

# Consumer Buying Behaviour - Study on Reasons of Impulsive Buying on Online Platforms

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## Abstract

**Introduction:** Consumer buying behaviour, as the name indicates refers to the customers' attitudes, taste, preferences, and buying intents in the market, which are often impacted by many aspects when acquiring a product, service, or resource.

**Aim of the study:** The main aim of the study is Consumer buying behaviour- study on reasons of impulsive buying on online platforms

**Material and method:** To deliver the most precise, exact, and cost-effective solutions to research challenges, several research designs have been developed.

**Conclusion:** There is evidence to suggest that a customer's resilience to stimuli is enhanced when they have access to several shopping options. The results of this research reveal that a select few criteria are having an ever-increasing impact on consumers' propensity for spontaneous purchases.

## 1. INTRODUCTION

### 1.1 OVERVIEW

Consumer buying behaviour, as the name indicates refers to the customers' attitudes, taste, preferences, and buying intents in the market, which are often impacted by many aspects when acquiring a product, service, or resource. Consumers in the marketplace are often governed by all the characteristics of the market environment. India, the fastest expanding economy in 2019 and 2020, witnessed a dip in the growth rate. The purpose of Indian marketers must be about building and enabling India to become self-reliant in this crisis. All the efforts must be taken to bring back the Indian economy. The Indian company must be pushed and encouraged to execute the development of India. The globe is seeking the economy to execute the correct choice at the appropriate moment. The world has trust in the Indian economy. All the efforts must be concentrated on assisting the marketers and industries to establish an atmosphere fit for the viewpoint of GDP development.

An impulse purchase is a significant marketing activity where the purchase is unintended because it is made while shopping and the shopper was not actively looking for that item, had no pre-shop plans to purchase the item and was not engaged in a shopping act, such as looking for discounts or gifts, which the item satisfies. The pressure is unanticipated and arises fast with some drive. Impulsive conduct has been a philosophical objective of negotiation for many years. However, it is generally known that there is a vital conversation in the industry regarding what happens to retail sales as more and more people are shifting to purchase food online. The researcher has researched shopper behaviour and customers' expectations for a complete retail environment to handle this change from physical to online marketing. In an online shopping environment, the aim is to perform unexpected or spontaneous transactions. It's vital to look at the variables that impact a shopper's spontaneous buy habits before displaying the potential of an exceptional digital strategy. Human nature infers that it is unlikely to be withdrawn once anything is added to a list. 'Favourites' or planned lists account for 80 percent of all online orders. In today's market economy, all factors on

impulsive purchase are put together to lead to the inclination. Most customers price-check or read product evaluations on shopping sites and other social media to plan their purchases and identify and assess the impact of technology in impulsive purchasing. Thus, it is vital to discern impulsive purchasing behaviour, its driving reasons, and its effects on online platforms to retain customers in the e-commerce market.

### 1.1.1 Impulse Buying Behaviour

The American consumer's propensity for making impulsive purchases is both a defining and widespread feature of their daily lives and the subject of intensive attention by marketing managers. Impulse buying is common among consumers and across product categories, according to research that spans more than 65 years. The philosophical aim of negotiation has been to elicit unanticipated purchase behavior for years. When a customer reaches the point when they just want to get something out of the way as quickly as possible, that's an impulsive purchase. Insights into the origins of buying cycles, customers' reactions to their impulses, and the negative outcomes of compulsive shopping may be gained through studying impulsive purchase behaviour. An important aspect of marketing management, impulse purchases are prompted by thoughts or ideas. The urgency arises out of nowhere and accelerates in response to an injection of drive. Research on impulsive purchases has mostly focused on the shopping experience. Extensive research on impulsive purchases has been conducted since the 1950s, first focusing on customers' post-entry shopping choices. A great deal is known and understood about the 'unplanned purchase' thanks to research funded by Dupont Consumer Buying Habits study during 1948–1965. Several following research looked at the rates of impulse purchases across a range of retail sectors.

