. Malls feature stores selling fashion, electronics, home goods, beauty products, and more. These shops can include international brands, local businesses, and speciality stores, creating a diverse shopping experience.

Malls also include food courts, restaurants, and entertainment facilities like cinemas, arcades, and bowling alleys. This combination of shopping and fun makes malls popular places for families and friends to spend time together.

Typically, malls have common areas, such as atriums or courtyards, where visitors can relax, meet friends, or participate in events. They often provide adequate parking, both outdoor and covered, to accommodate many visitors. Additional features may include restrooms, baby changing areas, and customer service counters.

Figure 3.9

Examples of Shopping Mall layout in India



Shopping Malls

Source: Retrieved from https://www.wikiwand.com/en/articles/Lulu_Mall,_Thiruvananthapuram
<https://www.franchiseindia.com/insights/en/article/the-future-of-indian-malls>

In 2022, the organised retail sector accounted for 18.5% of the overall retail market in India, with projections indicating it will reach 25% by 2025 (IBEF, 2023). Several factors contribute to the ongoing growth of organised retail. A key driver is the anticipated urbanisation rate of 50% by 2030, which is projected to significantly increase demand for organised retail establishments, as urban customers increasingly prefer these outlets (Niti Aayog, 2020).

In addition, the rapid expansion of India's middle class is a crucial factor that benefits organised retailers. This demographic shows increased disposable incomes and an apparent inclination towards shopping in organised retail formats, such as malls and branded stores, which offer a better shopping experience than traditional retail (KPMG, 2021). According to a report by the McKinsey Global Institute (2019), the rise of e-commerce and digital penetration has further boosted the visibility and accessibility of organised retail, making it easier for customers to shop from these stores.

The Indian government actively supports the organised retail sector with several policies aimed at promoting it. These policies include encouraging foreign investment in retail, simplifying tax administration through the Goods and Services Tax (GST), and improving transport and logistics, which help retailers operate more smoothly. With growing urbanisation, an expanding middle class, and supportive government initiatives, the organised retail sector in India is set for significant growth. This growth will transform the country's retail landscape in the coming years.

Figure 3.10

Size of the organised retail market across India in FY 2022

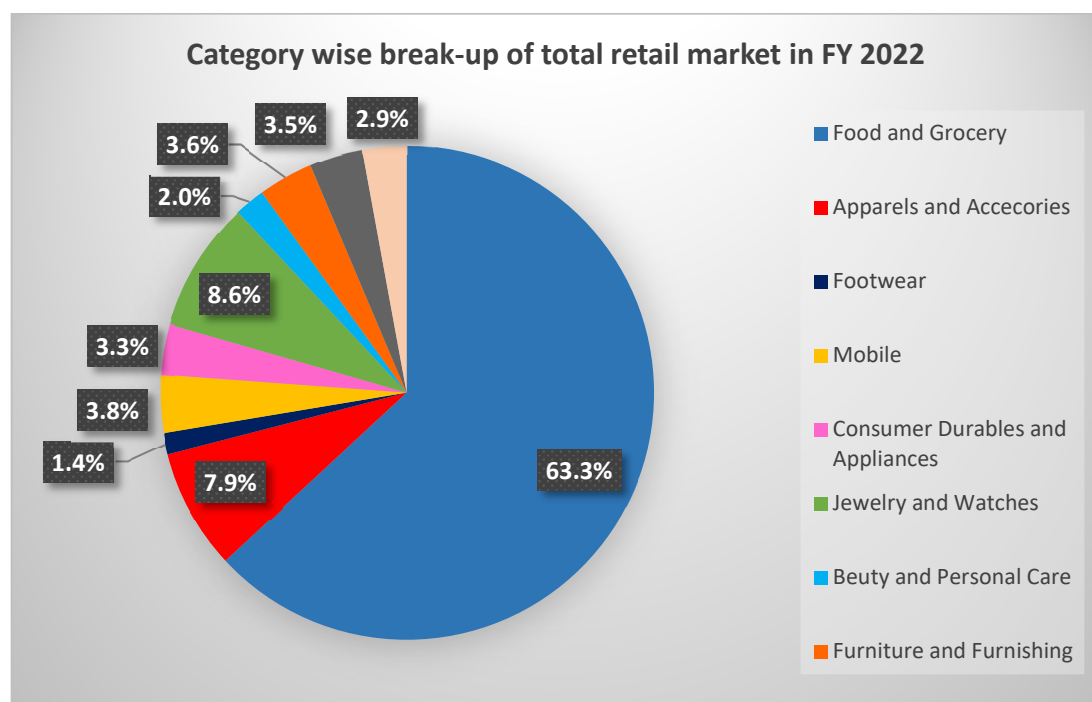


Source: Report of Statista 2023

In the fiscal year 2020, the size of the organised food and grocery retail market in India amounted to approximately 24 billion U.S. dollars. This was closely followed by the apparel and accessories sector, which reached 21 billion dollars, with jewellery securing third place in terms of market size. The aggregate size of the organised retail market, encompassing these sectors, stood at \$ 94 billion that year. The estimated market size of the retail sector was about 1.2 trillion U.S. dollars, with food and grocery accounting for the majority. India's retail industry is expanding at an exponential rate, with development occurring in tier II and III cities as well as big cities and metro areas. (Minhas, 2023).

Figure 3.11

Category-wise break-up of the total organised retail market in FY 2022



Source: IBEF Retail Industry Report 2023

The Indian retail industry represents one of the most dynamic sectors of the national economy, driven by significant transformations in consumer behaviour and preferences. This evolution not only positions India as a promising global market but also reflects the burgeoning opportunities for multinational corporations seeking to capitalise on the country's vast consumer base.

Table 3.1

Distinction between Organised Retailing and Unorganised Retailing in India

Basis of Distinction	Organised Retailing	Unorganised Retailing
Ownership	It is owned by large corporate entities or big business houses	It is predominantly owned and operated by family members, structured as sole proprietorships or small partnerships.
Scale of Operation	It is large-scale operations across multiple cities with a massive inventory.	It usually operates on a small scale, limited to a single neighbourhood.
Labour Laws & Benefits	It complies with government regulations and provides fixed salaries, PF, and leave.	It often lacks fixed working hours; wages are usually daily/informal; no social security.
Customer Experience	More Standardised, self-service, air-conditioned, with a wide range of brands.	Personal interaction, personalised service, and proximity to the consumer.
Technology Usage	High (POS systems, automated inventory, data analytics, and digital payments).	Low (mostly manual bookkeeping, though UPI is becoming common).
Pricing & Bargaining	Fixed prices: discounts are seasonal or via loyalty programs.	Flexible pricing: bargaining is a common and expected practice.
Market Share	Approximately 12–15% (but growing at a faster CAGR).	Approximately 85–88% (still the dominant form of retail).
Credit Facility	Mostly offers credit through Credit Cards or "Buy Now Pay Later" apps.	Offers informal credit to known customers based on personal trust.

Source: Author

3.3 Growth of Organised Retailing in India

The rapid growth of organised retail in India can be attributed to a combination of economic, social, and technological factors. Rising middle-class incomes have played a vital role, with a significant increase in disposable income noted in recent years.

According to the World Bank (2021), the proportion of India's population categorised as middle class is expected to rise substantially, potentially reaching 500 million by 2030. This demographic shift is accompanied by changing family structures and an increased participation of women in the workforce, leading to evolving shopping behaviours and lifestyle-oriented consumption patterns (Ghosh & Tripathi, 2010).

In addition, various government initiatives have fostered this growth, including the liberalisation of foreign direct investment (FDI) policies. This has attracted numerous organised retail chains, enabling them to enter and expand within the Indian market. As reported by the Department for Promotion of Industry and Internal Trade (DPIIT, 2022), FDI in the retail sector has witnessed a significant uptick, with cumulative inflows crossing \$24 billion since the reforms were introduced.

Organised retailers in India are increasingly competing on factors such as store ambience, promotional offers, and enhanced customer experiences rather than relying solely on low pricing strategies. According to a KPMG (2022) study, nearly 60% of customers reported that the overall shopping environment, including lighting, layout, and cleanliness, influenced their decision to shop at specific stores. These strategies help stimulate browsing behaviour, encourage customers to explore more of the store and extend their visit duration, which Beatty and Ferrell (1998) linked strongly to impulse buying tendencies.

The emergence of digital technologies has profoundly transformed the retail landscape. The collaboration of e-commerce platforms with traditional retail channels has fostered a cohesive shopping experience. According to a report by the India Brand Equity Foundation (IBEF, 2023), India's e-commerce market is projected to reach \$350 billion by 2030, further enhancing consumer choices and contributing to impulsive buying behaviours.

As a result, structured retail environments are increasingly becoming significant influences on impulse purchasing behaviour. These retail spaces are designed to respond to customers' ever-evolving preferences and expectations dynamically. By utilising strategic layouts, targeted marketing, and an engaging atmosphere, organised retailers effectively tap into shoppers' immediate desires. This combination of retail design and consumer behaviour not only boosts sales figures for these retailers but

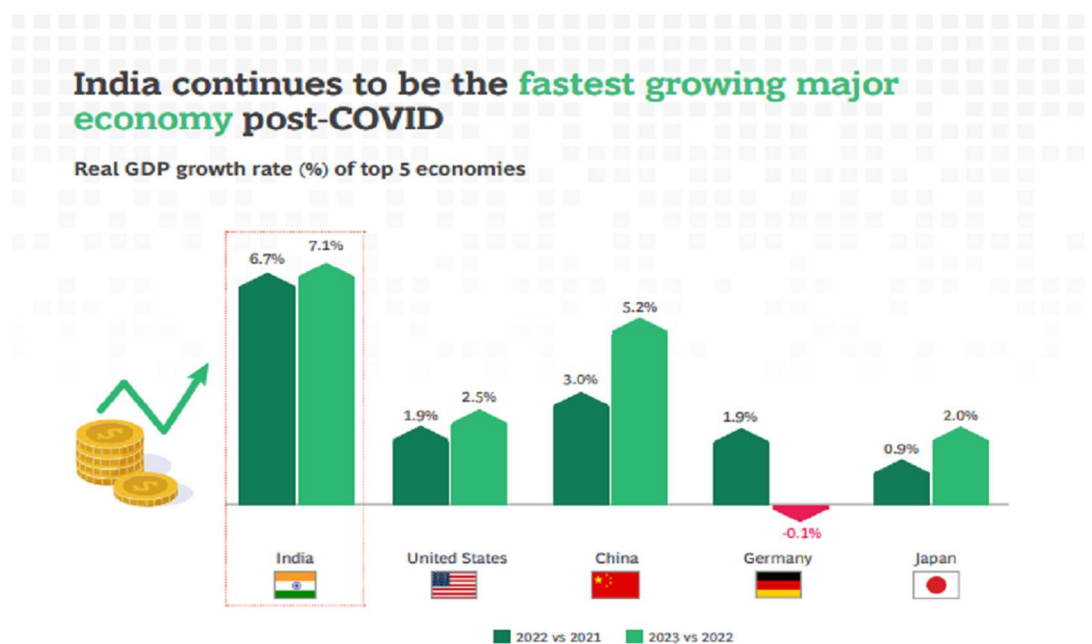
also plays a crucial role in reshaping the broader shopping landscape in India. The transformation is evident in the way customers navigate stores, influenced by curated product placements, promotional displays, and a seamless shopping experience that encourages spontaneous buying decisions.

India remains a standout performer among the major economies, leading growth among the top five global economies and projected to become the third-largest economy by 2030. The retail market in India is anticipated to reach \$2 trillion over the next decade, offering significant opportunities for retailers.

The Boston Consulting Group (BCG) has released an insightful report titled “Unlocking the \$2 Trillion Retail Opportunity in the Next Decade: An Activist Agenda.” This extensive analysis explores recent retail trends and highlights critical shifts poised to redefine the industry's future. As India continues to rise as a global economic powerhouse, achieving a robust 7 per cent GDP growth in 2023 and on track to secure the third position by 2030, the retail sector stands out as a key area for transformative growth.

Figure 3.12

GDP Growth Rate of the top 5 economies



Source: Indian Retailer.com

Organised retail in India has grown faster than the overall market. However, in recent months, this growth has slowed down due to some challenges. The drop in growth for organised retailers has been more noticeable than the overall market decline. Some major retailers have even reported a fall in store growth when comparing similar locations. Despite this, profitability has remained stable and is in line with global companies.

3.4 Hypermarkets: Concept and Characteristics

Hypermarkets have become a significant component of the organised retail landscape due to their distinctive blend of features derived from both supermarkets and department stores. As defined by Levy and Weitz (2012), hypermarkets are expansive retail establishments that offer a comprehensive range of food and non-food products, often under one roof, thereby effectively catering to diverse consumer needs. This format emphasises not only convenience but also value pricing and an extensive product assortment, allowing customers to complete multiple shopping tasks in a single visit.

3.4.1 Key Characteristics of Hypermarkets

1. Large Floor Space

Hypermarkets typically occupy vast physical spaces, often exceeding 100,000 square feet. This allows for a wide variety of product categories to be displayed simultaneously, including groceries, clothing, electronics, and household goods (Levy & Weitz, 2012). The spacious layout facilitates an extensive range of products, enticing customers to explore more options than they might in a traditional supermarket.

2. Systematic Shelving

The organisation of products within hypermarkets is strategically designed to enhance the shopping experience. Products are arranged systematically, often categorised by type or use, which helps customers locate their desired items more efficiently

(Underhill, 2009). This thoughtful shelving not only improves convenience but also encourages browsing, increasing the chances of additional purchases.

3. Strategic Product Placement

Hypermarkets employ strategic product placement to maximise visibility and accessibility. High-demand items, such as staple groceries, are usually placed at the back of the store, prompting customers to pass by and potentially purchase additional items along the way (Levy & Weitz, 2012). Seasonal or promotional products may be placed at eye level or at the end of aisles to attract shoppers' attention.

4. Attractive Visual Merchandising

Hypermarkets invest in appealing visual merchandising techniques to create an inviting atmosphere that encourages shoppers to linger. This includes eye-catching displays, signage, and thematic decorations that highlight promotions or seasonal items (Underhill, 2009). Effective visual merchandising has been shown to enhance emotional engagement, which can drive impulsive buying behaviour.

5. Frequent Promotional Activities

Regular promotional events and discounts are key features of hypermarkets. These activities not only draw customers in but also create a sense of urgency, prompting them to make unplanned purchases (Levy & Weitz, 2012). Promotions can include limited-time discounts, bundling offers, or loyalty programs that enhance customer retention.

6. Sensory-Rich Environments

Hypermarkets are designed to engage multiple senses such as sight, sound, smell, and touch, contributing to a more immersive shopping experience. For instance, strategically placed food demonstrations, sensory displays, or background music can enhance shoppers' feelings of enjoyment and engagement (Underhill, 2009). This sensory-rich environment is shown to play a critical role in impulsive consumption behaviour, making shopping not only a necessity but also a pleasurable experience.

Therefore, in India, hypermarkets have significantly reshaped the retail landscape by blending convenience with an extensive product range, all within an inviting shopping environment. The distinctive features of hypermarkets, including their spacious layouts, organised shelving, frequent promotions, and appealing sensory experiences, play a crucial role in influencing shopping behaviour and ultimately encourage greater consumer spending.

3.4.2 Hypermarket Growth in India

The Indian hypermarket sector has undergone a noteworthy transformation over the past decade, marking a significant period in the evolution of the nation's retail landscape. This era has been characterised by a significant shift from a fragmented market, once dominated by early entrants such as the Future Group, to a more consolidated environment, exemplified by a prominent duopoly comprising Reliance Retail and Avenue Supermarts (DMart).

In India, a diverse array of hypermarket formats exists, notably large-scale retail establishments exceeding 20,000 square feet that offer a wide range of products, including food, groceries, apparel, and general merchandise. The past 10 years have seen impressive growth in this segment, propelled by a confluence of strategic expansion initiatives and shifting consumer preferences.

Notably, key macroeconomic events have significantly influenced the trajectory of this sector. The implementation of the Goods and Services Tax (GST), the ramifications of demonetization, and the disruptions prompted by the COVID-19 pandemic have each played a pivotal role in shaping the operational strategies of hypermarket players. This dynamic landscape illustrates a dichotomy between aggressive expansion tactics and more measured, efficiency-driven growth methodologies.

Recent data indicate a substantial increase in both the store count and financial performance within this sector, thereby revealing the competitive dynamics and ownership structures that have redefined the industry. The trajectory of growth in the Indian hypermarket landscape narrates a compelling story of resilience and

adaptability, culminating in a contemporary market structure irrevocably reshaped by influential actors such as Reliance Retail and DMart. Table 1.2 illustrates the store count of leading hypermarkets in India from 2015 to 2024.

Table 3.2

Annual Store Count of Major Indian Hypermarket Chains (2015–2024)

Year	DMart	Big Bazaar / Hypercity	Smart / Smart Bazaar	Star Bazaar / Star Market	Spencer's Retail	More Retail (Hypermarket)
2015	89	210	50	20	35	20
2016	110	218	80	25	37	22
2017	131	235	100	41	39	24
2018	155	285	150	39	40	28
2019	176	290	200	49	42	30
2020	214	290	300	60	45	35
2021	234	290 (Non-Operational)	400	60	45	40
2022	284	-	600+	66	48	42
2023	324	-	1,500+	63	50	42
2024	365	-	3,000+	78	52	42

Source: Compiled by the researcher from the annual reports of the Hypermarkets (2015-24)

Table 3.2 shows that hypermarkets in India are growing quickly. This growth highlights the importance of studying the in-store display factors. Understanding these display strategies is key because they influence consumer behaviour and enhance the shopping experience.

3.5 Organised Retailing and Hypermarkets in Kerala

Kerala has emerged as a significant market for organised retailing due to several contributing factors, including its high literacy rate, urban concentration, and socially aware consumer base. The state has seen a notable expansion of hypermarkets, such as Lulu Hypermarket, Reliance Smart, and More, reflecting the shifting consumer

preferences towards modern retail formats that prioritise quality, variety, and an enhanced shopping experience (Srinivasan & Srivastava, 2010).

This trend towards organised retail is underscored by the characteristics of Kerala's customers, who are increasingly exposed to global consumption trends. This exposure has fostered greater brand consciousness and discretionary spending among the population. The modern retail environment, particularly in hypermarkets, creates a rich tapestry of in-store stimuli, including visual merchandising, ambience, and promotional cues. Collectively, these elements significantly contribute to heightened impulsive buying behaviour, especially among middle-income and younger customers (Sinha & Banerjee, 2004).

Kerala's unique profile among Indian states is highlighted by its unparalleled socio-economic development, a phenomenon often referred to as the 'Kerala Model.' This development paradigm is characterised by a strategic shift from traditional crops to cash crops and a pronounced focus on the service sector. This model has distinguished Kerala, as it has achieved remarkable progress in various social and economic indicators. The transition to cash crops and an emphasis on service-oriented industries have positioned the state as predominantly consumer-driven, relying on neighbouring states to supply essential goods, fast-moving consumer goods (FMCGs), and luxury items.

Considering this prolonged status as a consumer state, it has played a pivotal role in nurturing the growth of the retail sector in Kerala. Historically, the retail industry has been an integral feature of the state's landscape, initially dominated by suppliers of essential goods, alongside FMCG stores, and specialised outlets for automobiles, jewellery, and textiles. Over the past six decades, this sector has witnessed substantial transformations.

During this transformation period, each segment of the retail industry has undergone systematic reorganisation, leading to separations and mergers. These changes have resulted in a comprehensive overhaul of the retail sector in Kerala. Today, the retail landscape reflects a dynamic, diversified industry that has evolved to meet customers' ever-changing demands and preferences.

The retail sector in Kerala is noted for its resilience and adaptability. It consistently innovates in response to changing consumer behaviours, technological advancements, and global trends. This ability to adapt significantly enhances the vibrancy of the retail industry, establishing it as a crucial element of the state's economic framework.

A landmark event in this evolution was the establishment of Margin Free Markets in 1994, which revolutionised retailing in Kerala. These markets aimed to provide goods at lower prices by minimising profit margins, marking the initial phase of organised retail in the state. The prominence of organised retail in Kerala grew in the early 2000s with the entry of various formats and chains. This shift from traditional retailing to modern formats introduced a more structured and customer-centric approach.

The entry of supermarket chains and hypermarkets, both domestic and international, has significantly transformed the retail landscape in Kerala. These establishments provide a one-stop shopping experience, offering a diverse range of products under one roof. Additionally, Kerala has a strong tradition of consumer cooperatives, including the Kerala State Cooperative Consumer Federation, which has further enriched the retail environment.

A prominent example of this modernisation is Lulu Mall, which opened in Kochi in 2013 and is considered one of the largest shopping malls in India. This shopping complex houses a blend of international and Indian brands, setting new standards for retailing in Kerala and offering a diverse shopping, dining, and entertainment experience. Collectively, these modern retail formats represent the evolution and diversity of retailing in Kerala, showcasing a harmonious blend of traditional markets, contemporary shopping centres, and innovative retail strategies.

As a result, the evolution of retail in Kerala not only mirrors the state's socio-economic progress but also underscores the dynamic interaction between consumer behaviour and retail innovation. As the retail sector continues to develop, it significantly shapes Kerala's economic landscape (Srinivasan & Srivastava, 2010; Sinha & Banerjee, 2004).

Kerala has emerged as one of the most vibrant markets for organised retailing in South India, particularly in the hypermarket segment. The state's high literacy rate, urban concentration, substantial remittance-driven income, and evolving consumer lifestyles have created a favourable environment for the growth of large-format retail outlets. Hypermarkets in Kerala cater to diverse consumer needs by offering groceries, fresh produce, apparel, electronics, household items, and personal care products under one roof, thereby promoting convenience-oriented and experience-driven shopping.

Among the principal market participants, Lulu Hypermarket emerges as the preeminent organised retail brand in Kerala, having established its flagship outlets in the Ernakulam district in 2013. The group has strategically broadened its presence by developing large-scale shopping malls, including the establishment of a major mall in the state capital, Thiruvananthapuram, in 2021. They also inaugurated another substantial mall in Kozhikode in 2024, marking a pivotal expansion into the state's northern region. This growth signifies Lulu Hypermarket's commitment to enhancing its retail landscape and catering to the evolving consumer needs in Kerala. Lulu is known for its extensive product assortment, international sourcing, and world-class store ambience, making it a destination for both planned and impulsive purchases. Nesto Hypermarket has also established a strong presence, particularly in Kozhikode and other districts, offering a wide variety of products at competitive prices and attracting a large middle-income customer base.

Regional hypermarket chains play an equally significant role in Kerala's retail ecosystem. Jamjoom Hypermarket has gained prominence, especially in northern Kerala, for its strong regional appeal and customer-centric pricing strategies. Reliance SMART Bazaar, a national chain, has expanded across districts such as Kozhikode, Kasaragod, and Wayanad, combining grocery retailing with private-label offerings and frequent promotions.

Kerala also hosts several strong regional and local hypermarkets that enjoy deep-rooted consumer trust. Hypermarkets such as We Mart and Moolans in Ernakulam, Lalys, Bismi, and Navaratna in Thrissur, and KRN'S Shaalimar and Famous Hypermarket in Malappuram have successfully blended modern retail practices with

local consumer preferences. These stores often emphasise value pricing, familiarity, and community-oriented service while still adopting organised retail features such as systematic shelving, in-store promotions, and attractive displays.

The widespread presence of hypermarkets across districts such as Trivandrum, Ernakulam, Kozhikode, Thrissur, Malappuram, and Kottayam has significantly reshaped shopping behaviour in Kerala. Customers increasingly view hypermarkets not merely as places for routine grocery shopping but as comprehensive retail destinations that encourage browsing, exposure to promotional stimuli, and impulse buying. This expanding hypermarket landscape provides a relevant and appropriate context for examining impulsive buying behaviour and the influence of in-store retail displays on shoppers in Kerala.

