A STUDY ON IMPULSIVE BUYING BEHAVIOUR IN ONLINE SHOPPING

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ABSTRACT

Purpose: The present study aims to provide a broad overview of impulsive buying through literature review, find stimuli that triggers Impulse buying during online shopping, analyze the influence of respondents' demographic and psychographic factors on impulsive buying and to construct and validate regression model.

Theoretical framework: The study extensively reviewed available literature pertaining to various theories affecting consumer while purchasing goods online and offline. It largely conforms to the existing models of consumer behavior such as learning model (peer influence per se), psychoanalytical model (Eg: mood upliftment) and economic model (like seeking discounts and offers). It also embraces Maslow's theory of need hierarchy (Ready to Eat products (RTE) were found to be bought most impulsively).

Design/methodology/approach: The study has been taken up in select locations of Bangalore City, India, which is a hub for different types of e-commerce players and large consumer base with diverse background. The present study used both primary and secondary data. A structured questionnaire was administered online as well as in person with target respondents in select locations of Bangalore following area sampling method. A total of 600 respondents were contacted and complete information was obtained from 171 respondents during 2021-22. Qualitative analysis has been done from the responses captured through open ended questions in the instrument.

Findings: Results show significant association between income and impulsive buying, different categories of products and tendency for impulsive buying, and Discount and offers are found to be most significant factors driving impulsive buying online along with tendency to buy online for mood upliftment and an urge to gratify the needs instantly. The model predicts impulsive buying with adjusted R^2 value of .671 which is statistically significant.

Research, Practical & Social implications: The study leaves major implications for the marketers as well as the consumers, apart from enriching the existing body of knowledge. Discounts become imperative for the marketers to drive sales and revenues which is not going to be a sustainable phenomenon. Customers get overused to discounts and churn when the discounts cease to exist. It may even prompt the marketers to portray that they are offering discounts, which may be fake and illusive, and finally would deceive the consumers.

Originality/value: The model predicts impulsive buying with adjusted R^2 value of .671 which is statistically significant.

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Intern. Journal of Profess. Bus. Review. |Miami, v. 8 | n. 3| p. 01-17 | e01237 | 2023.

1

UM ESTUDO SOBRE COMPORTAMENTO DE COMPRA IMPULSIVO NAS COMPRAS ONLINE

RESUMO

Objetivo: O presente estudo visa fornecer uma visão ampla da compra impulsiva através da revisão da literatura, encontrar estímulos que desencadeiam a compra impulsiva durante a compra on-line, analisar a influência dos fatores demográficos e psicográficos dos entrevistados na compra impulsiva e construir e validar o modelo de regressão.

Estrutura teórica: O estudo revisou extensivamente a literatura disponível relativa a várias teorias que afetam o consumidor durante a compra de bens on-line e off-line. Está em grande parte de acordo com os modelos existentes de comportamento do consumidor, como o modelo de aprendizagem (influência dos pares per se), modelo psicanalítico (ex: elevação do humor) e modelo econômico (como buscar descontos e ofertas). Ele também abrange a teoria da hierarquia de necessidades de Maslow (os produtos Prontos para Comer (RTE) foram encontrados para serem comprados de forma mais impulsiva).

Design/metodologia/abordagem: O estudo foi retomado em locais selecionados da cidade de Bangalore, Índia, que é um centro para diferentes tipos de players do comércio eletrônico e grande base de consumidores com diversos antecedentes. O presente estudo utilizou tanto dados primários quanto secundários. Um questionário estruturado foi administrado on-line, bem como pessoalmente com os respondentes-alvo em locais selecionados da cidade de Bangalore, seguindo o método de amostragem de área. Um total de 600 respondentes foi contatado e informações completas foram obtidas de 171 respondentes durante 2021-22. A análise qualitativa foi feita a partir das respostas capturadas através de perguntas abertas no instrumento.

Conclusões: Os resultados mostram uma associação significativa entre renda e compra impulsiva, diferentes categorias de produtos e tendência à compra impulsiva, e Descontos e ofertas são os fatores mais significativos que impulsionam a compra impulsiva on-line, juntamente com a tendência à compra on-line para elevar o humor e um impulso para satisfazer as necessidades instantaneamente. O modelo prevê a compra impulsiva com valor R^2 ajustado de .671, o que é estatisticamente significativo.

