Modeling Store Characteristics As Antecedents Of Impulse Purchase

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ABSTRACT

This research intended to give a specific answer to what in-store factors favorably influence impulse buying that retailers could use to their advantage. Indeed, it has a hedonic approach, yet, it is quite valuable from the retailer's point of view. Many retailers face a problem - that in spite of strong footfalls, billing remains bleak, yet others have high billing proportion to footfalls. This research is an effort to solve this problem . It was hypothesized that numerous variables, controllable by retailers, are available inside a store and have the potential to influence impulse purchasing. An intercept survey at retail agglomerations in India was conducted, and detailed literature exploration was done to identify the in-store variables. These variables were reduced to ten in-store factors through factor analysis based on the shoppers' response towards them. Regression modeling was done to predict impulse purchase based on in-store factors.

The in-store factors were found to influence impulse purchase significantly. The relative weight of these factors was also found so that the retailers could prioritize their resources. Out of these ten factors, a few were found to be acting covertly, whereas the others were well known to shoppers. If retailers know and properly manage these in-store factors, they could favorably influence impulse buying, leading to an improved footfall-billing ratio. A huge proportion of retail purchasing is known to be impulse driven. If retailers understand the antecedents of impulse buying, they could harness it to their benefit. Drivers of retail impulse buying are known to be multidimensional. Social, cultural, personal, situational - all contribute their bit in influencing impulse buying. This research focuses on store characteristics that are tools in the hands of retailers for influencing impulse buying.

Keywords : Retailing, Impulse Buying, In-store factors, Footfalls, Retail Consumer, Research Modeling

INTRODUCTION

South Asian countries have witnessed changes in the way people buy goods and services that they need. This change, especially in India, backed with economic liberalization followed by high GDP growth rate (at least a few months back) and boom in consumption provided an immense opportunity to large retailers to scale up and consolidate (Ghani, 2005). Hence, the Indian retail industry is drawing a lot of attention nowadays. However, retailers like Subiksha and Citymart had tough learning due to lack of sufficient supporting research ; hence, industry oriented research is necessarily required to support upcoming organized retailing.

OBJECTIVES OF THE STUDY

Objectives of the research are as follows :

1) To identify the in-store factors that influence impulse purchase.

2) To study the influence of in-store factors individually and together as a system on impulse purchase behavior.

LITERATURE REVIEW

Consumer research is an important aspect in marketing research. Knowing what, when, how much consumer's buy is important for gaining a competitive advantage, especially in the retailing business (Mont, 2006). There are mixed views about the impact of organized retailing and FDI in retailing on the Indian Retail industry. A study by Krishna and Venkatesh (2008) revealed that 48% of the unorganized fashion merchandise retailers believed that allowing multinationals in the Indian retail industry will hardly alter their competitive position. Traditionally, based on SEU theory, consumers were expected to behave like rational creatures as far as their purchase decisions are concerned. Off late, many researchers argued that there are other factors also such as emotions that strongly influence buying decisions (Rook, 1997; Hosch & Loewenstein, 1991 ; Bharg, 1997). A well-established habit may occur automatically, independent of attitudes (Eagly & Chaiken, 1993; Manstead, 1996). Now, it is well accepted that retail buying behavior is an outcome of multiple factors that may be broadly categorized as **1)** Personal **2)** Recreational (mainly in

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case of women shopping) **3)** Socio-Cultural **4)** Situational cum environmental / retail scape (Bitner, 1992; Mcquitty, 2000; Murugaian and Vishvas, 2008).

Earlier research proposed an *impulse purchase* as an unplanned or otherwise spontaneous purchase. Rook (1987) defined impulsive purchasing occurring "when a consumer experiences a sudden, often powerful and persistent urge to buy something immediately." Impulse purchase is a specific type of consumer behavior that is least relevant to, or even has nothing to do with the rational decision-making models, because it refers to a purchase that departs in various ways from normative models of effective decision-making (Wood, 1998). Beatty and Ferrell (1998) defined impulsive buying as a sudden and immediate purchase with no pre-shopping intentions either to buy specific product categories or to fulfill a specific buying task. The person who tends to make such purchases is referred to as an impulse buyer.

