

An Analysis of Buying Motives in Organized Retail Outlets of Haryana

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Abstract

Consumer behavior is a wide area of research for the professionals working in various disciplines. Buying motives are studied by the professionals to understand the needs and buying patterns of the consumers. Buying motives may be defined as the desires and impulses which proves to induces in the buyer a sense for a purchasing a given article. Two types of buying motives have been studied in the present article: emotional buying motives and utilitarian buying motives. The consumer sample (N= 600) was randomly selected from cities of Haryana: Ambala, Gurugram, Hisar and Rohtak, and was categorized on the basis of gender, age, income and family structure. Result of the study show that that there are differences on the basis of income of the consumers in the emotional buying motives and majority of consumers expressed a neutral attitude giving no importance to the utilitarian perspective of buying goods.

Keywords: Consumer Behavior, Consumers.

Introduction

Buying motives may be defined as the desires and impulses which proves to induces in the buyer a sense for a purchasing a given article. Buying motives are some influences and important considerations resulting in an impulse to buy or make a choice in the purchase of goods. Various authors have tried to define the types of buying motives. The consumers buy goods in order to obtain psychological gains such as: social- experiential, emotional and identity related benefits (Dittmar, Long & Bond, 2007). There are certain personal and social factors which motivates the buyers to purchase and are not directly related to the actual need for buying a particular product (Tauber, 1972). A number of utilitarian and hedonic factors have also been found which motivates the consumers to make a purchase (Thompson et al., 1990). Study reported that young consumers shop with both utilitarian and hedonic perspective. The regular visits to mall may be for meeting friends, alleviate depression, have fun, for a change or just to find the new whereabouts of the market. (Kaur & Singh, 2007). The involvement of emotions in shopping, for enjoyment, gaining positive emotions, improving mood etc, is termed as emotional buying motives. Some consumers feels a sense of excitement in shopping (Dittmar, Long & Bond, 2007). Utilitarian motives induce the economic and functional perspective in the consumer to make a purchase (Babin et al., 1994). These consumers visit the shopping places in order to buy particular products. The hedocnic motive stimulates the consumer's sensory, imaginary and emotional perspective for buying (Hirschman & Holbrook, 1982). It results in emotional satisfaction of the consumers. Another study has found four kinds of shopping motives in India: entertainment seekers, value seekers, escapist and adventure seeker (Yadav & Siraj, 2016). Nair, 2004 divided buying motives in two categories: product motives & patronage motives; with both types of motives further divided in emotional and rational motives. The complex black box of consumer is a challenge to the marketers and researchers across the world for its nature and tendency to change within no time Moreover, consumer's may experience different kind of emotions with the changes in market (Soodan & Pandey, 2016).

Relevance of emotions experienced with every purchase can be traced back to the emergence of marketing. The emotions are one of the leading drivers of purchases and their association with purchase increases manifold with the product variety and similarity arising out of cut-throat competition. It a well-established fact that more the products are on rise in terms of similarity in the market; the more consumers associate their purchases with emotions to justify the product selection. For example, I shop for things from malls because it puts me in a better mood (elation); I feel a buzz from buying things available in shopping malls (excitement);

shopping trips to malls make me feel like an escape from tension of life (anxiety); I spend money for shopping to make myself feel better.

Thus, consumers are often found to feel a sense of pride and uniqueness associated with the products purchased. Some consumers also report excitement linked with shopping. Feelings of responsibility and confidence are also associated with purchases by some consumers. These associations of consumer purchases with different sets of psychological states revolving around several emotions gave momentum to the study of consumer's emotional aspects in the context of shopping.

This aspect deserves more attention since there is a limited literature available on emotional aspects of Indian consumer in FMCG sector. Soodan

and Pandey (2016) emphasized that the role of emotions in consumer purchases is a matter of research in consumer psychology and is continuously evolving in the marketing science.