Pesquisa, implicações práticas e sociais: O estudo deixa grandes implicações tanto para os marqueteiros quanto para os consumidores, além de enriquecer o corpo de conhecimento existente. Os descontos tornam-se imperativos para os marqueteiros para impulsionar as vendas e as receitas que não serão um fenômeno sustentável. Os clientes se acostumam demais com descontos e churn quando os descontos deixam de existir. Isso pode até levar os marqueteiros a retratar que estão oferecendo descontos, que podem ser falsos e ilusórios, e finalmente enganar os consumidores.

Originalidade/valor: O modelo prevê a compra impulsiva com valor R^2 ajustado de .671, o que é estatisticamente significativo.

Palavras-chave: Compras Impulsivas, Compras On-Line, Elevação do Humor, Descontos, Gratificação Instantânea.

UN ESTUDIO SOBRE EL COMPORTAMIENTO DE COMPRA IMPULSIVA EN LAS COMPRAS EN LÍNEA

RESUMEN

Propósito: El presente estudio pretende ofrecer una visión general de la compra impulsiva a través de una revisión bibliográfica, encontrar los estímulos que desencadenan la compra impulsiva durante las compras en línea, analizar la influencia de los factores demográficos y psicográficos de los encuestados en la compra impulsiva y construir y validar un modelo de regresión.

Marco teórico: El estudio revisó exhaustivamente la bibliografía disponible sobre las distintas teorías que afectan al consumidor en la compra de productos online y offline. Se ajusta en gran medida a los modelos existentes de comportamiento del consumidor, como el modelo de aprendizaje (influencia de los iguales per se), el modelo psicoanalítico (por ejemplo, la mejora del estado de ánimo) y el modelo económico (como la búsqueda de descuentos y ofertas). También adopta la teoría de Maslow de la jerarquía de necesidades (se descubrió que los productos listos para el consumo se compraban de forma más impulsiva).

Diseño/metodología/enfoque: El estudio se ha llevado a cabo en lugares seleccionados de la ciudad de Bangalore (India), que es un centro neurálgico para distintos tipos de operadores de comercio electrónico y una gran base de consumidores con antecedentes diversos. En el presente estudio se han utilizado datos primarios y secundarios. Se administró un cuestionario estructurado, tanto en línea como en persona, a los encuestados en lugares seleccionados de Bangalore siguiendo el método de muestreo por áreas. Se contactó con un total de 600 encuestados y se obtuvo información completa de 171 encuestados durante 2021-22. Se ha realizado un análisis cualitativo a partir de las respuestas obtenidas mediante preguntas abiertas del instrumento.

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 3 | p. 01-17 | e01237 | 2023.

2

Resultados: Los resultados muestran una asociación significativa entre los ingresos y la compra impulsiva, las diferentes categorías de productos y la tendencia a la compra impulsiva, y el descuento y las ofertas se encuentran como los factores más significativos que impulsan la compra impulsiva en línea junto con la tendencia a comprar en línea para elevar el estado de ánimo y el impulso de gratificar las necesidades al instante. El modelo predice la compra impulsiva con un valor R2 ajustado de 0,671, que es estadísticamente significativo.

Investigación, implicaciones prácticas y sociales: El estudio tiene importantes implicaciones tanto para los profesionales del marketing como para los consumidores, además de enriquecer el corpus de conocimientos existente. Los descuentos se han convertido en un imperativo para los profesionales del marketing a la hora de impulsar las ventas y los ingresos, lo cual no va a ser un fenómeno sostenible. Los clientes se acostumbran a los descuentos y abandonan cuando éstos dejan de existir. Incluso puede llevar a los vendedores a hacer creer que están ofreciendo descuentos, lo que puede ser falso e ilusorio, y finalmente engañaría a los consumidores.

Originalidad/valor: El modelo predice la compra impulsiva con un valor R2 ajustado de .671 que es estadísticamente significativo.

Palabras clave: Compra Impulsiva, Compras Online, Elevación del Estado de Ánimo, Descuentos, Gratificación Instantánea.

