Chapter VI

The Overall Level of Satisfaction of Men towards Impulsive Buying Behavior

CHAPTER VI

THE OVERALL LEVEL OF SATISFACTION OF MEN TOWARDS IMPULSIVE BUYING BEHAVIOR

6.1 INTRODUCTION

Customer satisfaction is the key factor for the success of any retail store or business, and, therefore, it is important to measure it. The customer satisfaction level and the factors influencing readymade raiment purchase about the most popular brands of customers in different variants of clothes would help the ready-made garment manufacturers to plan their future growth. Indians are getting attracted to readymade dresses, particularly Multinational brands. Therefore, the retailers have to recognize the importance of customer satisfaction for the success of their retail business. Buying behavior of men on branded shirts is changing one. Number of people visits the showroom with a brand in mind because the quality and comfort of that brand are suitable for them. It becomes important for the marketers to understand these relationships for successful design and execution of branding strategies.

6.2 OVERALL SATISFACTION

This chapter indicates the overall satisfaction of customers while purchasing impulsive buying. The statistical tools like descriptive statistics, ANOVA, t-test, multiple regression analysis and path analysis are applied to analyze the collected data. Descriptive statistics is applied to find the satisfactions on buying behavior through five point scale. The correlation analysis was done to find out the extent of relationship between overall satisfaction factors and to compare the factors among the groups of selected independent socio-economic variables, Significance difference is calculated using ANOVA and t-test among demographic variables of the respondents and with the satisfaction on information gathering, shopping behavior and brand behavior. Next, overall satisfaction using multiple regression analysis is calculated to find the appropriate variables of demographic and overall satisfaction scores.

6.3 DESCRIPTIVE STATISTICS - SATISFACTION ON BUYING BEHAVIOR

Descriptive analysis is applied to analyze the satisfaction on buying behavior. For this analysis about 18 factors are considered. Respondents are asked to rate their various level of satisfaction on purchasing behavior. The respondents have been asked to express their opinion on a five point Likert scale given as mostly preferred to least preferred from 1 to 5.The ratings have been assigned as 5 for mostly preferred, 4 for most preferred, 3 for Neutral, 2 for less preferred and 1 for least preferred for all the statements. Higher score indicates that the respondents having a high rate of preference towards the impulsive buying. Mean ratings have been found for each items and the results are depicted in the following table.

Table 6.3 – Descriptive Statistics - Satisfaction on Buying Behavior

Satisfaction on Buying Behavior	N	Minimum	Maximum	Mean	S.D
Always collecting information about recent selling brands and design	400	1.00	5.00	4.1400	.75287
Collecting information about price at different places	400	1.00	5.00	3.7950	.79028
Looking for the variety of raiment	400	1.00	5.00	3.8525	.92351
Discussing with friends and colleagues about quality of raiment	400	1.00	5.00	3.8175	1.11233
Comparing the quality in proportionate to the price	400	1.00	5.00	3.9325	.96450
Shopping with different brands	400	1.00	5.00	4.0375	.87636
It is fun to buy new raiment	400	1.00	5.00	3.5550	.92959
Buying raiment is a pleasant activity	400	1.00	5.00	3.4375	.96614
Shopping branded raiment gives more happiness	400	1.00	5.00	3.5050	1.13056
Always purchasing raiment from reputed international brands	400	1.00	5.00	3.6850	1.05049
Sticking on to the same brand	400	1.00	5.00	3.5250	.88676

Satisfaction on Buying Behavior	N	Minimum	Maximum	Mean	S.D
Always purchasing more expensive brand	400	1.00	5.00	3.1925	1.06925
The brand purchased possess reasonable price	400	1.00	5.00	3.6625	1.08699
Brand which is purchased regularly possess trendy style	400	1.00	5.00	3.4900	1.04048
Brand possess special qualities	400	1.00	5.00	3.6075	1.03010
Casual wear with the best quality are usually my choice	400	1.00	5.00	4.2250	.92819
While buying raiment , I try to get the best or perfect choice	400	1.00	5.00	3.6700	.95045
Buying the raiment with much thought and care	400	1.00	5.00	3.4225	1.04245

(*Source: Computed*)

The mean ratings have shown that the respondents have mostly preferred with the statement "casual wear with the best quality are usually my choice" (4.2250) and most preferred for "always collecting information about recent selling brands and design" with the mean value of (4.1400). The respondents have preferred for "shopping with different brand" (4.0375). The respondents make their buying neutral for "compare the quality in proportionate to the price" (3.9325), next preferred factor is "looking for the variety of raiment" (3.8525) and "discussing with friends and colleagues about quality of raiment" (3.8175). The lowest mean rate is for "while buying raiment, I try to get the best or perfect choice" (3.67), next score is for "brand which is purchased regularly possess trendy style" (3.49). "Buying raiment is a pleasant activity" (3.4375) and "always purchases more expensive brand" (3.1925).

6.4 CORRELATIONS FOR OVERALL SATISFACTION

Customers overall satisfaction on various elements of purchasing behavior factors resulted in four distinct factors namely Satisfaction-information gathering, Shopping behavior, Brand behavior and quality. However, before proceeding with further analysis

comparing these factors among the groups of selected independent socio-economic variables, the correlation analysis was done to find out the extent of relationship between these factors. The results of correlation are presented below

Table 6.4 – Customers Overall Satisfaction

Factors	Satisfaction-Information Gathering	Shopping Behavior	Brand Behavior	Quality
Satisfaction-Information Gathering	1	.319[**]	.387[**]	.428[**]
Shopping Behavior		1	.419[**]	.301[**]
Brand Behavior			1	.383[**]
Quality				1

[**]. Correlation is significant at the 0.01 level (2-tailed).

It is seen that all the four factors characterizing the overall satisfaction are having lesser degree of correlations. The maximum correlation is being .428 between satisfaction- information gathering and shopping behavior. The next highest correlation is 0.419 between shopping behavior and brand behavior. These sets of variables are only moderately correlated. The lowest correlation is 0.301 between shopping behavior and brand behavior. The correlation results justify that these factors are almost unrelated with lesser degree of correlations even they are found to be significant.

6.5 DEMOGRAPHIC VARIABLES Vs SATISFACTION OF INFORMATION GATHERING

ANOVA/ t-Test has been used to test whether the scores obtained for 'satisfaction of information gathering' has differed significantly among the respondents classified based on 'demographic variables' with the following null hypothesis.

H_0: The satisfaction of information gathering score do not differ significantly among the group of demographic variables namely age, education, occupation, marital status, family monthly income, location of residency, frequency of purchase, time of purchase and place of purchase.

The null hypothesis has been tested for each of the selected demographic variables separately and the results are exhibited in the following table.

Table 6.5 – Demographic variables and Satisfaction of Information Gathering

Demographic variables		satisfaction-information gathering			T value	F-value	Table value	Sig
		Mean	S.D	No.				
Age	Below 20 years	19.23	3.46	22	-	2.190	2.395	NS
	20 – 30years	19.42	2.53	216				
	30 – 40 years	19.16	2.53	76				
	40 - 50 years	20.33	2.14	45				
	50 years and above	20.15	3.09	41				
	Total	**19.54**	**2.63**	**400**				
Education qualification	No formal education	19.08	2.19	12	-	3.332	2.395	*
	School level	19.40	2.86	45				
	Graduate	19.77	2.59	186				
	Post Graduate	18.75	2.60	89				
	Professional	20.10	2.47	68				
	Total	**19.54**	**2.63**	**400**				
Occupation	Students	19.63	2.74	35	-	9.974	3.064	**
	Govt employee	18.88	2.44	24				
	Private employee	19.55	2.31	179				
	Businessman	20.48	2.77	88				
	Professionalist	19.97	2.77	37				
	Others	17.14	2.10	37				
	Total	**19.54**	**2.63**	**400**				
Marital status	Married	19.63	2.34	222	.792	-	1.966	NS
	Unmarried	19.42	2.95	178				
	Total	**19.54**	**2.63**	**400**				

Demographic variables		satisfaction-information gathering			T value	F-value	Table value	Sig
		Mean	S.D	No.				
Family monthly income	Below Rs.25000	18.57	2.65	86	-	18.589	3.831	**
	25000 – 50000	19.79	2.31	136				
	50000 – 75000	18.65	2.30	88				
	Above 75000	20.96	2.66	90				
	Total	19.54	2.63	400				
Location of residency	Urban	20.35	2.90	131	-	9.925	4.659	**
	Semi-urban	19.23	2.20	129				
	Rural	19.06	2.56	140				
	Total	19.54	2.63	400				
Frequency of purchase	Once a month	19.00	2.82	67	-	5.437	3.831	**
	Once in every 3 months	20.41	2.93	78				
	Once in every 6 months	19.18	2.10	165				
	Once in an year	19.84	2.88	90				
	Total	19.54	2.63	400				
Time of purchase	Festival	20.20	2.82	108	-	21.056	3.367	**
	Discount	18.59	2.17	90				
	Function	18.76	2.06	86				
	Regular	20.96	2.17	93				
	Others	17.30	3.04	23				
	Total	19.54	2.63	400				
Place of purchase	Showroom	19.38	2.61	159	-	3.848	3.367	**
	Factory outlet	20.25	3.37	28				
	Shopping malls	19.53	2.28	147				
	Wholesale shop	20.56	3.02	39				
	Retail shop	18.26	2.47	27				
	Total	19.54	2.63	400				

(Source: Computed NS- Not Significant *- Significant at 5% level **- Significant at 1 % level)

Age

The respondents whose age group is between 41 - 50 years are with the mean score of 20.33 is found to be high than others, followed by the age group of 50 years and above are with the mean score of 20.15. Respondents whose age group is between 21 - 30 years are with the mean score of 19.42, respondents whose age group is between 21 - 30 years are with the mean score of 19.23 and the lowest mean score of 19.23 has been found among the age group of below 20 years. Hence, the null hypothesis has been accepted. The F-ratio value (2.190) shows that the level of satisfaction of information gathering does not varied significantly among the age groups of the respondents.

