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How Susceptible are Consumers in Impulse Purchasing Ready-to-Drink Products? Evidence from Malaysia

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Abstract: Consumers' purchasing behaviors and their post-purchase outcomes are considered a significant aspects of consumer research. It was acknowledged that accessing consumers' purchasing behavior can have great impact on business profitability and sustainability in the long run. Hence, the aim of this study is to identify and highlight the importance of customer characteristics and marketing stimuli (e.g. product packaging, broad assortment, prominent display and price promotion) on customers' purchase behavior towards Ready-to-Drink (RTD) products in the Malaysian context. A total of 380 customers from across several hypermarkets in Klang Valley, Malaysia completed the survey questionnaire. The data collected was further analyzed with SEM-AMOS. Findings from the structural analysis indicated that customer characteristic and the elements in marketing stimuli (price promotion, prominent display, broad assortment and product packaging) have significant positive direct effect on consumer impulse purchase behavior.

Keywords: *Product Packaging, Broad Assortment, Prominent Display, Price Promotion, Customer Characteristics, Impulse Purchase*

Introduction

Over the past decades, shopping has grown into a major lifestyle and leisure activity of people in the existing society. This scenario resulted from the increased exposure of interactive marketing strategies and a much bigger variation of products that are made available to the consumers. Moreover, the growing trend of the world's economic landscape has also positively contribute to the shopping preference among customers worldwide (Shafiq et al., 2011). This has triggered more research being conducted in the area of consumer behavior in the hope to provide a better understanding and to establish a sustainable business model for retailers. Among the areas of consumer purchase behavior in shopping setting, it was found that unplanned buying or better known as "impulse purchase" is a great phenomenon that is worth addressing as it will contribute directly to

the retailers' profit, growth and sustainability of the retailing industry as a whole (Knox, Bell, and Corsten, 2011).

The concept of impulse purchase has become an important subject as far as marketing literature is concerned (Clover 1950). Moreover, impulse purchase has also been recognized as a significant phenomenon in the context of global context. For example, the study by Princeton Survey Research Associates International (PSRAI) for CreditCard.com (2016) on a sample of 1,003 adults residing in United States revealed that five out of six Americans made impulse purchase. The study also found that 20 percent of the respondents have spent \$1,000 on impulse purchase and more than half of poll respondents (54 percent) spent at least \$100 or more on an impulse buy. There were also numbers of research that found most of sales and revenues made by supermarkets and retail stores were derived from the consumers' impulse buying behavior (Deloitte, 2011). There were a number of existing research that recorded 62 percent of supermarket revenues are generated from impulse purchase. Furthermore it was also reported that impulse purchase has significant effect on the retailers' sales performance (Khan et al., 2015; Luo, 2005). Moreover, the scenario above as also experienced by the Malaysian retail industry due to the escalation of shopping complexes and hypermarkets in Malaysia. For example, in addition to the existing 24 shopping malls in Klang Valley, it was reported that there will be many more shopping malls to be built in the Klang Valley by 2019 (The Star, 2016).

In addition, there were claims that technologies such as the Internet, interactive marketing concepts, television shopping channels and high rate of the smartphone users increases the accessibility of products and services available. This has encouraged consumers' impulse purchasing opportunities. Evidently, consumers' impulse purchase behavior is important as it could be a great advantage for retailers and marketers to tap into this market due to its significant contribution. Among the products available in the market, Ready-to-drink (RTD) products are commonly being purchased by customers on impulse (Jones & Smith, 2011; Prawono, 2013; Silvera et al., 2008). RTD are packaged beverages sold in prepared form and ready for consumption and are available in various pack types such as polyethylene terephthalate (PET), tetra pack and can form.