Table 3.3

Major Hypermarkets in Kerala

Sl No	Region / Districts	Major Hypermarkets
1	Trivandrum	Lulu Hypermarket, Kunnil Hypermarket, and Ramachandran Hypermarket
2	Kollam	Anugraha Hypermarket, Reliance Smart and Reliance Fresh
3	Pathanamthitta	Alankar Hypermarket and Golden Hypermarket
4	Alappuzha	Bismi Hypermart, Manjal Hypermart, and Grammy Hypermart
5	Kottayam	Lulu Hypermarket, Reliance Smart Bazar and Sulabha Hypermarket
6	Idukki	Cristal Hypermarket and More Hypermarket
7	Ernakulam	Lulu Hypermarket, We Mart, Moolans and Green Leaf
8	Thrissur	Lalys Hypermarket, Bismi, Navaratna, Wefive and Majestic
9	Palakkad	Bismi Hypermart, Asly Online Hypermarket, Reliance SMART Bazaar, LuLu Hypermarket, Kalyan Hypermarket, and Nesto Hypermarket
10	Malappuram	Budget Hypermarket, Yara Hyper, Veemart, 4P Mart, and Jamjoom Hypermarket,

Sl No	Region / Districts	Major Hypermarkets
11	Kozhikode	Nesto Hypermarket, Lulu Hypermarket, Grand Hypermarket, MR Hypermarket and Reliance Smart Bazaar
12	Wayanad	Jam Joom Hypermarket, Kalyan Hypermarket, Nahdha Hypermarket, Happy 7 Days, and Daymart.
13	Kannur	Nesto, Metro Fresh Hypermarket, Carrefour Hypermarket and Central Hypermarket
14	Kasargod	Reliance SMART Bazaar, TOTO Hypermarket and New Grand Hypermarket.

Source: Compiled by the Researcher.

3.6 Consumer Behaviour in Hypermarkets

Consumer behaviour in hypermarkets is distinctively shaped by their self-service nature and experiential design, which sets them apart from traditional retail formats. In hypermarkets, shoppers often enter with specific purchase intentions, intending to buy certain items. However, their experience within these expansive environments frequently leads them to engage in browsing and exploratory behaviour. This phenomenon results in increased exposure to various in-store stimuli, such as attractive displays, promotions, and product sampling (Inman et al., 2009). The spacious layout and diverse product offerings invite customers to spend more time in the store, potentially leading to unplanned purchases.

Hypermarkets serve two types of shoppers: those seeking practical items and those seeking a pleasurable experience. Practical shoppers want to buy items quickly and efficiently. On the other hand, shoppers seeking enjoyment want excitement and emotional satisfaction from their shopping trips. The combination of these two types makes shoppers more likely to make impulse buys, as the thrill of exploring new products can prompt them to buy items they did not plan to (Babin et al., 1994; Morrison et al., 2011).

The atmosphere in hypermarkets, which often features lively music, attractive displays, and strategic product placement, is essential in shaping how people shop. These features create a pleasant shopping experience and can lead to emotional

responses, making it easier for shoppers to make impulse purchases (Kahneman, 2011). Retailers need to understand how shopping motivation and the sensory environment interact to help improve the shopping experience and boost sales in hypermarkets.

These unique characteristics of hypermarkets promote complex consumer shopping behaviour that combines rational decision-making with emotional experiences, leading to both planned and unplanned purchasing activities.

3.7 Understanding Impulsive Buying Behaviour – An Outline

Impulse buying refers to making sudden, unplanned purchases without much thought beforehand. It often arises from an immediate desire or emotional response and can be influenced by various situational factors and external stimuli in the shopping environment (Rook, 1987). This type of buying behaviour can include items that were not initially intended to be purchased, showcasing a sense of urgency and instant gratification (Verplanken & Herabadi, 2001). Some people may be labelled as impulse buyers because they frequently make spontaneous purchases.

The trend of impulse buying has been increasing, particularly with the rise of organised retail environments. These retail spaces are intentionally designed to capture customers' attention and enhance their shopping experience, encouraging unplanned purchases (Dholakia, 2000). Retailers are aware of the financial benefits of impulse buying and work to create appealing settings that influence customers' decisions. This includes using background music, maintaining a comfortable atmosphere, introducing pleasant scents, arranging store layouts to attract shoppers, creating eye-catching displays, and employing friendly staff to engage with customers (Kahn & Lehmann, 2013). These strategies all aim to prolong customers' time in stores, thereby increasing the likelihood of impulse buying.

Modern consumer behaviour theories help explain how and why impulse buying occurs. Research shows that customers often make unplanned purchases, especially in organised retail settings, where the shopping experience is designed to elicit spontaneity (Cotte, Leyendecker, & Ring, 2006). Factors such as emotional triggers,

visual appeal, and social cues can all play significant roles in prompting impulse purchases. By understanding these influences, retailers can develop effective marketing strategies that encourage customers to buy more than initially intended. In today's highly competitive market, leveraging impulse buying can be an important tactic for boosting sales and ensuring the continued success of retail businesses.

3.7.1 The Importance of Impulse Buying in Consumer Behaviour

Impulse buying plays a vital role in consumer behaviour, influencing both market strategies and overall sales performance. Understanding this phenomenon is crucial for retailers and marketers alike. Here are some key aspects of its importance:

1. Increase in Sales and Revenue

Impulse buying can significantly enhance a retailer's revenue. Research indicates that a substantial portion of customers make unplanned purchases while shopping, leading to higher sales and higher average transaction value (Inman, Winer, & Ferraro, 2013). For example, strategically placed items near checkout counters often entice customers to buy additional products they did not initially intend to purchase. This not only boosts immediate revenue but also contributes to ongoing cash flow for retailers.

2. Understanding Market Trends

Studying impulsive buying behaviour helps businesses identify and adapt to changing consumer preferences and market trends. By analysing consumer habits, retailers can determine which products are likely to be bought impulsively and tailor their marketing strategies accordingly (Beatty & Ferrell, 1998). This adaptability not only improves customer satisfaction but also ensures that businesses remain competitive in a fast-evolving marketplace.

3. Building Brand Loyalty

The experience of impulse buying can create positive emotional connections between customers and brands. When customers have enjoyable and surprising experiences during their shopping trips, they are more likely to develop a sense of loyalty towards the brand (Vohs, Faber, & Hahm, 2014). For instance, if a consumer buys a product

on impulse and finds it satisfying, they are more likely to return to that brand in the future, viewing it as a source of positive experiences.

4. Creating In-Store Experiences

Understanding the triggers of impulse buying enables retailers to design more engaging in-store experiences. By optimising store layouts and leveraging promotional strategies, retailers can encourage customers to explore and make spontaneous purchases (Rook, 1987). For example, attractive displays, sensory marketing, and limited-time offers can create a shopping environment that stimulates impulse buying, ultimately driving higher sales.

3.7.2 Factors Influencing Impulsive Buying Behaviour

Impulse buying can lead to strong positive emotions between customers and brands. When shoppers unexpectedly enjoy their shopping experience, they often feel more loyal to the brand (Vohs, Faber, & Hahm, 2014). A consumer who makes an impulsive purchase and feels satisfied with their choice is likely to return to that brand. This sense of joy and fulfilment contributes to a positive relationship with the brand, often leading to repeat purchases. Understanding what triggers impulse buying helps retailers create more engaging shopping experiences. By designing store layouts thoughtfully and implementing specific promotional strategies, retailers can encourage customers to browse and make spontaneous purchases (Rook, 1987). The Eye-catching displays, sensory marketing techniques, and limited-time offers can create an inviting shopping atmosphere. This environment increases the likelihood of impulse buying, which, in turn, boosts the retailer's sales.

Many factors influence impulsive buying behaviour, and businesses must understand them to shape their marketing strategies effectively. Key influencing factors include:

1. Emotional Triggers

Emotions can significantly influence people's shopping habits. When people feel strong emotions, whether they are positive, like excitement and joy or negative, like stress and boredom, they are more likely to make unplanned purchases. For instance,

if someone is feeling excited about a sale, they might buy something they did not originally intend to. Similarly, someone feeling stressed might shop to cope, leading to impulsive buying. Boredom can also cause people to browse and buy items on a whim. Overall, strong emotions can lead shoppers to act impulsively rather than stick to their planned purchases.

2. Promotions and Discounts

Limited-time offers and discounts encourage people to buy quickly. When shoppers see a deal about to expire, they often feel pressured to buy to avoid missing out. This can lead to buying things they did not initially plan to. Marketers leverage this by using countdown timers and low-stock alerts. These tactics not only increase sales but also help build brand loyalty, as customers appreciate special discounts. Apart from this, successfully getting a good deal can make shoppers feel good, leading to positive shopping habits in the future. In short, limited-time offers help both businesses and customers by increasing sales and providing satisfaction.

3. Product Placement

Strategic product placement in high-traffic areas, at aisle ends, and near checkout counters boosts visibility and encourages impulse purchases. When products are easily accessible and attractively displayed, shoppers are more likely to explore options they might otherwise overlook. Seasonal items and promotional goods displayed in these spots can drive higher sales, especially with eye-catching signage and bright packaging. The innovative product placement strategy not only enhances visibility but also improves customers' shopping experience.

4. Peer Influence

Recommendations from friends, family, or social media greatly influence customers' purchasing decisions. When someone close to a consumer endorses a product, it builds trust and encourages them to consider buying it, often leading to unplanned purchases. Social media amplifies this effect, as influencers can reach large audiences, and their posts or reviews can quickly spark interest and drive impulse buying. Additionally,

seeing peers enjoy a product can create a fear of missing out (FOMO), pushing customers to make quicker decisions.

5. Sensory Appeal

Factors such as pleasant scents, background music, and attractive displays appeal to shoppers' senses, creating an inviting atmosphere that enhances the overall shopping experience. The carefully curated aromas, whether it's fresh bread in a grocery store or subtle floral notes in a boutique, can evoke emotions and memories that encourage customers to linger longer and explore more. Similarly, background music can set the mood, with upbeat tunes energising shoppers and slower melodies promoting a more relaxed pace, ultimately influencing their buying decisions. Attractive displays, designed to showcase products creatively, capture attention and spark curiosity, often leading to impulse purchases as shoppers find themselves drawn to items they did not initially plan to buy. This sensory stimulation can significantly drive impulse purchases by creating a more immersive shopping experience, blurring the lines between necessity and desire while fostering a deeper connection between customers and the brands they encounter.

To enhance impulse buying, retailers should focus on optimising in-store experiences and product placements. Improving display visuals, offering time-limited promotions, and ensuring a user-friendly layout can all help increase spontaneous purchases. Effective marketing strategies will attract and retain customers by creating enjoyable shopping experiences.

3.8 Theoretical Foundations of Impulsive Buying Behaviour

Understanding impulsive buying behaviour requires a multifaceted approach that integrates various psychological and consumer behaviour theories. This section explores key theoretical frameworks that elucidate the triggers and responses associated with impulse purchases in retail settings. By examining these theories, the researcher can gain insights into how external stimuli interact with internal consumer processes, leading to spontaneous buying decisions. Each theory provides a different

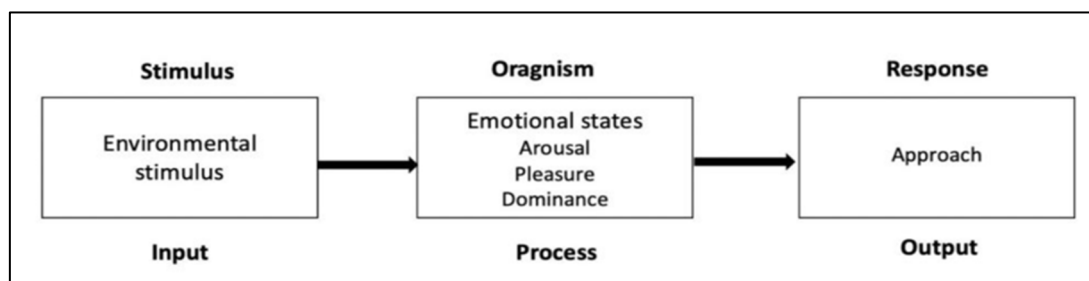
lens through which to analyse impulse buying, reinforcing the phenomenon's complexity and significance in modern retail environments.

3.8.1 Stimulus–Organism–Response (SOR) Theory

The Stimulus–Organism–Response (SOR) model, introduced by Mehrabian and Russell (1974), serves as a critical framework for understanding how environmental factors influence consumer behaviour. In retail settings, stimuli such as lighting, music, store layout, and promotional displays create a sensory experience for shoppers. These stimuli affect customers' internal states—shaping their emotions, perceptions, and mood—which, in turn, drive their actions, including impulse purchases (Donovan & Rossiter, 1982). A bright, inviting store ambience can evoke feelings of happiness and excitement, prompting shoppers to buy items they had not planned to buy.

Figure 3.13

Stimulus–Organism–Response (SOR) Model



Note. From “The Impact of Expert Endorser in Electric Vehicle Advertising on Consumers’ Purchase Intention” by Q. Wang, *Advances in Economics, Management and Political Sciences*, 41, 106–110 (2023). <https://doi.org/10.54254/2754-1169/41/20232051>

3.8.2 Theory of Planned Behaviour (TPB)

The Theory of Planned Behaviour (Ajzen, 1991) suggests that three main factors influence human behaviour: attitudes toward behaviour, social pressures, and perceived control over behaviour. Although impulse buying seems spontaneous, this theory shows that people's feelings and social influences can significantly affect it. Customers who have a favourable view of impulse buying or believe their friends support such spending are more likely to buy on impulse. After a purchase, feelings of guilt can arise when the purchase clashes with personal values or financial goals.

This highlights the complicated mix of thoughts and feelings related to spending (Verplanken & Herabadi, 2001).

3.8.3 Hedonic Consumption Theory

Hedonic consumption theory focuses on the emotional experiences involved in shopping (Holbrook & Hirschman, 1982). People often buy things on impulse because they want pleasure, excitement, or to feel better, not just because they need something functional. This theory suggests that shopping can be enjoyable and that buying things on a whim can give people quick satisfaction. People might purchase a luxury item or a special treat to boost their mood or improve their feelings (Hausman, 2000). Thus, the theory highlights how positive emotions drive impulse buying.

3.8.4 Dual-Process and Self-Control Theory

Dual-process theories explore the interaction between automatic emotional responses and deliberate cognitive processes in decision-making (Strack & Deutsch, 2004). In the context of impulse buying, customers often act on emotional impulses that can overpower their self-control. For example, a shopper may see a limited-time offer and feel a rush of excitement, leading to an impulse purchase. However, this may later result in feelings of regret or post-purchase guilt when they reflect on their decision (Baumeister, 2002). Understanding this dynamic helps clarify why some customers struggle with self-regulation in the face of compelling stimuli.

3.8.5 Cognitive Dissonance Theory

Cognitive dissonance theory, introduced by Festinger (1957), explains the psychological discomfort that arises when one's behaviour conflicts with their beliefs or values. When customers make impulsive purchases that they later deem unnecessary or financially unwise, they can experience cognitive dissonance. This discomfort often manifests as guilt or regret, particularly if the purchase contradicts their usual spending habits or financial objectives. As such, understanding cognitive dissonance is critical for grasping the emotional fallout that can accompany impulsive buying behaviour.

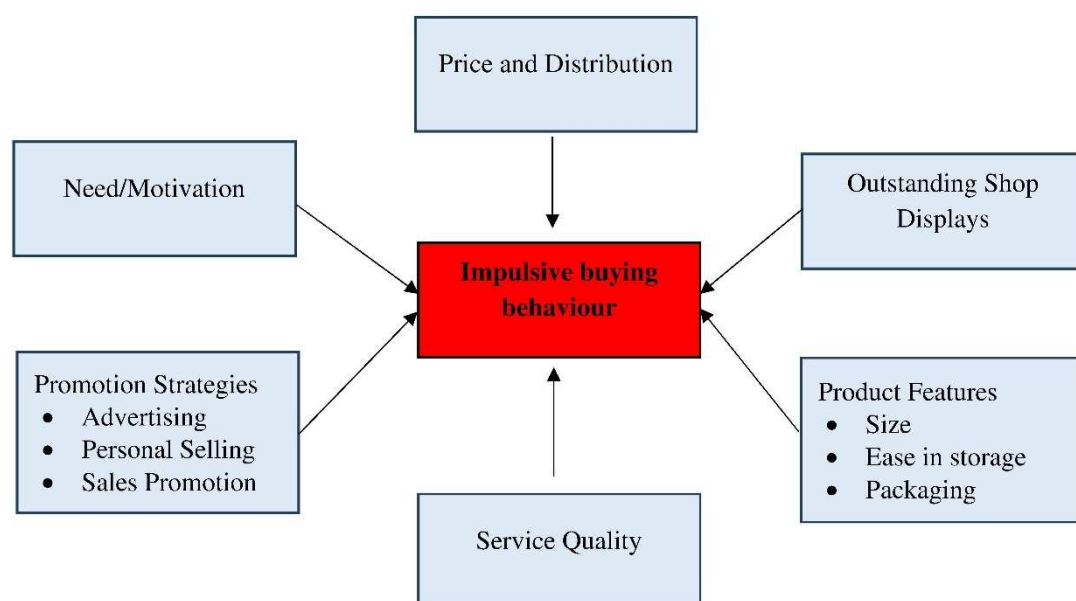
3.8.6 Hawkins Stern's Impulse Buying Theory (1962)

Hawkins and Stern's impulse-buying theory is one of the earliest and most influential frameworks for explaining impulse buying. Developed by Stern in 1962, this model highlights that impulse buying is not a uniform behaviour; instead, it varies based on factors such as the stimuli in the shopping environment, the consumer's situation, and their prior shopping experiences.

Stern argued that understanding these differences is crucial for retailers and marketers, as it can help them create more effective strategies to encourage such purchases. His work laid the groundwork for later psychological models and those that focus on the retail environment, both of which further explore the complexities of consumer behaviour. The model illustrates how various elements come together to influence impulse buying decisions, indicating that shopping behaviour is shaped by more than consumer needs or wants alone. This multifaceted approach helps explain why consumers may buy items they had not planned to purchase, which is a common occurrence in today's retail landscape (Stern, 1962).

Figure 3.14

Hawkins Stern's impulse buying theory model



Source: Hawkins Stern's model, 1962

3.8.7 Hawkins Stern's Model of Impulsive Buying Behaviour

Hawkins Stern's model offers valuable insights into impulsive buying behaviour, categorising it into four key types that help us understand why consumers sometimes make unplanned purchases (Shapiro, 2015). Each type reflects different motivations and circumstances that lead to these spontaneous buying decisions.

1. Pure Impulse Buying

Pure impulse buying is when people make unplanned purchases without intending to. This behaviour often happens because of attention-grabbing displays that create an emotional reaction. A well-designed store window or a striking promotion might encourage a shopper to buy items they were not initially considering. These kinds of purchases are sometimes called "escape purchases" because they offer a brief thrill or distraction from daily life (Dutta & Mandal, 2018). While shoppers may spend more than they intended, these impulse buys can benefit retailers by boosting sales and strengthening emotional connections between products and consumers.

2. Reminder Impulse Buying

This happens when shoppers are reminded of products they have previously liked. Recognising an item that they plan to buy can lead to an unplanned purchase. This type of impulse buying emphasises the role of product familiarity and how past experiences shape current shopping behaviours. Retailers can take advantage of this by making their products easy to remember and recognise through consistent branding or strategic placement.

3. Suggested Impulse Buying

In this scenario, customers encounter new or unfamiliar products that catch their attention, leading to unplanned purchases. These decisions often begin with a sudden desire to buy, even if they make sense logically in the end. This impulse buying is influenced by how visible and appealing the products are in stores. Retailers can encourage this type of buying by creating attractive displays and using promotional strategies that highlight new items. By making products stand out, they can entice

shoppers to make spontaneous purchases. In this case, how products are presented plays a vital role in driving customer interest and encouraging them to buy on a whim.

4. Planned impulse buying

Planned impulse buying occurs when a customer recognises the need for a product but lacks certainty about its specific features. Typically, lower prices or sales promotion techniques prompt planned impulse purchases (Stern, 1962). As the consumer enters a store, there is a general intention to make a purchase. However, specifics such as the type of product, brand, colour, size, specifications, or price remain undecided. At this moment, factors such as discount offers, attractive displays, visual merchandising, promotional signage, and the overall shopping experience influence in-store decisions.

By understanding these various types of impulse buying, retailers can create strategies that enhance the overall shopping experience. This approach not only increases sales but also fosters customer loyalty, as consumers feel more engaged and satisfied with their shopping experiences. Effective marketing techniques that leverage these impulsive buying behaviours can significantly boost a retailer's success.

3.8.8 Relevance of Theoretical Framework to the Present Study

The theoretical frameworks discussed provide a comprehensive understanding of impulsive buying behaviour in organised retail environments. By integrating insights from the SOR model, hedonic consumption theory, self-control theory, and cognitive dissonance theory, we can better understand how external stimuli evoke emotional responses that lead to impulsive purchases. Additionally, these theories help explain the emotional aftermath, such as post-purchase guilt, that many customers experience. Together, they form a robust foundation for the conceptual model and hypotheses explored in this study.

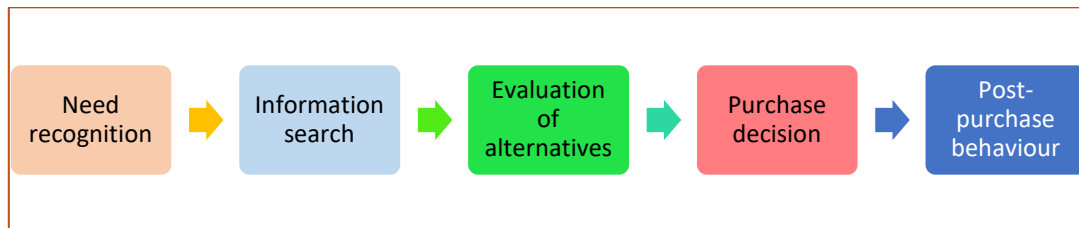
3.9 Impulse buying decision process

The impulse-buying decision process involves a sequence of stages that a consumer goes through when making unplanned, spontaneous purchases. While traditional

decision-making models often follow a rational, deliberate process, impulse buying is characterised by quick, emotional decisions. The buying decision process consists of 5 stages. (Philip Kotler, 2016). They are illustrated below:

Figure 3.15

Stages in the buying decision process



Source: (Philip Kotler, 2016)

Impulse buyers navigate the traditional stages of the consumer decision-making process more briefly and rapidly than typical rational decision-making. Impulse buyers progress through each of the five stages unintentionally, as described below:

Need Recognition: For impulse buyers, the need or problem recognition stage may be triggered spontaneously by external stimuli such as a visually appealing display, a sale sign, or the presence of a novel product. The need arises impulsively, and there is often no pre-existing conscious need.

Information Search: Impulse buyers tend to skip or minimise the information search stage. Rather than actively seeking product information, they rely on immediate stimuli or emotional responses to guide their decisions. Information gathering is typically limited, and emotions drive the decision more than factual data.

Evaluation of Alternatives: Impulse buyers generally do not engage in a comprehensive evaluation of alternatives. The decision is made quickly, with minimal consideration of different brands or product features. The evaluation process is often intuitive, driven by emotional responses to the stimuli.

Purchase Decision: The buying decision stage is when impulse buyers make rapid, unplanned decisions. The impulsive urge or desire generated by external stimuli takes

precedence, leading to immediate action. There is a sense of urgency, and the product's emotional appeal drives the decision to purchase.

Post-Purchase Behaviour: After the purchase, impulse buyers may experience a range of emotions. This could include satisfaction if the product aligns with their impulsive desires, or in some cases, mild regret or second-guessing. Post-purchase evaluation is often influenced by the emotional satisfaction derived from the impulsive buy.

3.10 An overview of in-store retail displays

In-store retail displays are specially designed areas within a store that showcase products, promotions, or information to grab shoppers' attention. These displays enhance product aesthetics and create a more engaging shopping experience. Displays come in different types, such as end-of-aisle, freestanding, and window displays. Each type has a unique role in influencing customer behaviour.

