

**A STUDY ON IMPULSIVE BUYING BEHAVIOUR ON ONLINE SHOPPING WITH IN
SPECIAL REFERENCE TO COIMBATORE CITY**

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A STUDY ON IMPULSIVE BUYING BEHAVIOUR ON ONLINE SHOPPING WITH IN SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT:

The frequent influence of impulsive purchase behavior on consumer spending and e-commerce dynamics has led to a great deal of attention being paid to online shopping behavior. The current body of research on the causes of impulsive purchase and its effects in the setting of online shopping environments is summarized in this overview. Important variables that influence impulsive buying behavior include consumer demographics, psychological characteristics, advertising tactics, and website design. Online impulsivity is further exacerbated by the influence of situational triggers, such as time constraints and emotional states.

INTRODUCTION:

Impulsive buying refers to impulsive decisions in the moments leading up to a purchase to obtain a good or service. It is an impulsive, in-the-moment purchase performed without any planning to fulfill a specific buying task or purchase from a particular product category. Someone who regularly makes these kinds of purchases is known as an impulse buyer or purchaser. Consumers' mental models of decision-making breakdown as a result of impulsive purchasing. Reasoned action is replaced by an impetuous moment of self-indulgence on the part of the customers. Emotions and feelings, both positive and negative, have been found to have a big impact on purchasing decisions. Either looking at the products or seeing an attractive the commercial segment can cause these feelings.

Young buyers are continually exposed to a wide range of alluring offers and trendy goods because of the widespread use of social media, well-designed advertisements, and easy-to-use online shopping platforms. Lack of financial responsibility, a desire to keep up with trends, and peer pressure to follow purchase habits, among other factors, all add to the propensity for impulsive, oftentimes impulsive buying.

STATEMENT OF PROBLEM:

One of the main problems with online purchasing is people's propensity for making impulsive purchases. Peer pressure, social media, lack of financial awareness, and the convenience of making quick transactions using technology are just a few of the factors that influence this behavior. Feelings Additionally, psychological triggers contribute to impulsive buying, which often has short-term benefits at the expense of long-term drawbacks. The decrease in consumer autonomy in the internet space exacerbates this issue. Understanding these subtleties is essential to developing effective strategies to address young people's propensity for impulsive online shopping.

OBJECTIVES OF STUDY

- ❖ To understand the demographic factors of the response.
- ❖ To understand the frequency and basic motives of impulsive buying behavior in online shopping.
- ❖ To explore the factors that influence and contribute to impulsive buying in online shopping.

SCOPE OF STUDY:

Millions of individuals are online at any given time, and any one of them could be a client for a business that offers online sales. Owing to the internet's surrounding technologies' rapid development, a business interested in selling goods from its website will must always look for a way to get an advantage in the tough competition. Understanding the needs and desires of potential customers is crucial because there are so many of them. Analyzing and identifying the variables that affect a consumer's decision to make an online purchase is essential. Because the internet is a new medium, consumers have new expectations.

RESEARCH METHODOLOGY**PERIOD OF STUDY :**

The study was conducted over a period of three months.

AREA OF STUDY:

The study is taken in Coimbatore city.

SAMPLE AND SAMPLING:

Simple Random Sampling: Each individual has an equal probability of selection.

PRIMARY DATA:

The questionnaire is the main tool for collecting primary data. It has been designed systematically with the help of Google Forms. All the adequate and relevant questions were included in the questionnaire.

SECONDARY DATA:

Secondary data was collected from Books, Magazines, Articles, and Journal Publications.

TOOLS / PERCENTAGE ANALYSIS:

- ❖ Simple percentage analysis
- ❖ Anova
- ❖ T-test
- ❖ Rank analysis
- ❖ Weighted average

LIMITATION

- ❖ The study includes Coimbatore Thus, the other city is taken into consideration for the study's conclusions.
- ❖ The study's sample size is restricted to 120 respondents due to scheduling limitations.

SOURCE OF DATA COLLECTION

The present study is based on a survey conducted in Coimbatore city with the help of both primary data, secondary data.