Despite the importance of impulse purchase in the context of consumer behavior, studies that address the importance of marketing stimuli on customer impulse purchase intention still remain scant in the existing literature. Moreover, research studies pertaining to impulse purchase are also limited in the Malaysia context (Khan et al., 2015; Omar et al., 2015). Hence, the objective of this research is to establish an integrated model that investigate the relationship of marketing stimuli (price promotion, prominent display, broad assortment and product packaging) and customer characteristics with the impulse purchase behavior on RTD products among Malaysian consumers. By addressing these gaps, this study can provide clearer understanding for retailers and marketers to comprehend the importance of consumer psychology especially in their impulse purchase behavior.

Literature Review and Hypothesis Development

Impulse Purchase

Impulse buying is defined as "any unplanned purchase that was not anticipated or planned before the shopper entered the store" (Kollat and Willett, 1967). In other words,

impulse buying can be described as a purchase that is made without having to engage in an extensive evaluation before coming to a final decision. Impulse buying can be characterized by the individual's buying behavior that involves rapid decision-making and the strong desire for immediate possession (Rook and Gardner, 1993). According to Stern (1962), impulse buying can be classified into four types, namely (1) suggestion, (2) reminder, (3) planned and (4) pure. Suggestion impulse buying occurs on the customer when he or she sees a new product and envisions a need for the product. Reminder impulse buying take place when a shopper saw a particular item and make them recall that the items that they have at home is running out, thus prompting them to impulse purchase. Planned impulse purchase can be explained as the practices by customers who go into the shop with particular purchases in mind; however this specific purchase is highly dependent on whether there is a promotion, sales etc.

In addition, impulse purchase has also been described as a spontaneous purchase by customers whereby items were bought without intention when they are shopping (Sirhindi, 2010). This scenario explains that impulse purchase can influence consumers to buy all kinds of products that are unnecessary in order to relieve depressed mood or just for the fun of it. Impulse purchase can be strongly referred to as non-rational purchases (Sirhindi, 2010). Due to the significant impact of impulse purchase on one's nation economy, the study of impulse buying has been conducted in various countries such as in Singapore (Pornpitakpan and Han, 2013), Indonesia (Cahyorini and Rusfian, 2011), South Africa (Tendai and Crispen, 2009), United States (Lee and Kacen, 2008), Iran (Karbasivar and Yarahmadi, 2011) and France (Hulten and Vanyushyn, 2011).

In the context of retailers, it was reported that about 70 per cent of all purchase decisions by customers are made at the point of purchase (Heilman, Nakamoto and Rao, 2002; Karbasivar and Yarahmadi, 2011). According to Bell et al. (2011), impulse purchases are usually triggered through the in-stores marketing stimuli especially with the use of various marketing communication strategies, such as attractive promotions, improved product packaging, sales, etc. The evidence above clearly demonstrates that there is a need for further investigation on the factors that potentially influence consumers' impulse buying.

Factors Affecting Impulse Purchase

Drawing on the argument of the Theory of Planned Behavior, a consumer will have high tendency to engage in impulse buying if they are influenced by affective, cognitive sensory and hedonic factors. Previous research have shown that several factors influence impulse purchase behavior. These include promotional approaches, in store display (Karbasivar and Yarahmadi, 2011), price discount (Hulten and Vanyushyn, 2011), consumer age (Gutierrez, 2004) and packaging design (Cahyorini and Rusfian, 2011). Due to the nature of this study in addressing consumer impulse purchase on RTD products, only marketing stimuli (price promotion, prominent display, broad assortment and product packaging) and customer characteristics are considered in the current study.