Retail displays are an essential part of visual merchandising and significantly shape the store's appearance and the shopping experience. A retail display includes any element within a store that advertises a product. Visual merchandising focuses on making these displays appealing since they are the first interaction between the product and the shopper. Retailers of all kinds use displays as a standard tool. Usually, visual merchandisers design and implement retail displays, ensuring they look consistent and attractive over time.

In-store display factors include elements retailers consider to create appealing, effective product presentations in physical stores. These factors influence customer behaviour, affect purchasing decisions, and enhance the overall shopping experience. Here are the key in-store display factors:

1. Layout of the Store

The layout of a retail store plays a critical role in managing customer traffic flow and shaping how products are displayed. An organised and intuitive layout not only enhances the shopping experience but can also significantly impact sales. Research

indicates that stores with logical layouts can guide customers through different sections more efficiently, thereby increasing product engagement (Baker et al., 2002). By strategically positioning high-demand items at the back of the store, retailers can encourage customers to wander through the aisles, potentially discovering additional products along the way.

2. Display of Graphics

Visual elements such as graphics, signage, and branding are essential for creating a cohesive and appealing shopping atmosphere. These graphics do more than decorate; they convey important information about products, promotions, and the brand's identity. Studies have shown that adequate signage can significantly increase impulse buying by up to 20% (Patterson & McGoldrick, 2007). Well-designed graphics can attract attention, communicate brand messaging, and highlight promotions, thereby playing a crucial role in shaping purchasing decisions.

3. Product Display

The presentation of products on shelves or displays is a direct determinant of their visibility and customer appeal. Effective product displays can enhance visibility and drive higher sales by strategically placing and arranging products. Utilising end caps for seasonal items can increase sales, as these displays are often more visible to customers as they move through the aisles. A study by Kahn and Wansink (2004) found that consumers are more likely to choose a product displayed more prominently than one displayed less prominently.

4. Brand Display

Maintaining a strong brand presence in-store is integral to reinforcing brand identity. Elements such as logos, brand colours, and promotional materials should be consistent and strategically placed to create brand recognition. This consistency builds trust with customers, as a coherent brand presentation enhances their perception of quality and reliability (Keller, 2001). A well-integrated brand display fosters a cohesive shopping experience, ultimately contributing to customer loyalty.

5. Counter Display

Checkout counters serve as prime locations for displays that target impulse buying. These displays often feature small, affordable items that customers may not have initially planned to purchase. Studies highlight that effective counter displays can lead to a significant increase in last-minute purchases, thus boosting overall sales revenue (Coulter & Coulter, 2007). By placing attractive products at eye level and using appealing signage, retailers can capture customer interest just before they finalise their transactions.

6. Product Package

Product packaging is much more than a protective layer; it communicates brand identity and product benefits directly to customers. Attractive, distinctive packaging can capture attention in a crowded retail space and significantly influence purchasing decisions. The visual elements, such as colour, shape, and graphics, work together to create an immediate impression, often serving as silent salespeople that convey the essence of the brand. Packaging also plays a crucial role in storytelling, enabling brands to share their values and engage customers more deeply. According to a study by Underwood and Klein (2002), packaging design is pivotal in consumer choice, often serving as a key factor in product differentiation. This multifaceted role of packaging ensures its importance as a strategic element in marketing and branding efforts.

7. Product Shape

The physical shape and design of a product can significantly influence its visibility and appeal on the shelf, making them crucial factors in consumer decision-making. Uniquely shaped products are more likely to catch consumers' eyes and create a memorable impression, helping them stand out in a crowded marketplace. For instance, companies often employ innovative shapes and designs, leveraging the psychological effects of design versatility to enhance their brand appeal (Bloch, 1995). Research indicates that consumers are inherently drawn to novelty: unique shapes not only pique curiosity but also evoke a sense of excitement and innovation,

which can profoundly influence their likelihood of making a purchase. Furthermore, products that challenge conventional shapes may prompt consumers to explore, leading to a deeper connection with the brand. In essence, the aesthetic qualities and form of a product are not just about functionality; they play a vital role in shaping perceptions, attracting attention, and ultimately influencing buying behaviour in a competitive retail environment.

8. Customer Traffic

Analysing customer traffic patterns is crucial for optimising display placements within the store. By understanding how customers move through the aisles, retailers can strategically position products and displays to increase interaction and impulse purchases. Metrics such as foot traffic can inform decisions on where to place promotional items or new products to maximise visibility. High-traffic areas can be leveraged to showcase seasonal promotions or best-sellers, ensuring these products capture customer attention. Understanding peak shopping times enables retailers to dynamically adjust displays, potentially rotating merchandise, to keep the shopping experience fresh and engaging. Studies suggest that targeted placements based on customer behaviour can drive sales and enhance the overall shopping experience (Gupta & Cooper, 1992). Therefore, a well-planned display strategy rooted in behavioural insights can lead to more extended in-store stays and higher conversion rates, making it a vital element of retail success.

9. Price Displays

Clear and understandable price displays are essential for helping customers make informed purchase decisions, as they serve as a vital communication tool between retailers and consumers. When prices are legible and prominently displayed, they not only enhance customer satisfaction but also significantly reduce ambiguity and uncertainty, paving the way for a more enjoyable and confident shopping experience. Research has shown that transparent pricing not only affects customers' perceptions of value but also fosters a stronger sense of commitment to purchase, as highlighted in the studies by Ailawadi, Neslin, and Gedenk (2001). The effective price display should not only focus on the base price but also emphasise discounts, promotions, and

special offers, as these elements can create a sense of urgency and increase the perceived value of the deal. This strategic presentation of pricing information can increase the likelihood of transaction completion, ultimately benefiting both the retailer and the consumer. By aligning pricing strategies with clear communication, businesses can build trust and loyalty, encouraging repeat visits and a more robust customer base over time.

10. Offer Display

Highlighting special offers, discounts, or promotions is vital for attracting customer attention and encouraging engagement. Well-executed offers create a sense of urgency and encourage people to take advantage of specific deals. According to a study by Blechschmidt et al. (2014), visible and compelling promotions can significantly drive sales while enhancing overall customer satisfaction. Retailers may also employ limited-time offers to motivate consumers to make quicker purchasing decisions.

11. Banner Display

Banners and promotional signage serve dual purposes: capturing attention and conveying essential information to customers. When designed with clarity and creativity, banners can effectively communicate key messages about promotions, seasonal offerings, or brand values. Research shows that visually engaging banners can increase foot traffic and conversion rates in stores (Aylott & Mitchell, 1999). An effective banner display should be strategically placed in high-visibility areas to maximise impact.

12. Hygiene

Maintaining clean and well-kept displays is fundamental to creating a positive shopping environment. A hygienic setting reflects professionalism and instils confidence in customers, contributing to the overall perception of the brand. Studies suggest that cleanliness in retail settings is directly linked to customer comfort and willingness to spend (Hughes & Tompkins, 1999). Thus, prioritising hygiene not only enhances the shopping experience but also reinforces brand integrity.

13. Lighting

Proper lighting plays a significant role in enhancing visibility and attracting customers to displays. Thoughtful lighting design can create a welcoming atmosphere, highlight key products, and shape the store's mood. Research indicates that appropriate lighting can influence customer emotions and purchasing behaviour, with brighter environments often leading to increased sales (Mahnke et al., 2007). Therefore, effective lighting strategies are essential for optimising product visibility and enhancing the overall shopping experience.

14. Inside Ad

Inside advertisements—ranging from posters and banners to digital screens—are vital tools for promoting products and reinforcing brand identity in-store. Strategic placement of these ads can enhance brand visibility and effectively communicate promotional messages. Research suggests that well-implemented in-store advertising can significantly influence consumer behaviour, leading to increased engagement and higher sales (Keller, 2001). These ads not only promote new products but also serve to create a coherent brand narrative throughout the shopping environment.

15. Attractive Posters

Attractive posters serve as visually compelling displays that capture customer attention while conveying specific product or promotional messages. Well-designed posters can act as focal points within the store, drawing customers to featured items. According to a study by Pechmann & Ratneshwar (1991), eye-catching visuals can influence consumer perception and increase the likelihood of purchase, thereby enhancing the overall aesthetic appeal of the retail environment. Engaging posters create an inviting atmosphere that encourages exploration and interaction among shoppers.

By focusing on these elements, retailers can significantly enhance the shopping experience, which, in turn, can drive sales and foster customer loyalty.

3.11 Chapter Summary

This chapter provided a thorough look at the organised retail industry, with particular focus on hypermarkets in India and Kerala. It started by explaining what organised retail is and how it has developed in these regions. Hypermarkets, which combine a supermarket and a department store, are significant players in this sector. After outlining the industry, the chapter shifted to a detailed discussion about impulsive buying behaviour. This section explored why consumers sometimes make spontaneous purchases rather than sticking to their planned shopping lists. Several factors influence this behaviour, such as store layout, promotions, and emotional triggers. By combining insights into the retail industry with theories of consumer behaviour, the chapter lays a solid foundation for the ideas and research explored in later chapters. The information presented here is essential for understanding how the retail environment influences buying decisions and sets the stage for the empirical analysis that follows.

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Chapter 4

Shopper-Related Characteristics on Impulsive Decision Making, Positive Emotional Responses, and Post-Purchase Guilt among Hypermarket Customers in Kerala

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4.1. Introduction

The previous chapter detailed a theoretical framework of Impulsive buying behaviour, including its constituents and impulsive decision-making among hypermarket customers. To investigate the influence of in-store retail displays on impulsive buying behaviour among Hypermarket Customers in Kerala, analysing shopper-related characteristics and their impact on impulsive buying behaviour, positive emotional responses, and post-purchase guilt is crucial. This forms the first objective of the study. To attain this objective, a detailed evaluation of the shopper-specific characteristics was performed by collecting primary data from Hypermarket Customers in Kerala. The required data was collected by preparing a structured questionnaire, which was distributed to the selected sample customers. Based on the questionnaire data, both descriptive and analytical tools were used. Various statistical tools, including percentages, arithmetic means, standard deviations, independent-samples t-tests, and ANOVA, were applied to assess how shopper-related characteristics affect impulsive decision-making, positive emotional responses, and post-purchase guilt among hypermarket customers in Kerala.

The chapter is divided into two sections; Section A includes the demographic profiles of the sample Hypermarket Customers, while Section B analyses the interconnections among these demographic characteristics and impulsive decision-making and post-purchase behaviours.

4.2. Profile of the Hypermarket Customers

Before evaluating the factors contributing to impulsive buying behaviour, it is essential to review a brief profile of the Hypermarket Customer sample. This section includes various demographic profiles of respondents, such as gender, employment

status, education, income level frequency of purchases, and customers' generation. The detailed explanations are shown in Table 4.1.

Table 4.1

Personal Profile of the Sample Hypermarket Customers in Kerala

		Frequency	Percentages
Gender	Male	239	59.8
	Female	161	40.2
	Total	400	100
Employment Status	Own business	72	18
	Salaried	197	49.3
	Profession	131	32.8
	Total	400	100
Education of Respondents	Primary education	132	33
	Secondary Education	68	17
	Graduation	45	11.3
	Post-Graduation	155	38.8
	Total	400	100
Income Level	Less than 25000	92	23
	25000 to 50,000	172	43
	Above 50,000	136	34
	Total	400	100
Frequency of Purchase	Daily	137	34.3
	Weekly	75	18.8
	Bi-weekly	51	12.8
	Monthly	137	34.3
	Total	400	100
Generation	Gen X	264	66
	Gen Y	136	34
	Total	400	100

Source: Primary Data

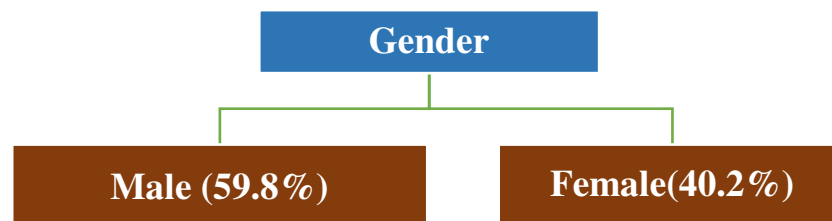
4.2.1. Gender of the Respondents

In the present study, respondents were categorised into two distinct groups based on gender: male and female. The distribution of gender among participants is presented in Table 4.1 and illustrated in Figure 4.1. Analysis of the collected data reveals that a substantial majority of respondents identify as male (59.8%), compared with those identifying as female (40.2%). This finding underscores that the predominant demographic among hypermarket customers is male.

Tifferet and Herstein (2012) examined gender differences in brand commitment, impulse buying, and hedonic consumption. Their study, which comprised 59.5% male and 40.5% female respondents, indicated that women exhibit a greater tendency toward impulse buying than their male counterparts. This observation may help explain the gender disparity observed in the current sample.

Figure 4.1

Gender wise distribution of Sample Hypermarket Customers in Kerala

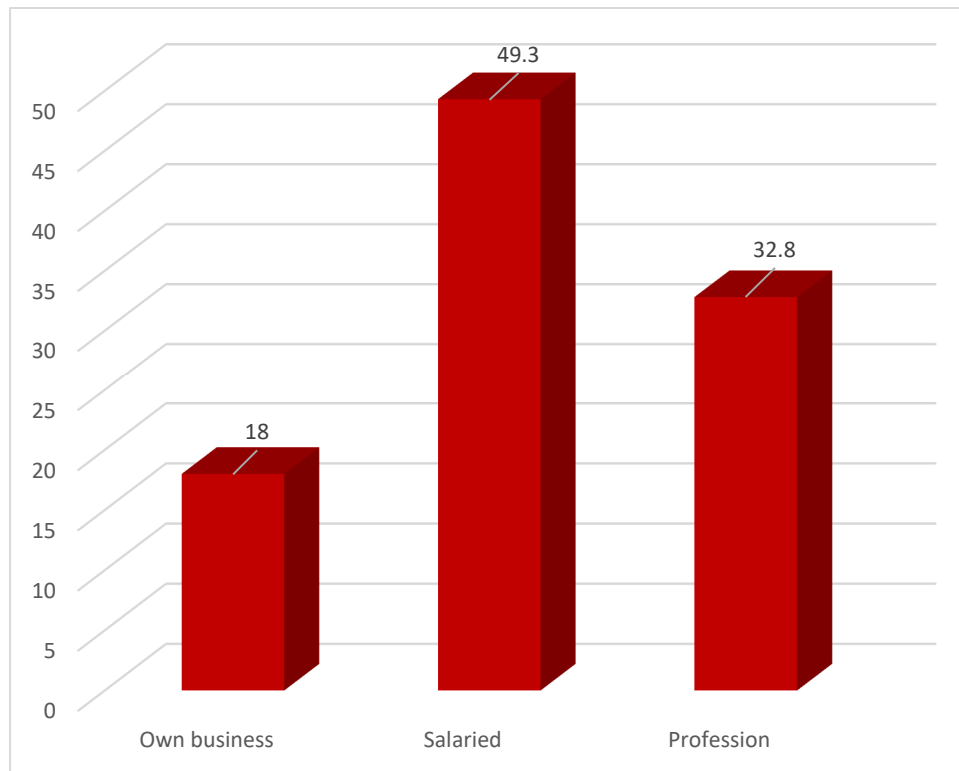


4.2.2. Employment Status-wise Classification of Customers

As illustrated in Figure 4.2, 49.3% of respondents are classified as salaried employees. The subsequent largest group among customers visiting hypermarkets in Kerala comprises professionals, who account for 32.8% of the respondents. Meanwhile, the segment categorised as business representatives comprises only 18%. This data suggests that salaried individuals demonstrate a marked preference for hypermarkets as their primary retail destination for purchasing goods.

Figure 4.2

Employment Status-wise distribution of Sample Hypermarket Customers in Kerala

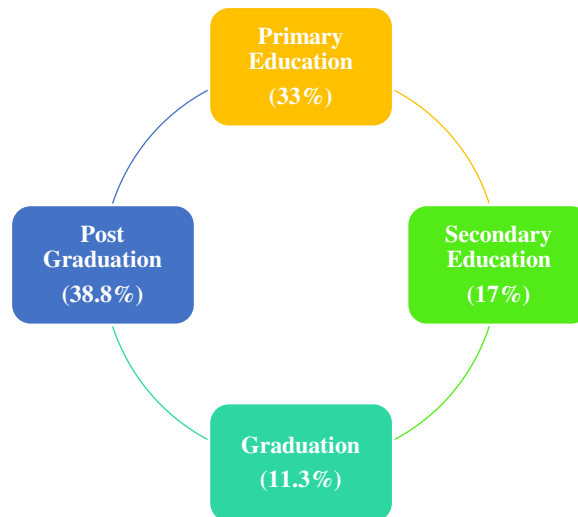


4.2.3. Education-wise Classification of Customers

Figure 4.3 presents an analysis of the educational qualifications of a sample of 400 customers. The findings reveal that 38.8% of the respondents identified as postgraduates, indicating a significant level of advanced educational attainment within the sample. In contrast, 132 customers, representing 33% of the total, reported having only completed primary education. Additionally, the analysis shows that 17% of respondents possessed secondary education, while 11.3% achieved graduation-level qualifications. These results collectively suggest that a substantial proportion of respondents are highly qualified, highlighting educational trends among the customer base.

Figure 4.3

Education-wise distribution of Sample Hypermarket Customers in Kerala



4.2.4. Income Level of Customers

Figure 4.4 illustrates the income distribution among the sampled customers. As indicated in Table 4.1, 43% of respondents report an income of 25,000-50,000, while 34% earn above 50,000. This data suggests that the predominant demographic in the sample falls within the income bracket of 25,000 to 50,000. Therefore, the results indicate that individuals with higher income levels prefer hypermarkets for purchasing goods.

Figure 4.4

Income Level Distribution of Sample Hypermarket Customers in Kerala

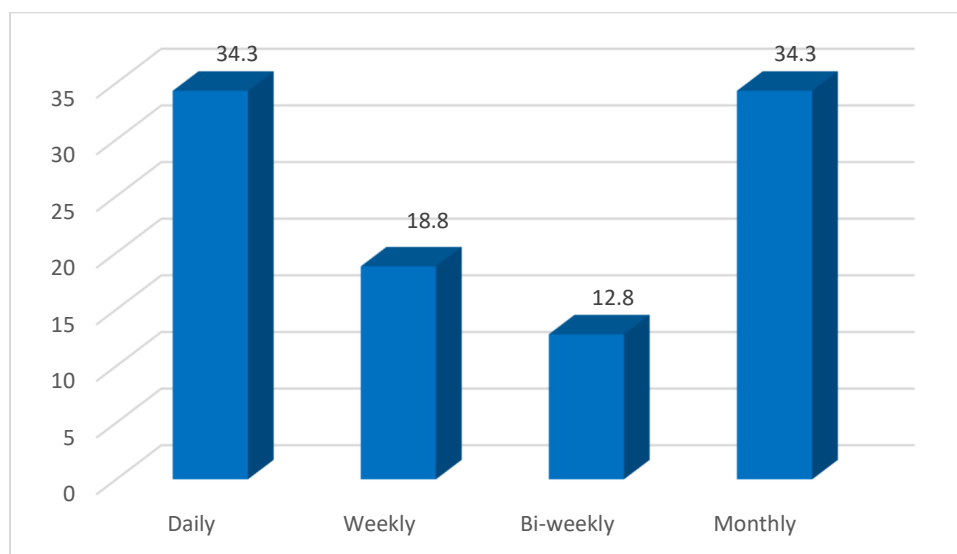


4.2.5. Frequency of Purchases

Figure 4.5 displays the frequency of purchases made by Hypermarket Customers. The study divides the frequency into four groups: Daily (34.3%), weekly (18.8%), biweekly (12.8%), and Monthly (34.3%). Based on Table 4.1, customers prefer both daily and monthly shopping equally, with 34.3% for each.

Figure 4.5

Frequency of Purchase of Sample Hypermarket Customers in Kerala

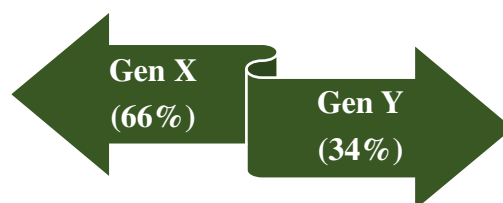


4.2.6. Generation of the Respondents

Figure 4.6 shows the generation of respondents. Here, the researcher divided customers into two generations: Generation X and Generation Y. The results show that 66% are from Gen X and 34% are from Gen Y. These results indicate that Gen X customers are giving more preference to hypermarkets in Kerala.

Figure 4.6

Generation of Sample Hypermarket Customers in Kerala



4.3. Descriptive Statistics

This section presents the critical factors contributing to impulsive decision-making, positive emotional responses, and post-purchase guilt among Hypermarket Customers in Kerala. Here, the researcher adopted scaled items ranging from strongly agree (5) to strongly disagree (1) for describing all the variables used in the study. This section presents descriptive statistics for all scaled items, including the arithmetic mean, standard deviation, and the rank of each item within a single construct.

4.3.1. Descriptive Statistics of In-Store Display Factors

Table 4.2 explains the mean and standard deviation (SD) of each statement describing the in-store display factors. The researcher used four factors in the current study. i.e., Visual Merchandising, In-store Ambience, In-store Promotion, and Product Placement.

Table 4.2

Descriptive Statistics of the constituents of Impulsive Buying Behaviour

Constructs	Item Code	Indicators	Mean	SD	Rank
Visual Merchandising	VM1	The display of graphics attracted my attention and led me to check that area	3.40	0.89	4
	VM2	An Attractive Package of the products creates interest in me to buy the product	3.39	1.01	5
	VM3	If the product stands out in a variety of shapes, I end up buying	3.67	0.93	3
	VM4	Attractive lighting inside the store catches my attention to see the products	3.89	0.85	1
	VM5	In-store signage and graphics caught my attention and led me to the product.	3.83	0.91	2
In-store Ambience	IA1	The layout of the store interested me in wandering within the shop	3.63	1.04	2
	IA2	Customer traffic in the store created a positive impression of the store	3.57	0.99	4

Constructs	Item Code	Indicators	Mean	SD	Rank
In-store Ambience	IA3	Attractive display arrangements of the products create interest in me to buy the product	3.6	0.91	3
	IA4	Hygiene and cleanliness make shopping comfortable	3.27	0.97	6
	IA5	I buy unplanned products when I spend more time inside the store.	3.76	0.88	1
	IA6	The store's neatness kept me there longer, and I bought things I hadn't thought of.	3.54	0.87	5
Product Placement	PP1	Proper display of products on the shelves influenced me to conduct a close examination of products	2.29	1.25	4
	PP2	The display of a variety of brands urged me to stay back in the store	2.77	1.46	1
	PP3	Display of Products at the entrance generates interest and prompts to buy	2.63	1.40	2
	PP4	Displaying products at the billing counter encourages me to buy them.	2.33	1.29	3
In-store Promotion	IP1	Display of attractive product prices affects my unplanned buying behaviour	3.98	0.817	1
	IP2	The display of discount offers attracted me to select a product	3.45	0.93	9
	IP3	Display of sales promotion schemes such as “buy one get one free,” “free trial pack,” and “Free Gifts” piques my interest in buying the products.	3.79	0.812	6
	IP4	In-store ads through banners and posters motivate me to buy that product	3.86	0.863	4
	IP5	I bought products which were not originally planned because of the display of discount offers inside the store.	3.87	0.773	3
	IP6	Advertisements inside the store urged me to buy the product they advertised.	3.92	0.756	2
	IP7	I selected an item which I have seen at the entry gate of the store	3.55	0.913	8

Constructs	Item Code	Indicators	Mean	SD	Rank
	IP8	The display of the “Buy one, Get one” offer prompted me to purchase.	3.81	0.795	5
	IP9	The display of the “Free Gifts” scheme attracted my attention and tempted me to purchase that item.	3.14	0.947	10
	IP10	The display of a “free trial pack of a new product” caught my attention and tempted me to purchase it.	3.70	0.883	7

Source: Primary Data

Table 4.2 displays the means, standard deviations (SDs), and ranks of four in-store display factors. First, the researcher evaluated visual merchandising, comprising five items. Among these, the item “Attractive lighting inside the store” ranked first based on its mean value. Moreover, the products' attractive package ranked second (Mean: 3.83, SD: 0.91). According to the analysis, the scale “Attractive Package of the products” ranked lowest, with a mean of 3.39 and an SD of 1.01.