REVIEW OF LITERATURE

Xiao, S. H., Grewal, D., Blut, M., and Iyer, G. R. (2020) Consumer research has focused a lot of attention on customers' impulsive purchases. The trend is interesting since it is impacted by a variety of internal psychological factors as well as external market pressures. Through the integration of data from 231 samples and over 75,000 individuals, the meta-analysis reported in this work expands our understanding of the relationship between impulse buying and its determinants, which are linked to some internal and external factors. Notable factors that contribute to impulsive purchase include dispositions like sensation-seeking and impulse buying tendency, motives like hedonism and utilitarianism, consumer resources like money and time, and marketing stimuli.

Jay Wani, Hyder Syed, and Harsh Bayanwala (2018) It determined the variables influencing consumers' impulsive buying behavior. The findings showed that the impulsive purchasing decisions made by conventional shoppers are significantly influenced by the store atmosphere, which is a factor in favor of impulsive purchase. The availability of finances significantly influences the customers' impulsive buy choices. Conversely, music played in stores does not have a positive correlation with customers making impulsive purchases because it does not persuade them to do so.

Nadira Bessouh and Djaouad Omar Belkhir (2018) In order to assess the influence of mood on the impulsive purchasing decisions of traditional customers, focused specifically on Algerian consumers. According to the study, consumers view shopping as a means of elevating their mood. When they're bored, they eventually decide what to buy without first planning, and occasionally they act on impulse to escape uncomfortable feelings. Customers place a higher value on enjoyment during the buying process than price, and there is no discernible correlation between the price of the goods and their impulsive purchases.

Mahek Iram & et al. (2017): The researchers conducted research to develop a model of the behavior of impulsive buyers. To that end, different consumer possession and consumption qualities have been found by authors. The authors have methodically examined and established interconnected connections between the many phases of the impulse buying process, including information exploration, need stimulation, intention to buy on impulse, and decision to buy on impulse. The writers have also examined a number of variables that influence impulse buying behavior, both directly and indirectly.

Additionally, they looked into the typical purchasing behaviors of customers, such as routine reaction behavior, limited problem-solving, and comprehensive problem-solving.

Hualin Wang (2015) impulsive purchasing habits of online shoppers. Researchers found after analyzing a number of studies that consumers' moods and feelings had a significant impact on their impulsive online purchasing decisions. Customers also made snap judgments about what to buy based on factors like time, money, and the online environment. The customer's personality influences their purchasing choices as well. Studies have shown that consumers with a high propensity for impulsivity are more likely to make impulsive purchases online.

DATA ANALYSIS

ONE WAY ANOVA

AGE AND ONLINE PLATFORMS INFLUENCE TO BUY OF UNWANTED PRODUCTS

Ho = There is a significant difference between Age and Online Platform Influence to Buy Unwanted Products.

ANOVA					
Age					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.155	3	3.052	5.786	.001
Within Groups	129.761	246	.527		
Total	138.916	249			

INTERPRETATION:

Anova was conducted between age and Online platform influence to buy unwanted products. The results show that, with degrees of freedom 3 and F-value 5.786, the significance value is 0.001, which is lesser than 0.05 so the H₀ is Rejected.

There is a significant difference between Age and Online Platform Influence to Buy Unwanted Products.

FAMILY INCOME AND ONLINE PLATFORM INFLUENCE

Ho= There is no significant difference between occupation and Online Platform Influence to Buy Unwanted Products.

ANOVA					
Occupation					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.407	3	.136	.552	.647
Within Groups	60.493	246	.246		
Total	60.900	249			

INTERPRETATION:

Anova was conducted between occupation and Online platform influence to buy the unwanted product. The results show that, with degrees of freedom 3 and F-value 0.552, the significance value is 0.647, which is greater than 0.05 so the H0 is accepted.

There is no significant difference between occupation and Online Platform Influence to Buy Unwanted Products.

T-TESTR

GENDER AND ONLINE PLATFORM INFLUENCE

Ho = There is no significant relationship between Gender and Online Platform Influence.

Independent Samples Test											
		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Significance		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
						One-Sided p	Two-Sided p			Lower	Upper
Gender	Equal variances assumed	.007	.932	-.074	55	.471	.941	-.012	.157	-.325	.302
	Equal variances not assumed			-.073	21.646	.471	.942	-.012	.159	-.341	.318

INTERPRETATION:

Independent Samples t-test was conducted between Gender and Online Platform Influence. The results show that, with a T-value of $-.074$, the significance value (P-value) is 0.941 , which is greater than 0.05 so the H_0 is accepted.