Price Promotion

Price promotion is defined as “sales promotion that are enjoyed by customers based on a price discount offer” (Kotler, 2010). In the consumers’ perspective, price promotion can benefit them in terms of economic savings, encourage trial of new products, and assist them in decision making. As for manufacturers or retailers, price promotion can assist them to attract customers, discourage new entrants, encourage brand switching and to drive short-term category demand. Due to the advantages possessed by price promotion, this concept has attracted substantial interest among marketing scholars (Chandon, Wansink, and Laurent 2000; Neslin 2002; Shiv, Carmon, and Ariely, 2005). As for the context of consumer behavior, price has been considered as an important factor that determines impulse purchase on convenience goods (Janakiraman, Meyer, and Morales, 2006; Kacen, Hess and Walker, 2012; Tendai & Crispen, 2009). Tendai and Crispen (2009) in their study found that lower price tag will create a higher opportunity of impulse purchase among customer. Products on sale have higher opportunity to be impulsively purchased than items that are not on sales (Kacen, Hess and Walker, 2012). Consistent with the evidence above, Janakiraman, Meyer, and Morales (2006) further argued that unexpected price discount will lead to higher willingness to pay for unrelated non-mandatory items. Based on the discussion above, it can be hypothesized that:

H1: Price promotion positively affect customer impulse purchase behavior of RTD products.

Prominent Product Display

Prominent product display in this study refers to how products are being displayed at the retail stores. In the retail setting, retailers usually display their products based on certain criteria that include product arrangement, shelf facings, shelf height, store layout and shelf design in order to encourage unplanned purchase among customers (Kollat and Willet, 1969). Merchandising displays were able to help in encouraging impulse buying behavior because it can easily attract the attention among shoppers (Kacen, Hess, Walker, 2012). In this realms of impulse marketing, creative product display in the stores would also act as the catalyst to stimulate customers to buy things impulsively due to the “convenience” of a product placement, especially near the checkout counter whereby every shopper will spend time while in the queue to pay (Cohen, 2009). There is no doubt that products like tidbits, RTD products, energy bars, chocolates, etc. are often being placed in this area of retail stores. This study therefore proposes the following hypothesis:

H2: Prominent display positively affect customer impulse purchase behavior of RTD products.

Broad Assortment

In retail settings, broad product assortment is an important strategy to be considered by many retailers. According to Broniarczyk and Hoyer (2010), consumer perceptions on products assortment in the retail store have been reported to have a significant impact on the retail patronage besides other criteria, namely price and location.

It was found that there are two significant advantages of a wide assortment in retail setting. First, the availability of broad products assortment under one roof is always prioritized by a time-constrained consumer (Messinger and Narasimhan 1997). Secondly, stores with broad products assortment are easily recalled and considered by the consumers (Keller, 2003). Moreover, mass merchandising has created a strategic environment for impulse buying (Hultén & Vanyushyn, 2011; Park et al., 2012; Stern, 1962). A study by Park et al. (2012) on the online setting found that high broad assortment of products can easily attract customers to buy some of the product on impulse before they make payment. Moreover, broad assortment is able to create positive impression among customers, which eventually encourage consumers to buy these products on impulse (Hultén & Vanyushyn, 2011). Based on the above supporting evidence, it can be postulated that:

H3: Broad assortment positively affect customer impulse purchase behavior of RTD products.

Product Packaging

Product packaging is the main instrument of communication whereby the brand messages can be delivered by the companies (Duncan, 2005). Packaging is found to play an important role in conveying brand image and most importantly to gain consumers' attention (Cahyorini and Rusfian, 2011). Packaging design also plays a crucial role at the point of purchase to gain attention for a successful purchase (Klimchuk & Krasovec, 2006). In addition, Pickton and Broderick (2001) further claimed that although shopping is considered a planned activity, most of the purchases made are impulsive or unplanned. This is due to the influence of product packaging that create interest among customers at the point of purchase. The relationship between product packaging and consumer impulse purchase behavior was also supported in prior literature (e.g. Peck & Childers, 2006; Wakefield et al., 2008; Wells et al., 2007). Wakefield et al. (2008) found that the attractive cigarette packaging can easily influence customers to buy the particular product without detailed consideration. However, to what extent product packaging for the RTD products can influence customer impulse purchase in Malaysia remained to be seen. Thus it can be hypothesized that:

H4: Product packaging positively affect customer impulse purchase behavior of RTD products.