**Method
Sample**

Sample of the present study consist 600 persons within the age range from 22 to 60 years. Out of these 277 wee belonging from 22 to 34 years of age group, 275 were from 35 to 49 years of age group and 48 were from 50 to 60 years of age group. Mean age of the whole sample is 36.20 with standard deviation of 8.48. Further sample was collected from four commissionaires (i.e. Ambala, Gurugram, Hisar and Rohtak).

Detailed Description of Sample is Given below in Table

Total Sample 600							
Ambala 150		Gurugram 150		Hisar 150		Rohtak 150	
Male	Female	Male	Female	Male	Female	Male	Female
75	75	75	75	75	75	75	75

Out of these 600 adult people 329 were belonging from Nuclear families and 271 were belonging from joint families. Further 203 persons were belonging from income group of below 3 lacks annual income, 204 were belonging from 3 to 5 lacks annual income, 138 were belonging from 5 to 10 lacks of annual income and 55 persons belonging from above 10 lacks annual income respectively.

Tool Used in the Study

The extent of emotional involvement on the part of the customer is crucial. Two types of buying motives have been studied in the present article: emotional buying motives and utilitarian buying motives.

Emotional Buying Motives Domain

In order to evaluate the impact of emotional involvement in buying pattern, an emotional involvement sub-scale was developed. These items were taken from works of several researchers like Dittmar and Kapur (2011). All the items were modified to suit the aim and purpose of the study. Typical items referred to:

1. Shopping trips to shopping malls lead to feelings of escape from tension of life.
2. I get a real buzz from buying things available in the shopping malls.
3. Shopping from shopping malls is real fun and exciting.
4. I like to buy things from shopping malls to impress other people.

Each item was expected to be answered on a five-point scale mentioned below:

Strongly Agree / Agree / Neutral / Disagree / Strongly Disagree

These five categories were scored on a continuum ranging from 5 to 1, higher scores being

indicative of more involvement of emotional domain in buying behaviour.

Utilitarian Buying Motives Domain

Indian consumer is very much aware regarding usefulness and functional aspects of good used in daily life these days. The extent of utilitarian factor plays an important role in purchase and current study has some items related to this aspect of consumer behaviour in present study. These items were taken from works of several researchers like Dittmar and Kapur (2011). All the items were modified to suit the aim and purpose of the study. It comprised of 9 items. Typical items referred to:

1. It is important to me that goods I buy are good value for money
2. I compare prices carefully before I buy.
3. I usually buy products according to their durability.
4. Goods I buy have to be useful and practical

Each item was expected to be answered on a five-point scale mentioned below:

Strongly Agree / Agree / Neutral / Disagree / Strongly Disagree

These five categories were scored on a continuum ranging from 5 to 1, higher scores being indicative of more involvement of emotional domain in buying behaviour.

Results and Discussion

Consumer's Buying Behaviour in Relation to Emotional Buying Motives

In the context of the assertions made in the preceding paragraphs, the current study also analyze consumer buying pattern in relation to the involvement of different emotions. The results are shown in Tables 1 to 10.

Table-1

ANOVA Results for Commissionaires in the Context of Emotional Buying Motives

Source	Type III Sum of Squares	Df	Mean Square	F	Level of Significance
Commissionaire	1973.127	3	657.709	18.040	.001
Error	21728.813	596	36.458		
Total	546206.000	600			
Corrected Total	23701.940	599			

Table-2**Mean Scores on Emotional Buying Motives with respect to Commissionaires**

City	Mean	Standard Deviation	N
Ambala	32.6333	5.86700	150
Gurugram	28.5267	6.44408	150
Hisar	28.7067	5.75978	150
Rohtak	28.1733	6.05871	150

Table-3**ANOVA Results for Gender in the Context of Emotional Buying Motives**

Source	Type III Sum of Squares	Df	Mean Square	F	Level of Significance
Gender	12.327	1	12.327	.311	.577
Error	23689.613	598	39.615		
Total	546206.000	600			
Corrected Total	23701.940	599			