## 2. LITERATURE REVIEW

**Man Hong, Lu & Dzulkefly, Nur (2023)** The proliferation of internet marketplaces has opened up potentially endless options for shoppers in Malaysia. Website convenience, website accessibility, pricing, product variety, product information, and simplicity of payment were among the many aspects impacting Malaysian businesses on online marketplaces that directly influenced customer behavior. Recent research has shown that internet reviews may affect consumers' propensity to make impulsive purchases, although additional empirical investigations are needed to fully explain this phenomenon. Two types of online reviews were recognized as independent variables in this study: hedonic and utilitarian. Online impulsive purchasing behavior was classified as a kind of independent variable. A quantitative method was used to get these results. Online consumers in Malaysia between the ages of 20 and 39 who have completed at least one purchase on an online platform provided 400 replies using Google form. Only 384 replies were used for analysis using the SmartPLS program since 16 were thrown out because they were a straight line. The results showed that hedonic internet reviews had a substantial and beneficial effect on consumers' propensity to make impulsive purchases when shopping online. This would be helpful for marketing professionals since it clarified why hedonic-based online reviews are one of the most influential components in influencing consumers' impulsiveness in purchasing from e-commerce platforms.

**Gottumukkala, Malathi & Kalvakolanu, Naga Sundari (2023)** The term "impulse buying" refers to a kind of purchasing behavior in which the buyer decides to make a purchase at the last minute, without any thought or preparation. A customer's emotional or psychological state might be triggered to lead them to make an impulsive purchase. The buyer does not think through their purchase at all and ends up with something they weren't looking for. Well-crafted advertising appeals to consumers' emotions, which may influence their purchasing decisions. Even large purchases, such as a car, may be made on the spur of the moment. This research aimed to examine the role of sales promotion, pricing, ratings on social media platforms, reference group influence, and credit facility on consumers' impulsive purchasing patterns in the city of Vijayawada. Using a simple random selection method, 159 participants were selected for the study's

sample. Primary data was collected using a Google form using a Likert's 5-point scale. Multiple regression analysis was used to examine the data. Conclusions Consumers' impulsive purchase behavior is significantly influenced by the specified parameters.

**Pal, Dr-Surya & Aderla, Nageswara (2021)** This article's focus is on young people and their propensity for making impulsive purchases when shopping online. A total of 301 answers from the young population were used to perform the study. Important primary factors are scarcity, serendipity, e-commerce, social shopping, value purchasing, and retail therapy. Exploratory factor analysis was used to categorize the variables into distinct groups after factors were found via a literature review. The results showed that the six latent factors have a substantial role in the emotional impulsiveness to purchase. AMOS 22.0's structural equation modelling methodology was used to verify this. This study sheds light on the potential of e-commerce in underdeveloped nations. It lays the groundwork for future studies and provides vital insights into how young people's spontaneous purchases on the internet might be understood.

**Sundström, Malin & Balkow, Jenny (2013)** This article provides a comprehensive look at the internet shopping habits and impulse purchases made by young Swedish customers. The research aims to provide light on the sensations that arise and the elements that influence online clothes purchases made on the spur of the moment. The purpose of this research, which was exploratory in nature, was to learn more about the phases before, during, and after an online impulsive buy. In-depth interviews were used to gather the empirical data. Through the study, researchers were able to identify six distinct consumer emotions—escape, pleasure, reward, scarcity, security, and anticipation—that all play a role in the impulsive purchase process. The escapism is more prevalent than ever before, since the survey found that customers often made impulsive purchases when they were first bored.

**Bhakat, Ravi & Muruganatham, G.. (2013)** For the last sixty years, the study and practice of impulse purchasing have attracted the attention of academics and industry professionals alike. The goal of this study is to give a comprehensive analysis of impulsive purchases by reviewing the relevant literature from the fields of Retailing and Consumer Behavior. It provides a high-level summary of the concept of impulsive purchasing and its associated behavioural elements. For this literature study, we consulted an extensive number of journal archives and books. Literature was categorized into the numerous components impacting impulsive purchasing, and a study framework was developed, all based on an examination of the works' contents. Suggestions for further study on impulsive purchase are made once the many parts of the topic are classified. This report will aid marketing professionals and academics in their pursuit of a more complete knowledge of customer impulsivity.

### 3. METHODOLOGY

#### 3.1 Research Design

To deliver the most precise, exact, and cost-effective solutions to research challenges, several research designs have been developed. Only dynamic analysis, situated within the researcher's available resources and a sound research plan, may provide definitive answers to research problems. Methods for collecting data and addressing the research issue may be gleaned by carefully considering the design of the study. The research methods employed in this investigation included exploratory, descriptive, and causal inquiry.