From previous studies on impulse purchase, it is found that such purchase behavior may involve:

(a) A feeling of excitement and/or/ pleasure (these are usually the most important and salient emotions in impulse purchase behavior).

(b) An unexpected and spontaneous urge to buy something that is eye catching .

(c) An intense and irresistible motivational pressure that is strong enough to override all other considerations such as disregard of possibly harmful consequences, which might lead to regret - for instance, concerning the money spent or the quality of the purchased product .

(d) Lack of resources and distraction (Statt, 1997; Zeelenberg et al., 2002; Gibson, 2008).

Store environment is known to have a profound effect on the mood of the shopper, and it has a great role to play in influencing spontaneous consumer decision making (Wilson et al., 2000). Even behavioral and cognitive goals of consumers can be directly activated by the environment without conscious choice or awareness of activation. Such automatic activation of behavior plays a decisive role in shaping impulse purchase behavior (Bargh, 2002). Proximity is also a factor that facilitates impulsive actions (Hoch & Lowenstein, 1991). Consumers have indicated that just looking at the items placed at prominent locations can stimulate desires for purchase of goods (Rook, 1987). Ease of physical examination and physical proximity such as touching goods in the store or testing free samples of foods also stimulates sensory inputs, which also affect desire to own (Vohs & Faber, 2007). It has been suggested that in addition to individual personality traits, cognitive learning may strongly influence shopper's tendency to engage in impulse purchase behavior (Iyer, 1989; Beatty and Ferrell, 1998). A study by Singh and Kotharale (2011) suggested that online bid based pricing for estimating price of songs/music can hamper impulse buying of these products. There are a plenty of other factors identified by researchers that are likely to influence or interfere with impulse purchase behavior of shoppers.

It is quite evident from the writings of Kwon and Armstrong (2002) that impulse purchase behavior in shopping situations is a consequence of :

(a) Characteristic of the product being purchased.

(b) Characteristic of the consumer.

(c) Situational factors surrounding the purchase context i.e. in-store factors.

A recent research by Inman et al. (2009) tried to model in-store decision making based on Customer characteristics, Category Characteristics and Customer activities (customer strategies to overcome influence of stimuli). Inman et al. (2009) focused on product and shoppers' characteristics stimulating impulse buying that remain largely beyond the control of retailers. More recently, a research in India by Palaniswamy et al. (2012) reinforced the findings that store size has a positive impact on impulse purchase behavior.

This research focuses on store characteristics that could serve as useful tools in the hands of retailers for influencing impulse buying. The perspective of store characteristics in this research are those which reside in a store and are collectively referred to as *in-store factors*. Exploration of such in-store factors is the centre point of this research and subsequently, empirical efforts are made to model their impact on impulse purchase behavior.

It was hypothesized that consumer decision making inside the store is influenced by many factors. It could be said that In Store Consumption Behavior (ISCB) is a function of many factors i.e. :

$$ISCB = a + b_1f_1 + b_2f_2 + \ldots + b_nf_n$$

Where,
f_i is i^{th} in-store factor;
b_i is the rate of contribution of the i^{th} in-store factor towards ISCB;
a is a constant.
Marketers could optimize these factors to influence the consumer purchase decision in their favor. This forms the basis of the research problem and its objectives.