INTRODUCTION

Online shopping in India has witnessed a rapid growth in the last decade or so with emergence and penetration of portals such as Amazon, Flipkart, Snapdeal, Myntra, Ibibo, Makemytrip, Yatra, Craftsvilla, etc. It is easier, quicker, and often cheaper than the conventional purchasing process. Research shows that various factors contributing to the tendency of impulsive buying such as convenience, discounts/ offers/ promotions, anxiety, and difficulty in managing the feelings (impulses) or buying to uplift the mood. Marketers often succeed in inducing the consumers to make unplanned purchase/ buying more items/ quantity than planned through aggressive promotional campaigns that create urgency and advance social influence. For a significant number of the online retailers, the objective is not just to get customers or shoppers to purchase. It is getting them to purchase more. The internet retail sector is already selling products directly to customers and recommending other things on websites. A shopper can view multiple adverts on different social media platforms, and they can click on the advertisements to visit websites and get what they want. With the proliferation of e-commerce sites, there is a paradigm shift where an increasing number of people shifted from offline to online shopping (**Zhao, Y., Li, Y., Wang, N.** *et al, 2022).* Impulse buying behavior is a sudden, compulsive, and hedonistic complex buying behavior (**Wang P and Chapa S, 2022**). Impulsive buying represents between 40 and 80 per cent of all purchases, depending on the type of product (**Aragoncillo, L. and Orus, C. 2018**). The phenomenon of impulsive buying was first acknowledged as an irrational behaviour in the decade of the 1940s (**Luna and Quintanilla, 2000).** Social media and online marketing promote products to customers based on their points of interest (POI), which can be connected to search history using a variety of technologies.

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 3 | p. 01-17 | e01237 | 2023.

3

We examined how do marketers prompt the consumers to buy impulsively and present some of the prominent ways below:

Creation of Urgency: Online retailers strive to get information as to what Most of the sites offer additional discounts with restricted time limit and prompt the customers to purchase immediately; while a few sites craft messages like "Lock in your rebate now."

Advancing Social Influence: Social influence (also to be understood as peer influence) is an inexorable factor in online shopping and that portrays how individuals will do things that they see others doing, in general. The social influence features include observing what others wear, use, buy apart from product reviews and ratings, customer reviews and bestseller tags.

Building Perceived Physical Proximity: Many online retailers display enormous, intelligent pictures of products to foster and improve psychological proximity. Retailers also provide shoppers a sense of psychological proximity to merchandise by providing same day delivery, telling customers that they can own the product in few hours, offering store pickup, quick add-to-cart buttons, and quick checkout buttons, and the like.

Recommendations to keep shoppers shopping: Retailers use site highlights intended to impulse customers to make more purchases before leaving the site. The moment called calls "shopping momentum" encompasses features such as add-on product recommendations, discounts for add-on products and auto-reorders.

Discounts/Refunds/Return policies: Retailers are trying to mitigate the perceived risks associated with online buying by taking measures such as returns and refunds and third-party seals or endorsements, to encouraging online shopping. The websites contain additional features, such as product ratings, and interactive displays that allow users to, zoom or spin product images to motivate shoppers to make unplanned purchases in various categories.

LITERATURE REVIEW

Impulsive purchasing is fundamentally characterized as an impromptu purchasing **(Dittmar, Beattie, and Friese, 1995)**. It is often described as hasty purchase that results in special upgrades and not chosen ahead of time in purchaser's mind before shopping **(Applebaum, 1951)**. As indicated by **Kollat and Reet (2007)**, impulsive purchasing is sensibly accidental behaviour when it is associated with emotional preferences in shopping. **Gehrt and Carter (1992)** found that young adults prefer choosing catalog products by visiting the website in mobile for recreational shopping. This brings impulsive nature of convenience is an important attribute in store choice towards grocery shopping **(Catherine, S., Magesh, 2016)**. Internet is a very convenient and economical channel for promotional campaigns by the

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 3 | p. 01-17 | e01237 | 2023.

4

marketers and provides a vibrant platform for the buyers to buy things online. Impulsive buying is a kind of purchase behavior that is not controlled by emotion (**Zhang M, Shi G, 2022**). According to **Piron (1991)**, impulsive buying basically involves three elements such as emotional stimulation, unplanned purchase and making purchase immediately. Researchers have explored the antecedents of buying products online impulsively based on the Stimulus-Organism-Response (SOR) framework, and online impulsive buying is seen as the result of being exposed to a stimulus (**Mehrabian & Russell, 1974; Piron, 1991**). Predicting consumer behavior completely is highly complex phenomenon; however, new research approaches, such as consumer neuroscience have shed light on how consumers make their decisions (**Dawood, T. H et al, 2022).**