The researcher then evaluated indicators of in-store ambience. It consists of six different indicators: “Spend more time inside the store” (Mean: 3.76, SD: 0.88), “Layout of the store” (Mean: 3.63, SD: 1.04), “Arrangements of the products” (Mean: 3.6, SD: 0.91), “Customer traffic” (Mean: 3.57, SD: 0.99), “Neatness of the store” (Mean: 3.54, SD: 0.87) and Hygiene (Mean: 3.27, SD: 0.97). Among these, the statement “Spend more time inside the store” ranked first, with a mean of 3.76 and an SD of 0.88. In contrast, the statement “Hygiene and cleanliness” ranked last, with a mean of 3.27 and an SD of 0.97.

Prior literature also indicates that product placement and in-store promotion are associated with Impulsive Buying Behaviour. Product placement was adopted from the previous literature, using four indicators. The respondents agree that the display of a variety of brands ranked first in making impulsive decisions, with a mean of 2.77

and a standard deviation of 1.46. Similarly, the display of products at the entrance and billing counters also prompted customers to make Impulsive decision-making, with means of 2.63 and 2.33, respectively. Finally, the researcher evaluated the ten indicators for in-store promotion. The display of attractive product price ranked first with a Mean and SD of 3.98 and 0.817, respectively. However, the statement “Display of 'Free Gifts' scheme attracted my attention and tempted me to purchase that item” ranked lowest among these, with the mean and SD of 3.14 and 0.947, respectively.

4.3.2 Descriptive Statistics of Impulsive Decision-Making, Positive Emotional Responses, and Post-Purchase Guilt.

Table 4.3 presents descriptive statistics for Impulsive Decision-making, Positive Emotional Responses, and Post-Purchase Guilt, including mean scores, standard deviations, and ranks.

Table 4.3

Descriptive Statistics of Impulsive Decision-making, Positive Emotional Response, and Post-Purchase Guilt.

Constructs	Item Code	Indicators	Mean	SD	Rank
Impulsive Decision Making	DM1	I make purchase decisions while browsing within the store.	3.87	0.96	4
	DM2	When I go shopping, I end up buying things I didn't intend to buy.	3.92	0.87	2
	DM3	If I see something that I think I need, I buy it even though I went shopping for other purposes.	3.90	0.92	3
	DM4	Salespeople make me buy a product or service I hadn't considered before.	3.81	0.93	5
	DM5	It makes me happy to shop on a whim.	3.93	0.83	1

Constructs	Item Code	Indicators	Mean	SD	Rank
Positive Emotional Responses	POS1	I feel a thrill when I buy something new.	3.97	0.716	1
	POS2	I feel excited when making a purchase.	3.91	0.691	2
	POS3	Buying helps reduce stress in my daily life.	3.35	0.946	4
	POS4	Sometimes, I buy something to make myself feel happy.	3.72	0.783	3
Post Purchase Guilt	PPG1	Sometimes I regret buying new things.	3.51	1.226	2
	PPG2	I feel guilty after purchasing without planning.	3.58	1.210	1
	PPG3	I feel ashamed of my habit of buying products that are not on my list after shopping.	3.21	1.186	3

Source: Primary Data

The current study used three dependent variables: Impulsive Decision-making, Positive Emotional Response, and Post-purchase Guilt. First, the researcher evaluated five different indicators to measure impulsive decision-making. Among them, the statement “It makes me happy to shop on a whim” ranked highest, with a mean score of 3.93 and a standard deviation of 0.83. In contrast, pressure from salespeople received the lowest ranking (Mean: 3.81).

Similarly, individuals may experience either a positive emotional response or post-purchase guilt following an impulsive purchase. To measure positive emotional reactions, the researcher employed four indicators, with the statement “I feel a sense of thrill when buying something new” receiving the highest ranking (Mean: 3.97).

4.4. Reliability and Normality

This section consists of the reliability and normality of all the scaled items used in the current study. Cronbach's alpha is used to measure construct reliability, and normality is assessed using the KS Test, skewness, and kurtosis.

4.4.1. Reliability Measurement

Table 4.4 shows the reliability of each construct used in the study. Generally, reliability is measured to ensure internal consistency, and Cronbach's alpha is the most widely accepted method. In social science research, the criteria suggested by Nunnally (1978) are followed to ensure reliability. According to their findings, an alpha value above 0.7 is acceptable for assessing construct reliability. Thus, the current study meets the above criteria for all seven constructs, ranging from 0.929 to 0.780, all of which exceed 0.7.

Table 4.4

Reliability Analysis

Sl. No.	Construct	No of items	Cronbach Alpha
1	Visual Merchandising	5	0.860
2	In-store Promotion	10	0.929
3	In-store Ambience	6	0.893
4	Product Placement	4	0.863
5	Impulsive Decision Making	5	0.877
6	Positive Emotional Responses	4	0.780
7	Post-Purchase Guilt	3	0.881

Source: Primary Data

4.4.2. Normality Measurement

In social science research, the normality test is typically used to determine whether a dataset follows a normal distribution. The current research's normality measurement was performed using the Kolmogorov-Smirnov (KS) test, a standard method for measuring normality. Table 4.5 shows the detailed measurement of normality of each item used in the study.

Table 4.5

Kolmogorov-Smirnov test of Normality

Item	Statistic	N	Sig.	Item	Statistic	N	Sig.
DM1	0.280	400	0.000	IP4	0.313	400	0.000
DM2	0.295	400	0.000	IP5	0.307	400	0.000
DM3	0.267	400	0.000	IP6	0.316	400	0.000
DM4	0.280	400	0.000	IP7	0.241	400	0.000
DM5	0.286	400	0.000	IP8	0.314	400	0.000
IA1	0.248	400	0.000	IP9	0.203	400	0.000
IA2	0.254	400	0.000	IP10	0.311	400	0.000
IA3	0.274	400	0.000	V1	0.216	400	0.000
IA4	0.220	400	0.000	V2	0.221	400	0.000
IA5	0.291	400	0.000	V3	0.285	400	0.000
IA6	0.276	400	0.000	V4	0.299	400	0.000
PP1	0.205	400	0.000	V5	0.271	400	0.000
PP2	0.178	400	0.000	POS1	0.323	400	0.000
PP3	0.201	400	0.000	POS2	0.300	400	0.000
PP4	0.204	400	0.000	POS3	0.207	400	0.000
IP1	0.305	400	0.000	POS4	0.282	400	0.000
IP2	0.263	400	0.000	PPG1	0.249	400	0.000
IP3	0.301	400	0.000	PPG2	0.275	400	0.000
				PPG3	0.192	400	0.000

Source: Primary Data

Table 4.5 shows the normality measurement using the one-sample Kolmogorov-Smirnov test, and the results indicate that all the variables used in the study are not normally distributed, as the p-value is less than 0.05 (to ensure normality, the p-value must be higher than 0.05 in this case).

Thus, the researcher used an alternative method to estimate normality. In social science research, skewness and kurtosis are among the most widely accepted measures of normality. In statistics, Skewness indicates the symmetry of a distribution, and kurtosis indicates its peakedness. Prior researchers suggested

different cut-off criteria for skewness and kurtosis. However, the current study applied the requirements recommended by Chou and Bentler (1995), which state that skewness values must be between -3 and +3, and kurtosis values must be between -10 and +10. Thus, the current study confirms the normality. Table 4.6 shows the normality measurement by using skewness and kurtosis values.

Table 4.6*Skewness and Kurtosis*

Items	Skewness		Kurtosis		Items	Skewness		Kurtosis	
	Statistic	SE	Statistic	SE		Statistic	SE	Statistic	SE
DM1	-0.961	0.122	0.987	0.243	IP4	-0.882	0.122	1.003	0.243
DM2	-0.914	0.122	1.138	0.243	IP5	-0.644	0.122	0.9	0.243
DM3	-0.779	0.122	0.549	0.243	IP6	-0.735	0.122	1.268	0.243
DM4	-0.89	0.122	1.016	0.243	IP7	-0.423	0.122	0.047	0.243
DM5	-0.735	0.122	0.777	0.243	IP8	-0.801	0.122	1.386	0.243
IA1	-0.736	0.122	0.309	0.243	IP9	-0.067	0.122	-0.512	0.243
IA2	-0.71	0.122	0.404	0.243	IP10	-0.784	0.122	0.647	0.243
IA3	-0.737	0.122	0.725	0.243	V1	-0.251	0.122	0.046	0.243
IA4	-0.35	0.122	-0.209	0.243	V2	-0.373	0.122	-0.303	0.243
IA5	-0.812	0.122	1.024	0.243	V3	-0.721	0.122	0.441	0.243
IA6	-0.558	0.122	0.302	0.243	V4	-0.886	0.122	1.229	0.243
PP1	0.667	0.122	-0.595	0.243	V5	-0.776	0.122	0.665	0.243
PP2	0.273	0.122	-1.267	0.243	POS1	-0.776	0.122	1.826	0.243
PP3	0.658	0.122	-0.629	0.243	POS2	-0.194	0.122	-0.14	0.243
PP4	0.395	0.122	-1.135	0.243	POS3	-0.089	0.122	-0.583	0.243
IP1	-0.769	0.122	0.955	0.243	POS4	-0.313	0.122	-0.048	0.243
IP2	-0.532	0.122	0.07	0.243	PPG1	-0.585	0.122	-0.633	0.243
IP3	-0.664	0.122	0.833	0.243	PPG2	-0.77	0.122	-0.295	0.243
					PPG3	-0.318	0.122	-0.714	0.243

Source: Primary Data

4.5. Shopper-Related Characteristics on Impulsive Decision-Making, Positive Emotional Responses, and Post-Purchase Guilt on Hypermarket Customers in Kerala.

Three outcomes of Impulsive Buying Behaviour, such as impulsive decision making, positive emotional response, and post-purchase guilt, are evaluated for various customer-related variables, such as gender, employment status, education, income level, frequency of purchase and generation of the respondents. One-way ANOVA and the independent-samples t-test are two different statistical techniques used to evaluate the relationship between variables.

4.5.1. Influence of Gender on Various Dimensions of Impulsive Buying Behaviour

This section consists of the interpretation of the hypothesis formulated to evaluate the interconnection between gender and various dimensions of Impulsive Buying Behaviour. In this session, the researcher conducted an independent-samples t-test to assess the impact of gender on impulsive decision-making, positive emotional responses, and post-purchase guilt among Hypermarket Customers in Kerala. Based on the above, the researcher formulated the following hypotheses:

H1: There is a significant difference between the gender of the respondents on various dimensions of Impulsive Buying Behaviour

H1a: There is a significant difference between males and females in impulsive decision-making

H1b: There is a significant difference between males and females in positive emotional response.

H1c: There is a significant difference between males and females in post-purchase guilt

Table 4.7*Gender-wise Analysis of various dimensions of Impulsive Buying Behaviour*

Dimensions of IBB	Gender	N	Mean	SD	t vale	P value	Remarks
Impulsive Decision Making	Male	239	18.138	3.638	-.243	.808	Insignificant
	Female	161	18.229	3.800			
Positive Emotional Response	Male	239	10.581	3.103	2.175	0.030*	Significant
	Female	161	9.863	3.430			
Post Purchase Guilt	Male	239	14.736	2.410	-2.055	0.041*	Significant
	Female	161	15.248	2.492			

*Source: Primary Data**** denotes significance at 1% level*

In Table 4.7, the researcher examined the interplay between genders across various dimensions of impulsive buying behaviour. The researcher first evaluated the interconnection between gender and impulsive decision-making. The result showed no significant difference between gender and impulsive decision-making, as the p-value was greater than 0.05 ($p = 0.808$).

In case of post-purchase guilt the p value ($p = .041$) is less than .05, indicating that gender has a significant effect on post-purchase guilt. From the findings, it can be inferred that female customers (mean = 15.28) have more post-purchase guilt than male customers (mean = 14.736). Finally, the researcher examined the relationship between the respondents' gender and their positive emotional responses. The results indicate a significant difference between the two variables, as the p-value is less than 0.05 ($p = 0.030$). The analysis also shows that male customers exhibit a higher positive emotional response than female customers, with mean scores of 10.58 and 9.86, respectively.

4.5.2. Influence of Employment Status on Various Aspects of Impulsive Buying Behaviour

The following hypotheses have been formulated to evaluate whether customers' employment status influences various dimensions of impulsive buying behaviour. The

effect of customers' employment status on multiple aspects of impulsive buying behaviour was tested using a one-way ANOVA, as shown in Table 4.8.

H2: There is a significant difference between different dimensions of impulsive buying behaviour and the employment status of customers

H2a: There is a significant difference between impulsive decision-making and the employment status of customers

H2b: There is a significant difference between positive emotional response and the employment status of customers

H2c: There is a significant difference between post-purchase guilt and the employment status of customers

Table 4.8

Employment Status-wise Analysis of Impulsive Buying Behaviour

Dimensions of IBB	Employment	N	Mean	SD	F	P value	Remarks
Impulsive Decision Making	Business	72	18.39	3.12	3.483	0.032*	Significant
	Salaried	197	17.70	3.77			
	Profession	131	18.77	3.81			
	Total	400	18.18	3.70			
Positive Emotional Responses	Business	72	14.93	2.42	0.244	0.784	Insignificant
	Salaried	197	14.87	2.46			
	Profession	131	15.06	2.47			
	Total	400	14.94	2.45			
Post Purchase Guilt	Business	72	10.57	2.85	3.22	0.042*	Significant
	Salaried	197	9.88	3.49			
	Profession	131	10.76	3.03			
	Total	400	10.29	3.25			

Source: Primary Data

** Denotes significance at 5% level*

Table 4.8 presents the ANOVA results. Similarly, the current study applied Levene's test for equality of variances to check the assumption of homogeneity of variances. In

this case, both Impulsive decision makings and positive emotional responses satisfied the homogeneity assumption ($p > 0.05$). However, in the case of post-purchase guilt, the homogeneity assumption was violated. In this case, Welch's ANOVA is used instead of Fisher's ANOVA.

First, the researcher evaluated the relationship between customers' employment status and impulsive decision-making. The result shows a significant difference between employment status and impulsive decision-making ($F=3.483$, $p=0.032$). Further, it is evident that the mean value varies across all employment statuses, with the professional group having the highest mean score of 18.77, followed by business people (mean = 18.39) and salaried people (mean = 17.70). As a result, customers' impulsive buying behaviours vary according to their employment status.

Then, the relationship between employment status and positive emotional response was examined using a one-way ANOVA, and the result showed no significant relationship (p -value: 0.784). Thus, it can be inferred that positive emotional responses arise irrespective of their employment status. Finally, the results indicate that, concerning post purchase guilt, customers who fall into the professional have the highest mean score of 10.76 ($SD = 3.03$), followed by those who fall into the category of business with a mean score of 10.57 ($SD = 2.85$), and those who fall into the category of salaried people with a mean score of 9.88 ($SD = 3.49$). Results confirm a significant difference in the post-purchase guilt of customers who belong to different employment groups, as the p -value of post-purchase guilt is less than .05 (Welch's $F(3,399) = 3.22$, $p = 0.042$). As a result, it can be concluded that customers' impulsive buying behaviour is significantly affected by their employment status.

Multiple Comparisons of Impulsive Buying Behaviour Dimensions and the Employment Status

The results of the one-way ANOVA test indicate a statistically significant difference in Impulsive decision-making and post-purchase guilt among customers across various employment statuses. Thus, group-wise differences are evaluated by using post hoc tests. In this study, the researcher conducted multiple comparisons using Scheffé's post hoc test when equal variances were assumed and Games-Howell's post

hoc test when equal variances were violated. The results of the post hoc analysis of impulsive decision-making and post-purchase guilt by customers' employment status are shown in Table 4.9. The findings from the post hoc analysis of impulsive decision making and post-purchase guilt with the employment status of the customers are presented in Table 4.9

Table 4.9

Employment Status-wise Post Hoc Test – Impulsive Decision Making

(I) Employment	(J) Employment	Mean Difference	Std. Error	Sig.
Business	Salaried	0.69	0.51	0.40
	Profession	-0.38	0.54	0.78
Salaried	Business	-0.69	0.51	0.40
	Profession	-1.07048*	0.41	0.04
Profession	Business	0.38	0.54	0.78
	Salaried	1.07048*	0.41	0.04

Source: Primary Data

* The mean difference is significant at the 0.05 level

Table 4.9 presents the post hoc test results for group differences in customer employment status and impulsive decision-making. The Scheffé post hoc test is used for multiple comparisons because the sample sizes are unequal and the homogeneity-of-variance assumption is satisfied. The results indicate a significant difference in impulsive decision-making between customers in the salaried group and those in the professional group, as the p-value is less than .05.

Table 4.10

Employment Status-wise Post Hoc Test – Post Purchase Guilt

(I) Employment	(J) Employment	Mean Difference (I-J)	SE	Sig.
Business	Salaried	0.691	0.418	0.227
	Profession	-0.194	0.428	0.893
Salaried	Business	-0.691	0.418	0.227
	Profession	-.88519*	0.363	0.040
Profession	Business	0.194	0.428	0.893
	Salaried	.88519*	0.363	0.040

Source: Primary Data

* The mean difference is significant at the 0.05 level

The results of a post hoc test between the post-purchase guilt and employment status are presented in Table 4.10. Games Howell's post hoc test is carried out for multiple comparisons because the sample sizes in this particular case are unequal, and the homogeneity of variance assumption is violated. Post-purchase guilt is significantly different across the employment status of those with a professional background and those with salaried people, with a p-value of less than 0.05 ($p = .040$). Customers with a professional background have a mean rating of 0.885, higher than that of salaried customers. Additionally, there is no significant difference between customers from a professional-business background and business-salaried people.

4.5.3. Influence of Education on different dimensions of Impulsive Buying Behaviour

Here, the researcher evaluates whether there is a relationship between educational background and Impulsive Buying Behaviour. Descriptive statistics related to education concerning Impulsive buying behaviour are also given in detail. A one-way ANOVA was used to evaluate how various aspects of Impulsive Buying Behaviours are impacted by educational background. For this purpose, the following hypotheses were formulated:

H3: There is a significant difference in the different dimensions of Impulsive Buying Behaviour and the education of customers

H3a: There is a significant difference between impulsive decision-making and the education of customers

H3 b: There is a significant difference between positive emotional response and the education of customers

H3c: There is a significant difference between post-purchase guilt and the educational qualifications of customers

Table 4.11

Education -wise Analysis of Impulsive Buying Behaviour

Dimensions of IBB	Education Status	N	Mean	SD	F value	P value	Remarks
Impulsive Decision Making	Primary Education	132	18.280	3.906	3.486	0.016*	Significant
	Secondary Education	68	17.338	3.514			
	Graduation	45	17.200	3.946			
	Post-Graduate	155	18.735	3.428			
	Total	400	18.175	3.700			
Positive Emotional Responses	Primary Education	132	14.917	2.520	5.509	0.001**	Significant
	Secondary Education	68	14.191	2.221			
	Graduation	45	14.356	2.058			
	Post-Graduate	155	15.465	2.492			
	Total	400	14.943	2.453			
Post-Purchase Guilt	Primary Education	132	10.152	3.533	1.011	0.388	Insignificant
	Secondary Education	68	9.971	2.982			
	Graduation	45	10.000	3.391			
	Post-Graduate	155	10.639	3.075			
	Total	400	10.293	3.254			

Source: Primary Data

** Denotes significance at 5% level*

*** Denotes significance at 1% level*

The results of the ANOVA test for measuring the impact of education on impulsive decision-making, post-purchase guilt, and positive emotional responses among customers are summarised in Table 4.11. The p-value for customers' impulsive

decision-making is less than 0.05. Thus, educational background significantly influences customers' tendency to make impulsive buying decisions ($F = 3.486$, $p = 0.016$). Levene's test demonstrates that the homogeneity of variance assumption is satisfied in all the cases ($p > 0.05$). Likewise, the impact of education on positive emotional responses is significant, as its p-value is less than 0.05. According to the mean score, customers with a postgraduate degree have a more positive emotional response (Mean: 15.46, SD: 2.49). Thus, it can be concluded that there is a positive correlation between Impulsive Buying Behaviour and customers' education. However, the relationship between education and post-purchase guilt is insignificant, as its p-value is greater than 0.05 ($p = 0.388$).

Multiple Comparisons of Impulsive Buying Behaviour Dimensions and Education of Customers

It is essential to determine group-wise differences, as the previously reported one-way ANOVA indicates significant differences in customers' impulsive decision-making and positive emotional responses related to their education. The researcher performed multiple comparisons using Scheffé's post hoc tests to assess group differences in the variables.

Table 4.12

Education-wise Post Hoc Test – Impulsive Decision Making

(I) Education	(J) Education	Mean Difference	SE	Sig.
Primary Education	Secondary Education	0.94207	0.54718	0.398
	Graduation	1.08030	0.63278	0.406
	Post-Graduate	-0.45518	0.43416	0.777
Secondary Education	Primary Education	-0.94207	0.54718	0.398
	Graduation	0.13824	0.70443	0.998
	Post-Graduate	-1.39725	0.53320	0.078

(I) Education	(J) Education	Mean Difference	SE	Sig.
Graduation	Primary Education	-1.08030	0.63278	0.406
	Secondary Education	-0.13824	0.70443	0.998
	Post-Graduate	-1.53548	0.62073	0.108
Post-Graduate	Primary Education	0.45518	0.43416	0.777
	Secondary Education	1.39725	0.53320	0.078
	Graduation	1.53548	0.62073	0.108

Source: Primary Data

** The mean difference is significant at the 0.05 level*

Table 4.12 presents the results of a post hoc test evaluating group differences in education levels and impulsive decision-making. The table shows that there are no statistically significant differences in impulsive decision-making across the groups, as all p-values exceed the 0.05 threshold.

Table 4.13

Education-wise Post Hoc Test – Positive Emotional Responses

(I) education	(J) education	(I-J)	Std. Error	Sig.
Primary Education	Secondary Education	0.72549	0.36017	0.257
	Graduation	0.56111	0.41651	0.612
	Post-Graduate	-0.54785	0.28577	0.300
Secondary Education	Primary Education	-0.72549	0.36017	0.257
	Graduation	-0.16438	0.46367	0.989
	Post-Graduate	-1.27334*	0.35096	0.005
Graduation	Primary Education	-0.56111	0.41651	0.612
	Secondary Education	0.16438	0.46367	0.989
	Post-Graduate	-1.10896	0.40858	0.063
Post-Graduate	Primary Education	0.54785	0.28577	0.300
	Secondary Education	1.27334*	0.35096	0.005
	Graduation	1.10896	0.40858	0.063

Source: Primary Data

** The mean difference is significant at the 0.05 level*

Table 4.13 shows the results of a post hoc test evaluating group differences in customers' positive emotional responses and their education. The ANOVA findings indicate a significant difference in customers' positive emotional responses by education level. Levene's test suggests that the homogeneity of variance assumption is satisfied, and unequal sample sizes were found in this instance. Thus, Scheffe's post hoc test is used to examine group differences. The result indicates that there is a significant difference in the positive emotional responses between customers who possess secondary education and a post-graduation ($p = .005$). It is also clear that the relationship between positive emotional responses and other educational backgrounds is insignificant, as its p-value is greater than 0.05.

4.5.4 Influence of Income Level on Different Dimensions of Impulsive Buying Behaviour

The hypotheses formulated to investigate the link between customers' income levels and various dimensions of impulsive buying behaviour are tested in the following section. A one-way ANOVA was used to assess the impact of income level on impulsive buying behaviour, including impulsive decision-making, positive emotional responses, and post-purchase guilt.