RESEARCH METHODOLOGY

This is a survey based research following exploratory cum diagnostic design. It has essences of exploratory research due to initial exploration of thirty three in-store variables, which were later reduced to ten in-store factors. It has diagnostic essence because influence of in-store factors on impulse purchase is described in the later part of the study through validated constructs.
All the retail outlets where systematically large-scale retailing is done and business functions are performed professionally were suitable for conducting the research survey. Hence, the survey was conducted at retail outlets in large malls in Lucknow, Noida and Gurgaon in India. These metropolitan cities have a huge agglomeration of population that was suitable for the study.
Since the universe of the study is expected to heterogeneous with respect to impulse buying behavior and the research outcomes for applicability purpose need to be generalized, the sample size was kept large enough to support the study. For the purpose of estimation of the sample size for this research, a standard deviation of 1.08 is taken based on standard deviation of the population parameters that is 'impulse purchase behavior' obtained by Medhavi & Chaturvedi (2008) in their research, which was conducted to study the relationship of demographic aspects of a similar population with impulse purchase behavior. When an acceptable error for interval estimate is taken as 15% of the standard deviation, i.e. 0.162 of the population characteristics and the level of confidence is taken as 95% (for which Z_c is 1.96), a suitable sample size could be about 180 sample units (Gupta & Gupta, 2005; Thakur, 2003; Cooper and Schindler, 2004; Levin & Rubin, 2004). However, to minimize the sampling error, the sample size was taken as 300, that is well above the sample size estimated quantitatively. Fifty respondents from each of the following malls in Lucknow and NCR territory were surveyed for collecting primary data; amounting to a total sample size of 300. Only 288 responses were found to be complete in all respects, and were considered for the analysis. The Malls where the survey was conducted are as follows :

❖ **Lucknow :** Shara Ganj Mall, Hazratganj, Fun Republic Mall and Wave-West End Mall, Gomtinagar.

❖ **NCR Territory :** Shipra Suncity Mall, Ghaziabad, The Centre Stage Mall, L-1, Sector 18, Noida, DLF City Centre Mall, Gurgaon.

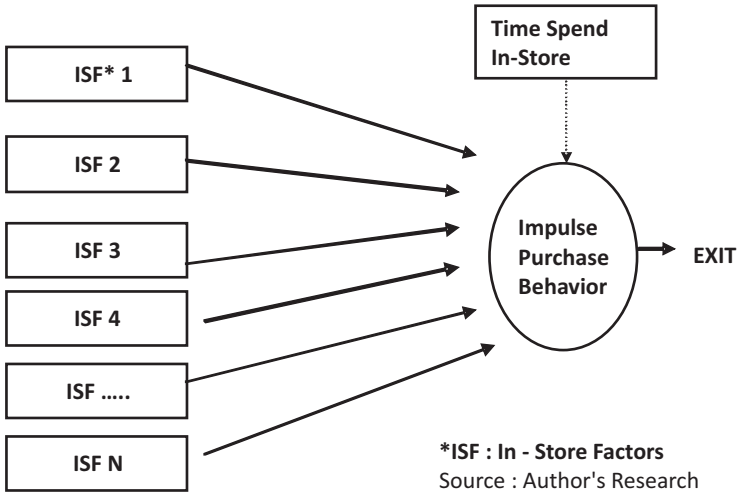
Data collection was done by using a structured close ended schedule. The respondents were intercepted at the exit of the retail outlets so that the respondents could effortlessly recite the shopping experience and fill up schedules easily and accurately.

VARIABLES OF THE STUDY

Thirty three variables were identified through extensive literature review that had the potential to have an impact on impulse purchase behavior of the shoppers, and these variables were not taken completely from any existing framework. These variables were clustered into in-store factors through exploratory factor analysis. 'Impulse purchase proportion in billed amount' was taken as the dependent variable of the research for performing correlation and regression analysis. These 33 variables were hypothesized to have a relation with the dependent variable i.e. impulse purchase behavior.

❖ **Variables For Factor Analysis In Statement Form:** The scale development paradigm recommended by Malhotra (2009) was employed in developing and validating the scale to study the attitude of the shoppers towards these variables.Through PCFA (Principle Component Factor Analysis) technique, variables were reduced into representative factors. PCFA is used for exploring the underlying dimension that could have caused correlations among the observed variables (Gaur & Gaur, 2007). A hypothetical model of this research is presented in the Figure 1.

Figure 1 : Hypothetical Framework Of The Research



The following statements show the variables written in the statement form. These were used for capturing the shoppers' opinion pertaining to the influence of these variables on their impulse purchase behaviour.

1) An attractive price of the product affects my impulse purchase behavior.

