

**“IMPACT OF IN-STORE ENVIRONMENT PERCEPTION ON
IMPULSE PURCHASING BEHAVIOUR AT SUPERMARKETS IN
TRINCOMALEE DISTRICT”**

KAMALACHANDRAN NIRUSHAN



FCM1540



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DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY, SRI LANKA

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ABSTRACT

Supermarkets are becoming a special component of retail industry. Supermarkets in Sri Lanka have recorded significant growth and expansion in last few years. People choose the supermarkets for their purchasing in order to enjoy the convenient of buying and enhance the purchasing experience. This experience seeking behaviour let the customers to pay attention about the in-store environment.

Inside the supermarkets there are many tools can be used to increase the sales. Trigger the impulse purchasing behaviour of the customer, is one of the modern tool use by contemporary marketers response for high level of sales volume and income. Previous studies indicate that inside the supermarkets impulsive purchases are usually occurred and in-store environment perception has the influence on impulsive behaviour of the customer. But it would not be a direct influence. In-store environment perception will create positive or negative moods in customers' mind and their mood determine the level of urge to buy. Ultimately urge to buy leads to the impulse purchasing.

This study considers impact of in-store environment perception on impulse purchasing behaviour in the context of supermarkets in Trincomalee district. About 200 customers have responded with a structured questionnaire and the data are evaluated with Univariate, Bivariate and Multivariate analyses to explore the levels of the variables, their relationship and their influences.

Customers have high level of in-store environment perception at the supermarkets in Trincomalee district. It means, all the in-store stimuli have organized well inside the supermarkets. Layout has more influence on creating positive affect and also negative affect. In-store environment perception is useful to explain about 22% of positive affect and 29% of negative affect. Pearson's correlation shows that, Positive affect has strong positive relationship ($r = 0.671$) with urge to buy and negative affect has medium negative relationship ($r = -0.341$) with urge to buy. Urge to buy has medium positive relationship (0.441) with impulse purchasing behaviour. Negative affect and Positive affect are useful to explain about 45.1% variation of urge to buy and urge to buy is useful to explain about 20% variation of impulse purchasing behaviour of the customer at supermarkets in Trincomalee district.

TABLE OF CONTENTS

	Page
Acknowledgement	i
Abstract	ii
Table of contents	iii
List of figures	vii
List of Tables	viii
CHAPTER: 1	
1.1 Background of the study	1
1.1.1 Super Market Industry in Sri Lanka and Trincomalee	2
1.2 Problem statement	3
1.3 Research questions	4
1.4 Objectives of the study	5
1.5 Significance and Scope of the study	5
1.6 Limitations and Assumptions	6
1.6.1 Limitations of the Study	6
1.6.2 Assumptions of the Study	7
1.7 Outline of the study	8
1.8 Summary	8
CHAPTER:2	
2.1 Shopper Decision Making	9
2.1.1 Impulsive Buying Behaviour	9
2.2 In-Store environment	11
2.2.1 Store Lighting	13
2.2.2 Music	14
2.2.3 Store Layout	14
2.2.4 Employees	15
2.2.5 Store Crowd	15
2.3 Store Environment Perception	16
2.4 Positive and negative affect	16
2.5 Urge to buy	17
2.6 Review of the past research	18
2.7 Summary	19

5.3.1 Data Reliability and Multicollinearity of Dimensions	39
5.3.2 Univariate Analysis.....	40
5.3.2.1 Level of physical evidences in In-store environment perception.....	41
5.4 Multiple Regression Analysis.....	42
5.4.1 Over all Physical evidence's influence in positive affect	42
5.4.1.1 Impact of each Physical evidence on positive affect	43
5.4.2 Over all Physical evidence's influence in negative affect	45
5.4.2.1 Testing hypothesis of correlation.....	48
5.5 Bivariate Analysis.....	47
5.5.1 Objective 4: Investigate the relationship between positive affect and urge to buy	497
5.5.1.1 Testing hypothesis of correlation.....	498
5.5.2 Objective 5: Investigate the relationship between negative affect and urge to buy.....	49
5.5.2.1 Testing hypothesis of correlation.....	49
5.5.3 Objective 5: Investigate the relationship between urge to buy and Impulse purchasing behavior	50
5.5.3.1 Testing hypothesis of correlation.....	51
5.6 Analyses for Model fit	53
5.7 Objective 6: Evaluate the impulse buying behavior of the customers by Gender, Age, Income and Educational level.....	54
5.7.1 Gender and impulse purchasing behavior.....	54
5.7.2 Age and impulse purchasing behavior.....	55
5.7.3 Income and impulse purchasing behavior.....	58
5.7.4 Education Level and impulse purchasing behavior	60
5.8 Summary	61
CHAPTER 6	62
6.1 Introduction.....	62
6.2 Discussion for the level of physical evidences in the in-store environment perception at supermarkets	62
6.3 Discussion for the level of influence of physical evidences in positive affect	64
6.4 Discussion for the level of influence of physical evidences in negative affect.....	66
6.5 Discussion for the relationship between positive affect and urge to buy.....	67
6.6 Discussion for the relationship between negative affect and urge to buy.....	68
6.7 Discussion for the relationship between urge to buy and impulse purchasing behavior.	69
6.8 Discussion for the impulse buying behavior of the customers by Gender, Age, Income and Educational level.....	70
6.8.1 Gender.....	70
6.8.2 Age.....	70

6.8.3 Income	72
6.8.4 Education	72
6.9 Summary	72
CHAPTER 7	73
7.1 Introduction	73
7.2 Conclusion for Objective 1	73
7.2.1 Recommendations	73
7.3 Conclusion for the Objective 2	74
7.3.1 Recommendations	74
7.4 Conclusion for the Objective 3	75
7.4.1 Recommendations	75
7.5 Conclusion for the Objective 4	76
7.5.1 Recommendations	75
7.6 Conclusion for the Objective 5	77
7.6.1 Recommendations	77
7.7 Conclusion for the Objective 6	77
7.7.1 Recommendations	78
7.8 Conclusion for the Objective 7	78
7.8.1 Recommendations	79
7.9 Summary	79
7.10 Implications for future research	79
REFERENCES	80
APPENDIX	85