Table-4**Mean Scores on Emotional Buying Motives with respect to Gender**

Gender	Mean	Standard Deviation	N
Male	29.3667	6.47136	300
Female	29.6533	6.11155	300

Table-5**ANOVA Results for Income Levels in the Context of Emotional Buying Motives**

Source	Type III Sum of Squares	Df	Mean Square	F	Level of Significance
Income	346.498	3	115.499	2.947	.032
Error	23355.442	596	39.187		
Total	546206.000	600			
Corrected Total	23701.940	599			

Table-6**Mean Scores on Emotional Buying Motives with respect to Income Levels**

Income Levels	Mean	Standard Deviation	N
Below 3 Lakhs	30.2562	5.51626	203
3-5 Lakhs	29.0000	6.49744	204
5-10 Lakhs	28.6739	6.58594	138
Above 10 Lakhs	30.7455	7.06640	55

Table-7**ANOVA Results for Age differences in the Context of Emotional Buying Motives**

Source	Type III Sum of Squares	Df	Mean Square	F	Level of Significance
Age	114.816	2	57.408	1.453	.235
Error	23587.124	597	39.509		
Total	546206.000	600			
Corrected Total	23701.940	599			

Table-8**Mean Scores on Emotional Buying Motives with respect to Age**

Age	Mean	Standard Deviation	N
22-34 Years	29.8412	6.15765	277
35-49 Years	29.4036	6.35397	275
50-60 Years	28.2083	6.62027	48

Table-9**ANOVA Results for Family Structure differences in the Context of Emotional Buying Motives**

Source	Type III Sum of Squares	Df	Mean Square	F	Level of Significance
Family Structure	51.182	1	51.182	1.294	.256
Error	23650.758	598	39.550		
Total	546206.000	600			
Corrected Total	23701.940	599			

Table-10**Mean Scores on Emotional Buying Motives with respect to Structure of Family**

Family Structure	Mean	Standard Deviation	N
Nuclear	29.7751	6.05598	329
Joint	29.1882	6.56066	271

An examination of ANOVA results shown in tables 1 to 10 reveals that from the viewpoint of emotional experience in buying at malls, F-values for commissionaires [F (3,596) =18.040, p<.001] and

income [F (3,596) =2.947, p<.032] were significant. The remaining F-values concerning age, gender and family structure were found to be non-significant.

The obtained F-values reveal significant associations of different expenses groups with emotional satisfaction/ dissatisfaction. As a consequence of applying Schaffe's test to the mean scores of different groups, the results revealed that higher income as well as lower income groups expressed the satisfaction of different emotional parameters while shopping. In addition, the middle income group did not reveal the significance of emotional experience while shopping in malls of different commissionaires.

The above results can be elaborated in the context of the following observations:

1. For need satisfaction consumers pay importance to two types of benefits referring to utilitarian and hedonic values (Odabasi & Baris, 2002). Babin et al. (1994) argued that utilitarian and hedonic values are often combined in the consumer behavior. Researches (e.g., Eren, Eroglu, & Hacioglu, 2012) depicts that hedonic values are of utmost importance in purchase behavior.

2. The findings extend evidence of the role played by emotional feelings in FMCG purchases by consumers in low as well as high income groups.
3. The consumers engage in buying to diminish anxiety, tension, worry, and loneliness. Hence, those with means to buy (high income group) can gratify their materialistic urges and those without the means (low income group) will feel insecure or unhappy that they cannot act on their materialistic drive. Consumers with lower income, may have high distrust and insecurity and may not depend on money to fulfill their identities or report successes with material goods they purchase with fewer money at their disposal. Instead these low income people see money in a negative way in that matters in those matters involving money. Money for them seems to be risky and have negative consequences. Since they are not materialistic people, they (low income) tend to make use of emotional aspect in marketing.