Customer Characteristics

In marketing, customer characteristics are very much related to the customers' product knowledge and excitements towards certain purchase decision (Harmancioglu et al., 2009). Harmancioglu et al. (2009) claimed that although the majority of the customers would use the in-store environment for memory cues, there are some customers who are motivated by their personal characteristics based on their knowledge and impression of the product before they made a purchase. This scenario will usually trigger customers to engage in unplanned purchases simply because they are aware of and is confident with the product.

In other words, shopping is a repeated and regular activity, hence shoppers may easily recognize the product that were about to purchase which resulted in them having higher tendencies to engage in unplanned purchases. This clearly demonstrated that customer characteristic play an important role in influencing consumers' impulse behavior. In addition, the relationship between customer characteristics and impulse purchase behavior were also documented in the past literatures (e.g. Harmancioglu et al., 2009; Housman, 2000; Joseph, 2010). Thus it can be hypothesize that:

H5: Customer characteristics positively affect customer impulse purchase behavior of RTD products.

Methodology

The items for the factors of marketing stimuli were adapted based on the existing studies. For example, the four-item measurement scale for impulse purchase by Joseph (2010) was operationalized based the tendency and feel of consumers to purchase impulsively. Price Promotion was operationalized using the scale developed by Joseph (2010) reflecting the customers' intention to purchase as a result from promotional activities. In addition, Joseph's (2010) scale was also used to measure both broad assortment and prominent product display. Broad assortment in the present study was measured based on the customers' tendency to purchase in relation to the product varieties available. The prominent product display was operationalized based on the benefits of product display in influencing customers' purchase intention. The measurement scale for the construct of product packaging was adapted from the four-item scale developed by Variawa (2010). The four-items measure the degree of importance of packaging in the eyes of customers. Moreover, this study has adapted customer characteristic measurement scale by Joseph (2010) whereby it was operationalized based on consumers' attitude toward impulse purchase. All the measurement scales used in this study are presented in the Appendix.

A pre-test of the questionnaire was conducted on 30 shoppers in order to assess the questionnaire items' relevancy, clarity, and sequence adequacy. The respondents were asked to provide feedback on the questionnaire overall structure and content. The pre-test of the questionnaire indicated that all the questions included in the survey questionnaire are relevant and comprehensible, which confirming the face validity of the scales adapted. As for this study, 380 questionnaires were completed by respondents at various hypermarkets located in Klang Valley region of Malaysia with the use mall-intercept approach. According to Saunders et al. (2012), the numbers of respondents for this study is considered adequate and sufficient to represent a huge population. Moreover, the numbers of respondents also conform to the requirement of structural equation modelling as suggested by Hair et al. (2012).

Data Analysis and Results

The data collected were statistically analyzed using the structural equation modeling as highlighted in the objectives of the research. As for this section, descriptive statistics were used to explain the demographic of the respondents (see Table 1). Secondly, the

validity and reliability of the data were addressed with the use of confirmatory factor analysis. Finally, the fit of the research model was presented together with results of hypotheses testing.

Sample Profile

Table 1 presents the demographic characteristics of the respondents. The respondents consisted of 58.70% female and 41.30 % male. Majority of them were Malay (65.0%) aged between 21 and 30 years old. Moreover, majority of the respondents were single (65.0%) and were having a bachelor degree. As for the context of occupation and income, most of the respondents work as the executive level position and earn RM3,000 and below per month.

Variable	Classification	Percentage (%)
Gender	Female	58.7
	Male	41.3
Race	Malay	65.0
	Chinese	28.2
	Indian	6.8
Age Group	20 years old and below	7.6
	21 – 30 years old	55.3
	31 – 40 years old	27.9
	41 – 50 years old	6.8
	More than 50	2.4
Marital Status	Single	65.0
	Married	35.0
	Others	0
Education Level	STPM or below	9.2
	Diploma	32.4
	Bachelor Degree	54.2
	Postgraduate	4.2
Occupation	Student	25.8
	Executive and below	48.7
	Manager and above	13.7
	Self-employed	3.7
	Others	8.2
Income	RM 3000 and below	74.5
	RM 3001 to RM 5000	11.3
	RM 5001 and above	13.7
Types of Product Purchased	Isotonic drink	59
	Drinking water	18
	Tea	6
	Asian soft drink	5
	Ambient juice	5
	Carbonated drink	4
	Energy drink	3