H4: There is a significant difference in the different dimensions of Impulsive Buying Behaviour across the Income Levels of customers

H4a: There is a significant difference between the impulsive decision-making and the income level of customers

H4 b: There is a significant difference between the positive emotional response and the income level of customers

H4c: There is a significant difference between the post-purchase guilt and the income of customers

Table 4.14

Income Level-wise Analysis of Impulsive Buying Behaviour

Dimensions of IBB	Income	N	Mean	SD	F Value	P Value	Remarks
Impulsive Decision Making	Less than 25k	92	18.543	3.022	3.275	0.039*	Significant
	25K to 50K	172	17.634	3.948			
	More than 50 K	136	18.610	3.728			
	Total	400	18.175	3.700			
Positive Emotional Response	Less than 25k	92	14.902	2.169	0.152	0.859	Insignificant
	25K to 50K	172	14.890	2.592			
	More than 50 K	136	15.037	2.469			
	Total	400	14.943	2.453			
Post-Purchase Guilt	Less than 25k	92	10.554	3.104	5.193	0.006**	Significant
	25K to 50K	172	9.703	3.481			
	More than 50 K	136	10.860	2.939			
	Total	400	10.293	3.254			

Source: Primary Data

** Denotes significant at 5% level ** denotes significant at 1% level*

The ANOVA results for various aspects of Impulsive Buying Behaviour and customer Income Level are summarised in Table 4.14. The Scheffé test was used to assess impulsive decision-making, as Levene's test indicated that the assumption of homogeneity of variances held ($p > 0.05$). The income level of customers significantly affects impulsive decision-making, as shown in Table 4.14 ($F(3, 399) = 3.275$, $p = 0.039$). It is also inferred that there is a positive relationship between income level and impulsive decision-making. According to the table, customers with the highest income level recorded the highest mean score for impulsive decision-making (Mean = 18.16). Subsequently, the researcher evaluated the relationship between positive emotional responses and customers' income levels using ANOVA. Homogeneity was again confirmed, as the p-value exceeded 0.05. However, the test statistic indicated that the

relationship between income and positive emotional response is insignificant, as the p-value is greater than 0.05.

According to Levene's test, the homogeneity assumption fails for post-purchase guilt ($p < .001$). The results show that customers with income above 50K had the highest mean score for post-purchase guilt (mean = 10.86), followed by those with income below 25K and between 25K and 50K, with mean scores of 10.55 and 9.73, respectively. $F(2, 234.03 = 399) = 5.193$, $p = 0.006$, confirms that there is a significant difference between customers' income level and post-purchase, as the p value is less than .05. Thus, it can be concluded that the income level of customers significantly influences the impulsive buying behaviour.

Multiple Comparisons of Impulsive Buying Behaviour Dimensions and the Income Level of Customers

The one-way ANOVA results show a statistically significant difference in income level across the major dimensions of impulsive buying behaviour. Thus, to examine group differences in the variables, the researcher conducted multiple comparisons using two post hoc tests: Scheffe's and Games-Howell's.

Table 4.15

Income Level-wise Post Hoc Test – Impulsive Decision Making

(I) Income	(J) Income	(I-J)	SE	Sig.
Less than 25k	25K to 50K	0.90976	0.47518	0.161
	More than 50 K	-0.06682	0.49662	0.991
25K to 50K	Less than 25k	-0.90976	0.47518	0.161
	More than 50 K	-0.97657	0.42214	0.07
More than 50 K	Less than 25k	0.06682	0.49662	0.991
	25K to 50K	0.97657	0.42214	0.07

Source: Primary Data

** The mean difference is significant at the 0.05 level*

The findings of Scheffe's post hoc test are summarised in Table 4.15. The post hoc test shows a significant difference in impulsive decision-making between customers with

incomes between 25 K and 50 K and those with incomes above 50 K ($p = .007$). Customers' income level between 25 K and 50K scored a higher mean rating (0.976) than those who had an annual income above 50 K.

Table 4.16

Income Level-Wise Post Hoc Test – Post Purchase Guilt

(I) Income	(J) Income	Mean Difference	Std. Error	Sig.
Less than 25k	25K to 50K	0.8509	0.4185	0.107
	More than 50 K	-0.3059	0.4102	0.736
25K to 50K	Less than 25k	-0.8509	0.4185	0.107
	More than 50 K	-1.15681*	0.3660	0.005
More than 50 K	Less than 25k	0.3059	0.4102	0.736
	25K to 50K	1.15681*	0.3660	0.005

Source: Primary Data

* The mean difference is significant at the 0.05 level

The results of Games-Howell's post hoc test are presented in Table 4.16. The post-hoc test of income groups reveals a significant difference between customers earning between 25K and 50K and those earning more than 50K, with the higher-income group scoring significantly higher on post-purchase guilt (mean difference = 1.15681, $p = 0.005$). Thus, it can be concluded that income level positively influences the outcome being measured. However, no statistically significant differences were observed between the "less than 25K" group and the other two income groups.

4.5.5 Influence of Frequency of Purchase on different dimensions of Impulsive Buying Behaviours

The following hypotheses were formulated to examine the relationship between purchase frequency and the different dimensions of Impulsive Buying Behaviour.

H5: There is a significant difference in the different dimensions of Impulsive Buying Behaviour across different frequencies of purchase

H5a: There is a significant difference between impulsive decision-making and the frequency of purchase

H5b: There is a significant difference between the positive emotional response and the frequency of purchase

H5c: There is a significant difference between the post-purchase guilt and the frequency of purchase

Table 4.17

Frequency of Purchase-wise Analysis of Impulsive Buying Behaviour

Dimensions of IBB	Frequency	N	Mean	SD	SE	F Value	P Value	Remarks
Impulsive Decision Making	Daily	137	18.23	3.94	0.34			
	Weekly	75	17.60	3.64	0.42			
	Biweekly	51	17.27	3.85	0.54	2.855	0.037*	Significant
	Monthly	137	18.77	3.34	0.29			
	Total	400	18.18	3.70	0.18			
Positive Emotional Responses	Daily	137	15.00	2.56	0.22			
	Weekly	75	14.52	2.40	0.28			
	Biweekly	51	14.35	1.97	0.28	2.965	0.032*	Significant
	Monthly	137	15.34	2.48	0.21			
	Total	400	14.94	2.45	0.12			
Post-Purchase Guilt	Daily	137	10.12	3.54	0.30			
	Weekly	75	10.07	3.05	0.35			
	Biweekly	51	10.16	3.43	0.48	0.81	0.489	Insignificant
	Monthly	137	10.64	3.00	0.26			
	Total	400	10.29	3.25	0.16			

Source: Primary Data

** Denotes significant at 5% level*

Table 4.17 compares dimensions of impulsive buying behaviour—namely, Impulsive Decision-making, Positive Emotional Response, and Post-Purchase Guilt—across purchase frequencies (daily, weekly, biweekly, and monthly). As shown in table 4.17, Impulsive Decision-Making ($F = 2.855$, $p = 0.037$) and Positive Emotional Response

($F = 2.965$, $p = 0.032$) differ significantly across purchase frequencies, indicating that purchase frequency influences both impulsive decision-making and the positive emotional responses associated with purchases. Moreover, customers who purchase monthly show the highest mean scores for both impulsive decision-making (18.77) and positive emotional response (15.34). However, post-purchase guilt does not differ significantly across groups ($F = 0.81$, $p = 0.489$), indicating that feelings of guilt after impulsive purchases are relatively consistent, regardless of purchase frequency.

Multiple Comparisons of Impulsive Buying Behaviour Dimensions and Frequency of Purchase

The one-way ANOVA results show a statistically significant difference in purchase frequency and the major Impulsive Buying Behaviour dimensions. Thus, to examine group differences in the variables, the researcher conducted multiple comparisons using Scheffe's post hoc test.

Table 4.18

Frequency of Purchase-wise Post Hoc Test – Impulsive decision making

(I) Frequency	(J) Frequency	(I-J)	Std. Error	Sig.
Daily	Weekly	0.62628	0.52778	0.704
	biweekly	0.95177	0.60271	0.477
	Monthly	-0.54745	0.44394	0.678
Weekly	Daily	-0.62628	0.52778	0.704
	biweekly	0.32549	0.66687	0.971
	Monthly	-1.17372	0.52778	0.178
Biweekly	Daily	-0.95177	0.60271	0.477
	Weekly	-0.32549	0.66687	0.971
	Monthly	-1.49921	0.60271	0.105
Monthly	Daily	0.54745	0.44394	0.678
	Weekly	1.17372	0.52778	0.178
	biweekly	1.49921	0.60271	0.105

Source: Primary Data

** The mean difference is significant at the 0.05 level*

The post-hoc analysis of purchase frequency (daily, weekly, biweekly, and monthly) and the impulsive decision-making (DM) dimensions of Impulsive buying behaviour reveals no statistically significant differences between any pairwise groups, as all p-values are greater than 0.05. Although the overall ANOVA demonstrated a significant difference ($F = 2.855$, $p = 0.037$), the pairwise tests indicate that none of the specific group differences are individually significant.

Table 4.19 presents a post hoc comparison of purchase frequencies (daily, weekly, biweekly, and monthly) for the Positive Emotional Responses of Impulsive Buying Behaviour. Despite the overall ANOVA being significant ($F = 2.965$, $p = 0.032$), none of the pairwise comparisons between frequency groups show a statistically significant difference, as all p-values are >0.05 .

Table 4.19

Frequency of Purchase-wise Post Hoc Test – Positive Emotional Responses

(I) Frequency	(J) Frequency	(I-J)	Std. Error	Sig.
Daily	Weekly	0.480	0.350	0.598
	Biweekly	0.647	0.400	0.454
	Monthly	-0.336	0.294	0.729
Weekly	Daily	-0.480	0.350	0.598
	Biweekly	0.167	0.442	0.986
	Monthly	-0.816	0.350	0.144
Biweekly	Daily	-0.647	0.400	0.454
	Weekly	-0.167	0.442	0.986
	Monthly	-0.983	0.400	0.111
Monthly	Daily	0.336	0.294	0.729
	Weekly	0.816	0.350	0.144
	Biweekly	0.983	0.400	0.111

Source: Primary Data

4.5.6 Influence of Generation on different dimensions of Impulsive Buying Behaviour

This section presents the interpretation of the hypothesis formulated to evaluate the relationship between the generation of respondents and the different dimensions of Impulsive Buying Behaviour. In this session, the researcher conducted an independent-samples t-test to assess the impact of generation on impulse decision-making, positive emotional responses, and post-purchase guilt among Hypermarket Customers in Kerala. Based on the above, the researcher formulated the following hypotheses:

H6: There is a significant difference between the generations of the respondents on different dimensions of Impulsive Buying Behaviour.

H6a: There is a significant difference in impulsive decision-making across different generational cohorts of respondents.

H6b: There is a significant difference in positive emotional responses across different generational cohorts of respondents.

H6c: There is a significant difference in post-purchase guilt across different generational cohorts of respondents.

Table 4.20

Generation-wise analysis on Impulsive Buying Behaviour

Dimensions of IBB	Generation	N	Mean	SD	T value	P value	Remarks
Impulsive Decision Making	Gen X	264	18.140	3.572	-0.26216	0.793	Insignificant
	Gen Y	136	18.243	3.949			
Positive Emotional Responses	Gen X	264	14.792	2.415	-1.7173	0.087	Insignificant
	Gen Y	136	15.235	2.510			
Post-Purchase Guilt	Gen X	264	10.629	3.024	2.754398	0.006**	Significant
	Gen Y	136	9.640	3.581			

Source: Primary Data

*** denotes significance at 1% level*

The comparison between Gen X and Gen Y across various aspects of Impulsive Buying Behaviours reveals that only one variable shows a statistically significant difference. Moreover, Gen X attained significantly higher mean score than Gen Y on the post-purchase guilt (Mean = 10.629 vs. 9.640, $p = 0.006$), indicating a notable generational difference in this dimension. The other two dimensions, such as impulsive decision-making and positive emotional response, did not show significant differences between the groups, with p -values of 0.793 and 0.087, respectively.

4.6 Summary of Hypothesis Results

There are six main hypotheses for the first objective, as discussed above. A summary of the findings for all six main hypotheses is presented in Table 4.21. Here, '✓' represents a significant relationship between the variables, and '×' denotes an insignificant relationship between the independent and dependent variables.

Table 4.21

Summary of Hypotheses

Hypotheses	Independent Variable	Dependent Variables			Tools used for Analysis
		Impulsive Decision Making	Positive Emotional Response	Post-Purchase Guilt	
H1	Gender	×	✓	✓	Independent Sample t-test
H2	Employment Status	✓	×	✓	One-Way ANOVA
H3	Education	✓	✓	×	One-Way ANOVA
H4	Income level	✓	×	✓	One-Way ANOVA
H5	Frequency of Purchase	✓	✓	×	One-Way ANOVA
H6	Generation	×	×	✓	Independent Sample t-test

4.7. Conclusion

This chapter thoroughly examines how various shopper-related characteristics influence Impulsive Buying Behaviour among hypermarket customers in Kerala. It aims to identify and analyse the multiple outcomes arising from impulsive purchasing,

serving as the first objective of this research. The results highlight that demographic elements, such as gender, play a significant role in affecting post-purchase guilt and positive emotional reactions. However, gender does not have a notable impact on how customers make impulsive buying decisions. Moreover, the study finds that employment status is a key factor influencing both the decision to make an impulsive purchase and the feelings of guilt that can follow. Interestingly, while it significantly affects these two outcomes, it does not impact the positive feelings experienced after a purchase. Educational qualifications emerge as an essential factor in shaping how customers make impulsive decision-making and the positive emotions they feel after such purchases. However, education does not significantly influence post-purchase guilt. Income levels also prove to be a significant factor, closely tied to the purchasing choices customers make and the guilt they feel afterwards. Yet, these income levels do not appear to affect the positive emotional responses customers experience. The frequency of purchases is another critical factor; it affects both the tendency to make impulsive purchases and the associated positive feelings but does not significantly affect post-purchase guilt. Finally, the generational background of customers appears to be related to feelings of post-purchase guilt but does not considerably affect decision-making or positive emotional responses.

This chapter illustrates that various shopper-related characteristics, including gender, employment status, education, income, purchase frequency, and generation, all play essential roles in shaping Impulsive Buying Behaviour, Positive Emotional Responses, and feelings of guilt after purchase. Gaining insights into these relationships can help retailers better understand consumer behaviour in hypermarkets and develop strategies to enhance customer satisfaction and reduce post-purchase regret.

Reference:

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Chapter 5

Interrelationship and Effect of In-Store Display Elements, Impulsive Decision Making and Post-Purchase Behaviours – Structural Equation Modelling Approach

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5.1. Introduction

This chapter presents the second to fifth objectives of the current study, which aim to evaluate the interconnections among Impulsive Buying Constituents, Impulsive Decision Making, and Post-Purchase Behaviours among hypermarket customers in Kerala using Structural Equation Modelling. The primary objective of the chapter is to develop a research model and test it using Structural Equation Modelling (SEM) and CB-CFA. The summary of the various hypothesis tests for each objective is also explained in this chapter.

The chapter is divided into three sections: First, the researcher formulated various hypotheses regarding the interconnections among the constituents of Impulsive Buying Behaviour, impulsive decision-making, and post-purchase behaviours. Then, the researcher performed Confirmatory Factor Analysis (CB-CFA) to measure reliability and model fit indices. Finally, a structural model (CB-SEM) is presented to show the interconnections among the variables. Structural Equation Model (SEM) is considered a suitable method compared to other multivariate statistical tools, as these techniques are primarily focused on descriptive analysis. Here, the researcher used IBM SPSS (Version 26.0) and AMOS (Version 23.0).

The study also examined the moderating role of respondents' generation in the relationships among various constituents of Impulsive Buying Behaviour, impulsive decision-making, and post-purchase behaviours. The chapter concludes with a summary of hypotheses for both the direct and indirect relationships.

5.2 Hypothesis Development

A. Visual Merchandising on Impulsive Decision Making

Visual merchandising is considered an essential factor in impulsive decision-making. In simple terms, it refers to the process of presenting a product or brand to customers' minds in the most appropriate way (Gudonavičienė & Alijošienė, 2015). In other words, it is the strategic display of products through layout, design, appearance, and design elements to enhance customer attractiveness (Mehta & Chugan, 2013). Prior studies indicate that visual presentations of products or brands encourage customers to buy more products without proper planning. Nurudin's (2020) studies indicate that visual merchandising, store atmosphere, and sales promotions are significant contributors to impulsive decision-making. Based on the above, the following hypotheses were formulated:

SM. H1: Visual Merchandising has a significant effect on the impulsive decision-making of Hypermarket customers in Kerala.

B. In-store Ambience on Impulsive Decision Making

In-store ambience refers to the store's environment, including lighting, attractive salespeople, displays, music, and the crowd, which elicits an emotional response among customers that leads them to buy a particular brand's product (Parsad et al., 2017). Studies also indicate that product variety, value, location, and after-sales service can improve consumer attitudes toward the store and thereby increase sales (Yoo et al., 1998). In studies by DWA and RKHS (2021), retailers' strategies, such as lighting, attractive packaging, and displays, play a significant role in Impulsive Decision-making. Thus, the following hypotheses are formulated:

SM. H2: In-store Ambience has a significant effect on the impulsive decision-making of hypermarket customers in Kerala.

C. In-store Promotion on Impulsive Decision Making

In-store promotions play a significant role in shaping consumer Impulse buying decisions. These promotions—such as discounts, free samples, promotion layout, and

promotion information—serve as an important factor that leads to unplanned purchases (Alchazin et al., 2021). Studies also indicate that monetary and non-monetary deals, the impact of promotional signs, product placement in the store, and the role of cards in impulse purchases can create a sense of urgency, thereby increasing the likelihood of impulsive decisions (Dasare et al., 2024). Researchers suggest that Impulsive Buying Behaviour is shaped by personal and social stimuli accepted by society (Rook & Fisher, 1995). As such, in-store promotional strategies are considered an important factor for Impulsive Buying Behaviour. Given this backdrop, the following hypothesis is proposed:

SM. H3: In-store Promotion has a significant effect on the impulsive decision-making of Hypermarket customers in Kerala.

D. Product Placement on Impulsive Decision Making

Product placement is the strategic display of products within physical or digital environments to maximise their visibility. It plays an important role in shaping Impulsive Buying Behaviour, characterised by spontaneous, unplanned purchases driven by emotional or situational factors. Prior studies suggest that products placed near checkout counters, at eye level, or in high-traffic areas can prompt an intention to buy, leading to faster purchase decisions. Thus, it is hypothesised that strategic product placement can significantly lead to Impulsive Buying Behaviour.

SM. H4: Product placement has a significant effect on the impulsive decision-making of Hypermarket customers in Kerala.

E. Impulsive Decision Making on Positive Emotional Response and Post-Purchase Guilt

Impulse buying arises from sudden emotions and a lack of proper planning, which can significantly influence post-purchase behaviour (Obukhovich et al., 2023). Studies also show that Impulse buying may lead to a range of post-purchase behaviours, such as regret, guilt, or negative feelings, especially when the product fails to meet expectations (Ozer & Gultekin, 2014). In some cases, post-purchase may be in the form of excitement or pleasure, particularly if the product provides immediate satisfaction (Obukhovich et al., 2023). Thus, based on the observations, post-purchase

behaviour in impulse buying is highly dependent on individual differences, perceived value, and emotional conditions at the time of purchase. Thus, based on the above, the following hypotheses are formulated:

SM. H5: Impulsive decision-making has a significant effect on the positive emotional responses of hypermarket customers in Kerala.

SM. H6: Impulsive decision-making has a significant effect on the post-purchase guilt of hypermarket customers in Kerala.

F. Positive Emotional Response on Post-Purchase Guilt

Post-purchase guilt generally involves negative feelings such as regret or dissatisfaction. Prior studies suggest that positive emotional responses, such as satisfaction or pride, may reduce the chance of guilt. Positive emotions can act as a form of cognitive dissonance reduction, allowing customers to justify their purchase decisions without guilt. Therefore, the researcher hypothesises that:

SM. H7: Positive emotional response after a purchase is negatively associated with the level of post-purchase guilt experienced by customers.

Interrelationship and Effect of Impulsive Buying Constituents, Impulsive Decision Making and Post-Purchase Behaviours - A Structural Equation Modelling Approach

Table 5.1

Hypotheses for Model Building

Hypotheses No	Hypotheses
SM.H1	Visual Merchandising has a significant effect on the impulsive decision-making of Hypermarket customers in Kerala.
SM.H2	In-store Ambience has a significant effect on the impulsive decision-making of hypermarket customers in Kerala.
SM.H3	In-store Promotion has a significant effect on the impulsive decision-making of Hypermarket customers in Kerala.
SM.H4	Product placement has a significant effect on the impulsive decision-making of Hypermarket customers in Kerala.

Hypotheses No	Hypotheses
SM.H5	Impulsive decision-making has a significant effect on the positive emotional responses of hypermarket customers in Kerala.
SM.H6	Impulsive decision-making has a significant effect on the post-purchase guilt of hypermarket customers in Kerala.
SM.H7	A positive emotional response after a purchase is negatively associated with the level of post-purchase guilt customers experience.

Note: SM.H indicates Structural Model Hypotheses

5.3 Confirmatory Factor Analysis for the Impulsive Buying Behaviour Constructs.

Figure 5.1 shows the hypothesised CFA model for examining the influence of impulsive buying constituents, impulsive decision making, and post-purchase behaviours.

5.3.1. Reliability and Validity Measurement of the Constructs Using Confirmatory Factor Analysis (CFA)

Figure 5.1 shows the Confirmatory Factor Analysis. Generally, Confirmatory Factor Analysis is done to establish both reliability (Composite reliability) and validity (convergent and discriminant validity). The detailed explanation of each component is provided to ensure reliability and validity, as follows:

1. **Composite Reliability (CR):** Composite reliability is measured to ensure the internal consistency of the construct. The threshold limit of composite reliability is 0.7, which indicates that any value of CR above 0.7 is acceptable (Hair et al., 2010).
2. **Construct validity:** It consists of both convergent validity and discriminant validity.
 - **Convergent Validity** – Convergent validity is measured by considering the values of factor loadings and Average Variance Extracted (AVE). The

threshold limit of factor loading and Average Variance Extracted is above 0.5(Hair et. al., 2010).

- **Discriminant validity-** Discriminant validity is established using the Fornell and Larcker criterion. According to Fornell and Larcker's (1981) criterion, each construct's AVE should have a square root larger than its latent variable correlation with other constructs.