Education qualification

Professional respondents have the highest mean score of 20.10 followed by graduate respondents have the mean score of 19.77, school level respondents have the mean score of 19.40, no formal education respondents have the mean score of 19.08 and the respondents of post graduate have the lowest mean score of 18.75. However, with the F- ratio value (3.332) it is understood that there is a significant difference in the respondents' level of satisfaction of information gathering with respect to the education qualification, thereby; the null hypothesis has been rejected at 5 per cent level of significance.

Occupation

Occupation wise respondents of businessman have the highest mean score of 20.48 followed by professional respondents have the mean score of 19.97, student have the mean score of 19.63, respondents of private employee have the mean score of 19.55, the respondents of government employee have the mean score of 18.88 and the respondents belong to other category has the lowest mean score of 17.14. The F-ratio value (9.974) reveals that there is a significant difference in the level of satisfaction of information gathering among the respondents. Hence, the null hypothesis has been rejected at 1 per cent level of significance with respect to occupational status.

Marital status

The married respondents have higher level of satisfaction of information gathering (19.63) than unmarried respondents with the value of 19.42. The t-value (.792) shows that there is no significant difference in the respondents' levels of satisfaction of information gathering with respect to marital status. Hence, the null hypothesis has been accepted.

Family monthly income

The respondents family monthly income of above Rs.75,000 has the highest mean score of 20.96, the respondents family monthly income of Rs.25, 000 – Rs.30, 000 have the mean score of 19.79, the respondents family monthly income of Rs.50, 000 – Rs.75, 000 have the mean score of 18.65 and the respondent's family monthly income of below Rs.25,000 has the lowest mean score of 18.57. The F-value (18.589) reveals that there is significance among level of satisfaction of information gathering with respect to family monthly income. Hence, the null hypothesis has been rejected at 1 per cent level of significance.

Location of residency

High level of information satisfaction gathering has been found among the respondents who are living in urban area with the mean score of 20.35, the respondents living in semi-urban area are with the mean score of 19.06 and the rural area respondent has the lowest mean score of 19.06. The F-value (9.925) reveals that there is significance among level of satisfaction of information gathering with respect to area they are living. Hence, the null hypothesis has been rejected with respect to 'residual area'.

Frequency of purchase

Respondents make their frequency of purchase for once in every 3 month has the highest mean score of 20.41, respondents make their frequency of purchase for once in a year has the mean score of 19.84, respondents make their frequency of purchase for once in every 6 month are with the mean score of 19.18and respondents who make frequency of purchase for once in a month is low with the mean score of 20.26. Thus, with the significant F- ratio (5.437) the null hypothesis has been rejected at 1 per cent level of significance with respect to frequency of purchase of the respondents.

Time of purchase

Respondents who belongs to other category has the highest mean score of 20.96, followed by respondents who purchase during festival are with the mean score of 20.20, time of purchase during function are with the mean score of 18.76, time of discount respondents are with the mean score of 18.59 and the respondents who make purchase during other time has the lowest mean score of 17.30. Thus, with the significant F- ratio(21.056) the null hypothesis has been rejected at 1 per cent level of significance with respect to time of purchase of the respondents.

Place of purchase

Respondents make their purchases at wholesale shop has the highest mean score of 20.56, the next mean score is for factory outlet with the mean score of 20.25, 19.53 of the respondents makes purchase at shopping mall, 19.38 respondents make purchase at showroom and the respondents make their purchases at retail shop has the lowest mean score of 18.26. However, with the F- ratio value (3.848) it is understood that there is a significant difference in the level of satisfaction of information gathering with respect to place of purchase, thereby, the null hypothesis has been rejected at 1 per cent level of significance.

6.6 DEMOGRAPHIC VARIABLES Vs SHOPPING BEHAVIOR

ANOVA/ t-Test has been used to test whether the scores obtained for shopping behavior has differed significantly among the respondents classified based on 'demographic variables' with the following null hypothesis.

H_0: The shopping behavior score do not differ significantly among the group of demographic variables namely age, education, occupation, marital status, family monthly income, location of residency, and frequency of purchase, time of purchase and place of purchase.

The null hypothesis has been tested for each of the selected demographic variables separately and the results are exhibited in the following table.

Table 6.6 - Demographic variables Vs Shopping Behavior

Demographic variables		Shopping behavior			T value	F-value	Table value	Sig
		Mean	S.D	No.				
Age	Below 20 yrs	14.55	3.49	22	-	.775	2.395	NS
	20 – 30yrs	14.35	2.05	216				
	30 – 40 yrs	14.78	2.81	76				
	40 - 50 yrs	14.80	1.95	45				
	50 yrs and above	14.76	2.39	41				
	Total	14.54	2.33	400				
Education qualification	No formal education	17.33	1.50	12	-	5.078	3.367	**
	School level	14.78	2.13	45				
	Graduate	14.36	2.32	186				
	Post Graduate	14.35	2.22	89				
	Professional	14.60	2.46	68				
	Total	14.54	2.33	400				
Occupation	Students	15.06	3.22	35	-	4.313	3.064	**
	Govt employee	15.17	2.50	24				
	Private employee	14.01	2.04	179				
	Businessman	14.81	2.39	88				
	Professionalist	15.54	2.21	37				
	Others	14.51	1.98	37				
	Total	14.54	2.33	400				
Marital status	Married	14.83	2.20	222	2.845	-	2.588	**
	Unmarried	14.17	2.44	178				
	Total	14.54	2.33	400				
Family monthly income	Below Rs.25000	13.67	2.28	86	-	16.333	3.831	**
	Rs. 25,000 – Rs. 50,000	14.14	2.07	136				
	Rs. 50,000 – Rs. 75,000	14.66	2.01	88				
	Above Rs. 75,000	15.83	2.48	90				
	Total	14.54	2.33	400				

Demographic variables		Shopping behavior			T value	F-value	Table value	Sig
		Mean	S.D	No.				
Location of residency	Urban	15.02	2.54	131	-	5.098	4.659	**
	Semi-urban	14.11	2.24	129				
	Rural	14.48	2.12	140				
	Total	14.54	2.33	400				
Frequency of purchase	Once a month	14.45	2.43	67	-	11.407	3.831	**
	Once in every 3 months	15.85	1.74	78				
	Once in every 6 months	14.20	2.38	165				
	Once in an year	14.08	2.21	90				
	Total	14.54	2.33	400				
Time of purchase	Festival	14.12	2.27	108	-	14.301	3.367	**
	Discount	14.33	2.02	90				
	Function	14.08	1.84	86				
	Regular	15.97	2.40	93				
	Others	13.17	2.66	23				
	Total	14.54	2.33	400				
Place of purchase	Showroom	14.67	2.15	159	-	2.437	2.395	*
	Factory outlet	13.89	1.87	28				
	Shopping malls	14.36	2.43	147				
	Wholesale shop	15.38	2.94	39				
	Retail shop	14.11	1.89	27				
	Total	14.54	2.33	400				

*(Source: Computed NS- Not Significant *- Significant at 5% level **- Significant at 1% level)*

Age

The respondents whose age is between 41 - 50 years (14.80) is found to be high than others followed by the age group of 31 - 40 years (14.78), above 50 years age group respondents are with the mean score of 14.76, below 20 years of the respondents are with the mean score of 14.55 and the lowest mean score of 14.35 has been found among the age group of 21 - 30 years. Hence, the null hypothesis has been accepted. The F-ratio value (.775) shows that the level of shopping behavior does not varied significantly among the age groups of the respondents.