Table 1. Sample Characteristics (n = 380)

Convergent and Discriminant Validity of the Constructs

The reliability and validity of the constructs were addressed with the used of confirmatory factor analysis (CFA) to determine the fit of the measurement model. The purpose of CFA is to check whether the observed variables are significantly related to their respective latent variables as supported by the theories (Hair et al., 2010). According to Hair et al. (2010), the criteria used to determine the model fit include parsimonious fit indices, absolute fit measures, and incremental fit measures, which consists of the indices namely as Normed Chi-square (χ^2/df), Parsimony Normed Fit Index (PNFI), Root Mean Square Error of Approximation (RMSEA), Comparative Fit Index (CFI), Tucker-Lewis index (TLI), and Goodness of Fit (GFI). Hair et al. (2010) reported that a model with good fit have to fulfill several criteria, such as PNFI should be more than 0.50, CFI should exceed 0.90, χ^2/df should be less than 3.0, RMSEA should be less than 0.08, GFI should exceed 0.90 and TLI should exceed 0.90. Table 2 described the results of the convergent and discriminant validity tests for the measurement model. Based on the output from the AMOS, the results of the CFA showed that the measurement model was fit with the value of GFI was 0.905, RMSEA was 0.058, TLI was 0.936, CFI was 0.946, Normed Chi-square (χ^2/df) was 2.259 ($\chi^2=438.807$; $df=194$), and PNFI was 0.762.

To assess convergent validity, Hair et al. (2010) recommended that each item of the latent constructs should have factor loading above 0.60, composite reliability should exceed 0.70 and the average variance extracted (AVE) should be larger than 0.50. Referring to the output in Table 2, the factor loading of all the construct items were ranged from 0.618 to 0.968, composite reliability of more than 0.70 and the AVE of each construct exceeds the cut-off point of 0.50 suggested convergent validity was established for the measurement model. As for the context of discriminant validity, this test on the measurement scales was assessed using the guideline suggested by Fornell and Larcker (1981). According to Fornell and Larcker (1981), the squared root of AVE for each of the constructs should exceed the variance shared between any other constructs in order for discriminant validity to establish. Based on the statistical output in Table 2, it was shows that the squared root of the AVE in the diagonal entries are all exceed the shared variance between constructs (the off diagonal entries), hence, the discriminant validity of the measures was established.

	FL	CR	AVE	1	2	3	4	5	6
Pack	0.751-0.858	0.880	0.647	0.804					
Promo	0.699-0.896	0.852	0.660	0.463	0.812				
Broad	0.754-0.811	0.835	0.628	0.515	0.568	0.792			
Display	0.638-0.777	0.758	0.513	0.403	0.408	0.266	0.716		
Impulse	0.618-0.968	0.871	0.637	0.521	0.513	0.510	0.460	0.798	
Chara	0.703-0.711	0.865	0.561	0.424	0.358	0.530	0.312	0.484	0.749

Notes: Pack = Product Packaging; Promo = Price Promotion; Broad = Broad Assortment; Display = Prominent Product Display; Impulse = Impulse Purchase Behaviour; Chara= Customer characteristic.

^aThe diagonal entries (in bold) represent the squared root average variance extracted by the construct.

^bThe off-diagonal entries (in italics) represent the variance shared between constructs.