2) Discount offers regarding the product attracts me to make a purchase.

3) Products with various schemes such as 'Buy One, Get One Free', free trial pack of new products etc., prompts me to purchase such products.

4) Promotional schemes like lucky draws, movie tickets, discount coupons motivate me to make an immediate purchase.

5) Any event organized in the store influences me to make a purchase, even though the product is not required immediately.

6) Proper display of the products on the shelves in stores attracts my attention for closer examination.

7) Window display generates interest and prompts purchase.

8) Display of products at the billing counter engages me to buy the products.

9) Packaging of products attracts me towards the products and prompts me to buy the same.

10) Placing of products attracts my attention and engages me to buy the products.

11) I buy those products which are compatible with the products I usually purchase.

12) Behavior of the sales person affects my impulse purchasing decision.

13) The person with whom you have gone for shopping may motivate you to buy something seen in the store.

14) Comments of the co-shoppers motivate me to try out a product.

15) Various festive offers while shopping in the store induce me to buy the products.

16) Product evaluation and trial by co-shoppers motivate me to try out a product.

17) In store advertisements through CCTVs and banner displays motivate me to buy a product.

18) Self service facility available at stores causes me to shop freely and buy products, even though they are not needed immediately.

19) Ease to examine the products prompts me to buy the products.

20) I abstain from shopping if the shop is highly crowded.

21) Basic amenities like washroom and drinking water encourages me to stay longer in the store and browse products of interest.

22) Staff attitude and willingness to help motivates me to try out products not initially intended for purchase.

23) Repeat display of information about products motivates me to make a purchase.

24) Liberal exchange and refund policy of the store induces me to buy something which was not on my mind while entering the store.

25) Waiting time in the billing queue attracts me to check out new products and buy the same as per my liking.

26) Free home delivery has an influence on my in-store purchase decision.

27) Sales person's product knowledge is instrumental in making a product's purchase decision, which was not initially on the shopping list.

28) Store climate is important to evaluate and buy products that were seen after entering the store.

29) Pleasant store lighting and decoration is important to evaluate and buy products that were seen after entering the store.

30) Product visibility in the store influences the purchase decision of a product, which was not initially on the shopping list.

31) Festive season ambience has an influential impact on making an in-store purchase decision.

32) Trial facility motivates me to buy a product.

33) Image of the store makes me feel comfortable while making in-store purchase decisions for products initially not in the shopping list.

STATEMENT OF HYPOTHESES AND METHOD OF ANALYSIS

Hypotheses 1

- **H_o: In-store factors do not influence impulse purchase behavior.**
- **H_1: In-store factors influence impulse purchase behavior.**

Factor analysis on 33 item based variables was performed, and the output of rotated component matrix of factor analysis is presented in the Annexure 1 (Table 1).

METHOD FOR GENERATION OF IN-STORE FACTORS

❖ **Hypothetical Framework:** Factor Analysis produces factor loadings for each combination of the extracted factors and the observed variables (Gaur & Gaur, 2007; Cooper & Schindler, 2004) (see Figure 1).

Factors involved in the theoretical model are expected to be independent of each other. The assumption is based on the fact that factors such as promotional scheme & salesman performance may not have any correlation. Previous research also does not provide any evidence about interdependence among variables of factor analysis. Hence, Varimax orthogonal rotation technique was used in this research, which suited it best under such situations (Gaur & Gaur, 2007).

With Principal Component Factor Analysis technique (Table 1 -Annexure I), it was found that there were ten in-store factors that influenced the impulse purchase behavior of the shoppers, and all 33 variables were distributed among these ten factors. Suitable names had been given to these variables in such a manner that these names were self-explanatory and carried the essence of each of the variables which they represented.

These ten factors are: Factor 1 : Discount and Festive offer; Factor 2 : Visual Merchandising; Factor 3 : Reference and Suggestions; Factor 4 : Staff Attitude; Factor 5 : Store Design; Factor 6 : Complimentary Products; Factor 7 : Store Convenience and Image; Factor 8 : Retailscape (Retail Servicescape); Factor 9 : In store Promotion; Factor 10 : Trialability (Trial Facility).