Education qualification

No formal education respondents have the highest mean score of 17.33 followed by school level respondents have the mean score of 14.78, professional respondents have the mean score of 14.60, graduate respondents have the mean score of 14.36 and the respondents of post graduate have the lowest mean score of 14.35. However, with the F-ratio value (5.078) it is understood that there is a significant difference in the respondents' level of satisfaction of shopping behavior with respect to the education qualification, thereby; the null hypothesis has been rejected at 1 per cent level of significance.

Occupation

Occupation wise respondents of professional have the highest mean score of 15.54 followed by government employee respondents have the mean score of 15.17, respondents of student have the mean score of 15.06, respondents of businessman have the mean score of 14.81, the respondents of other occupation have the mean score of 14.51 and the respondents of private employee has the lowest mean score of 14.01. The F-ratio value (4.313) reveals that there is a significant difference in the level of shopping behavior with respect to occupation. Hence, the null hypothesis has been rejected at 1 per cent level of significance with respect to occupational status.

Marital status

The married respondents have the higher level of shopping behavior with the mean score of 14.83. Unmarried respondents are with the lowest mean value of 14.17.

The t-value (2.845) shows that there is a significant difference in the respondents' levels of shopping behavior with respect to marital status. Hence, the null hypothesis has been rejected.

Family monthly income

The respondents family monthly income of above Rs.75, 000 has the highest mean score of 15.83, the respondents family monthly income of Rs.50, 000 – Rs.75, 000 have the mean score of 14.66, the respondents family monthly income of Rs.25, 000 – Rs.50, 000 have the mean score of 14.14 and the respondent's family monthly income of below Rs.25,000 has the lowest mean score of 13.67. The F-value (16.33) reveals that there is a significant difference in level of shopping behavior with respect to family monthly income. Hence, the null hypothesis has been rejected at 1 per cent level of significance.

Location of residency

High level of shopping behavior has been found among the respondents who are living in urban area with the mean score of 15.02, the respondents living in rural area are with the mean score of 14.48 and the semi - urban area respondent has the lowest mean score of 14.11. The F-value (5.098) reveals that there is a significant difference in the scores of level of shopping behavior with respect to area they are living. Hence, the null hypothesis has been rejected with respect to residual area.

Frequency of purchase

Respondents make their frequency of purchase for once in every 3 month has the highest mean score of 15.85, respondents make their frequency of purchase for once a month has the mean score of 14.45, respondents make their frequency of purchase for once in every 6 month are with the mean score of 14.20 and respondents who make frequency of purchase for once in a year is low with the mean score of 14.80. Thus, with the significant F- ratio (11.407) the null hypothesis has been rejected at 1 per cent level of significance with respect to frequency of purchase of the respondents.

Time of purchase

Respondents make their time of purchase regularly has the highest mean score of 15.95, followed by respondents who purchase during discount are with the mean score of 14.33, time of purchase during festival are with the mean score of 14.12, respondents make their purchase during function time are with the mean score of 14.08 and the respondents who make purchase during other time has the lowest mean score of 13.17. Thus, with the significant F- ratio (14.301) the null hypothesis has been rejected at 1 per cent level of significance with respect to time of purchase of the respondents.

Place of purchase

Respondents who make purchases at wholesale shop have the highest mean score of 15.38, respondents who make purchases at showroom are with the mean score of 14.67. The respondents who make purchases at shopping mall are with the mean score of 14.36. Respondents make purchase at retail shop are with the mean score of 14.11 and the respondents who make their purchases at factory outlet has the lowest mean score of 13.89. However, with the F- ratio value (2.437) it understood that there is a significant difference in the respondents' level of shopping behavior with respect to their place of purchase, thereby, the null hypothesis has been rejected at 5 per cent level of significance.

6.7 DEMOGRAPHIC VARIABLES Vs BRAND BEHAVIOR

ANOVA/ t-Test have been used to test whether the scores obtained for 'brand behavior has differed significantly among the respondents classified based on 'demographic variables' with the following null hypothesis.

H_0: The brand behavior score do not differ significantly among the group of demographic variables namely age, education, occupation, marital status, family monthly income, location of residency, frequency of purchase, time of purchase and place of purchase.

The null hypothesis has been tested for each of the selected demographic variables separately and the results are exhibited in the following table.

Table 6.7 – Demographic variables Vs Brand Behavior

Demographic variables		Brand behavior			T value	F-value	Table value	Sig
		Mean	S.D	No.				
Age	Below 20 years	21.95	5.61	22	-	10.076	3.367	**
	20 – 30years	21.19	3.34	216				
	30 – 40 years	20.38	2.55	76				
	40 - 50 years	19.53	2.96	45				
	50 years and above	23.83	4.14	41				
	Total	21.16	3.57	400				
Education qualification	No formal education	25.08	1.78	12	-	12.402	3.367	**
	School level	21.76	4.68	45				
	Graduate	20.54	2.97	186				
	Post Graduate	20.26	3.13	89				
	Professional	22.97	3.91	68				
	Total	21.16	3.57	400				
Occupation	Students	21.69	4.46	35	-	5.644	3.064	**
	Govt employee	22.63	4.47	24				
	Private employee	20.60	3.29	179				
	Businessman	20.84	2.93	88				
	Professionalist	23.54	4.63	37				
	Others	20.84	2.15	37				
	Total	21.16	3.57	400				
Marital status	Married	21.07	3.48	222	0.593	-	1.966	NS
	Unmarried	21.28	3.69	178				
	Total	21.16	3.57	400				
Family monthly income	Below Rs.25000	20.79	4.20	86	-	7.970	3.831	**
	25000 – 50000	20.82	3.12	136				
	50000 – 75000	20.47	2.82	88				
	Above 75000	22.72	3.82	90				
	Total	21.16	3.57	400				

Demographic variables		Brand behavior			T value	F-value	Table value	Sig
		Mean	S.D	No.				
Location of residency	Urban	21.63	3.82	131	-	4.767	4.659	**
	Semi-urban	21.50	3.72	129				
	Rural	20.42	3.06	140				
	Total	21.16	3.57	400				
Frequency of purchase	Once a month	20.96	2.52	67	-	7.242	3.831	**
	Once in every 3 months	22.79	4.50	78				
	Once in every 6 months	20.63	3.49	165				
	Once in an year	20.88	3.08	90				
	Total	21.16	3.57	400				
Time of purchase	Festival	21.60	3.51	108	-	8.576	3.367	**
	Discount	20.59	2.81	90				
	Function	19.65	3.17	86				
	Regular	22.42	4.07	93				
	Others	21.91	3.62	23				
	Total	21.16	3.57	400				
Place of purchase	Showroom	20.78	3.49	159	-	8.681	3.367	**
	Factory outlet	19.39	2.02	28				
	Shopping malls	21.44	3.49	147				
	Wholesale shop	23.72	4.25	39				
	Retail shop	20.04	2.68	27				
	Total	21.16	3.57	400				

*(Source: Computed NS- Not Significant *- Significant at 5% level **- Significant at 1 % level)*

Age

The respondents whose age group is 50 years and above are with the mean score of 23.83 is found to be higher than others, followed by respondents in the age group of below 20 years are with the mean score of 21.95. Respondents whose age group is between 21 - 30 years are with the mean score of 21.19, the respondents whose age group is between 31 - 40 years has the mean score of 20.38 and the lowest mean score of 19.53 has been found among the age group of 41 – 50 years. Hence, the null hypothesis has been rejected. The F-ratio value (10.076) shows that the level of brand behavior has the significant difference with respect to age groups of the respondents.

Education qualification

No formal educations respondents have the highest mean score of 25.08 followed by professional respondents have the mean score of 22.97. School level respondents have the mean score of 21.76, graduate respondents have the mean score of 20.54 and the respondents of post graduate have the lowest mean score of 20.26. However, with the F-ratio value (12.402) it understood that there is a significant difference in the level of brand behavior with respect to the education qualification. Hence the null hypothesis has been rejected at1 per cent level of significance.

Occupation

Occupation wise respondents of professional have the highest mean score of 23.54 followed by government employee respondents have the mean score of 22.63, student have the mean score of 21.69, respondents of businessman and other occupation respondents have the same mean score of 20.85 and the respondents belong to private employee has the lowest mean score of 20.60. The F-ratio value (5.644) reveals that there is a significant difference in the level of brand behavior with respect to occupation. Hence, the null hypothesis has been rejected at 1 per cent level of significance with respect to occupational status.

Marital status

The unmarried respondents have the higher mean score of about brand behavior (21.28) than married respondents with the value of 21.07. The t-value (0.593) shows that

there is no significant difference in the respondents' levels of brand behavior with respect to marital status. Hence, the null hypothesis has been accepted.