Table 2. Test Results of Convergent Validity and Discriminant Validity

Structural Model testing and Hypothesis Testing

Structural equation modeling (SEM) was used to examine the overall fit of the model and to test all the hypotheses. The GFI was 0.905, RMSEA was 0.058, TLI was 0.93623, CFI was 0.946, Normed Chi-square (χ^2/df) was 2.259 ($\chi^2=438.807$; $df=194$), and PNFI was 0.762, which suggested that the structural model fit well. Table 3 shows that all the hypotheses developed for this study were supported. The standardized path coefficients for hypotheses H1, H2 and H5 were significant at 99% confidence level, whereas H1 and H3 were significant at 95% confidence level. The finding from the structural model testing revealed that factors like price promotion, product display, broad assortment, product packaging and customer characteristic have a significant influence on consumers impulse purchase behavior.

<i>Hypothesized Path</i>	<i>Std. Estimate</i>	<i>Critical Ratio</i>	<i>Hypothesis Supported</i>
H ₁ : Price Promotion → Impulse Purchase Behaviour	0.171	2.966*	Yes
H ₂ : Product Display → Impulse Purchase Behaviour	0.219	3.512**	Yes
H ₃ : Broad Assortment → Impulse Purchase Behaviour	0.132	2.146*	Yes
H ₄ : Product Packaging → Impulse Purchase Behaviour	0.142	2.868**	Yes
H ₅ : Customer Characteristic → Impulse Purchase Behaviour	0.131	3.741**	Yes

Notes: ***p-value* < 0.001, **p-value* < 0.05

Table 3. Hypotheses Testing of Structural Research Model

Discussion and Conclusion

There are several findings that are worth noting. Price promotion was found to have a significant direct impact on consumers' impulse purchase behavior. This is because price promotion is one of the most effective approaches that can be used to attract customers and at the same time to encourage them to purchase (Kotler, 2010). Moreover, the relationship between price promotion and impulse purchase behavior were also supported in various past literatures (e.g. Janakiraman, Meyer, and Morales, 2006; Kacen, Hess and Walker, 2012; Tendai & Crispen, 2009). Price promotion can have an impact on shoppers' buying time, buying volume, product choice and to create impulse purchase behavior. Hence, it is important for the retailers and marketers to understand the importance of price promotion. There are many different types of promotional approaches that can be used by retailers and marketers to market the RTD products. For example, "in-store sampling" can be used to encourage trial and switching from competitors products, "price off" approach can be used to reward loyalty and encourage switching from competitors products and "extra free" approach can be used to reward loyalty and encourage trial.

Product display has a positive direct effect on customers' purchase behavior. This means that the product display by the retailers and marketers played an important role on influencing customers' impulse purchase behavior. Placing a product that is easily accessible to customers can create convenience to them and easily attract their attention

(Cohen, 2009). It was also argued that by having a prominent product display at the store, this resulted in customers to purchase some product on impulse and maximum sales can be ensured (Kacen, 2012). Moreover, the findings from past literatures also supported the link between product display and consumers' impulse purchase behavior (e.g. Cohen, 2009; Kacen, 2012). Retailers and marketers should understand that convenience simply means products can be bought and found easily alongside with the product information. Prices displayed must be clear, accurate and not misleading to consumers. Marketers can also consider two-price comparison advertising by making comparisons between the RTD product prices being charged and the previous pricing. This can be done by including a strike through pricing or by specifying a particular saving that may be achieved in dollar amount or in percentage. Marketers also have to make the sales period clear to avoid any confusion among shoppers.

It is interesting to find that broad product assortment has a positive direct effect on customers' purchase behavior. This outcome has demonstrated that product varieties available can have a significant on customer behavior as far as the impulsive purchase is concern. The finding is also consistent with the evidence from prior research studies (Hultén & Vanyushyn, 2011; Park et al., 2012; Stern, 1962). Thus, marketers and retailers should be sensitive to customers' needs and wants, and attend to it in the effective and efficient manner. As for RTD products, marketers can consider to expand certain product lines by having more product variety and broad assortment so that this can fulfill the customers' preference. Besides, marketers also should consider how to position their product since that there are quite a number of competitors in the RTD platform.