Table 5.2

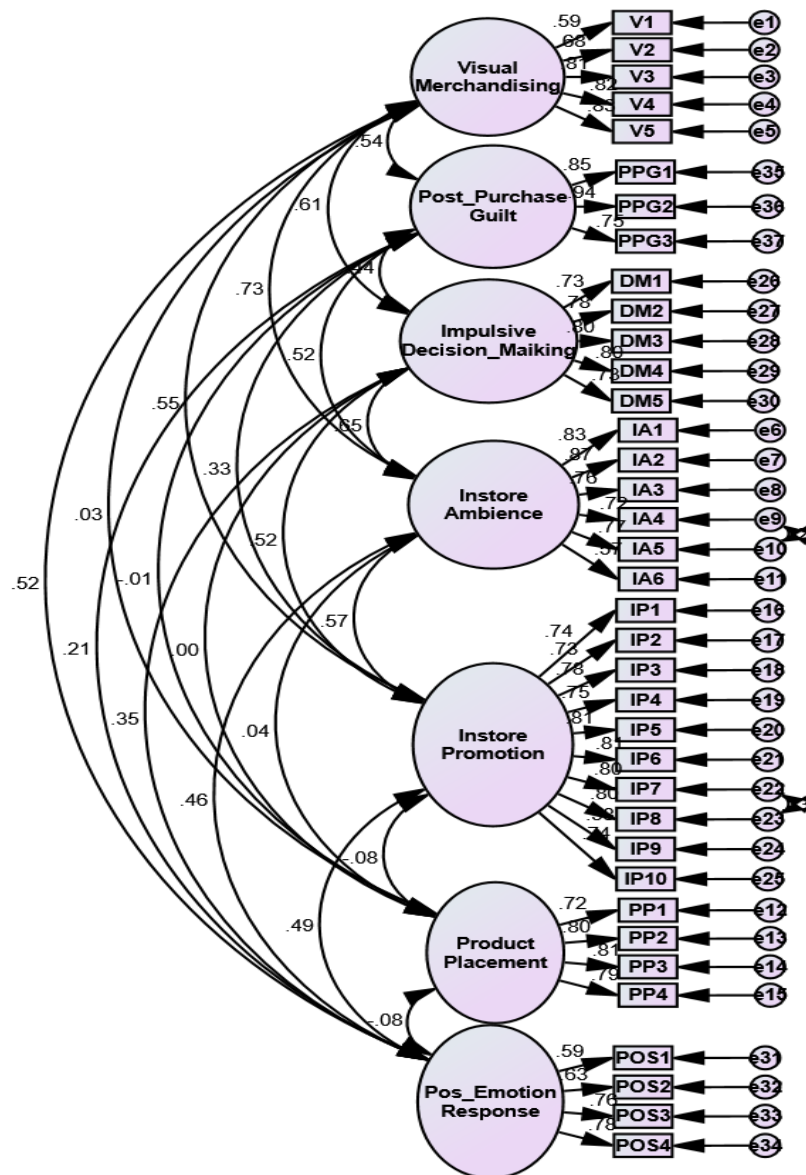
Reliability and Convergent Validity of the CFA Model

Factors	Item	Loading	C Alpha	CR	AVE
Visual Merchandising (VM)	VM1	0.588	0.860	0.865	0.565
	VM2	0.684			
	VM3	0.805			
	VM4	0.819			
	VM5	0.833			
In-store Ambience (IA)	IA1	0.832	0.893	0.894	0.587
	IA2	0.874			
	IA3	0.761			
	IA4	0.717			
	IA5	0.766			
	IA6	0.569			
In-Store Promotion (IP)	IP1	0.738	0.929	0.931	0.577
	IP2	0.733			
	IP3	0.783			
	IP4	0.753			
	IP5	0.806			
	IP6	0.813			
	IP7	0.803			
	IP8	0.798			
	IP9	0.577			
	IP10	0.741			
Product Placement (PP)	PP1	0.724	0.863	0.865	0.615

Factors	Item	Loading	C Alpha	CR	AVE
Impulsive Decision Making (DM)	PP2	0.804	0.877	0.878	0.590
	PP3	0.814			
	PP4	0.793			
	DM1	0.729			
	DM2	0.78			
Positive Emotional Response (POS)	DM3	0.802	0.780	0.787	0.500
	DM4	0.797			
	DM5	0.73			
	POS1	0.59			
	POS2	0.63			
Post Purchase Guilt (PPG)	POS3	0.762	0.881	0.888	0.727
	POS4	0.778			
	PPG1	0.852			
	PPG2	0.941			
	PPG3	0.755			

Source: Primary

Table 5.2 presents the results of the reliability and validity testing for each item measuring the constituents of Impulsive Buying Behaviour, namely Impulsive Decision Making and Post-Purchase Behaviour. The first section of Table 5.2 shows the factor loadings for all items used in the study. It can be inferred that the factor loading of all items is above 0.5, confirming the construct's validity.

Figure 5.1*Confirmatory Factor Analysis**Source: Primary*

The second section of Table 5.2 shows the result of Cronbach's Alpha and Composite Reliability. As shown in the table, both Cronbach's Alpha and Composite Reliability are above 0.7. Further, the value of Cronbach's Alpha ranges from 0.929 to 0.780, indicating internal consistency. Moreover, the values of Average Variance Extracted (AVE) exceed the recommended threshold limit of >0.5 . Thus, it can be concluded that the constructs meet all the criteria required for establishing the validity and reliability of items.

The current research consists of four independent variables: Visual Merchandising, In-store Ambience, In-store Promotion, and Product Placement. For Visual merchandising, the reliability of the construct is 0.860, with an average variance extracted (AVE) of 0.565 and a composite reliability (CR) of 0.865, all of which meet the required conditions for validity and reliability. In-store Ambience shows a CR of 0.894 and an AVE of 0.587, indicating satisfactory convergent validity. In-store Promotion has a CR of 0.931 and an AVE of 0.577, both of which fulfil the validity criteria. Product Placement has a CR of 0.865 and an AVE of 0.615, both of which meet the standards for convergent validity. These results suggest that all constructs are reliable and valid for the study.

The current study also used three dependent variables: Impulsive Decision-Making, Positive Emotional Response, and Post-Purchase Guilt. For impulsive decision-making, the construct reliability is 0.877, with an average variance extracted (AVE) of 0.590 and a composite reliability (CR) of 0.878, both of which meet the validity criteria. For positive emotional responses, the construct's reliability is 0.780, with an average variance extracted (AVE) of 0.500 and a composite reliability (CR) of 0.787, both of which meet the required conditions. Finally, for post-purchase guilt, the construct's reliability is 0.881, with an average variance extracted (AVE) of 0.727 and a composite reliability (CR) of 0.888, both of which meet the required validity criteria. Table 5.3 presents the correlation matrix results to assess the discriminant validity of the constructs used in the study.

Table 5.3

Discriminant Validity among the constructs

	DM	IA	PP	IP	VM	POS	PPG
DM	0.768						
IA	0.643	0.766					
PP	-0.001	0.045	0.785				
IP	0.518	0.569	-0.079	0.760			
VM	0.613	0.725	0.030	0.539	0.752		
POS	0.351	0.464	-0.085	0.490	0.519	0.695	
PPG	0.439	0.525	-0.010	0.337	0.542	0.212	0.853

Notes: DM- Impulsive Decision Making, IA- In-Store Ambience, PP- Product Placement, IP- In-Store Promotion, VM- Visual Merchandising, POS- Positive Emotional Response, and PPG- Post Purchase Guilt.

Table 5.3 shows the result of Discriminant Validity. Here, the square root of AVE values must be higher than that of its inter-construct correlations. The values shown in bold explain the square root of the AVE, which must be greater than the inter-construct latent variable correlation values. From the table above, it can be inferred that the discriminant validity of each construct is satisfied. Thus, it can be concluded that all the requirements of reliability and validity are satisfied.

The next step in the measurement model is to determine the model fit indices. Table 5.4 shows the results of the model fit measures for the various items used for in the study. CMIN/DF, SRMR, CFI, and RMSEA are the different measures used to evaluate model fit. The detailed explanations of each indicator, along with the criteria suggested by different authors, are also presented in Table 5.4.

Table 5.4

Model fit indices for Confirmatory Factor Analysis

Attributes	CMIN/DF	SRMR	CFI	RMSEA
Model Value	2.282	0.051	0.914	0.057
Recommended Value	< 3	<0.08	>0.90	<0.06
Model Evaluation	Good fit	Marginal fit	Good fit	Good fit
Literature Support	Hair et al. (1998)	Hair et al. (2006)	Hu and Bentler (1999)	Hair et al. (2006)

The analysis presented in Table 5.4 reveals that the CMIN/DF ratio is 2.282, which falls well within the recommended upper limit of 3, thereby suggesting an acceptable model fit. Furthermore, the RMSEA value of 0.057 is below the generally accepted threshold of 0.06, indicating a satisfactory level of approximation error. Additionally, the Comparative Fit Index (CFI) values exceed the critical threshold of 0.9, while the estimated Goodness-of-Fit Index (GFI) is approaching 0.9. Therefore, these metrics indicate that the Confirmatory Factor Analysis (CFA) model for Impulse Buying Constituents and Outcomes provides a commendable fit, thereby substantiating its appropriateness for subsequent investigation.

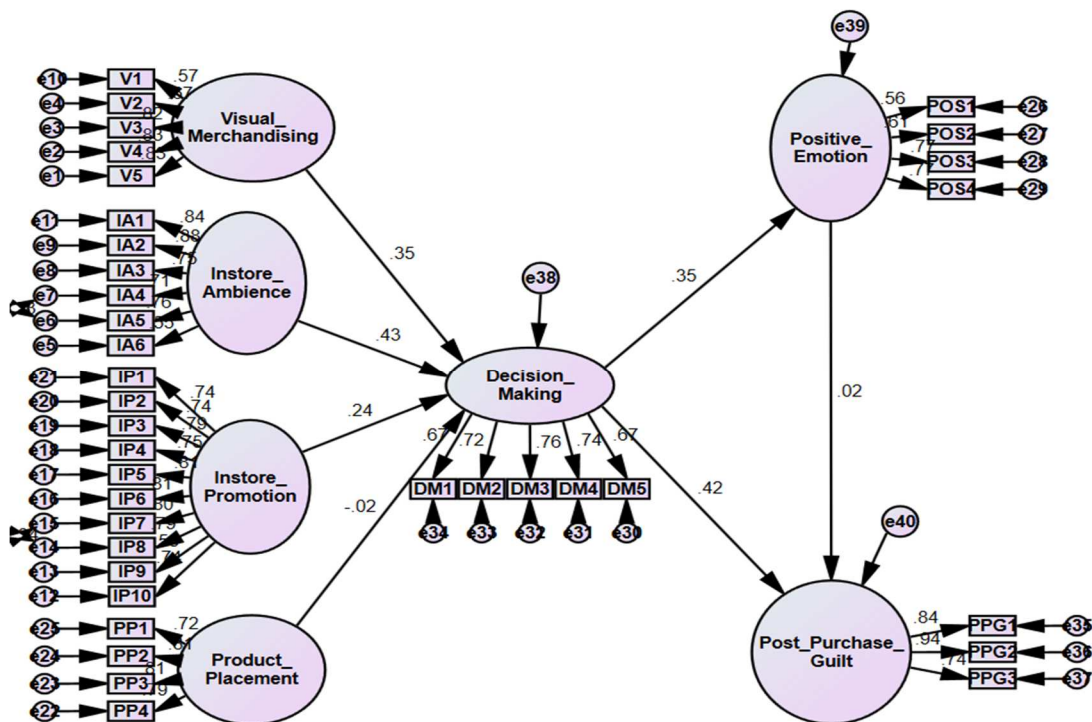
Section B

5.4 Structural Equation Modelling

Covariance-Based Structural Equation Modelling (CB-SEM) is primarily used to develop a model and establish relationships between exogenous and endogenous variables. Thus, the current study used the AMOS 23 software package to perform the SEM. This section examines the relationships among the components of Impulse buying, impulsive decision-making, and post-purchase behaviours, and possible differences in these relationships across two generations, such as Gen X and Gen Y. Figure 5.2 shows the result of structural equation modelling. Based on that, the detailed explanation of each hypothesis is shown in Table 5.5.

Figure 5.2

Structural Equation Model that tests the relationships between Constituents of Impulsive Buying Behaviour, Impulsive Decision Making, and Post-Purchase Behaviours



Source: Primary

Finally, the researcher performed a multi-group moderation analysis of the constituents, impulsive buying decision, and post-purchase behaviour model across different generational cohorts, such as Generation X and Generation Y. Generation X refers to people born between 1965 and 1980. Generation Y refers to people born between 1981 and 1996. So, the researcher would like to know, is there any significant difference in the prescribed model among different generational cohorts?

5.4.1 Path Analysis of Structural Equation Modelling (Direct Effect)

The path estimate of the corresponding relationship between endogenous and exogenous variables is shown in Table 5.5.

Table 5.5

Path analysis of the Structural Equation Model

Constructs Path Index	Standardized Coefficient (Beta)	P-Value	Result
Impulsive Decision Making ←- Visual Merchandising	0.346	<0.001	Significant
Impulsive Decision Making ←- In-store Ambience	0.435	<0.001	Significant
Impulsive Decision Making ←- In-store Promotion	0.244	<0.001	Significant
Impulsive Decision Making ←- Product Placement	-0.16	0.743	Insignificant
Positive Emotional Response ←- Impulsive Decision Making	0.354	<0.001	Significant
Post Purchase Guilt ←- Impulsive Decision Making	0.417	<0.001	Significant
Post Purchase Guilt ←- Positive Emotional Response	0.020	0.730	Insignificant

Note: ** Indicates significant at 1% level, * Indicates significant at 5% level

5.4.2 Results of Path Analysis and Hypotheses Testing

This section explains the path estimates for the study's various hypotheses. SM.H1 to SM.H7 present structural model hypotheses regarding the interconnections among the constituents of Impulse buying, Impulsive Decisions, and their post-purchase behaviours.

SM.H1: Visual Merchandising has a significant effect on Impulsive Decision Making

The standardised beta coefficient of visual merchandising on Impulsive Decision-making is 0.346, representing its partial effect while holding other path variables constant. The positive sign of the coefficient indicates that Impulsive Decision-making increases by 0.346 units for every one standard deviation increase in visual merchandising. This coefficient is statistically significant at the 1% level, indicating that an enhancement in visual merchandising is likely to lead to an increase in Impulsive Decision-making.

SM.H2: In-store Ambience has a significant effect on Impulsive Decision Making

The standardised beta coefficient of in-store ambience on Impulsive Decision-making is 0.435, representing its partial effect while holding other path variables constant. The positive sign of the coefficient implies that this effect is positive—Impulsive Decision-making increases by 0.435 units for every one standard deviation increase in in-store ambience. This coefficient is statistically significant at the 1% level, indicating that an enhancement in in-store ambience is likely to lead to an increase in Impulsive Decision-making.

SM.H3: In-store Promotion has a significant effect on Impulsive Decision Making

In the current study, Impulsive Decision-making is the dependent variable, and In-store Promotion is the independent variable. The standardised beta coefficient for the effect of In-store Promotion on Impulsive Decision-making is 0.244, indicating a positive relationship between the two variables. This coefficient remains significant at the 1% level, suggesting that the effect is statistically reliable. Holding other path

variables constant, the results imply that for every one standard deviation increase in In-store Promotion, Impulsive Decision-making increases by 0.244 standard deviations. Thus, improvements in In-store Promotion are likely to enhance customers' Impulsive Buying Behaviour.

SM.H4: Product placement has a significant effect on Impulsive Decision Making

The relationship between product placement and Impulsive Decision-making was examined using structural equation modelling, and the results indicated no significant relationship between the two variables, as the p-value exceeded 0.05.

SM.H5: Impulsive Decision Making has a significant effect on Positive Emotional Responses

The standardised beta coefficient of Impulsive Decision making on Positive Emotional Responses is 0.354, representing the partial effect of Impulsive Decision making on Positive Emotional Responses, holding the other path variables constant. The estimated positive sign implies that such an effect is positive, and Positive Emotional Responses would increase by 0.354 for every unit of standard deviation increase in Impulsive Decision making. This coefficient value is significant at the 1% level. It indicates that with better Impulsive Decision-making, customers' Positive Emotional responses will improve.

SM.H6: Impulsive decision-making has a significant effect on Post-Purchase Guilt

The standardised beta coefficient for Impulsive Decision making on Post-Purchase Guilt is 0.417, representing the partial effect of Impulsive Decision making on Post-Purchase Guilt, holding the other path variables constant. The estimated positive sign implies that such an effect is positive, and post-purchase guilt would increase by 0.417 for every unit of standard deviation increase in Impulsive Decision-making. This coefficient value is significant at the 1% level. It indicates that the post-purchase guilt may arise after making Impulsive Decisions.

SM.H7: Positive emotional response after a purchase is negatively associated with the level of post-purchase guilt experienced by customers

The researcher also evaluated whether there is a significant difference between positive emotional responses and post-purchase guilt among hypermarket customers in Kerala. According to the findings, the p-value is greater than 0.05, indicating that there is no significant relationship between positive emotional response and post-purchase guilt.

5.4.3 Testing the significance of Multi-Group Analysis at the model level using the chi-square difference test

Hypothesis set for examining the moderating effect of generational cohorts on Impulsive Buying Behaviour and its outcomes.

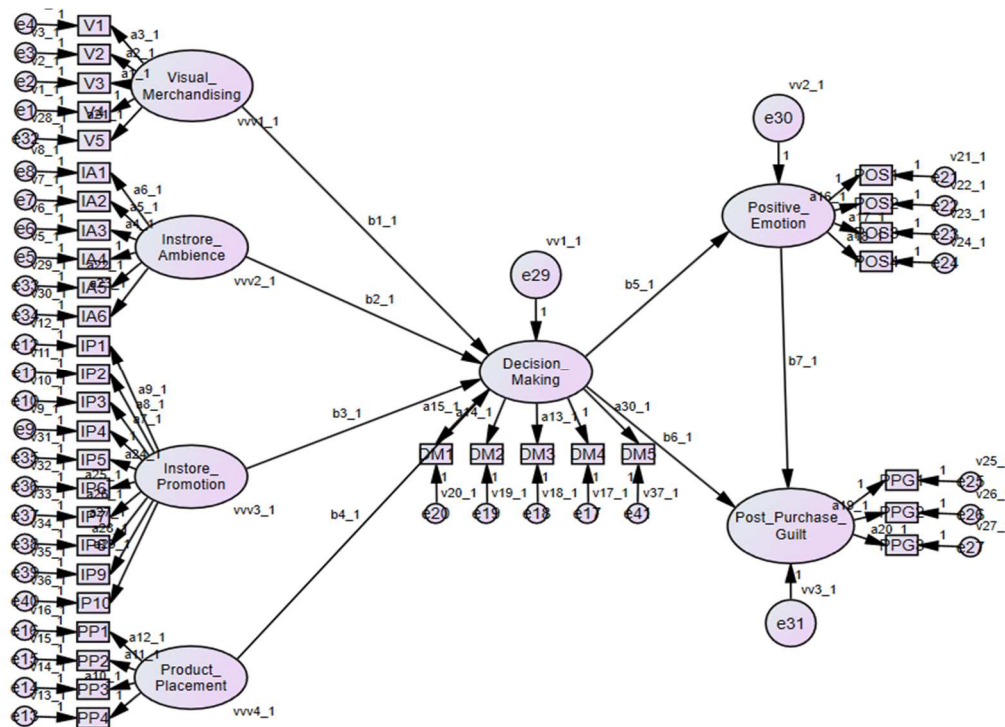
- MG.H1: The structural relationships among impulse buying components, impulsive decision making, positive emotional responses and post-purchase guilt differ significantly between generational cohorts.

The above hypothesis proposes that the structural relationships among the components of Impulsive Buying Behaviour, the process of Impulsive Decision Making, and the resultant Positive Emotional Response and Post-Purchase Guilt differ across distinct generational cohorts. This inquiry will utilise imputed Structural Equation Modelling (SEM) to rigorously analyse the moderating effects of generational differences on these relationships.

By employing imputed SEM, the study aims to address potential missing data issues and deepen the understanding of the intricate relational structures among these variables. This methodological approach will enable a comprehensive assessment of how generational differences influence Impulsive Buying Behaviour, contributing to the broader literature on consumer behaviour and marketing strategy. Figure 5.3, illustrated below, depicts the Imputed Structural Equation Model for the dimensions of Impulsive Buying Behaviour and its outcomes across generational cohorts of the respondents.

Figure 5.3

An Imputed Structural Equation Model for the Constituents of Impulsive Buying Behaviour and its Outcomes



Source: Primary

Figure 5.3 shows the results of the multigroup moderation analysis examining generational differences in the proposed model among Gen X and Gen Y Customers. The detailed examination of the chi-square difference test for measuring multigroup analysis is given in Table 5.6.

Table 5.6

Chi-square difference test for assessing the significance of Multi-Group Analysis at the model level

Overall Model	Chi-square	D.F	P-value	Invariant?
Unconstrained	247.973	8		
Fully constrained	255.949	16		
Number of groups		2		
Difference	7.976	8	0.240	YES

Source: Primary

The result of Multi-Group Analysis using the Chi-square difference test revealed (see Table 5.6) that there is no significant difference between the unconstrained and fully constrained models (P-value 0.240). It indicates that the influence between the factors among the two groups, namely Gen Y and Gen X, does not differ at the model level. Thus, there is no further point in examining the model's path differences between the two groups.

5.5 Conclusion

This chapter is devoted to achieving the second to fifth objectives of the study: identifying the constituents of Impulsive Buying Behaviour in relation to Impulsive Decision-making and examining how Impulsive Decision-making contributes to positive emotional responses and post-purchase guilt among hypermarket customers in Kerala. To this end, four independent variables and three dependent variables are evaluated using CB- SEM. Initially, the direct relationships without moderating variables are assessed. The results indicate that all hypotheses, except product placement, support the model, showing that factors such as visual merchandising, in-store ambience, and in-store promotion positively contribute to Impulsive Decision-making. Moreover, the relationship between Impulsive Decision-Making, positive emotional response, and post purchase guilt is also significant. The study further confirms that positive emotional response does not affect the post-purchase guilt among hypermarket customers in Kerala. A multi-group moderation analysis was conducted utilising the measurement invariance method to investigate the proposed model across different customer generations. The findings indicated no significant differences between the examined groups. Consequently, it can be inferred that the impact of in-store displays on impulsive decision-making and post-purchase behaviours is consistent among hypermarket customers in Kerala, regardless of generational cohort. This suggests a uniform pattern of impulse buying behaviour among Generation X and Generation Y customers in hypermarkets in Kerala.

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Chapter 6

Summary, Findings and Conclusion

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6.1. Introduction

In today's highly competitive business environment, customer behaviour and its significance in marketing, particularly within the retail sector, are of great importance. Customer behaviour encompasses the actions and reactions individuals display as they purchase, use, and dispose of products. Understanding this behaviour is crucial for marketers, as customers often make spontaneous decisions when shopping. Key definitions from Walters and Paul highlight the complex process through which individuals make purchasing decisions. At the same time, Webster and Frederick elaborate on the psychological and social factors that influence these decisions. Insight into Impulsive buying behaviour, characterised by sudden urges to purchase, underscores the importance of understanding customer motivations.

Impulsive behaviour, an intrinsic aspect of human nature, can impact even the most calculated shoppers. This spontaneous buying is often driven by hedonic motivations, leading customers to make decisions without thoroughly considering the consequences. Marketers leverage this tendency by designing in-store displays intended to capture attention and encourage impulsive purchases. Research shows that the strategic arrangement and placement of products significantly enhance retail sales and influence customer choices, particularly in organised retail environments where shopping is streamlined and more enjoyable.

Organised retailers enhance the shopping experience by offering a wide range of products in self-service models, reducing the need for multiple store visits. This approach, combined with an inviting store atmosphere, fosters a relaxed environment that encourages customers to explore and make impulsive purchases. Visual

merchandising plays a crucial role in this process; well-designed displays and appealing product arrangements capture customers' attention and guide their purchasing decisions. By utilising eye-catching colours, designs, and signage, retailers can strategically highlight seasonal promotions or new arrivals, enticing shoppers to engage further with their offerings. In-store ambience plays a crucial role in shaping customer behaviour, with elements such as lighting, music, and fragrance creating a welcoming environment that encourages shoppers to linger. Soft lighting and upbeat music can enhance the shopping experience, while pleasant scents can elicit emotional responses that lead to increased dwell time and impulsive purchases. Additionally, in-store promotions and effective product placement further stimulate unplanned buying, such as positioning snacks near checkout counters to encourage last-minute grabs. By refining these in-store elements and understanding customer behaviour, retailers can create engaging shopping experiences that boost sales and foster customer loyalty.

6.2. Research Problem in Brief

As Kerala is on the cusp of becoming a prominent customer economy by 2030, witnessing a surge in organised retail through the establishment of supermarkets and hypermarkets, it becomes increasingly vital to understand the factors that drive customer behaviour, particularly impulsive buying. The rise in organised retail is attributed to changing customer purchasing habits, influenced by factors such as strategic in-store displays that enhance the shopping experience.