Family monthly income

The respondents family monthly income of above Rs 75,000 has the highest mean score of 22.72, the respondents family monthly income of Rs.25, 000 – Rs.50, 000 have the mean score of 20.82, the respondents family monthly income of below Rs.25, 000 have the mean score of 20.79 and the respondent's family monthly income of Rs.50,000 – Rs.75,000 has the lowest mean score of 20.47. The F-value (7.970) reveals that there is a significant difference in the scores which shows that the respondents' level of brand behavior varied based on their family monthly income. Hence, the null hypothesis has been rejected at 1 per cent level of significance.

Location of residency

High level of brand behavior has been found among the respondents who are living in urban area with the mean score of 21.63, the respondents living in semi-urban area are with the mean score of 21.50 and the rural area respondent has the lowest mean score of 20.42. The F-value (4.767) reveals that there is a significant difference in the scores which shows that the respondents' level of brand behavior varied with the area they are living. Hence, the null hypothesis has been rejected with respect to 'residual area'.

Frequency of purchase

Respondents make their frequency of purchase for once in every 3 month has the highest mean score of 22.79, respondents make their frequency of purchase for once a month has the mean score of 20.96, respondents make their frequency of purchase for once a year are with the mean score of 20.88 respondents who make frequency of purchase for once in every 6 month is low with the mean score of 20.63. Thus, with the significant F- ratio(7.242) the null hypothesis has been rejected at 1 per cent level of significance with respect to frequency of purchase of the respondents.

Time of purchase

Respondents who make makes purchase regularly has the highest mean score of 22.42, followed by respondents who purchase during other time of purchase are with the mean score of 21.91, time of purchase during festival are with the mean score of 21.60, time of discount respondents are with the mean score of 20.59 and the respondents who make purchase during function has the lowest mean score of 19.65. Thus, with the significant F- ratio (8.576) the null hypothesis has been rejected at 1 per cent level of significance with respect to time of purchase of the respondents.

Place of purchase

Respondents make their purchases at wholesale shop has the highest mean score of 23.72, the next mean score is for shopping malls with the mean score of 21.44, 20.78 of the respondents makes purchase at showroom, 20.04 respondents make purchase in retail shop and the respondents make their purchases in factory outlet has the lowest mean score of 19.39. However, with the F- ratio value (8.681) it understood that there is a significance difference in the respondents' brand behavior when respondents are classified based on their place of purchase, thereby, the null hypothesis has been rejected at 1 per cent level of significance.

6.8 DEMOGRAPHIC VARIABLES Vs QUALITY

ANOVA/ t-Test have been used to test whether the scores obtained for quality has differed significantly among the respondents classified based on 'demographic variables' with the following null hypothesis.

H_0: The quality score do not differ significantly among the group of demographic variables namely age, education, occupation, marital status, family monthly income, location of residency, frequency of purchase, time of purchase and place of purchase.

The null hypothesis has been tested for each of the selected demographic variables separately and the results are exhibited in the following table.

Table 6.8 - Demographic variables Vs Quality

Demographic variables		Quality			T value	F- value	Table value	Sig
		Mean	S.D	No.				
Age	Below 20 years	12.05	1.40	22	-	6.920	3.367	**
	21 – 30years	11.50	2.08	216				
	31 – 40 years	10.34	2.39	76				
	41 - 50 years	11.04	1.48	45				
	51 years and above	12.10	2.25	41				
	Total	11.32	2.13	400				
Education qualification	No formal education	13.25	2.01	12	-	6.258	3.367	**
	School level	11.22	1.98	45				
	Graduate	11.65	2.15	186				
	Post Graduate	10.70	2.04	89				
	Professional	10.96	2.03	68				
	Total	11.32	2.13	400				
Occupation	Students	11.17	1.81	35	-	.721	2.237	NS
	Govt employee	11.21	1.56	24				
	Private employee	11.50	2.22	179				
	Businessman	11.09	2.07	88				
	Professionalist	11.49	1.99	37				
	Others	11.00	2.61	37				
	Total	11.32	2.13	400				
Marital status	Married	11.07	2.10	222	2.586	-	2.588	*
	Unmarried	11.62	2.15	178				
	Total	11.32	2.13	400				
Family monthly income	Below Rs.25000	11.67	1.57	86	-	7.681	3.831	**
	25000 – 50000	11.13	2.45	136				
	50000 – 75000	10.59	1.92	88				
	Above 75000	11.97	2.05	90				
	Total	11.32	2.13	400				

Demographic variables		Quality			T value	F-value	Table value	Sig
		Mean	S.D	No.				
Location of residency	Urban	11.48	2.46	131	-	5.036	4.659	**
	Semi-urban	10.84	1.84	129				
	Rural	11.61	2.00	140				
	Total	11.32	2.13	400				
Frequency of purchase	Once a month	11.01	2.06	67	-	5.076	3.831	**
	Once in every 3 months	11.53	2.24	78				
	Once in every 6 months	10.98	1.85	165				
	Once in an year	11.98	2.43	90				
	Total	11.32	2.13	400				
Time of purchase	Festival	12.12	1.84	108	-	14.112	3.367	**
	Discount	10.57	1.54	90				
	Function	10.95	1.93	86				
	Regular	11.87	2.45	93				
	Others	9.61	2.61	23				
	Total	11.32	2.13	400				
Place of purchase	Showroom	11.30	2.21	159	-	7.249	3.367	**
	Factory outlet	11.25	1.43	28				
	Shopping malls	11.01	2.06	147				
	Wholesale shop	12.95	1.85	39				
	Retail shop	10.81	2.09	27				
	Total	11.32	2.13	400				

*(Source: Computed NS- Not Significant *- Significant at 5% level **- Significant at 1 % level)*

Age

The respondents whose age group is above 50 years are with the mean score of 12.10 is found to be highest. Followed by the age group of below 20 years are with the mean score of 12.05. Respondents belongs to age group of 21 - 30 years are with the mean score of 11.50, the respondents belong to the age group of 41 - 50 years are with the mean score of 11.04 and the lowest mean score of10.34 has been found among the age group of 31 - 40 years. The F-ratio value (6.920) shows that the quality varies significantly among the age groups of the respondents. Hence, the null hypothesis has been rejected.

Education qualification

No formal education respondents have the highest mean score of 13.26 followed by graduate respondents have the mean score of 11.65 school level respondents have the mean score of 11.22, professional respondents have the mean score of 10.96 and the respondents of post graduate have the lowest mean score of 10.70. However, with the F- ratio value (6.258) it is understood that there is a significant difference in the respondents' quality with respect to the education qualification, thereby; the null hypothesis has been rejected at 1 per cent level of significance.

Occupation

Occupation wise respondents of private employee have the highest mean score of 11.50 followed by professionals respondents have the mean score of 11.49, government employee have the mean score of 11.21, respondents of students have the mean score of 11.17, the respondents of businessman have the mean score of 11.09 and the respondents belong to other category has the lowest mean score of 11.0. The F-ratio value (.721) reveals that there is no significant difference in the quality with respect to occupation. Hence, the null hypothesis has been accepted with respect to occupational status.

Marital status

The unmarried respondents have the highest mean score of 11.62 while married respondents are with the mean value of 11.07. The t-value (2.586) shows that there is a

significant difference in the respondent's satisfaction about quality with respect to marital status. Hence, the null hypothesis has been rejected.

Family monthly income

The respondents family monthly income of above Rs 75,000 has the highest mean score of 11.97, the respondents family monthly income of below Rs.25, 000 have the mean score of 11.67, the respondents family monthly income of Rs.25, 000 – Rs.50, 000 have the mean score of 11.13 and the respondent's family monthly income of Rs.50,000 – Rs.75,000 has the lowest mean score of 10.59. The F- value (7.681) reveals that there is a significant difference in the scores which shows that the respondents' level of satisfaction of information gathering varied based on their family monthly income. Hence, the null hypothesis has been rejected at 1 per cent level of significance.

Location of residency

High level of quality has been found among the respondents who are living in rural area with the mean score of 11.61, the respondents living in urban area are with the mean score of 11.48 and the semi - urban area respondent has the lowest mean score of 10.84. The F-value (5.036) reveals that there is a significant difference in the scores which shows that the respondents' satisfaction about quality varied with the area they are living. Hence, the null hypothesis has been rejected with respect to 'residual area'.

Frequency of purchase

Respondents who make frequency of purchases for once in a year has the highest mean score of 11.98, respondents who make frequency of purchases for once in every 3 month has the mean score of 11.53, respondents make frequency of purchases for once in a month are with the mean score of 11.01 and respondents who make frequency of purchases for once in every 6 month is low with the mean score of 10.98. Thus, with the significant F- ratio (5.076) the null hypothesis has been rejected at 1 per cent level of significance with respect to frequency of purchase of the respondents.