Consumer's Buying Behaviour in Relation to Utilitarian Buying Motives

The current study also made an attempt to assess the utilitarian aspect in shopping. The results are shown in tables 11 to 20

Table-11
ANOVA Results for Commissionaires in the Context of Utilitarian Buying Motives

Source	Type III Sum of Squares	df	Mean Square	F	Level of Significance
Commissionaire	1027.013	3	342.338	17.738	.001
Error	11502.320	596	19.299		
Total	546546.000	600			
Corrected Total	12529.333	599			

Table-12
Mean Scores on Utilitarian Buying Motives with respect to Commissionaires

City	Mean	Standard Deviation	N
Ambala	32.0933	4.89123	150
Gurugram	29.2000	4.02175	150
Hisar	29.1067	4.26339	150
Rohtak	28.9333	4.34991	150

Table-13
ANOVA Results for Gender in the Context of Utilitarian Buying Motives

Source	Type III Sum of Squares	df	Mean Square	F	Level of Significance
Gender	32.667	1	32.667	1.563	.212
Error	12496.667	598	20.897		
Total	546546.000	600			
Corrected Total	12529.333	599			

Table-14
Mean Scores on Utilitarian Buying Motives with respect to Gender

Gender	Mean	Standard Deviation	N
Male	29.6000	4.63446	300
Female	30.0667	4.50740	300

Table-15
ANOVA Results for Income Levels in the Context of Utilitarian Buying Motives

Source	Type III Sum of Squares	df	Mean Square	F	Level of Significance
Income	126.987	3	42.329	2.034	.108
Error	12402.346	596	20.809		
Total	546546.000	600			
Corrected Total	12529.333	599			

Table-16**Mean Scores on Utilitarian Buying Motives with respect to Income Levels**

Income Levels	Mean	Standard Deviation	N
Below 3 Lacks	29.6847	4.25768	203
3-5 Lacks	29.7451	4.93941	204
5-10 Lacks	29.6087	4.35711	138
Above 10 Lacks	31.2727	4.68826	55

Table-17**ANOVA Results for Age differences in the Context of Utilitarian Buying Motives**

Source	Type III Sum of Squares	df	Mean Square	F	Level of Significance
Age	48.817	2	24.409	1.168	.312
Error	12480.516	597	20.905		
Total	546546.000	600			
Corrected Total	12529.333	599			

Table-18**Mean Scores on Utilitarian Buying Motives with respect to Age**

Age	Mean	Standard Deviation	N
22-34 Years	29.6931	4.48464	277
35-49 Years	30.0982	4.54433	275
50-60 Years	29.1250	5.20076	48

Table-19**ANOVA Results for Family Structure differences in the Context of Utilitarian Buying Motives**

Source	Type III Sum of Squares	df	Mean Square	F	Level of Significance
Family Structure	4.608	1	4.608	.220	.639
Error	12524.726	598	20.944		
Total	546546.000	600			
Corrected Total	12529.333	599			

Table-20**Mean Scores on Utilitarian Buying Motives with respect to Structure of Family**

Family Structure	Mean	Standard Deviation	N
Nuclear	29.7538	4.62201	329
Joint	29.9299	4.52060	271

The results presented above in tables 11 to 20 clearly reveal that in the current study the utilitarian dimension was not found to be of any significance in shopping at malls with reference to gender, income, age and family of the consumers. The overwhelming majority of consumers expressed a neutral attitude giving no importance to the utilitarian perspective of buying goods.

Conclusion

The study was conducted to analyze the buying motives in the organized retail in Haryana. Results of emotional and utilitarian buying motives are analyzed. It can be concluded from the above results that there are differences on the basis of income of the consumers in the emotional buying motives. Higher income as well as lower income groups expressed the satisfaction of different emotional parameters while shopping. Also, gender, age and family structure do not show any significant difference in the emotional buying motive of the consumers. It can be concluded that the consumers behave similarly in terms of emotional buying motive irrespective of their gender, age and family structure. The analysis of the above results shows that utilitarian motives have no significance in the purchases made by the individuals for the present sample. The consumers even when categorized on the basis of gender, income, age and family structure show no differences in their behavior in the terms of utilitarian motives of purchase.

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