**IB ICE**

A retailer conducted a survey (5 point Likert scales with 1 being strongly disagree and 5 being strongly agree) to see what drives impulse buying in its outlets. The retailer measured the following constructs:

**Lighting (Smith 1989, Areni and Kim 1994, Summers and Hebert 2001)**

1. The store is well- lit
2. The store is correctly-lit (Neither too bright nor dull)
3. Lighting in the store is pleasant

**Employees** **(Dickson and Albaum 1977)**

1. The store had knowledgeable employees
2. The store had friendly employees
3. The store had helpful employees

**Assortment**

1. The store has a wide variety of products.
2. The store has many brands in most of the product categories.
3. The store has different price ranges in different products.
4. The store has amazing variety.

**Impulse Buying Tendency (Weun, Jones, and Beatty, 1998)**

1. I avoid buying things that are not on my shopping list.
2. When I go shopping, I buy things that I had not intended buying
3. I am a person who makes unplanned purchases
4. When I see something that really interests me, I buy it without considering the consequences
5. It is fun to buy spontaneously.

**Layout (Dickson and Albaum 1977)**

1. It was easy to move about in the store
2. It was easy to locate products/ merchandise in the store
3. The store had attractive displays

**Urge (Beatty and Ferrell 1998)**

1. I experienced many sudden urges to buy unplanned items
2. I was tempted to buy many items that were not on my list
3. I experienced no sudden urges to buy unplanned items \*

The retailer hypotheses the following:

H1: There is a positive relationship between lighting and urge to buy impulsively.

H2: There is a positive relationship between perception of employees and urge to buy impulsively.

H3: There is a positive relationship between assortment and urge to buy impulsively.

H4: There is a positive relationship between layout and urge to buy impulsively.

H5: There is a positive relationship between consumers’ impulse buying tendencies (IBT) and urge to buy impulsively.

H6a: There is a positive interaction between lighting and IBT on urge to buy impulsively.

H6b: There is a positive interaction between perception of employees and IBT on urge to buy

impulsively.

H6c: There is a positive interaction between assortment and IBT on urge to buy impulsively.

H6d: There is a positive interaction between layout and IBT on urge to buy impulsively.

H7: There is a positive relationship between urge to buy impulsively and impulse buying.

The retailer also captures money spent, money available, time spent in the store, age and gender where 1 is male and 2 is female. Impulse buying was captured as “total no. of items bought on impulse” or “proportion of items bought on impulse”.

Illustration: If a shopper Radha had bought Coke, Cadbury, Polo, and bread and if she had bought the first three on impulse, her IB Total would be = 3. Her IB Prop would be = ¾ =0.75.

The data are in the file “IB ICE.sav”. Please analyse the data and advise the retailer.