Time of purchase

Respondents who make purchases during festival has the highest mean score of 12.12, followed by respondents who purchase regularly are with the mean score of 11.87.

Time of purchase during function are with the mean score of 10.95, time of discount respondents are with the mean score of 10.57 and the respondents who make purchase during other time has the lowest mean score of 9.61. Thus, with the significant F- ratio (14.112) the null hypothesis has been rejected at 1 per cent level of significance with respect to time of purchase of the respondents.

Place of purchase

Respondents make their purchases at wholesale shop has the highest mean score of 12.95, the next mean score is for showroom with the mean score of 11.30. 11.25 of the respondents makes purchase at factory outlet, 11.01 of the respondents make purchase at shopping malls and the respondents make their purchases at retail shop has the lowest mean score of 10.81. However, with the F- ratio value (7.249) it is understood that there is a significance difference in the respondents' satisfaction of quality when respondents are classified based on their place of purchase, thereby, the null hypothesis has been rejected at 1 per cent level of significance.

6.9 REGRESSION ANALYSIS OF CUSTOMER SATISFACTION REGARDING SELECTION OF BRANDED OUTLET

The regression analysis has been applied to study the nature of relationship. It provides estimates of values of the dependent variable from values of independent variable with the regression equation.

The effects of factors influenced to choose the branded outlet and the factors of impulsive buying behavior along with selected socio-economic variables on the satisfaction of the customers were studied with the help of Multiple Regression Analysis. The overall satisfaction score on purchase of branded outlet was used as the dependent variable. The following variables were identified as the predictor variables (independent variables) to be included in the model. Stepwise Multiple regression analysis was to find the appropriate variables to be included in the model.

Socio economic variables:

- ➢ Age

- ➢ Education qualification

- ➢ Marital status

- ➢ Family monthly income

- ➢ Frequency of purchase

Factors influenced to choose branded outlet:

- ➢ Affordability

- ➢ Cordial Atmosphere

- ➢ Availability

- ➢ Accessibility

Impulsive Buying Behavior factors:

- ➢ Brand value

- ➢ Brand identity

- ➢ Brand Advertisement

- ➢ Brand image

Multiple Regression is mainly building an equation wherein the predictor variables' coefficients are found out. The general Multiple Regression equation is of the form,

$Y = a_0 + a_1 X_1 + a_2 X_2 + \ldots \ldots a_n X_n$

where Y, the dependent variable

a_0, constant

$a_1, a_2, \ldots a_n$ are the regression coefficients to be estimated for the independent variables $X_1, X_2, \ldots X_n$ respectively.

Initially, the analysis starts with estimating coefficients and the constant. Among the several methods of analysis of Multiple Regression, stepwise regression method is used for this study. In the beginning, the equation starts with no predictor variables, then at first step the variable with maximum correlation with the dependent variable is selected first and included in the model. Also once the variable is included in the

equation, then it is again considered for removal from the equation to avoid multicollinearity (correlation between independent variables) problems.

Once the variable is entered and remained in the equation, the next variable with highest positive/negative partial correlation is selected and considered for entry. If satisfied then it is added to the equation. Now the variables so far entered in to the equation are checked for removal. This process continues until all the variables satisfying entry and removal criteria are included in the equation. Finally either all the independent variables selected for the analysis would have been included in the model or the variables selected based on the selection criteria are alone included in the model.

Table 6.9 -Stepwise Regression Analysis for Overall Satisfaction Score

	Regression Coefficients (B)	Std. Error	Beta	T	Sig.
(Constant)	20.846	3.180		6.555	**
Availability	.269	.138	.100	1.954	*
Accessibility	.755	.147	.225	5.140	**
Brand image	1.139	.217	.268	5.255	**
Brand Advertisement	.390	.098	.174	3.972	**
Age	.575	.307	.079	1.872	Ns
Affordability	.444	.110	.170	4.032	**
Brand value	.465	.131	.148	3.547	**
Family monthly income	1.096	.345	.149	3.178	**
Education qualification	-.720	.318	-.091	-2.262	*
R Value	**R Square**	**F**		**Sig**	
.673	.453	35.906		**	

The table 6.9 shown above gives the results of stepwise regression analysis, giving details of Multiple correlation coefficient R, R^2 and step wise inclusion of variables in the regression equation. However, for the problem under study, all the variables identified

for the analysis have not been included in the equation. Out of 13 variables nine variables were included in the equation. The variables which have not met the default selection criteria (the independent variable whose F-value is 3.84 and the associated probability for F-test is less than or equal to 0.05 is considered for inclusion in the equation. Similarly once the variable entered, removal criterion is F-value less than 2.71 associated with a probability of 0.10 or more) have been kept out of the equation.

Multiple correlation coefficient R given above shows the strength of relationship between the dependent variable and the set of independent variables included in the equation. The R value indicates that a good correlation (0.673) exists between the dependent variable (Overall Satisfaction Score) and the set of independent variables (predictors). The R square values are shown as 0.453, which indicates that 45.3% of variation in the dependent variable is explained by the set of all the independent variables included in the equation. The significance of the multiple correlation coefficient is tested with the help of F-statistic. The F-value is found to be 35.906 which show that the multiple correlation is significant at 1% level.

From the regression table, it is seen that among the nine predictors eight have significant effect on Overall Satisfaction Score either at 5% or 1 % level. Age factor does not seem to be significantly affecting the satisfaction score as the regression coefficient is not significant. Among the remaining eight predictors, except educational qualification, all the other factors were found to have positive effect on overall satisfaction score. Among the socio-economic variables, only one variable namely, Educational Qualification is found to have negative regression coefficient. (The qualification was graded based on their level as lowest level of education was given 1 and highest education qualification was given a value of 5). That is respondents who are in higher educational levels are less satisfied with branded outlet.

The positive regression coefficients of the factors show that higher the positive perception of the respondents regarding these factors, more will be their satisfaction regarding branded outlets. That is the perception regarding the factors influencing choosing the branded outlet as well as factors of impulsive purchase behavior has positive impact on the satisfaction score. The positive regression coefficients of

Availability, Accessibility, Affordability indicate that when the perception on these factors are more positive the satisfaction of the respondents also tend to be higher.

Similarly, the regression coefficients of impulsive buying behavior factors namely, Brand Image, Brand Advertisement, Brand Value show that respondents have higher score on these factors tend to be more satisfied with respect to the branded outlets.

The regression coefficient of Family monthly income is positive, which shows that increase in higher level of income significantly increase the satisfaction of the customers.

The t-test statistic calculated for the regression coefficients show that all the variables except age which were finally included in the model significantly influence the overall satisfaction of the respondents either at 1% level or at 5% level.

Standardized regression coefficients (Beta) were found out for the respective regression coefficients since these are independent of units of measurements and hence comparable. The relative contribution of each variable to the dependent variable, Satisfaction score can be found out from these values. It is seen from the regression table that 'Brand image' has the highest beta value of 0.268, which contributes more towards overall satisfaction score. The next, more contributing variable is Accessibility with a beta value of 0.225. Age (0.078) and Educational Qualification (-0.091) are the least contributing variables to overall satisfaction of the customers.

6.10 PATH ANALYSIS OF RELATIONSHIP BETWEEN IMPULSIVE BUYING BEHAVIOR, PURCHASE DECISION SATISFACTION, SHOW ROOM INFLUENCE AND SALES PROMOTION ON PURCHASE OF BRANDED RAIMENT

The objective of the study is to understand the underlying relationship between various factors involved in the purchase of branded men's raiment in, Coimbatore, Tamil Nadu. It is assumed that the satisfaction of the respondents with respect to purchase of branded raiment largely depends on the impulsive buying behavior and purchase decisions made during and after the visit to branded raiment shops, along with showroom and sales promotion techniques influencing purchase satisfaction.. The effects

of showroom influence, impulsive buying behavior and purchase decision measure the satisfaction of the respondents with respect to purchase of branded raiment. The direct and indirect effects of showroom influence, impulsive buying behavior and sales promotion affecting purchase decision are also attempted using Path Analysis. The theoretical path analysis model explaining the relationships between these factors is given below.