The detail of the factors identified along with the items grouped with them is presented in the 'Wheel of Impulse Purchase' (Figure 2). From above analysis, it can be inferred that the H_o (Hypothesis 1) is rejected. Ten in-store factors

Table 1: Correlation Between "In Store Factors" With "Calculated Impulse Purchase Proportion in Bill (IPPB)"			
Sl. No.	**Name of Factor**	**Value of 'r' (Calculated impulse purchase proportion in bill)**	**Significance 2 tailed**
1.	Discount and Festive offer	0.196	Yes @ 0.01
2.	Visual Merchandising	0.297	Yes @ 0.01
3.	Reference and Suggestions	0.371	Yes @ 0.01
4.	Staff Attitude	0.412	Yes @ 0.01
5.	Store Design	0.171	---
6.	Complimentary products	0.180	Yes @ 0.01
7.	Convenience and image	0.040	----
8.	Retail Scape -(Retail servicescape)	0.130	Yes @ 0.1
9.	In Store Promotion	0.193	Yes @ 0.01
10.	Trialability	-0.096	Yes @ 0.01
Source: Primary Data			

Table 2: Regression Analysis of Impulse Purchase Proportion (Dependent Variable) and ISF				
Sl. No.	**Name of Factor**	**Value of 'b'**	**Value of Beta (Standardized B values)**	**Significance P value**
F1	Discount and Festive offer	2.082	.064	.243
F2	Visual Merchandising	10.365	.419	.000
F3	Reference and Suggestions	8.682	.233	.000
F4	Staff Attitude	7.206	.272	.000
F5	Store Design	14.916	.473	.000
F6	Availability of Complimentary Products	3.817	.158	.002
F7	Store convenience and Image	1.276	.036	.521
F8	Retail servicescape	1.639	.048	.040
F9	In Store Promotion	1.855	.107	.150
F10	Trialability (Facility)	-4.138	-.230	.000
Source: Based on Enter method of regression analysis of data				

were identified which influenced impulse purchase behavior of the shoppers. However, nothing could be said about the nature of the relationship of these factors with the impulse purchase behavior of the shoppers. To study and to analyze the nature, degree and significance of the relationship, correlation coefficient of each of these factors was calculated by using the impulse purchase proportion. Impulse purchase proportion in the billed amount was calculated by using the following equation :

Actual Impulse Proportion In Billed Amount = (Impulse Purchase Amount In Billed Amount / Total Billed Amount) X 100

Hypotheses 2

- **H_o: In-store factors have no influence on impulse purchase behavior.**
- **H_1: In-store factors have a significant influence on impulse purchase behavior.**

The nature of correlation will facilitate stores to decide appropriate action that could induce impulse purchase leading to better revenue realization. A factor having high positive correlation warrants more attention of store managers in comparison to those with low correlation. The hypotheses stated above was tested by performing correlation analysis for each of the factors through Karl Pearson's bi-variate correlation analysis. The outcome of the correlation analysis is depicted in the Table 1. H_o (Hypothesis 2) is rejected, and it can be concluded that in-store factors significantly influence impulse purchasing.

