

## PREFACE

Globalization, ever-evolving technology and marketing efficiency have influenced consumption pattern. Consumer behaviour has been changing drastically which is more visible in emerging economy. Rapid urbanization, changing lifestyle, increasing dual income households and marketing innovations have brought major changes on consumer's buying pattern. Keeping pace with such changes markets are also flooded with innovative merchandise. In a report of National Council for Applied Economic Research (NCAER, 2011), it is suggested that the growing middle class in India has been actively contributing to the development of the formal economy by making most of the discretionary purchases. More than half of the affluent Indians are planning to increase their discretionary spending on dining, nights out, holidays and luxury goods. The rapid convenience caused by the digital world has made consumers impulsive in the perusal of instant gratification. According to a retail survey by Harris Interactive Polling on an average 47% people buy clothing and shoes on impulse, 37% spend on dining out, 21% on toys, another 20% on technology products and 7% spend on vacation (New York Post, 2012).

Service sector is expanding at a quicker rate than the agriculture and the manufacturing sector (World Bank, 2010). This sector in India has remained the most vibrant sector in terms of contribution to national and state incomes, trade flows, FDI inflows and employment. The major factors that is fueling Indian service industry are economic affluence, societal change in the role of women, revolution in IT industry, growing need of marketing of services, expansion of cities and townships, potential exports and market orientation over production orientation (Deloitte-CII, 2017; KPMG-FICCI, 2018). With growing disposable income, individual's demand for better services in healthcare, education, entertainment, beauty care and other personal services are rising (Chillimuntha, 2011). It is, therefore, very important to understand the changing trends of consumers (e.g. impulsive buying behaviour) in services, particularly in small places like Assam in India where marketers find customers more experimentative and adapting.

Services are different in nature. A single marketing approach may not work for all the services. It is important to understand consumer's buying pattern in different services. Researchers have identified experiential and utilitarian nature of services

(Babin, darden & Griffin, 1994; Hollbrook & Hirschman, 1982; Lovelock, 1991; Miller & Stafford, 1999; Mano & Oliver, 1993; Silvestro et al., 1992). Impulse buying is expected to be different for experiential and utilitarian services. Experiential services are characterized by higher levels of employee contact and customization, directed toward people and have a strong people orientation. Utilitarian buying motives include convenience-seeking, variety seeking, searching for quality of merchandise, and reasonable price rate, etc.

The present study aims to explore impulsive buying in experiential and utilitarian services. It aims to find whether impulse buying in experiential and utilitarian services is different for different demographic variables. The study finds out the predictive ability of internal factors and external stimuli in impulsive buying of experiential and utilitarian services. Knowledge of impulsive buying would be helpful for consumers in planning their buying decision. The findings of the study would guide service marketers in understanding consumer behaviour and to penetrate the potential markets which are yet not explored. The research would also help design strategy for marketing communication including advertising, public relations, events and others promotional activities.