Image 6.10.1

Theoretical Path model Explaining the Relationship between Factors Relating to Satisfaction of Branded Raiment
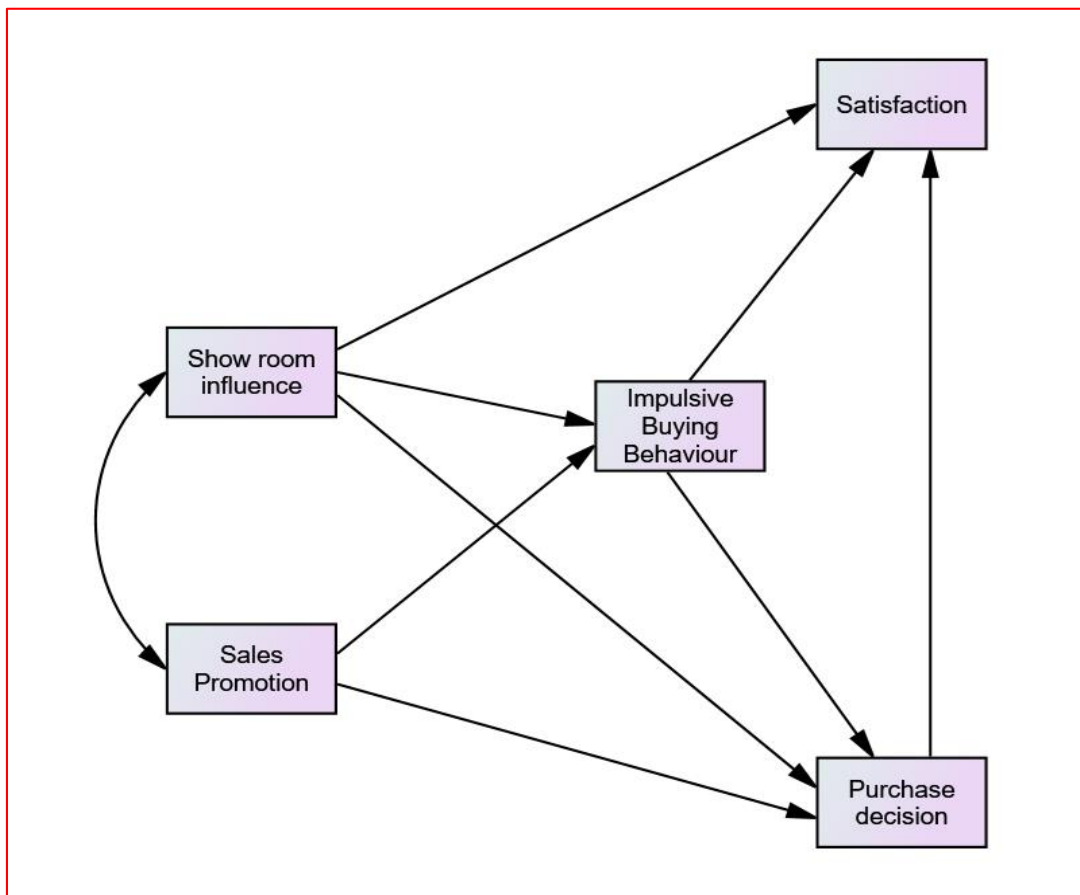
The arrows leading from showroom influence to impulsive buying behavior and Satisfaction measure the direct effects of showroom influence on impulsive buying behavior and Satisfaction variables. The arrows leading from sales promotion to impulsive buying behavior and Purchase decision measure the direct effects of sales promotion on impulsive buying behavior and purchase decision.

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Further the impulsive buying behavior factor acts as a mediating variable to measure the indirect effects of showroom influence and sales promotion on satisfaction as well as purchase decision. The curved arrow drawn between sales promotion and showroom influence show that these two variables are correlated.

The factor scores of Showroom influence, Sales promotion, Impulsive buying behavior, Satisfaction and Purchase decision were used in the model. The path model was developed using the objectives given below.

1. To examine how showroom influence and sales promotion affect the impulsive buying behavior of men while purchasing the branded raiment.

2. To examine how the showroom influence, impulsive buying behavior and purchase decision affect satisfaction of the respondents.

3. To establish a causal relationship of showroom influence and sales promotion with satisfaction and purchase decision of the customers mediated by impulsive buying behavior.

The goodness of the fit of the model is verified by using selected fit statistics. Once the fit statistics satisfy the goodness of fit of the model, the following hypotheses based on the model objectives will be tested which are given below.

H01. Showroom influence and sales promotion have direct positive effects on impulsive buying behavior.

H02. Impulsive buying behavior and sales promotion have direct positive effects on purchase decision.

H03. There is a direct positive effect of showroom influence on purchase decision.

H04. Showroom influence and impulsive buying behavior have direct positive effects on satisfaction.

H05. There is a direct positive relationship between purchase decision and satisfaction.

H06. Impulsive buying behavior has significant mediation effect between showroom influence and satisfaction.

H07. Impulsive buying behavior has significant mediation effect between showroom influence, sales promotion and purchase decision.

H08. Purchase decision has significant mediation effect between showroom influence, impulsive buying behavior and satisfaction.

The results of Path Analysis are given in the following model explaining the relationship between all the factors relating to impulsive buying behavior and satisfaction.

Image 6.10.2

Path Model Showing The Relationship between the factors Relating to Purchase of Branded Raiment

Chi. Sq=4.106 P=.128 CMIN/df=2.053
GFI=.996 NFI=.995 CFI=.997 RMSEA= .051
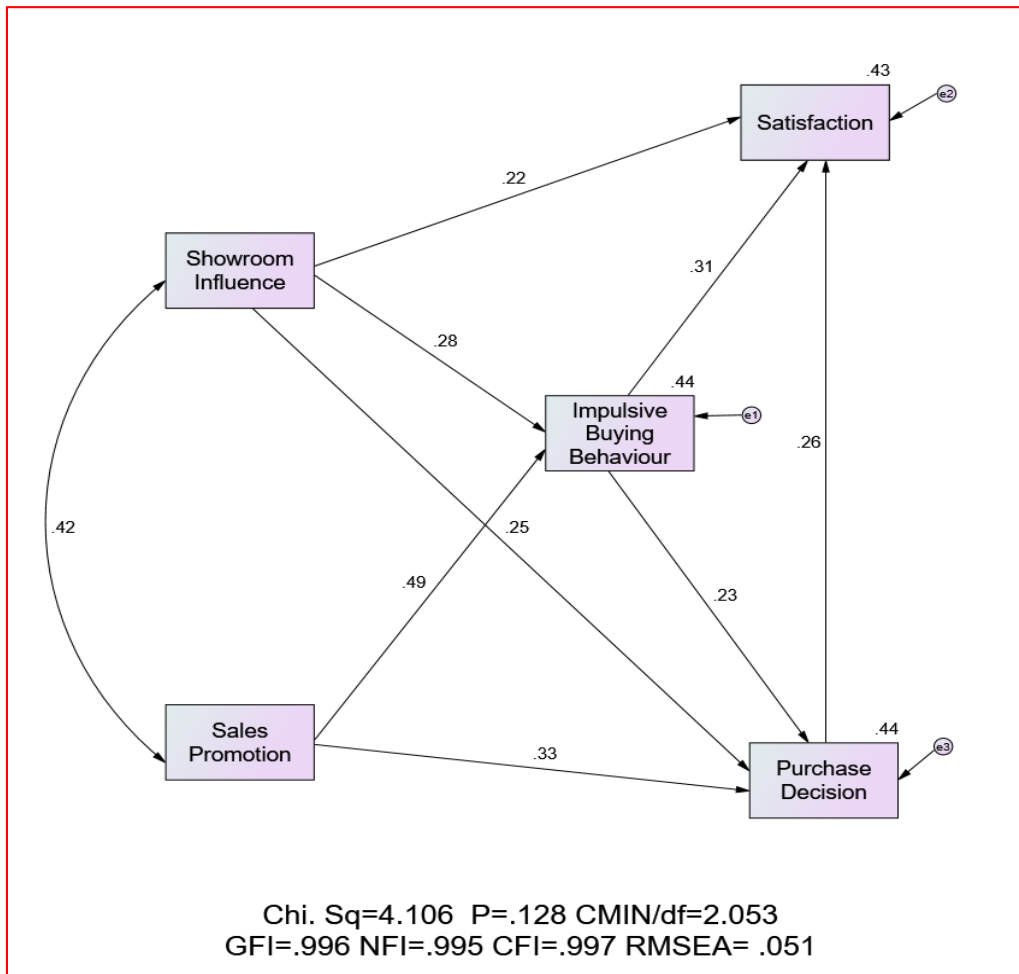
The above diagram shows the relationship between the independent variables namely showroom influence and sales promotion and dependent variables namely, impulsive buying behavior, purchase decision and Satisfaction of the respondents. The path coefficients are standardized regression coefficients. The regression estimates produced by AMOS for unstandardized regression are given in Table No.1. The regression coefficients were estimated by Maximum Likelihood method. AMOS ver. 20 was used to estimate the path coefficients.

The following model fit statistics were used to test the goodness of fit of the model.

CMIN: CMIN given by AMOS is a chi-square statistic, which compares the tested statistics with the theoretical model. That is the non-significant chi-square value indicates the data fits the model well.