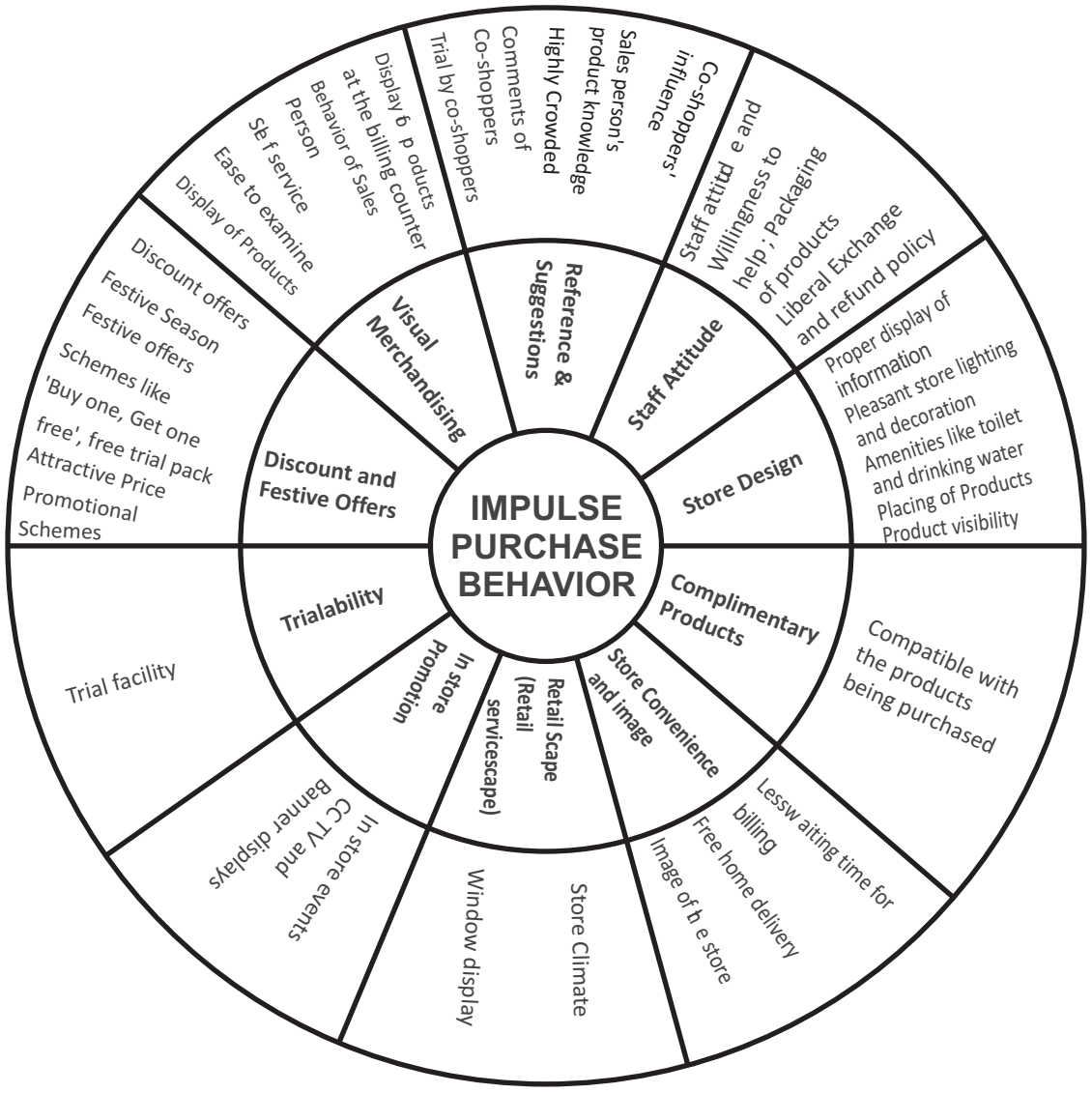
The final objective of the research was to develop a comprehensive, integrated and holistic view on impulse purchase behavior under the systematic influence of in-store factors. This model was designed to improve the understanding of the relation of in-store factors with impulse purchase behavior. The model developed as an outcome of the regression analysis will mainly aid in understanding the proportion of variance in impulse purchase behavior due to in-store factors.

Hypotheses 3

- **H_0: In-store factors together have no significant influence on impulse purchase behavior.**
- **H_1: Impulse purchase behavior is substantially explained by in-store factors as a system.**

Analysis was done through enter method of multivariate regression analysis. The values of Beta and R^2 were used for describing the independent variable, i.e. impulse purchase behavior. The results of the regression analysis are

Figure 2: 'Wheel of Impulse Purchase' Under The Influence Of In-store Factors (Scale: Not Sized To The Weight Of The Factors)



Source: Based on Factor Analysis shown in Table 1, Annexure 1

presented in the Table 2. Regression analyses (Table 2) leads us to develop the final integrated model of impulse purchase behavior with respect to in-store factors. The factors indicated in Annexure 1, except one-factor, i.e. 'Trialability', all are influential with differential weight as per beta coefficient in enhancing impulse purchase proportion in the billed amount. These factors have a lot of practical significance as they directly influence the actual impulse purchase made by the shoppers. Hence, the null hypothesis H_0(Hypothesis 3) stands rejected.