Impulsive buying, a psychological phenomenon, significantly affects sales turnover and the overall success of retail outlets. With studies revealing that a considerable percentage of shoppers make spontaneous purchases, 84% admit to impulsive buying, and 80% of these purchases occur in physical stores, there is a clear opportunity for retailers in Kerala to leverage these behaviours. Recognising that an average shopper makes three unplanned purchases in four out of every ten stores visited highlights the importance of effectively designed in-store displays.

This study explores the intricate relationship between in-store display strategies and Impulsive buying behaviour in Kerala's unique socio-economic and cultural context. By delving into how retailers can align their marketing strategies with customer tendencies, the research aims to provide valuable insights that can empower organised retailers to enhance customer engagement, improve the shopping experience, and ultimately increase sales. Understanding these dynamics will not only help optimise retail strategies but also contribute to a broader understanding of customer behaviour within a rapidly evolving retail landscape.

Based on the research problem, this study seeks to answer the following five research questions.

1. How do shopper characteristics such as gender, employment status, education, income level, frequency of purchase and generations influence the impulsive buying behaviour of hypermarket customers in Kerala?
2. What is the impact of in-store retail display elements on the impulsive buying behaviour of hypermarket customers in Kerala?
3. How does impulsive decision-making affect positive emotional responses and post-purchase guilt among hypermarket customers in Kerala?
4. What is the relationship between immediate positive emotional responses following impulsive purchases and subsequent post-purchase guilt among hypermarket customers in Kerala?
5. How do impulsive decision-making, positive emotional response, and post-purchase guilt differ between Gen X and Gen Y customers of hypermarkets in Kerala?

6.3. Objectives

To achieve the overall goal of analysing how in-store retail displays affect customers' impulsive buying behaviour in Kerala, the researcher has established a series of specific objectives. These objectives will enable the researcher to delve deeply into

the captivating relationship between in-store display elements and shoppers' spontaneous purchase decisions in the vibrant region of Kerala.

1. To assess the influence of shopper characteristics (Gender, Employment Status, Education, Income Level, Frequency of Purchase and Generations) on the impulsive buying behaviour of hypermarket customers in Kerala.
2. To examine the influence of in-store retail display elements on the impulsive buying behaviour of hypermarket customers in Kerala.
3. To analyse the effects of impulsive decision making on customers' positive emotional responses and post-purchase guilt.
4. To examine the relationship between immediate positive emotional responses following impulse purchases and subsequent post-purchase guilt.
5. To compare impulsive decision making, positive emotional responses, and post-purchase guilt between Gen X and Gen Y customers.

6.4. Hypotheses

In pursuit of the research objectives, the researcher meticulously developed a series of hypotheses to guide the research process. Each hypothesis was carefully formulated to address specific aspects of the study. To ensure the validity and reliability of the findings, the researcher employed a range of advanced statistical techniques tailored to analyse the data effectively. This thorough examination not only enhanced understanding but also illuminated key insights into the goals.

6.4.1 Hypotheses Set for Investigating the Influence of Shopper-Related Characteristics on Different Dimensions of Impulsive Buying Behaviour

H1: There is a significant difference between the genders of the respondents on different dimensions of Impulsive buying behaviour.

- H1a: There is a significant difference between males and females in impulsive decision-making

- H1b: There is a significant difference between males and females in positive emotional response.
- H1c: There is a significant difference between males and females in post-purchase guilt

H2: There is a significant difference in the different dimensions of Impulsive buying behaviour across the employment statuses of customers

- H2a: There is a significant difference between impulsive decision-making and the employment status of customers
- H2b: There is a significant difference between positive emotional response and the employment status of customers
- H2c: There is a significant difference between post-purchase guilt and the employment status of customers

H3: There is a significant difference in the different dimensions of impulsive buying behaviour across the educational qualifications of customers.

- H3a: There is a significant difference between impulsive decision-making and the educational qualifications of customers
- H3b: There is a significant difference between positive emotional response and the educational qualifications of customers
- H3c: There is a significant difference between post-purchase guilt and the educational qualifications of customers

H4: There is a significant difference in the different dimensions of impulsive buying behaviour across the income levels of customers.

- H4a: There is a significant difference between impulsive decision-making and the income of customers
- H4 b: There is a significant difference between the positive emotional response and the income of customers

- H4c: There is a significant difference between the post-purchase guilt and the income of customers

H5: There is a significant difference in the different dimensions of impulsive buying behaviour across different frequencies of purchase.

- H5a: There is a significant difference between impulsive decision-making and the frequency of purchase
- H5 b: There is a significant difference between the positive emotional response and the frequency of purchase
- H5c: There is a significant difference between the post-purchase guilt and the frequency of purchase

H6: There is a significant difference between the generations of the respondents on different dimensions of impulsive buying behaviour.

- H6a: There is a significant difference in impulsive decision-making across different generational cohorts of respondents.
- H6b: There is a significant difference in positive emotional responses across different generational cohorts of respondents.
- H6c: There is a significant difference in post-purchase guilt across different generational cohorts of respondents.

6.4.2 Hypotheses Set for Investigating the Interconnection of Impulsive Buying Constituents, Impulsive Decision Making, and Post-Purchase Behaviours.

- SM. H1: Visual Merchandising has a significant effect on the Impulsive Decision Making of Hypermarket Customers in Kerala
- SM. H2: In-store Ambience has a significant effect on the Impulsive Decision Making of Hypermarket Customers in Kerala
- SM. H3: In-store Promotion has a significant effect on the Impulsive Decision Making of Hypermarket Customers in Kerala.

- SM. H4: Product placement has a significant effect on the Impulsive Decision Making of Hypermarket Customers in Kerala.
- SM. H5: Impulsive decision-making has a significant effect on the positive emotional response of Hypermarket customers in Kerala
- SM. H6: Impulsive decision-making has a significant effect on the post-purchase guilt of Hypermarket customers in Kerala
- SM. H7: A positive emotional response after a purchase is negatively associated with the level of post-purchase guilt customer experience.

6.4.3 Hypothesis set for examining the moderating effect of generational cohorts on Impulsive buying behaviour and its outcomes.

- MG.H1: The structural relationships among Impulsive Buying Components, Impulsive Decision-making, Positive Emotional Responses and Post-Purchase Guilt differ significantly between generational cohorts.

6.4 Methodological Design

The present study adopts a descriptive-analytical research design to examine the influence of in-store retail display elements on Impulsive buying behaviour and its emotional outcomes among hypermarket customers in Kerala. The research design integrates both primary and secondary data sources, enabling a comprehensive and systematic investigation of the research objectives.

Primary data were collected using a structured questionnaire administered to customers shopping in selected hypermarkets across Kerala. The questionnaire was designed to capture respondents' perceptions of in-store retail display elements, Impulsive buying behaviour, positive emotional responses, and post-purchase guilt, along with relevant demographic characteristics. Secondary data were gathered from an extensive review of books, peer-reviewed journals, theses, conference proceedings, research reports, magazines, and credible online sources. Authoritative reports and websites, such as the India Brand Equity Foundation (IBEF), Invest India, the official

website of the Retailers Association of India (RAI), the official website of KPMG, and other published retail and customer behaviour studies, were also consulted to support the theoretical and contextual framework of the study.

A multi-stage cluster sampling technique was employed to ensure adequate geographical representation of hypermarket shoppers across the state. In the first stage, 14 districts in Kerala were selected, and four were chosen at random. The selected districts are Trivandrum, Ernakulam, Kozhikode and Kannur. In the third stage, a comprehensive list of hypermarkets operating in the selected districts was prepared, from which 16 were randomly selected, with 4 representing each district. In the final stage, respondents were selected from the chosen hypermarkets using systematic random sampling, whereby every n th shopper exiting the store was approached for participation, ensuring randomness and minimising selection bias. The study population comprises hypermarket shoppers in Kerala, which is considered infinite due to the continuous flow of customers. Based on established sampling guidelines for large and infinite populations, an appropriate sample size was determined based on Cochran's formula. Accordingly, 400 usable responses were collected and included for final analysis.

The questionnaire was structured into six major sections:

Section I: Demographic characteristics of respondents.

Section II: Visual merchandising elements.

Section III: In-store ambience.

Section IV: In-store promotion and product placement.

Section V: Impulsive buying behaviour.

Section VI: Positive emotional response and post-purchase guilt.

The collected data were coded and analysed using statistical software packages, namely IBM SPSS (Version 26.0) and AMOS (Version 23.0). Descriptive statistics such as percentages, mean scores, and standard deviations were used to summarise

the data. Inferential statistical tools, including independent sample t-tests, Levene's test for equality of variances, one-way ANOVA, and appropriate post hoc tests, were applied to examine differences across demographic groups. Confirmatory Factor Analysis (CFA) was conducted to assess the reliability and validity of the measurement model, followed by Covariance-Based Structural Equation Modelling (CB-SEM) to test the hypothesised relationships among variables. Further, multi-group analysis and measurement invariance tests were employed to compare Impulsive buying behaviour and post-purchase outcomes between Gen X and Gen Y customers. The study lasted approximately 7 years, from 2018 to 2025, with primary data collection between November 2023 and May 2024 across selected hypermarkets in Kerala.

6.5 Summary of the Chapters

The report of the research work has been presented in seven chapters. The first chapter introduces the study by outlining its background, research problem, objectives, hypotheses, scope, research methodology, sampling design, analytical tools, limitations, and the overall organisation of the thesis. The second chapter presents a comprehensive review of the literature on in-store retail displays, visual merchandising, in-store ambience, product placement, in-store promotion, Impulsive buying behaviour, and post-purchase emotions. It identifies the research gaps addressed in the present study. The third chapter provides an overview of the organised retail industry in Kerala, with particular emphasis on the growth of hypermarkets, and discusses the theoretical foundations relevant to impulsive decision-making, Impulsive buying behaviour, and post-purchase emotional outcomes. The fourth chapter analyses the influence of shopper characteristics on Impulsive buying decisions, positive emotional responses, and post-purchase guilt among hypermarket customers in Kerala. The fifth chapter examines the interrelationships and effects of in-store retail display elements, Impulsive buying behaviour, and post-purchase behaviours using a structural equation modelling approach. The sixth chapter summarises the empirical results and presents the significant findings and conclusions drawn from the study. The final chapter offers

recommendations, managerial implications, and scope for further research based on the study's findings.

6.7. Findings of the study

The study's significant findings are presented under seven headings. It includes: (1) frequency distribution of the sample respondents; (2) descriptive statistics of the sample respondents; (3) impact of shopper related characteristics on various aspects of Impulsive buying behaviour; (4) in-store retail display elements on the Impulsive buying behaviour; (5) impulsive purchase decisions on post purchase guilt and positive emotional responses; (6) positive emotional response on post purchase guilt; (7) Group differences among Gen X and Gen Y customers with respect to the relationship among the predictors of impulsive buying, Impulsive buying decisions, and post purchase behaviour.

6.7.1. Frequency Distribution

The study is conducted among Hypermarket customers in the state of Kerala. The detailed findings from the frequency distribution of the respondents are:

1. As per the current study, 59.8% (239) of the respondents are male, and 40.2% (161) of the respondents are female.
2. 49.3% (197) of respondents are salaried people, 32.8% (131) are professionally qualified, and 18% (72) are engaged in their own business. Thus, the study indicates that salaried customers in Kerala are more likely to make impulse-buying decisions than professionals and business owners.
3. It is found that 38.8% (155) of the sample respondents are post-graduated, and 11.3% (45) of them are graduated. Thus, the larger proportion of customers is highly educated.
4. Among the respondents, 43% had an income between ₹25,000 and ₹50,000, while 34% had an income above ₹50,000. This indicates that customers' income levels play a significant role in Impulsive buying decisions.

5. The current study also examined the purchase frequency of hypermarket customers in Kerala. Among the 400 respondents, 34.3% reported purchasing daily, the same percentage (34.3%) every month, 18.8% every week, and 12.8% on a bi-weekly basis. This indicates that the highest purchase frequency is in both daily and monthly shopping.
6. 66% of the customers are Gen X customers, and 34% of them are Gen Y customers. The current study indicates that the prevalence of Gen X customers in Kerala is high.

6.7.2 Descriptive Statistics

Descriptive statistics include both the mean and the standard deviation (SD). This section is divided into two categories: (1) descriptive statistics of in-store display factors; and (2) descriptive statistics of impulsive decision making, positive emotional response, and post-purchase guilt.

A. Descriptive Statistics of In-Store Display Factors

Here, the researcher used four in-store display factors: Visual merchandising, in-store ambience, product placement and in-store promotion.

1. Five different indicators were used to measure visual merchandising. Among these, respondents generally agreed that “attractive lighting inside the store” (Mean = 3.89, SD = 0.85) and “attractive packaging of the products” (Mean = 3.89, SD = 0.85) play a significant role.
2. Six different indicators are used for measuring instore ambience; inside the store (Mean: 3.76, SD: 0.88), layout of the store (Mean: 3.63, SD: 1.04), arrangements of the products (Mean: 3.6, SD: 0.91), customer traffic (Mean: 3.57, SD: 0.99), Neatness of the store (Mean: 3.54, SD: 0.87) and Hygiene (Mean: 3.27, SD: 0.97).
3. The respondents agree that the display of a variety of brands ranked first in taking Impulsive decision making (Mean: 2.77, SD: 1.46). Similarly, the display of products at the entrance (Mean: 2.63) and at the billing counters (Mean: 2.33) also prompted customers to make Impulsive buying decisions.

4. The researcher evaluated the ten indicators for in-store promotion. “The display of attractive product price” ranked first (Mean: 3.98 and SD: 0.817). However, “Display of Free Gifts scheme attracted my attention and tempted me to purchase that item” ranked lowest among these (Mean: 3.14, SD: 0.947).

B. Descriptive Statistics of Impulsive Decision-Making, Positive Emotional Response, and Post-Purchase Guilt.

1. Five different indicators are used to measure Impulsive buying decisions. Among them, the statement “It makes me happy to shop unplanned” ranked highest, with a mean score of 3.93 and a standard deviation of 0.83. In contrast, pressure from salespeople received the lowest ranking (Mean: 3.81).
2. To measure positive emotional responses, the researcher employed four indicators, with the statement “I feel a sense of thrill when buying something new” receiving the highest ranking (Mean: 3.97).

6.7.3 Customer Related Factors on Impulsive Decision Making, Positive Emotional Responses and Post-Purchase Guilt

The study consists of three outcomes of Impulsive buying behaviour (Impulsive Decision Making, Post Purchase Guilt and Positive Emotional Responses). The findings of the Impulse buying outcomes with reference to demographic factors are as follows:

A. Influence of Gender on Various Dimensions of Impulsive Buying Behaviour

1. Based on the findings of the independent samples t-test, gender has a significant effect on post-purchase guilt ($p = .041$) and positive emotional responses ($p = .030$). Further, the results indicate that female customers (mean = 15.24) experience higher post-purchase guilt, whereas male customers exhibit higher positive emotional responses (mean = 10.58).
2. There is no significant difference between male and female customers in terms of impulsive decision making ($p=0.808$).

B. Influence of Employment Status on Various Dimensions of Impulsive Buying Behaviour

1. Employment status influences the way hypermarket customers act impulsively. Research shows that people's employment status significantly affects their spontaneous decision-making, with a statistical analysis indicating a notable difference ($F=3.483$, $p=0.032$). Among different employment groups, professionals tend to make the most impulsive decisions, scoring an average of 18.77. Businesspeople have the highest average score of 18.39, while salaried employees have the lowest at 17.70. This suggests that professionals and businesspeople may exhibit more impulsive behaviour than those in salaried positions.
2. The relationship between employment status and positive emotional response was examined by using one-way ANOVA, and the result shows insignificant relationships (p -value: 0.784)
3. There is a significant variation in post-purchase guilt experienced by customers across different employment categories, as evidenced by a p -value of less than 0.05. Professionals report the highest mean level of post-purchase guilt, with a score of 10.76 ($SD = 3.03$), indicating that individuals in this group are particularly prone to post-purchase regret. This is closely followed by business individuals, who exhibit a mean score of 10.57 ($SD = 2.85$), suggesting they also experience considerable guilt but slightly less than professionals. In contrast, salaried employees report the lowest mean score of 9.88 ($SD = 3.49$), implying that they may have a different relationship with their purchasing behaviours, possibly influenced by varying financial confidence or priorities. These results suggest that post-purchase guilt is closely linked to the nature of one's employment, offering important insights for marketers seeking to understand consumer motivations and emotional responses to purchasing decisions.

C. Influence of Education on Various Dimensions of Impulsive Buying Behaviour

1. Impulsive decision-making among customers is significantly influenced by their educational background ($F = 3.486$, $p = 0.016$). Customers with a master's degree exhibit the most positive attitude toward impulsive decision making, whereas those with only a primary school education show the least.
2. Impact of educational qualification on positive emotional responses is also significant since its p -value is less than 0.05. According to the mean score, customers with a postgraduate degree have a more positive emotional response (Mean: 15.46, SD: 2.49).
3. There is no significant association between education level and post-purchase guilt (p -value .388). Thus, customers' level of education does not influence post-purchase guilt.

D. Influence of Income Level on Various Dimensions of Impulsive Buying Behaviour

1. A significant difference exists between impulsive decision making and the income level of customers ($F: 3.275$, $p: 0.039$). Customers with an income level of more than ₹50,000 (Mean: 18.61) exhibit the highest impulsive decision-making compared to other income groups.
2. There is no significant connection between positive emotional response and income level ($F: 0.152$, $p: 0.859$), indicating that positive emotional response is consistent across different income communities.
3. Post-Purchase Guilt significantly differs by income level ($F: 5.193$, $p: 0.006$). Customers' income above ₹50,000 (Mean: 10.86) report higher post-purchase guilt compared to the ₹25,000–₹50,000 income group (Mean = 9.70).

E. Influence of frequency of purchase on Various Dimensions of Impulsive Buying Behaviour

1. A significant difference exists between impulsive decision making and frequency of purchase ($F: 2.855, p: 0.037$). Customers who purchase monthly (Mean: 18.77) exhibit the highest impulsive decision-making compared to other groups.
2. Positive Emotional Responses significantly differ by frequency of purchase ($F: 2.965, p: 0.032$). Customers who purchase monthly (Mean = 15.34) report higher positive emotional responses than those in the daily purchasing group (Mean = 15.00).
3. There is no significant connection between post-purchase guilt and frequency of purchase ($F: 0.81, p: 0.489$), indicating that post-purchase guilt is consistent across different frequencies of purchase.

F. Influence of Generation on Various Dimensions of Impulsive Buying Behaviour

1. Impulsive decision-making does not significantly differ between Gen X and Gen Y ($p: 0.793$).
2. There is no significant difference between Positive Emotional Response and the generation of customers ($p: 0.087$).
3. Post-Purchase Guilt significantly differs across generations ($t: 2.754, p: 0.006$). Gen X customers (Mean: 10.63) experience greater guilt compared to Gen Y customers (Mean: 9.64).

6.7.4 In-Store Retail Display Elements on the Impulsive Buying Behaviour

1. Customers' intentions to make impulsive decisions are positively influenced by visual merchandising (beta value is .346, and $p\text{-value}$ is $<.001$). Thus, visual merchandising boosts customers' tendency to make unplanned purchases.

2. A key determinant of customers' desire to make impulsive decisions is in-store ambience (beta value = .435, p-value < .001). The Hypermarket environment, including lighting, music, arrangements, and store layout, triggers unplanned purchases.
3. Customers' inclination to make impulsive decisions increases as in-store promotions increase (beta value = .244, p-value < .001). As a result, people purchase products impulsively rather than based on their actual requirements. In-store promotion is therefore a key factor influencing hypermarket customers' impulsive decision-making in Kerala.
4. Product placement has no significant influence on customers' desire to make impulsive decisions ($p = .743$). Thus, among the four in-store display elements, product placement does not impact the Impulsive buying behaviour of Hypermarket customers in Kerala.

It can be inferred from the above findings that, in order of influence, in-store ambience ($\beta = .435$) is the most significant factor influencing Customers' impulsive decision-making, followed by visual merchandising ($\beta = .346$) and in-store promotion ($\beta = .244$).

6.7.5 Impulsive Decision Making on Positive Emotional Responses and Post-Purchase Guilt

1. Impulsive decision making positively and significantly affects positive emotional responses ($\beta = .354$, $p < .001$). In many cases, impulsive decisions tend to lead customers to experience positive emotional reactions.
2. Impulsive decision making significantly affects post-purchase guilt ($\beta = .417$, $p < .001$). In many cases, impulsive decisions tend to lead customers to experience post-purchase guilt.

It can be inferred from the above findings that, according to the order of influence, post-purchase guilt ($\beta = .417$) is the most critical outcome of impulsive decision-making, followed by positive emotional responses ($\beta = .354$).

6.7.6 Positive Emotional Responses on Post-Purchase Guilt

1. Positive Emotional Response has no significant influence on post-purchase guilt among Hypermarket customers in Kerala ($p = .730$).

6.7.8 Group differences among Gen X and Gen Y customers with respect to the relationship among the predictors of impulsive buying behaviour, impulsive decision making, and post-purchase behaviour.

The results from the Multi-Group Analysis using the Chi-square difference test revealed no statistically significant difference between the unconstrained and fully constrained models ($P\text{-value} = 0.240$). This finding indicates that the relationships among the latent variables examined in the study are remarkably consistent across the two demographic cohorts, namely Generation X (Gen X) and Generation Y (Gen Y). Specifically, the lack of statistical significance suggests that the influence of the specified factors—the pathways connecting independent and dependent variables—does not vary meaningfully between these generations, implying that policy initiatives or marketing strategies derived from this model may be equally effective regardless of generational affiliation.

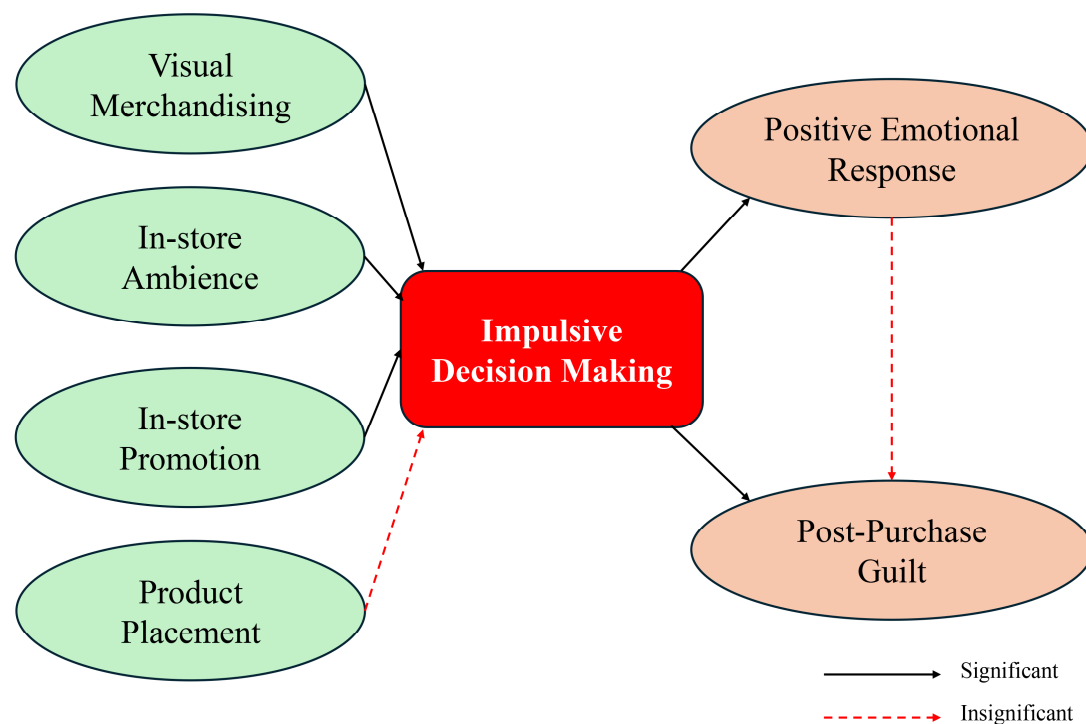
6.8 Research Model Developed from the Study

The conceptual model was meticulously developed to explore the various factors that influence Impulse buying among hypermarket customers in Kerala. It aims to identify the key drivers of Impulsive buying decisions and the resulting post-purchase behaviour of customers. By examining these elements, the research seeks to provide a comprehensive understanding of how Impulse buying manifests in a hypermarket setting.