CMIN/DF: It is a relative chi-square measure, is an index of how much the fit of data to model has been reduced by one or more paths. The index having a value of 3 or below 3 says the data best fits the model, where as a value between 3 and 5 is good.

GFI: The Goodness of Fit Index , tells you what proportion of the variance in the sample variance-covariance is accounted for by the model. This should be above 0.90 and below 1 for a good model fit. A value of 1 is considered as saturated model.

NFI: Normed Fit Index, is simply the difference between the two models' (default and independence) chi-square values divided by the chi-square value of independent model. The NFI value above 0.90 is considered to be good fit.

CFI: The Comparative Fit index uses a similar approach and is said to be a good index which can be used for even small sample. The value above 0.90 is considered to be good fit.

RMSEA: The Root Mean Square Error of Approximation, estimates lack of fit compared to the saturated model. RMSEA value of 0.05 or less indicates good fit and between 0.05 and 0.08 is adequate fit.

The model fit statistics estimated by AMOS are given below.

CMIN = 4.106 (P>0.05)

CMIN/DF = 2.053

GFI = 0.996

NFI = 0.995

CFI = 0.997

RMSEA = 0.051

The results show that all the goodness of fit indices namely, GFI , NFI and CFI satisfy the criterion value of being above 0.90. The Chi-square value is not significant (P>0.05) and also CMIN/DF value is within the admissible limit of 5. The RMSEA value falls above 0.05 but below the maximum value of 0.08. Since all the goodness of fit indices are within the admissible limits it is inferred that the model fit is good.

The model shown above gives the standardized regression weights of the corresponding variables and also squared multiple correlations. The regression coefficients show that these coefficients are comparable since they are independent of units of measurement. The two independent variables, namely, showroom influence (0.28) and sales promotion (0.49) have positive relationship with impulsive buying behavior since the regression weights are positive and these are direct effects on impulsive buying behavior. The direct effect of showroom influence (0.28) on impulsive buying behavior is lower when compared to sales promotion (0.49).

Further, showroom influence also has direct positive effects on satisfaction and Purchase decision. The direct effect of showroom influence on purchase decision (0.25) is higher than it has on satisfaction (0.22). The effect of impulsive buying behavior on satisfaction (0.31) is higher than the effect on purchase decision (0.23).

The Purchase decision factor also has a direct positive effect on Satisfaction with a regression weight of 0.26.

The magnitude and direction of relationship between all the factors relating to purchase of branded raiment are studied in detail with the unstandardized regression weights produced by AMOS which are given below.

Table no 6.10.1 – Regression Estimates of path coefficients

Regression Weights for the path model

Variable To	Path	Variable from	Estimate	S.E.	C.R.	Prob. (P)	Sig
Impulsive Buying Behavior	<---	Showroom Influence	.254	.037	6.918	P<0.01	**
Impulsive Buying Behavior	<---	Sales Promotion	.724	.060	12.019	P<0.01	**
Purchase Decision	<---	Sales Promotion	.422	.061	6.873	P<0.01	**
Purchase Decision	<---	Impulsive Buying Behavior	.204	.044	4.671	P<0.01	**
Purchase Decision	<---	Showroom Influence	.192	.034	5.643	P<0.01	**
Satisfaction	<---	Purchase Decision	.336	.061	5.468	P<0.01	**
Satisfaction	<---	Showroom Influence	.221	.046	4.830	P<0.01	**
Satisfaction	<---	Impulsive Buying Behavior	.345	.053	6.460	P<0.01	**

** - Significant at 1% level. (Significance were noted at 5% and 1% level)

The above estimates are unstandardized regression estimates. The values given above are the regression estimates of the corresponding independent variables. S.Es are the Standard Errors of respective regression weights. C.R (Critical ratio) is the ratio of regression estimate values to S.E. Probability (P) shows which regression coefficients significantly contribute to the dependent variables (** or * indicates the respective regression weights are significant at less than 1% or 5% respectively. Ns, if any indicates the regression weights are not significant).

The table shows that, showroom influence and sales promotion have significant positive effect on impulsive buying behavior of respondents. Hence the hypothesis **H01 that "Showroom influence and sales promotion have direct positive effects on impulsive buying behavior" is accepted.**

The regression weights of sales promotion (0.422) and impulsive buying behavior (0.204) on purchase decision show that the two independent variables have direct positive relationship with purchase decision which are significant at 1% level and hence the hypothesis **H02 that "Impulsive buying behavior and sales promotion have direct positive effects on purchase decision" is accepted.**

Further, the effect of showroom influence (0.192) is positive and significant (P<0.01) on Purchase decision. The result makes the hypothesis, **H03 "There is a direct positive effect of showroom influence on purchase decision" to be accepted.**

From the regression table it is also seen that, the effects of showroom influence (0.221) and impulsive buying behavior (0.345) on satisfaction are significant at 1% level. Hence the hypothesis, **H04 that "Showroom influence and impulsive buying behavior have direct positive effects on satisfaction" is accepted.**

It was also assumed that purchase decision has direct positive relationship with satisfaction. The regression result shows that the regression weight of purchase decision on satisfaction is 0.336 which is found to be significant at 1% level . Hence the hypothesis, **H05 that " There is a direct positive relationship between purchase decision and satisfaction" is accepted**.

Table 6.10.2 - Direct, Indirect and Total Effects - Unstandardized

		Sales Promotion	Showroom Influence	Impulsive Buying Behavior	Purchase Decision
Direct	**Impulsive Buying Behavior**	.724	.254	---	---
	Purchase Decision	.422	.192	.204	---
	Satisfaction	---	.221	.345	.336
Indirect	**Impulsive Buying Behavior**	---	---	---	---
	Purchase Decision	.148	.052	---	---
	Satisfaction	.441	.170	.069	---
Total	**Impulsive Buying Behavior**	.724	.254	---	---
	Purchase Decision	.570	.244	.204	---
	Satisfaction	.441	.391	.414	.336

Direct Effects - Estimates

The coefficients associated with the single-headed arrows in a path diagram are sometimes called direct effects. In Unstandardized model, for example, sales promotion has a direct positive effect on impulsive buying behavior of customers with a regression weight of 0.724. That is, due to the direct effect of sales promotion, when the sales promotion score increases by 1, impulsive buying behaivour score increases by 0.724. Similarly, the direct effect of impulsive buying behavior on Satisfaction of respondents is 0.345. That is, as the impulsive buying behavior score increases by 1 the Satisfaction of the customers also increases by 0.345.

Indirect Effects - Estimates

The path coefficients given in the table also describes the indirect effect of each of the column variable on each row variable. The table shows that the indirect effect of sales promotion has positive effect (0.148) on Purchase decision. That is, increase in the sales promotion scores will also result in corresponding increase in the purchase decision scores of the customers. However, the direct effect of sales promotion on purchase decision is higher when compared with the indirect effect.

Similarly, it is seen that the direct effects of showroom influence on purchase decision (0.192) and on satisfaction (0.221) are higher when compared with the indirect effects it has on purchase decision (0.052) and satisfaction (0.170) respectively.

The indirect effect of impulsive buying behavior (0.069) on satisfaction is lesser when compared with direct effect of the same.

However, before considering the mediating effect of impulsive buying behavior and purchase decision between the exogenous factors (showroom influence and sales promotion) and Satisfaction of the respondents, separate regressions were run for Satisfaction and purchase decision variables. The results are produced below.

Table 6.10.3 - Regression model of showroom influence and sales promotion on Satisfaction and purchase decision of the customers without mediation effects

Variable To	Path	Variable from	Estimate	S.E.	C.R.	Prob. (P)	Sig
Purchase Decision	<---	Sales Promotion	.570	.049	11.552	P<0.01	**
Satisfaction	<---	Showroom Influence	.404	.042	9.554	P<0.01	**
Purchase Decision	<---	Showroom Influence	.244	.030	8.095	P<0.01	**
Satisfaction	<---	Sales Promotion	.390	.069	5.634	P<0.01	**

The results show that when there is no mediation effect, the effect of showroom influence on satisfaction is 0.404 which is significant at 1% level. However when the mediation effect of impulsive buying behavior was introduced, as can be seen from the model shown before, the direct effect of showroom influence on satisfaction has reduced to 0.221 (Table no.1). But still, even after the mediation effect was introduced, the direct effect is found to be significant at 1% level. That is the effect of mediation is at very insignificant level. Hence the hypothesis **H06 that "Impulsive buying behavior has significant mediation effect between showroom influence and satisfaction" is not accepted**.