H_0 = There is no significant relationship between Gender and Online Platform Influence.

RANK ANALYSIS

**HOW WILL YOU DESCRIBE YOUR LEVEL OF SATISFACTION REGARDING
ONLINE SHOPPING**

FACTORS	HD 5	D 4	N 3	S 2	HS 1	TOTAL	RANK
BRANDS	24 120	18 72	89 267	72 144	47 47	250 650	1
PRODUCT VARIETY	13 65	21 84	86 258	79 158	51 51	250 616	4
EXCLUSIVE ONLINE DEALS	16 80	16 64	97 291	67 134	54 54	250 623	3
PRICE COMPARISON	13 65	19 76	87 261	86 172	45 45	250 619	2
TIME-SAVING	13 65	19 76	78 234	58 116	82 82	250 573	5

INTERPRETATION

The study shows that it is found that Brands (rank I) are the most used factor of satisfaction regarding Online Shopping and Time Saving (rank V) is the least factor satisfied regarding Online Shopping.

WEIGHTED AVERAGE METHOD**WHICH ONLINE APP DO YOU PREFER FOR ONLINE SHOPPING**

FACTORS	NEVER 5	RARELY 4	SOME TIMES 3	OFTEN 2	ALWAYS 1	TOTAL	MEAN
AMAZON	24 125	41 164	76 228	56 112	58 58	250 687	2.74
FLIPKART	16 80	45 180	78 234	66 132	49 49	250 675	2.7
MEESHO	28 140	50 200	81 243	47 94	48 48	250 725	2.9
NYKAA	66 330	66 264	58 174	47 94	20 20	250 882	3.52
MYNTHRA	56 280	64 256	69 207	38 76	25 25	250 839	3.35
AJIO	70 350	54 516	56 168	49 98	23 23	250 1155	4.62
SNAPDEAL	96 480	45 180	65 195	27 54	20 20	250 929	3.71

INTERPRETATION

The above table shows the Online Apps you prefer for Online Shopping. The highest mean score is Ajio (4.62)

FINDINGS

- ❖ There is a significant difference between Age and Online Platforms Influence you to Buy Unwanted Products.
- ❖ There is no significant difference between Occupation and Online Platforms Influence you to Buy Unwanted Products.
- ❖ There is no significant difference between Gender and Online platforms Influence you to Buy Unwanted Products.
- ❖ The study shows that it is found that Brands (rank I) are the most used factor of satisfaction regarding Online Shopping and Time Saving (rank V) is the least factor satisfied regarding Online Shopping.
- ❖ The above table shows the Online Apps you prefer for Online Shopping. The highest mean score is Ajio (4.62).

SUGGESTIONS

- ❖ Before finalizing a purchase, force yourself to wait 24 hours (or even a week) to see if the urge to buy fades. This "cooling down" period can help you make a less impulsive purchase.
- ❖ Set a budget for your online shopping and stick to it. This can help you avoid overspending and impulse purchases.
- ❖ Before browsing online stores, make a list of items you need. Refer to this list while shopping to stay focused and avoid buying unnecessary items.
- ❖ Impulsive shopping can be a result of emotional states including tension, lack of interest, or depression. When you're feeling particularly weak emotionally, try to avoid purchasing online.
- ❖ If you find that you frequently buy on impulse, you might want to think about getting help from friends, family, or a professional counselor. They can help you along the way as you try to alter your purchasing patterns.

CONCLUSION

Controlling impulsive online purchasing behavior is essential for maintaining financial security and avoiding unnecessary expenses. Making lists, budgeting, and engaging in mindfulness exercises are among the techniques that people may use to take back control over their spending and keep clear of the dangers associated with impulsive purchases. To effectively prevent impulsive purchase patterns, it's essential to identify emotional triggers, make use of technology tools, and seek support when necessary. People who are engaged in addressing their impulsive buying habits can improve their financial well-being and make more thoughtful and fulfilling online purchases. The purpose of this study is to gain knowledge of the factors that impact or cause consumers' impulsive purchasing behavior while they are using online. According to studies done on a fairly representative sample size, consumers frequently engage in impulsive purchasing.