#### 3.2 Sample Size

Considering this, the researcher aimed to gather data from a sample size of 1180 for the current study and obtained 712 replies; after excluding non-responses, a final sample size of 613 was chosen for analysis.

#### 3.3 Tools for data quality examination

The missing instances were weeded out and the missing value frequency test was utilized for verification. The Mahalanobis Distance squared (D2) approach is used to identify outliers and remove them from the data set. The data's normality was examined using the Kolmogorov-Smirnov test, including measures of

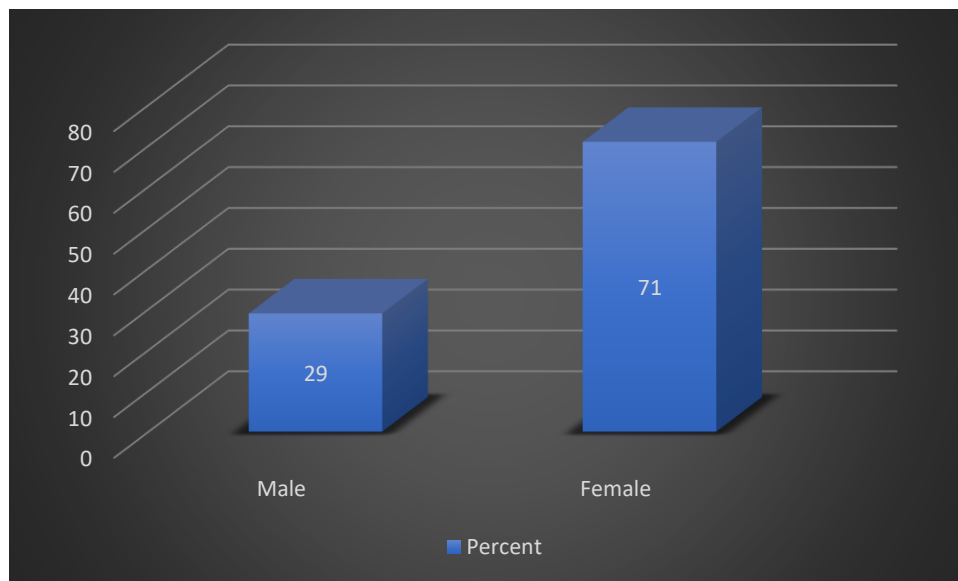
skewness and kurtosis and the Lillefors significance adjustment. The skewness and Kurtosis values are within the allowed range (2 and +2), proving normalcy. Normal univariate distribution is assumed to be met if the skewness and kurtosis values are between -2 and +2.

#### 4. RESULTS

##### 4.1 Profile of the Respondents

**Table 4.1 Gender Representation**

Gender	Frequency	Percent
Male	178	29.0
Female	435	71.0
Total	613	100.0

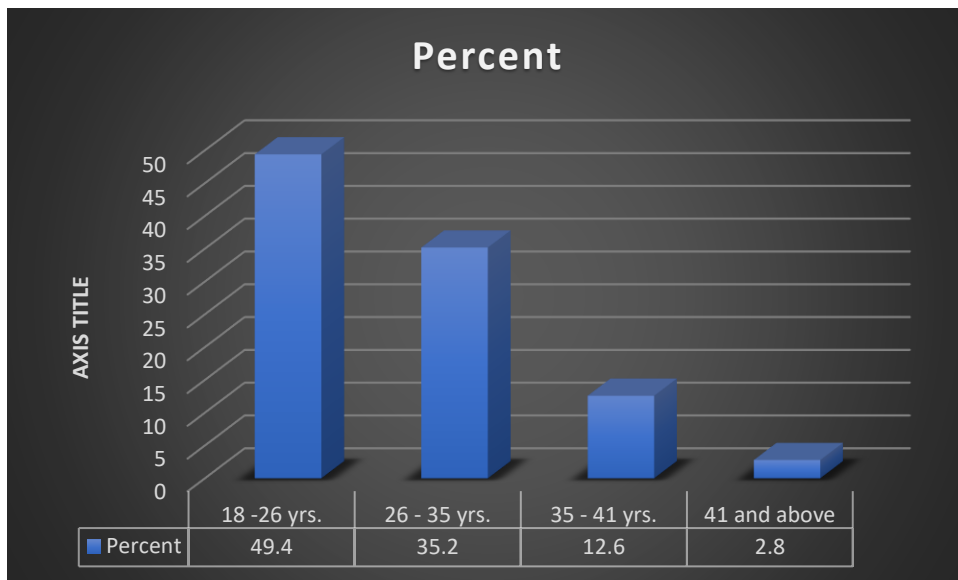


**Figure 4.1 Gender Representation**

Table 4.1 displays the gender distribution of respondents. There are 29 men and 71 females total, suggesting that the majority of respondents are female.