FINDINGS AND CONCLUSION

Most of the in-store factors were found to have a significant positive correlation with impulse purchase proportion in the billed amount except the 'Trialability' factor, that has significant negative relation. This means that in-store factors do influence impulse purchase behavior, but extent of influence is not the same for each factor. Most factors have high and significant correlation at 0.01 level of significance except two factors - 'Store Design' and 'Convenience and Image' that have insignificant correlation with impulse purchase proportion. The factors which have high and significant relationship are more important for store managers to induce impulse purchase behaviour in their stores, but it does not indicate to undermine the influence of the other two factors because their correlation coefficient is positive. It seems that theoretically, 'Trialability' facility positively influences a shopper's attitude to buy impulsively, but in practice, the 'Trialability' option gives a shopper time to rationalize his/her purchase decision, and sometimes, a shopper might decline a product that he/she has 'tried' / evaluated. Statistically, the factors having low correlation with Impulse Purchase Proportion mean that the visible relationship may have occurred by chance, but nothing could be said concretely about its influence. Hence, it would not be judicious to ignore these factors completely.

While testing the third hypotheses, regression analysis was performed between in-store factors as independent variables and impulse purchase proportion in the billed amount as the dependent variable. In the regression analysis, the values of IVF and SD lie well in the desired range. Hence, no collinearly exists among the independent variables.

Value of R^2 obtained through regression analysis is 0.412. This means that there is 41.2% variance in impulse purchase behavior, and the dependent variable is explained by the ten factors identified in this research. Remaining variance may be attributed to some other reasons/factors, which are beyond the scope of the present work. The Annexure 1 depicts the 'b' values as the regression coefficient of independent variables, beta values as coefficient of independent variables after being standardized, and p-values are used to check the significance of influence of IDV on DV. Regression coefficient also represents the weight of different factors in explaining the impulse purchase behavior.

❖ **Applied Model:**

Impulse Purchase Proportion In Billed Amount = 34.019 + 2.0 8f1 + 10.365 f2 + 8.682 f3 + 7.2 f4 + 14.9 f5 +3.81 f6+ 1.27f7+ 1.64 f8 + 1.85 f9 - 4.138 f10

On the basis of the regression analysis, a universally acceptable "Applied Model" was developed. This model will help retail managers to sharpen their understanding of consumer behavior and more specifically, impulse buying in retail organizations.

From the applied model mentioned above, it is found that impulse purchase behavior, up to a great extent, is explained by the in-store factors. Mainly six factors having a significant influence on impulse purchase behavior were identified. Visual merchandising is the most important factor (has the highest weight) among all significant factors.

The suggested applied model is capable of identifying the role of in-store factors in stimulating impulse purchase behavior, and it could be summarized as follows:

Factors that overtly influence impulse purchase behavior:

❖ Discount and Festive offers, Visual Merchandising, Staff Attitude, Store Design, In- store Promotion and Retail Scape (Retail servicescape).

Factors, in addition to the above mentioned factors, that covertly influence impulse purchase behavior are as follows :

❖ Reference and Suggestions, Availability of Complimentary Products, Store Convenience and Image, Trialability (Trial Facility).

On the basis of findings of this research, the "Wheel of Impulse Buying" - a physical model is presented in the Figure 2.