The present study also found that product packaging has a direct influence on consumers' impulse purchase behavior. This is mainly because product packaging can act as a form of communications and have the persuasive functions which can create unintentional purchase among the customers. This is especially true when customers were often being influenced by the packaging that led them to purchase on impulse at the point of purchase (Pickton & Broderick, 2001). Moreover, the finding is also supported in prior literatures (Peck & Childers, 2006; Wakefield et al., 2008; Wells et al., 2007). Referring to the importance of product packaging, it is recommended for marketers of RTD products to consider the use of attractive or innovative packaging ideas. This includes selection of material and colour of the product packaging, packaging size, packaging design, etc. that potentially can influence the behavior of the customers.

Lastly, customer's personal characteristic was also found to have positive effect on their impulse purchase behavior. This claim is plausible since customer understanding or impressions towards certain products were formed based on their personal experiences and knowledge, which can directly influence their purchase behavior directly. It was also argued that customer characteristics which are affected by the affective and cognitive factors will lead to impulsivity. This will include an irresistible urge to buy, unplanned buying and positive buying emotion with the exception of disregard for the future. The finding from this study concurred to the finding from the past research studies (Harmancioglu et al., 2009; Housman, 2000; Joseph, 2010). Therefore, it is recommended that marketers understand the psychological responses of the customers since this will potentially affect shoppers' impulse purchase behavior. This can be done based on the extensive market

research to understand the trend of the market and by considering psychology influence in marketing activities.

Although this study has contributed to the understanding of consumer behavior, there are various notable limitations. Firstly, this research is limited to the respondents available only in Malaysia. Thus, it raises the issue of generalization of the findings of this study which might not be applicable to other industries which operate in different setting. Hence, future studies should consider the influence of various cultures in addressing consumer impulse purchase behavior. This is important since that cultural difference may influence customers' attitude and behavior.

There is no doubt that by understanding the factors that influence consumers' impulse purchase behavior, it can provide competitive advantages for the players in the RTD platform to remain competitive and achieve sustainability in the market. While the marketing aspect such as promotion, product assortment, product display and packaging play a crucial role in explaining consumers' impulse purchase behavior, the customer characteristic cannot be largely ignored especially when dealing with demanding and sophisticated customers nowadays. With that, both hard and soft sides of the marketing planning for RTD products must be attended carefully with the hope of attracting new customers and at the same time retaining the existing ones.

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Appendix: Measurement Scales of the variables in the study

Variables	Items
Product Packaging	<ol style="list-style-type: none"> 1. Packaging is important. 2. Better packaged products are better. 3. Label (name, information, instructions) is an important part of package. 4. Package helps me to identify the product from others.
Prominent Product Display	<ol style="list-style-type: none"> 1. I tend to enter a store when I am attracted by an eye-catching window display. 2. I get an idea of what I want to buy after looking through in-store form display. 3. I tend to depend on store displays when I make a decision to purchase.
Broad Assortment	<ol style="list-style-type: none"> 1. When I see assorted products throughout the store, I tend to buy some of them. 2. Broad assortment of multiple products allows me buy items in a single visit. 3. Existence of varieties of products reminds me of what I really need to buy.
Price Promotion	<ol style="list-style-type: none"> 1. If I see an interesting promotional offer (reduced price, sales promotion and etc.) on in-store signs, I buy it. 2. A "buy-one-get-one free" has led me to buy the product. 3. A coupon has led me to buy the product which I did not plan before.
Customer Characteristic	<ol style="list-style-type: none"> 1. I feel a sense of excitement when I make an impulse purchase. 2. I love purchasing when I am in care free mood. 3. If I find something really nice it cheers me up. 4. If I find something nice when shopping, I feel good. 5. When I buy items spontaneously I feel a sense of accomplishment.

Impulse Purchase Behaviour	<ol style="list-style-type: none">1. When I go shopping, I buy things that I had not intended to purchase.2. I often buy things without thinking.3. I buy things according to how I feel at the moment4. I just wanted to buy things and didn't care what I bought.
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