**Table 4.2 Age Group of the respondents**

Age	Frequency	Percent
18 -26 yrs.	303	49.4
26 - 35 yrs.	216	35.2
35 - 41 yrs.	77	12.6
41 and above	17	2.8
Total	613	100.0

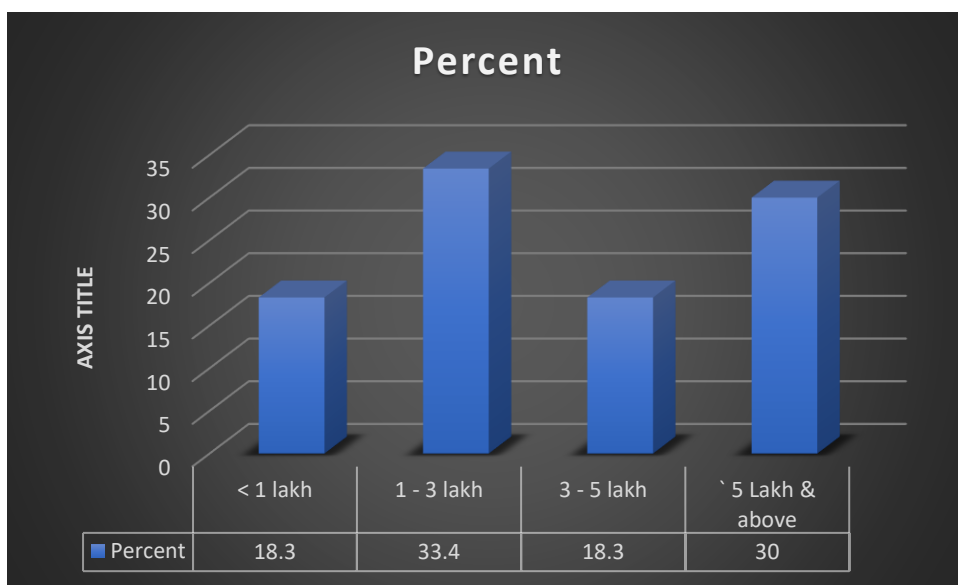


**Figure 4.2 Age Group of the respondents**

The percentage value for respondents' ages as indicated in Table 4.2 is 49.4, 35.2 for respondents aged 26 to 35, 12.6 for respondents aged 35 to 41, and 2.8 for respondents aged 41 and above, suggesting that the majority of respondents are from the 18 to 26 year (millennial) age group.

**Table 4.3 Annual Income of the Respondents**

Annual Income	Frequency	Percent
< 1 lakh	112	18.3
1 - 3 lakh	205	33.4
3 - 5 lakh	112	18.3
5 Lakh & above	184	30.0
Total	613	100.0