LIMITATIONS OF THE STUDY AND SCOPE FOR FUTURE RESEARCH

This research has used a fourteen item construct having internal consistency of 0.68 to measure the impulse purchase behavior of shoppers; however, a more coherent scale could be used by future researchers to achieve higher construct validity and reliability. Though a sample size of 288 is adequate for applying various analytical tools, including Factor Analysis, yet, sampling errors could not be eliminated completely. Further, the study was conducted at specific geographical locations in India. Thus, one has to be conscious while generalizing the findings. A study focusing on determining the revenue contribution of these factors through impulse buying could be an interesting direction for future research.

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ANNEXURE I

Table 1: Factor Analysis Performed On Data Collected

Rotated Component Matrix[a]

	Component									
Factor -> Variables	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**
lsf2	**.798**	.015	.166	.051	-.018	.010	-.011	-.010	.008	.104
lsf31	**.773**	-.006	-.104	.126	.209	.106	-.003	-.059	.125	.015
lsf15	**.652**	.115	.189	.115	.225	-.161	-.017	.017	.116	.374
lsf3	**.630**	.339	.198	-.059	-.126	-.229	-.046	.029	.213	-.190
lsf4	**.444**	-.389	.170	.039	.060	.117	.278	.064	.409	.146
lsf8	-3.694E-1	**.285**	.004	.219	.105	.350	-.187	.309	.369	.167
lsf12	.070	**.759**	.203	.064	.135	.014	-.069	-.018	.012	.119
lsf18	.039	**.747**	-.238	.169	.257	-.063	.138	.009	.138	.232
lsf19	.195	**.576**	.011	.209	.447	.214	.229	.018	-.062	-.091
lsf6	-3.792E-2	**.550**	-.095	-.029	-.308	.387	.050	.439	.070	.093
r13	.028	.034	**.759**	.199	-.023	.093	.061	.231	-.095	.017
lsf27	.203	.153	**.683**	.045	-.132	-.058	.012	.196	.140	-.278
lsf20	-1.169E-1	.110	**-.672**	.131	-.025	.083	-.107	.306	-.019	.030
lsf16	.009	-.030	**.669**	.107	.193	.331	-.216	-.123	.068	.261
lsf22	.154	.032	-.015	**.779**	.178	-.004	.024	.161	.297	-.056
lsf14	.016	.227	**.261**	.681	.220	-.062	-.170	.098	.038	-.015
lsf1	**.473**	-.048	-.132	**.535**	-.275	.215	.004	.118	-.151	-.051
lsf9	-2.348E-1	.102	.258	**.523**	.027	.435	-.326	-.054	.127	.095
lsf24	.403	.167	.009	**.508**	.015	.017	.447	-.103	.103	-.072
lsf30	.037	.340	.201	-.398	**.323**	.054	.076	.296	.364	-.185
lsf23	.030	.080	.059	.148	**.758**	-.038	-.165	.173	.055	.060
lsf29	.142	.340	.036	.017	**.694**	.081	.160	-.109	-.002	.201
lsf21	.036	.007	-.230	.042	**.498**	.411	-.046	.182	-.052	-.065
lsf10	.134	.175	.042	.084	**.355**	.348	.022	-.001	-.060	-.129
lsf11	-1.097E-1	-.121	.156	-.049	-.117	**.654**	.060	-.106	.137	.281
lsf26	-4.544E-2	.162	.109	-.087	-.016	-.020	**.867**	-.014	-.052	.223
lsf25	-1.154E-1	-.109	-.247	-.174	.040	.321	**.564**	.319	.189	-.206
lsf33	-6.520E-2	.178	-.073	-.004	.346	.307	**-.537**	.219	-.357	.326
lsf28	-1.156E-1	.007	.020	-.035	.377	-.026	-.206	**.721**	.154	-.091
lsf7	-9.571E-2	-.008	-.073	-.238	.011	.073	-.198	**-.669**	.141	-.230
lsf5	.156	.064	-.021	.138	-.011	-.004	.088	.041	**.838**	-.009
lsf17	.277	.077	.080	.327	.029	.149	-.148	-.221	**.445**	.169
lsf32	.206	.261	-.084	-.071	.104	.094	.082	.134	.048	**.830**

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 18 iterations. Source : Primary Data