During the research process, extensive data was collected and analysed, leading the researcher to refine and enhance the initial model based on the findings. This iterative approach ensured that the model accurately reflects the dynamics of customer behaviour in this specific context. The outcomes of the study are visually represented in Figure 6.1, which illustrates the interconnectedness of impulsive buying constituents, impulsive decision-making, and post-purchase behaviour. This visual representation not only aids understanding of the relationships among these factors but also emphasises the significance of impulse buying behaviour in shaping customer experiences in hypermarkets of Kerala. Therefore, this research provides valuable insights that can inform marketing strategies and improve customer engagement in this sector.

Figure 6.1

Research Model Developed from the Study



Source: Researcher

6.9 Conclusion

In the current scenario, impulsive buying and post-purchase behaviour have become increasingly common elements due to the influence of organised retail strategies, psychological motivations, and changing customer lifestyles. Several factors contribute to impulsive decision-making, such as emotional excitement, product attractiveness, and the ease of access to credit facilities. Services offered by credit card agents and flexible payment options further encourage customers to purchase without proper planning. Against this backdrop, the present study aims to explore how in-store display elements influence impulsive buying decisions and subsequent post-purchase behaviours.

The study begins by assessing how customers' specific characteristics affect various dimensions of impulsive buying behaviour. The findings from the first objective indicate that customer demographics play a significant role in impulsive buying decisions, positive emotional responses, and post-purchase guilt among Hypermarket customers in Kerala. People who make impulsive decisions based on several demographic factors, including gender, employment status, educational qualifications, purchase frequencies, generations and income level. However, impulsive decision-making is influenced by educational qualifications, employment status, income level, and purchase frequency. The positive emotional response, on the other hand, is influenced by gender, educational qualifications, and purchase frequency. However, when it comes to the post-purchase guilt, it is affected by gender, educational qualifications, income and generation of respondents.

The researcher then evaluated the significance of four key factors affecting customers' impulsive decision-making. The analysis concluded that visual merchandising, in-store displays, and in-store promotions affect impulsive decision-making, whereas product placement does not. In addition, impulsive decision-making positively contributes to both positive emotional response and post-purchase guilt. However,

there is no significant relationship between positive emotional response and post-purchase guilt.

Finally, the researcher conducted a comparative analysis of Gen X and Gen Y customers to examine impulsive buying decisions and post-purchase behaviours across generations. The study revealed that the relationships among in-store display elements, impulsive decision-making, and post-purchase behaviours were consistent across both Gen X and Gen Y customers.

Chapter 7

Recommendations

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7.1. Recommendations

This section presents recommendations for three key stakeholders: retailers/hypermarket managers, policymakers, and hypermarket customers. Understanding the unique roles that each of these groups plays in the retail ecosystem is essential for fostering a thriving marketplace. By examining the study's findings, the researcher can identify and recommend tailored strategies to these groups to promote growth, sustainability, and enhanced customer satisfaction. A detailed explanation is provided under each head to ensure comprehensive insights for effective decision-making and implementation.

A. For Organised Retailers/ Hypermarket Managers

1. It is recommended that organised retailers prioritise professionals and businesspersons as their primary target group, while salaried individuals may be considered as a secondary segment.
2. Organised retailers should give particular emphasis to higher-income customers, as they constitute a more profitable and sustainable target market.
3. Special attention should be devoted to monthly and frequent customers, as nurturing their loyalty can stimulate stronger impulsive buying tendencies and foster positive emotional responses.
4. Organised retailers are advised to focus on attracting more male customers, since they exhibit higher positive emotional responses. At the same time, measures

should be taken to minimise post-purchase guilt among female customers through appropriate marketing and service strategies.

5. To mitigate post-purchase guilt, it is imperative for organised retailers to ensure the provision of high-quality, durable, and reliable products. Such a commitment reinforces customer trust and satisfaction, ultimately fostering a positive shopping experience and encouraging repeated patronage.
6. Generation Y (Gen Y) customers should be considered a key target group, as they generally exhibit lower levels of post-purchase guilt compared to Generation X (Gen X) customers.
7. Hypermarket managers should strengthen their visual merchandising practices to create more attractive displays capable of drawing customer attention and stimulating unplanned purchases.
8. It is further recommended that Hypermarket managers enhance in-store ambience through improvements in lighting, music, layout, and overall environmental design, thereby enriching the customer shopping experience.
9. The implementation of frequent and engaging 'in-store promotional activities' is necessary to attract customers and sustain their interest.
10. Organised retailers may consider optimising or redesigning product placement strategies rather than allocating additional resources to traditional product placement methods.
11. Finally, Hypermarket managers should actively promote Impulsive Buying Behaviour, as it has been shown to generate positive emotional responses in customers, which in turn can lead to increased sales and long-term business growth

B. For Policy Makers

1. Policymakers should promote the adoption of ethical retail practices among retailers and hypermarket managers to mitigate the risk of excessive stimulation of Impulsive Buying Behaviours. By fostering an environment that prioritises consumer welfare, retailers can enhance customer trust and long-term loyalty, while also contributing to a more sustainable and responsible retail landscape.
2. It is recommended that customer protection agencies strengthen awareness campaigns highlighting the importance of responsible consumption, with a special focus on younger generations.
3. Regulatory bodies should ensure that marketing and promotional strategies in Hypermarkets remain transparent, non-deceptive, and customer-friendly, particularly with respect to pricing and product claims.
4. Policies may be introduced to promote the availability of high-quality and durable products, thereby safeguarding customers from post-purchase dissatisfaction and regret.
5. Policy makers are advised to support initiatives that enhance customer literacy and financial awareness, enabling individuals to make better-informed purchasing decisions in retail environments.
6. It is further recommended that guidelines be established for visual merchandising and in-store ambience to ensure that customer influence is ethical, psychologically safe, and does not encourage harmful overconsumption.

C. For Hypermarket Customers

1. Customers are advised to make more conscious and informed purchase decisions by evaluating product quality, durability, and reliability before engage in impulsive buying.

2. It is recommended that customers develop strategies to minimise post-purchase guilt, such as setting personal budgets, comparing alternatives, and assessing actual needs before shopping.
3. Customers are advised to carry shopping lists before entering hypermarkets and engage in planned shopping within budget limits, which can help minimise unnecessary purchases and reduce post-purchase guilt.
4. Female customers, who are more prone to post-purchase guilt, should adopt self-regulation techniques such as reflective evaluation of purchase motives to achieve greater satisfaction with their buying behaviour.
5. Generation X customers are advised to cultivate responsible consumption habits by balancing impulse desires with rational decision-making, thereby reducing negative emotions after purchase.

7.2. Implications

The findings of this study provide meaningful contributions to both theory and practice in the field of customer behaviour and retail management. From a theoretical perspective, the results deepen understanding of how shoppers characteristics, and generational differences shape Impulsive Buying Behaviour and post-purchase emotions, while reinforcing the importance of retail atmospherics and visual merchandising in shaping customer psychology. By examining these factors, the study reveals intricate patterns in consumer decision-making that can vary significantly across different groups, offering a refined view of the motivations behind impulse purchases. From a practical standpoint, the study provides actionable insights to retailers and hypermarket managers to refine their targeting strategies, enhance customer loyalty, and create engaging shopping environments that stimulate impulse buying and generate positive emotional responses. Retailers can leverage these insights to design targeted marketing campaigns that resonate with specific demographics, employ strategic merchandising techniques, and optimise store layouts

to create a more inviting atmosphere. These study implications align closely with the research objectives, highlighting how impulse purchasing behaviour can be strategically managed to benefit both customers and retailers, while also contributing to broader customer protection and policy considerations. This dual focus not only promotes profitable business practices but also safeguards customer interests, emphasising retailers' responsibility to foster ethical shopping experiences that consider the psychological aspects of purchasing behaviour.

7.3. Scope for Further Research

1. The scope of the current study is limited to Kerala only, and responses from 400 respondents have been taken. Moreover, research can be conducted in other regions of India. This helps the researcher understand how cultural differences among respondents influence Impulsive Buying Behaviour.
2. The current study evaluated Impulsive Buying Behaviour exhibited by the customers in organised retail stores. Further, the research can be extended to other sectors, such as apparels, and cosmetics. In addition, future research can examine the Impulsive Buying Behaviour of online shoppers.
3. The current study used variables like visual merchandising, in-store promotion, in-store display, and product placement. Academic literature found that variables such as having a credit card, financial resources, culture, motivation, and others also affected Impulse buying. Thus, future research could identify the impact of cognitive and non-cognitive factors on Impulsive Buying Behaviours.
4. The scope for further research involves investigating the impact of in-store display elements on shoppers' growth, with a focus on the perspective of founders.
5. In the current study, the researcher applied the survey method of data collection. Future research can incorporate different data collection methods, such as observation and experimentation, to provide more insights into the field of study.

6. Future research can be adopted by applying a longitudinal research design to capture changes in Impulsive Buying Behaviour and post-purchase intention over time.
7. The current study applied post-purchase outcomes such as positive emotional responses and post-purchase guilt. Thus, future research can examine post-purchase outcomes such as loyalty, word-of-mouth, and brand-switching intentions.
8. Future research can be carried out by applying the moderating role of payment mechanisms and new technologies such as “Buy Now Pay Later Schemes” or “Credit Cards”.

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Appendices

Appendix - I

List of Hypermarkets which match the operational definition in selected districts

1. Trivandrum

Sl. No	Name of The Store	Location
1	Bemart Hypermarket	Mayuram, Nalanchira, Paruthippara
2	Familymart Hypermarket	Kalliyoor - Punnamoodu Road
3	Hayat Hypermarket	Neyyar Dam Rd, Killy, Kulathummal, Kattakkada
4	Hy Mart	Enjakkal (Near Airport)
5	Hyp'mart	Vazhuthacaud
6	Johns Hyper Market	Kazhakootam - Pothencode
7	Kunnil Hypermarket	Bypass Road, Kulathoor,
8	Kunnil Hypermarket	Kulathoor (Near Technopark)
9	Kunnil Hypermarket	Kaniyapuram
10	Kunnil Hypermarket	Peroorkada Rd, Kudappanakunnu
11	Kunnil Hypermarket	Kuravankonam, Kavu Road, Kowdiar,
12	Kunnil Hypermarket	Mc Rd, Mannanthala
13	Kunnil Hypermarket	Homoeo College Jun, Nemom
14	Kunnil Marginfree Hypermarket	Pazhavadi, Nedumangad
15	Lulu Hypermarket	Lulu Mall, Anayara
16	Manglavil Hypermarket	Vizhinjam, Venganoor,
17	More Hypermarket	Aakkulam Road
18	Pothys Hypermarket	Vanchiyoor / Mg Road
19	Prime Hypermarket	Arattuvazhi, Junction, Kamaleshwaram
20	Rajakumari Hypermarket	Emirates Tower, Attingal
21	Ramachandran Hypermarket Mot	Eanchakkal
22	Ramachandran Hypermarket	Attakulangara (East Fort)
23	Ramachandran Hypermarket	Vellayambalam

Sl. No	Name of The Store	Location
24	Reliance Smart Bazaar	Mahatma Gandhi Road, Pazhavangad
25	Reliance Smart Bazaar	Kesavadasapuram (Pattom)
26	Reliance Smart Bazaar	Pattom - Kowdiar Rd, Kesavadasapuram
27	Royal Trivandrum Hypermarket	Peyad, Road, Kattakkada
28	S Mart Hypermarket	Kazhakootum
29	Spencer's Retail	Spencer Junction (Mg Road)
30	Thanima Hypermarket	Chavarcode
31	Vismaya Hypermarket	College Rd, Kattakkada

Source: Compiled by the Author

2. Ernakulam

Sl. No	Name of the Store	Location
1	Alba Hypermarket	Chakkaraparambu, Thammanam
2	Amazing Hypermarket	Near Power House, Aluva
3	AR Hypermarket	Malikampeedika
4	Bismi Hypermarket	Kathrikadavu, Kaloore
5	Bismi Hypermarket	Rajagiri Valley, Kalamassery
6	Bismi Hypermarket Pvt. Ltd.	Bhavans South Road, Elamakkara
7	Cochin Hypermarket	Chembakasseri Junction, Aluva
8	Crystal Hyper Market	Dhanushkodi Rd, Jn, Kolenchery,
9	Crystal Hypermarket	Periyar Nagar, Aluva
10	Ramachandran Hypermarket	Pala-Thodupuzha Rd, Thodupuzha
11	Crystal Hypermarket	Aluva, Road, Kalady
12	Grand Hyper	Grandmall, Edappally, Kochi
13	Grand Hyper	Karukappilly Jn., Mamangalam, Kaloore
14	Hydis Hypermarket	Panampilly Nagar, Kochi

Sl. No	Name of the Store	Location
15	Kalyan Hypermarket	Marine Drive, Kochi
16	Lulu Hypermarket	Lulu International Shopping Mall, Edappally
17	Mariyem Hypermarket	Mariyem Tower, Thiruvaniyoor
18	Millennium Hypermarket	Palluruthy, Kochi
19	Moolans Hypermarket,	Ksrtc Exit Junction, Sh 1, Perumbavoor
20	Peekay Hypermarket	Club Jn, Marottichuvadu, Edappally
21	Reliance Smart Superstore	Pandit Karuppan Rd, Chacola Colony, Perumanoor
22	Reliance Smart Superstore	Padivattom, Edappally, Kochi,
23	Spencer's	Kadavanthara
24	Spencer's	Kombara Kochi
25	The Salt Hypermarket	Chullickal Rd, Chullickal, Kochi
26	We Mart Hyper Market	Kakkanad, Edachira, Kochi
27	We Mart Hypermarket	Chalikkavattom, Vyttila
28	We Mart Hypermarket	Mahakavi Vailoppilli Rd, Palarivattom
29	We Mart Hypermarket	Vadakkekotta, Thrippunithura
30	Wellmart Hypermarket	Padivattom, Edappally, Kochi

Source: Compiled by the Author

3. Kozhikode

Sl. No	Name Of The Store	Location
1	Badusha Hypermarket	Opposite Federal Bank, Balussery
2	Big Fresh	Mukkam Mall, Mukkam
3	Big Mart Super Store	Kattangal
4	Bmp Hypermarket	Tazhakkod
5	Carrefresh Hypermarket	Azhiyur
6	Cochin Hyper	Thazhe Padanilam Bus Stop, Padanilam
7	Danuve Hypermarket	Puthiyangadi, West Hill

Sl. No	Name Of The Store	Location
8	Extra Hyper Market	Highway, Kollam, Koyilandy
9	Freshday Hyper Market	Kozhikode Road, Mukkam
10	Freshlyone Hypermarket Llp	Kozhikode Rd, Chullikaparamba
11	Galaxy Hypermark	Kallachi, Nadapuram
12	Galaxy Hypermarket	Orkkatteri,
13	Grand Fresh	City Mall, Thamarassery
14	Grand Hypermarket	Focus Mall, New Bus Stand, Tazhekkod
15	Jamjoom Hypermarket	Pushpa Junction, Chalappuram
16	Kalyan Hypermarket	Mavoor Rd, Thondayad
17	Kings Mart Hypermarket	Surabhi Mall, Ramanattukara
18	Lulu Hypermarket	Mini Bypass Rd, P.O, Mankave
19	Luxus Hypermarket	Markaz Road, Kunnamangalam
20	M R Hypermarket	Wayanad Rd, Moozhikkal
21	M R Hypermarket	Vellimadukunnu, Medical College
22	M R Hypermarket	Wayanad Rd, Muriyanal
23	Malabar Hyper Market	Palazhi Rd, Anandhan Bazar, Poovangal
24	Mr Hypermarket	Sk Pottakad Rd, Puthiyara
25	Nesto Easy	Blue Diamond Mall, Mavoor Rd, Calicut
26	Nesto Hypermarket	Hilite Mall, Nh Thondayad Bypass
27	Nesto Hypermarket - Gokulam	Gokulam Galleria Mall, Arayidathupalam
28	Nesto Hypermarket Villiappally	Thanneerpanthal Road, Villiappally
29	Pravasi Hypermarket	Valayam
30	Preethi Hypermarkt	Kadalundi Road, Feroke
31	Reliance Smart Bazaar	Mavoor Rd, Arayidathupalam
32	Reliance Smart Point	Golf Link Rd, Chevayoor
33	Reliance Smart Point	Kannur Road, Vatakara

Sl. No	Name Of The Store	Location
34	Reliance Smart Superstore	Trendz Tower, Near Op Raman Road, Karaparamba
35	S Mart Hypermarket	Kunnamangalam
36	Sanji Hypermarket	Vc Mall, Koduvally
37	Value Mart	Golf Link Rd, Vrindavan Colony
38	Wagonmart	Mankave, Kozhikode
39	Wagonmart	Arakkinar, Kozhikode

Source: Compiled by the Author

4. Kannur

Sl. No	Name of the Hypermarket	Location
1	Carrefour Hypermarket	Musthafa Centre, Pamban Madhavan Road, Talap
2	Carrefour Hypermarket	Wahoo Mall, Highway Junction, Valapattanam
3	Central Hypermarket	Thavakkara, Kannur
4	Daymart Hypermarket	Town Gate, Kannur Road, Chakkarakkal
5	Grand Hypermarket	Puzhati, Puzhathi, Puthiyatheru
6	Greens Hypermarket	City Centre, Fort Rd, Kannur
7	Greens Hypermarket	Downtown, Talap, Kannur
8	Greens Hypermarket	Grand Plaza Building, Near Sbi Main Branch, Kannur
9	KM Hypermarket	Katalayi, Kannur
10	Lotus Hypermarket	Avk Nair Road, Pallithazhe, Pilakool, Thalassery
11	Makkah Hypermarket	Mayyil
12	Metreo Centre Hypermarket	Near Dhanalakshmi Hospital, Thana
13	Metro Fresh Hypermarket	Kallil Complex, Nerambokku, Iritty

Sl. No	Name of the Hypermarket	Location
14	Metro Fresh Hypermarket	Mattannur Rd, Town, Mattannur
15	Metro Hyper Marke	Sn Park Rd, Kannur
16	National Hyper Market	Thalassery - Baveli Rd, Kolayad,
17	Nesto Hypermarket	Secura Centre, Koothuparamba, Chala
18	Orange Hyper Market	G Mall, South Bazar, Kannothechal,
19	Real Hyper Market	New Central Terminal Complex, Thavakkara
20	Real Hyper Market,	Neerchal City Rd, Kodaparamba
21	Real Hypermarket	Thayatheru - Thana Rd, Thayatheru, Thana
22	Royal Hypermarket	Thottada
23	Smile Hypermarket	Kakkad, Kannur
24	Smile Hypermarket	Kambil,
25	SR Hypermarket	Al Noor Tower, Opp. Dis, Nallupura,
26	SRHypermarket	Chalad, Kannur,
27	Star Hypermarket	Thalassery Irikkur Road, Chalode

Source: Compiled by the Author

Appendix – II

Impulsive Buying Behaviour of Shopping Mall Customers in Kerala

QUESTIONNAIRE

I, Hamamali E K, Research Scholar at the Research Department of Commerce and Management Studies, Farook College (Autonomous), Calicut. This questionnaire relates to my research work on the topic titled “Influence of In-store Retail Displays on Impulsive Buying Behaviour of Customers in Kerala”, conducted as part of my PhD Program. I assure you that all responses will remain strictly confidential.

Thank you for your valuable time and opinion marked on this.

Section I: Shopper Characteristics

1. Name:
2. Gender:
 - ☐ Male
 - ☐ Female
3. Employment status:
 - ☐ Own business
 - ☐ Salaried
 - ☐ Profession
4. Education of the respondent
 - ☐ Primary Education
 - ☐ Secondary Education
 - ☐ Graduation
 - ☐ Post-Graduation
5. Income Level
 - ☐ Less than 25000
 - ☐ 25000 to 50000
 - ☐ Above 50,000
6. Frequency of Purchase
 - ☐ Daily
 - ☐ Weekly
 - ☐ Biweekly
 - ☐ Monthly

7. Generation of the Respondent

☐ Gen X

☐ Gen Y

Section II: Constituents of Impulsive Buying Behaviour

Schedule for assessing the perceived dimensions of Impulsive Buying Behaviour of shopping mall customers in Kerala. Please indicate your level of agreement with the following statements by marking a tick in the relevant column. SA for Strongly Agree, A for Agree, N for Neither agree nor disagree, D for Disagree and SD for Strongly Disagree.

		Statements	SA	A	N	D	SD
Visual Merchandising	2.11	The display of graphics attracted my attention and led me to check that area.					
	2.12	An Attractive Package of the products creates interest in me to buy the product.					
	2.13	If the product stands out in a variety of shapes, I end up buying it.					
	2.14	Attractive lighting inside the store catches my attention to see the products.					
	2.15	In-store signage and graphics caught my attention and led me to the product.					
In-store Ambience	2.21	The layout of the store interested me in wandering within the shop					
	2.22	Customer traffic in the store left a positive impression.					
	2.23	Attractive product displays create interest in me buying the product.					
	2.24	Hygiene and cleanliness make shopping comfortable.					
	2.25	I buy unplanned products when I spend more time inside the store.					
	2.26	The store's neatness kept me there longer, and I bought things I hadn't thought of.					

Product Placement	2.31	The proper display of products on the shelves prompted me to conduct a close examination.					
	2.32	The display of a variety of brands kept me in the store.					
	2.33	Display of Products at the entrance generates interest and prompts to buy					
	2.34	Displaying products at the billing counter encourages me to buy them.					
In-store Promotion	2.41	Display of attractive product prices affects my unplanned buying behaviour.					
	2.42	The display of discount offers attracted me to select a product.					
	2.43	Display of the sales promotion schemes like “buy one get one free”, “free trial pack”, “Gifts” etc., arouses interest in me to buy the products.					
	2.44	In-store ads, such as banners and posters, motivate me to buy that product.					
	2.45	I bought products that were not initially on my list because of the in-store displays of discount offers.					
	2.46	Advertisements inside the store urged me to buy the product they advertised.					
	2.47	I selected an item which I have seen at the entry gate of the store.					
	2.48	Display of the “Buy one, Get one” offer prompted me to purchase					
	2.49	The display of the “Free Gifts” scheme attracted my attention and tempted me to purchase that item.					
	2.50	The display of a “free trial pack of a new product” caught my attention and tempted me to purchase it.					

Section III: Dimensions of Impulsive Buying Behaviour

Schedule for assessing Aspects of Impulsive Buying Behaviour. Please indicate your level of agreement with each statement by ticking the appropriate box. SA for Strongly Agree, A for Agree, N for Neither agree nor disagree, D for Disagree, and SD for Strongly Disagree.

		Statements	SA	A	N	D	SD
Impulsive Decision Making	3.11	I make purchase decisions while browsing within the store.					
	3.12	When I go shopping, I end up buying things I didn't intend to purchase.					
	3.13	If I see something that I think I need, I buy it even though I went shopping for other purposes.					
	3.14	Salespeople make me buy a product or service I hadn't considered before.					
	3.15	It makes me happy to shop on a whim.					
Positive Emotional Responses	3.21	I feel a thrill when I buy something new.					
	3.22	I feel excited when making a purchase.					
	3.23	Buying helps reduce stress in my daily life.					
	3.24	Sometimes, I buy something to make myself feel happy.					
Post Purchase Guilt	3.31	Sometimes I regret buying new things.					
	3.32	I feel guilty after purchasing without planning.					
	3.33	I feel ashamed of my habit of buying products that are not on my list after shopping.					

Thank You...