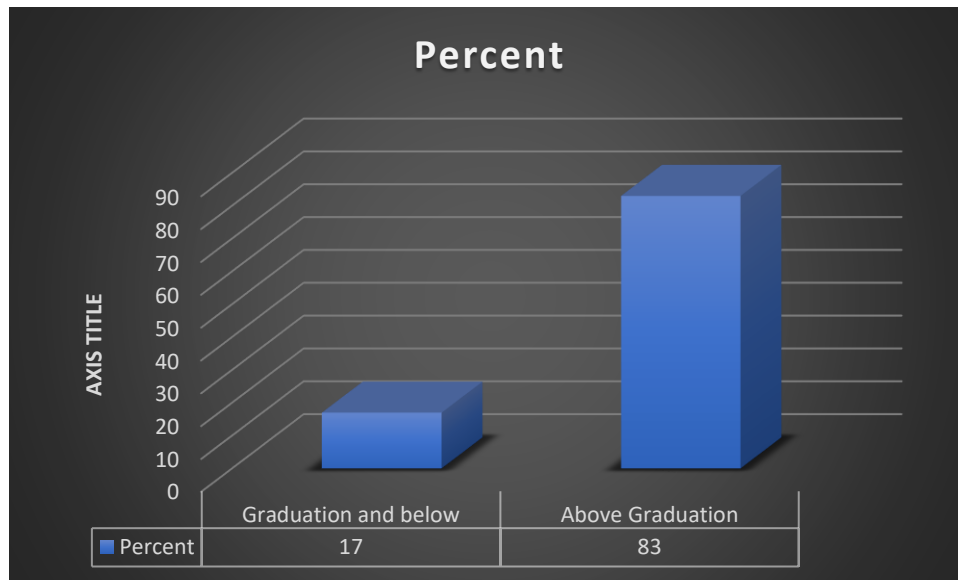


**Figure 4.3 Annual Income of the Respondents**

According to Table 4.3's annual income data, the percentage values for the income categories less than 1 lakh, 1-3 lakh, 3-5 lakh, and 5 lakh and above are 18.3, 33.4, 18.3, and 30.0, respectively. This data shows that the majority of respondents fall into the 1 lakh–3 lakh income range.

**Table 4.4 Educational Status of the respondents**

Educational Status	Frequency	Percent
Graduation and below	104	17
Above Graduation	509	83
Total	613	100.0



**Figure 4.4 Educational Status of the respondents**

The percentage value of the Undergraduate and Below Graduate category is 17.0 from the Educational Status of Respondents displayed in Table 4.4, while the Graduate and Higher category is 83, suggesting that the majority of respondents are from the Educational Status group of Graduates and Higher.

**4.2 Descriptive statistics**

**Table 4.5 Mean scores of sub-constructs of Situational Factors**

Sub Constructs of Situational Factors	Mean
Impact of peers/Family	<b>3.15</b>
Time Availability	<b>3.60</b>
Money Availability	<b>3.33</b>
Overall mean	<b>3.36</b>

On a five-point Likert scale, where 1 represents strongly disagree and 5 represents strongly agree, the mean score of the situational factors dimension was calculated. Except for the Time Availability sub-dimension, it can be seen that the mean scores of the remaining two sub-constructs, as well as the overall mean scores, were closer to 3.0 [after rounding off to the nearest decimal] (Table 4.5). This finding suggests that respondents have a tendency towards neutrality on these two sub-dimensions, while respondents generally agree with statements that reflect the Situational Factors' dimension on the Time Availability sub-dimension.

**Table 4.6 Percentage and mean scores for the Impulse Buying Behaviour dimension broken down by item**

	Variable	Percentage (in %) of Respondents						Mean	Overall mean
		SD	D	N	A	SA	Total		
<i>Impulse Buying Behaviour</i>	IMBUY_1	6.9	13.1	25.9	41.3	12.9	100.0	3.40	3.34
	IMBUY_2	8.6	19.7	17.0	45.0	9.6	100.0	3.27	
	IMBUY_3	5.2	19.6	26.3	32.6	16.3	100.0	3.35	
	IMBUY_4	7.7	18.1	18.6	41.8	13.9	100.0	3.36	
	IMBUY_5	6.4	22.8	16.2	41.4	13.2	100.0	3.32	
	IMBUY_6	9.5	16.2	21.9	41.1	11.4	100.0	3.29	
	IMBUY_7	8.6	16.2	20.7	45.0	9.5	100.0	3.31	
	IMBUY_8	8.6	13.9	13.1	54.0	10.4	100.0	3.44	

A five-point Likert scale with a 1 being strongly disagree and a 5 being strongly agree was used to calculate the mean score for the impulse buying behaviour component. According to Table 4.6, it can be seen that the mean score is closer to 3.0 [after rounding to the closest decimal] and that respondents generally had neutral attitudes towards the Impulse Buying Behaviour dimension.