In the case of purchase decision, the unmediated regression weights of the sales promotion and showroom influence on purchase decision are 0.570 and 0.244 respectively. Both the regression coefficients are found to be significant at 1% level. However when the mediation effect of impulsive buying behavior was introduced, as can be seen from the model shown before, the direct effect of sales promotion and showroom influence on purchase decision have reduced to 0.422 and 0.192 respectively. But still, even after the mediation effect was introduced, the direct effects were found to be significant at 1% level. That is the effect of mediation between the independent and dependent variables is at insignificant level. Hence the hypothesis **H07 that "Impulsive buying behavior has significant mediation effect between showroom influence, sales promotion and purchase decision" is not accepted.**

The following table shows the regression analysis of the effect of showroom influence and impulsive buying behavior on satisfaction without the mediation effect of purchase decision.

Table 6.10.4 - Regression model of showroom influence and impulsive buying behavior on Satisfaction without mediation effect.

Variable To	Path	Variable from	Estimate	S.E.	C.R.	Prob. (P)	Sig
Satisfaction	<---	Showroom Influence	.301	.039	7.643	P<0.01	**
Satisfaction	<---	Impulsive Buying Behavior	.461	.042	10.868	P<0.01	**

It is seen from the above table that, the direct effect of showroom influence and impulsive buying behavior alone were considered on satisfaction and the regression coefficients are found to be 0.301 and 0.461 respectively. Both are significant at 1% level. On the other hand, the regression weights of showroom influence and impulsive buying behavior on satisfaction are found to be 0.221 and 0.345 when the mediation effect of purchase decision was introduced. Even after the introduction of the purchase decision as mediating variable, the direct effects of showroom influence and impulsive buying behavior remain significant at 1% level. That is, purchase decision could not have any impact on satisfaction as a mediating variable. Hence the hypothesis, **H08 that Purchase decision has significant mediation effect between showroom influence, impulsive buying behavior and satisfaction is not accepted**.

Total Effects - Estimates

The total effect is the combined direct and indirect effects of each column variable on each row variable.   For example, total effect of sales promotion on purchase decision is 0.570, which is the sum of the direct effect (0.422) and indirect effect (0.148) it had on purchase decision. That is, due to both direct and indirect effects of sales promotion, when the total effect goes up by 1 unit, purchase decision score increases by 0.570. Similarly when the total effect of showroom influence score goes up by 1 unit the Satisfaction score of the respondents increases by 0.391, which is again the sum of direct effect (0.221) and indirect effect (0.170) of showroom influence. Impulsive buying

behavior also has total effect of 0.414 on satisfaction which is due to the sum of direct and indirect effects with values of 0.345 and 0.069 respectively.

Table 6.10.5 - Direct, Indirect and Total Effects – Standardized

		Sales Promotion	Showroom Influence	Impulsive Buying Behavior	Purchase Decision
Direct	Impulsive Buying Behavior	.494	.284	---	---
	Purchase Decision	.330	.246	.234	---
	Satisfaction	---	.221	.308	.262
Indirect	Impulsive Buying Behavior	---	---	---	---
	Purchase Decision	.116	.067	---	---
	Satisfaction	.269	.170	.061	---
Total	Impulsive Buying Behavior	.494	.284	---	---
	Purchase Decision	.445	.312	.234	---
	Satisfaction	.269	.390	.370	.262

Similar to unstandardized regression weights, relative contribution of the standardized direct, indirect and total effects of each of column variable on the row variable are given above. Since the standardized regression weights are free from units of measurements they are comparable. For example, it can be said that the direct effect of sales promotion (0.494) on impulsive buying behavior is relatively higher than purchase decision (0.330). The variable, impulsive buying behavior has more direct effect (0.308) on Satisfaction compared to showroom influence (0.221) and purchase decision (0.262). The indirect effect of sales promotion (0.269) on Satisfaction is higher than the direct effect (0.116) it has on purchase decision. Similarly, the indirect effect of showroom

influence (0.170) on satisfaction is higher than the indirect effect (0.067) it has on purchase decision.

The standardized total effect of sales promotion on purchase decision (0.445) is higher than the total effects of showroom influence (0.312) and impulsive buying behavior (0.234).

The standardized total effect of showroom influence (0.390) on satisfaction is higher than impulsive buying behavior (0.370) and purchase decision (0.262).

Summary

Path Analysis was applied to find the relationship between the factors namely, showroom influence, sales promotion, impulsive buying behavior and purchase decision and Satisfaction of the customers. The effects of showroom influence, sales promotion on impulsive buying behavior were also studied. The mediation effects of impulsive buying behavior and purchase decision on Satisfaction were also studied. The path model was developed and the goodness of fit statistics was employed for the validity of the model. The goodness of fit statistics was within the admissible limits and it was inferred that the model fit is good.

Finally, the path coefficients were estimated for direct, indirect and total effects of exogenous and endogenous variables were found out. The unstandardized and standardized regression weights were calculated. The results showed that the variables showroom influence and sales promotion have significant direct effects on both impulsive buying behavior and purchase decision. Impulsive buying behavior was found to have direct significant effect on purchase decision.

The satisfactions of the respondents were significantly influenced by showroom influence, impulsive buying behavior and purchase decision.

The mediation effects of impulsive buying behavior and purchase decision were not significant.

Standardized regression weights were found out to compare the relative contribution of direct, indirect and total effects of each independent variable on the dependent variable. The results showed that the direct effect of sales promotion on

impulsive buying behavior is relatively higher than purchase decision. The variable, impulsive buying behavior has more direct effect on Satisfaction compared to showroom influence and purchase decision. The indirect effect of sales promotion on Satisfaction is higher than the direct effect it has on purchase decision. The indirect effect of showroom influence on satisfaction is was also higher than the indirect effect it has on purchase decision.

The standardized total effect of sales promotion on purchase decision is higher than the total effects of showroom influence and impulsive buying behavior. The standardized total effect of showroom influence on satisfaction is higher than impulsive buying behavior and purchase decision.

6.11 CONCLUSION

The Descriptive Statistics, correlation, ANOVA, t-test, Multiple Regression analysis and path analysis have been used to analyze the data. ANOVA/t-test results reveals that, there is no significant difference in the demographic variables, namely, age, educational qualification, occupational, area of residence, family monthly income, frequency of purchase, place of purchase, time of purchase, mode of payment have a significant difference with respect to customer satisfaction.

The mean ratings have shown that the respondents have mostly preferred with the statement casual wear with the best quality are usually my choice, always collecting information about recent selling brands and design and the lest preferred with the statement always purchases more expensive brand" (3.1925).

The maximum correlation is between satisfaction- information gathering and shopping behavior. The next highest correlation is between shopping behavior and brand behavior. These sets of variables are only moderately correlated. The lowest correlation is between shopping behavior and brand behavior.

Multiple Regression analysis has indicated that, Availability, Accessibility, Affordability are more positive in the satisfaction of the respondents also tend to be higher.

Finally, the path coefficients were estimated for direct, indirect and total effects of exogenous and endogenous variables were found out. The unstandardized and standardized regression weights were calculated. The results showed that the variables showroom influence and sales promotion have significant direct effects on both impulsive buying behavior and purchase decision. Impulsive buying behavior was found to have direct significant effect on purchase decision.

The satisfactions of the respondents were significantly influenced by showroom influence, impulsive buying behavior and purchase decision.

The mediation effects of impulsive buying behavior and purchase decision were not significant.

Standardized regression weights were found out to compare the relative contribution of direct, indirect and total effects of each independent variable on the dependent variable. The results showed that the direct effect of sales promotion on impulsive buying behavior is relatively higher than purchase decision. The variable, impulsive buying behavior has more direct effect on Satisfaction compared to showroom influence and purchase decision. The indirect effect of sales promotion on Satisfaction is higher than the direct effect it has on purchase decision. The indirect effect of showroom influence on satisfaction is was also higher than the indirect effect it has on purchase decision.

The standardized total effect of sales promotion on purchase decision is higher than the total effects of showroom influence and impulsive buying behavior. The standardized total effect of showroom influence on satisfaction is higher than impulsive buying behavior and purchase decision.

The ANOVA result shows that the satisfaction- information gathering score differ significantly with respect to, education, occupation, marital status, family monthly income and location of residency, the ANOVA result shows that the shopping behavior score differ significantly with respect to education, occupation, marital status, family monthly income, place of purchase, and time of purchase and location of residency, the ANOVA result shows that the brand behavior core differ significantly with respect to age, education, occupation, marital status, time of purchase, place of purchase, family

monthly income and location of residency and the ANOVA result show that the quality score differ significantly with respect to age, education , marital status, family monthly income and location of residency.

The results of demographic variables, the t-test result shows there is no significant difference between marital status and satisfaction on information gathering. With respect to satisfaction on shopping behavior, t-test shows there is a significance difference between marital status and shopping behavior. The t-test result shows there is no significant difference between marital status and brand value. With respect to the quality of satisfaction, there is a significance difference between marital status and quality.