**Table 4.7 percentages and average scores for the After Effect States subdimensions per item.**

	Variable	Percentage (in %) of Respondents						Mean	Overall mean
		SD	D	N	A	SA	Total		
Delight	RF_PR_1	5.2	13.7	23.7	43.9	13.5	100.0	3.47	3.50
	RF_PR_2	4.2	15.0	26.1	42.1	12.6	100.0	3.44	
	RF_PR_3	7.2	10.1	20.2	43.4	19.1	100.0	3.57	
	RF_PR_4	6.0	10.9	22.8	45.5	14.7	100.0	3.52	
Satisfaction	AF_SAT_1	4.7	7.7	29.5	40.5	17.6	100.0	3.59	3.54
	AF_SAT_2	4.6	11.3	24.3	45.8	14.0	100.0	3.54	
	AF_SAT_3	4.6	11.6	25.1	42.6	16.2	100.0	3.54	
	AF_SAT_4	4.9	12.7	25.9	41.3	15.2	100.0	3.49	
	AF_SAT_5	4.7	10.3	28.1	41.9	15.0	100.0	3.52	
Acceptance	AF_ACC_1	7.0	14.4	21.9	42.7	14.0	100.0	3.42	3.39
	AF_ACC_2	6.0	20.9	16.5	42.1	14.5	100.0	3.38	
	AF_ACC_3	6.0	19.6	21.2	39.2	14.0	100.0	3.36	
Satisfaction	AF_DIS_1	5.2	20.1	21.4	36.2	17.1	100.0	3.40	3.46
	AF_DIS_2	2.8	16.8	22.2	41.6	16.6	100.0	3.53	
	AF_DIS_3	1.8	15.5	24.8	39.8	18.1	100.0	3.57	
	AF_DIS_4	5.2	22.0	23.0	32.5	17.3	100.0	3.35	

**Table 4.8 Scheffe's posthoc test results for the factors of promotion, website quality, contextual factors, impulsive purchasing behaviour, after-effect states, and affective action between pairs of income levels**

Income (in Rs)	Income (in Rs)	Mean score(in yrs)	Mean rating*	Mean Difference	Std. Error	p-value
<i>Promotional Factor</i>						
< 1 lakh	> 5 Lakh	3.578	3.850	-0.272	0.080	0.010
<i>Website Quality</i>						
1 to 3 lakh	> 5 Lakh	3.422	3.581	-0.153	0.056	0.012
<i>Situational Factors</i>						
3 to 5 lakh	> 5 Lakh	3.220	3.435	-0.214	0.063	0.011
<i>Impulse Buying Behaviour</i>						
< 1 lakh	1 to 3 lakh	2.655	2.698	-0.525	0.107	0.000
< 1 lakh	> 5 Lakh	2.655	2.554	-0.954	0.109	0.000
<i>After Effect States</i>						
1 to 3 lakh	> 5 Lakh	3.409	3.589	-0.169	0.059	0.043
<i>Affective Action</i>						
< 1 lakh	> 5 Lakh	3.296	3.651	-0.355	0.070	0.000

The negative mean difference shows that respondents with higher annual incomes ( 5 lakhs and above) appear to have a slightly higher tendency of agreement on the aforementioned five dimensions than respondents with lower annual incomes (higher the mean score, higher the degree of agreement). Although statistically there appears to be a discrepancy in agreement, it can be seen from Table 6.98 that respondents from much lower income categories tend to remain neutral and are therefore unable to provide a categorical perception for the above five dimensions.

## 5. CONCLUSION

The results of the study looked at the concept of impulsive purchases made online, as well as their causes and effects in the state of Kerala. The research analyzed the effects of "Money availability," "Entertainments," and "Advertisements" on the impulse purchasing construct, as well as the effects of "Promotional factor," "Website quality," "Risk factor," "Situational factor," and "Psychological factor." The 'Affective Action' was shown to be the most significant outcome of an impulsive buy by observing consumers' post-purchase behaviours including emotional status and emotional activity (after effect state and affective action). Customers' propensity to make impulsive purchases while shopping online was likewise affected by these factors. All of the multidimensional constructs utilized in the research had their respective measurement scales verified. Unexpected purchases have been connected to a variety of customer characteristics. The current research also found the impact of demographic characteristics, with age (41 and up), gender (male), yearly income (five lakh and up), and educational attainment (high school diploma or more) emerging as the most important predictors of impulsive purchases. There is evidence to suggest that a customer's resilience to stimuli is enhanced when they have access to several shopping options. The results of this research reveal that a select few criteria are having an ever-increasing impact on consumers' propensity for spontaneous purchases.



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