The success of the internet and its numerous applications have been celebrated worldwide. The Indian youth spend about17 hours online per week as per study conducted by Retailers Association of India and Deloitte (2019). Tech savvy millennials are always in hunt to get the best deal as and when required. They seek instant gratification in everything i.e from information to shopping, to eating to entertainment **(NM Rani, 2020)**. According to **G. Muruganantham & Bhakat (2013**), earlier research works focused on the different behavioral dimensions of consumers while making purchases. Factors such as novelty or escape that breaks the pattern of a shopper assume significance while buying online. As per **Dawson & Kim (2010)**, nearly about one fourth of the sales of Amazon.com were thru promoting impulse purchases triggered by product recommendations. Websites play a critical role in triggering an impulse, act as a mediator between products and consumers that help to build consumer relationships, convert visitors into consumers in the context of online purchases **(Ghose & Dou, 1998).**

With the advent of rapid development and the features of online shopping, impulsive buying is likely to be ubiquitous in online shopping. In fact, for online apparel shopping, impulsive buying is much more likely because apparel is always bought on impulse **(Bellengerl, 1978)** and is also one of the most common types of goods sold online (**DesMarteau, 2004)**. The internal symptoms of impulsive buying include the affective and cognitive state of an individual. The mental state, mood and thoughts of a person can be known as the affective state of a person **(Youn, 2000)**. Internal stimuli are affectively and/or cognitively perceived by the consumer, contributing to impulsive or non-impulsive actions. Emotional strength involves an "irresistible urge to buy, positive buying feelings, and mood management" **(Coley and Burgess, 2003)**. When an "irresistible urge to buy" is encountered by a customer, he/she feels compelled to make an impulse purchase. **Verhagen & Dolen (2011)**

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 3 | p. 01-17 | e01237 | 2023.

5

showed how and to what degree online store believes can cause impulsive buying. According to **Sofi (2018)**, emotional stability has greater credibility in determining the degree of affection followed by pleasure-seeking propensity and other predictor variables. **Youn and Faber (2000)** revealed that immediacy was found essentially connected with that of personality variable 'lack of control'. Besides, **Verplanken and Herabadi (2001)** uncovered that a widespread impulsive purchasing propensity is inserted in one's personality.

Hoch and Loewenstein (1991) contemplated that impulsive buying as contention between the two mental cycles of effect and cognition. They uncovered that the enthusiastic components produce powers of need the following in suddenness, while the intellectual components encourage restraint or assurance and these two are by no means free from one another. Any variety in one or the other emotions or discernment can make the customer swing above/beneath the purchasing bar, accordingly compelling a buy. It is consequently that when an individual is discovered insufficient discretion over his buying crave, spontaneous buying becomes apparent **(Youn and Faber, 2000)**. Retail promotion is additionally portrayed as one of the key drivers of impulse purchases **(Pookulangara and Shephard, 2013)**. Retailers use visual marketing to reinforce positive feelings where the item and additionally brand are outwardly conveyed to step up impulsive sales. However, fashion retailers online, centre around marketing cues, for example, free deliveries, free returns, and extraordinary limits to pull in impulsive buying **(Dawson and Kim, 2010)**. **Prasad K et al (2022)** summerised that substantial research has been done as to the most prominent factors influencing the customers' perceived value and the same may broadly be classified as utilitarian factors, such as ease of use, usefulness, informativeness, and hedonic factors that include perceived enjoyment, fun, fantasy and playfulness.

The present paper dwells on various factors influencing impulsive buying in the online era and further examines whether demographic factors and purchase orientations show significant difference in the purchase pattern. It is a research paper with empirical investigation of the association between set of independent variables such as respondents' age, gender, education, occupation, buying orientations and the dependent factor- impulsive buying.

MATERIAL AND METHODOLOGY

The present study gathered data both from primary and secondary sources. A structured questionnaire was administered online as well as in person with target respondents in select locations of Bangalore which is a hub for various online retailers and the people with demographic and socio-economic diversity. Area sampling method was adopted to recruit

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 3 | p. 01-17 | e01237 | 2023.

6

samples for the study. A total of 600 respondents were contacted for the purpose of data collection and complete information was obtained from 171 respondents during 2021-22. The data were analysed using descriptive and inferential statistics using SPSS 25.0. Qualitative analysis has been done from the responses captured through open ended questions in the instrument. Statistical tools used for the analysis included Mean, SD, Correlation, Anova and Linear Regression. The main limitations of the study include limited geographical coverage and possible sampling error and respondent bias.

The study sought to address the specific research questions such as:

1.   What is impulsive buying

2.   What prompts the consumers to buy impulsively?

3.   What is the impact of demographic and psychographic variables on impulsive buying?

4.   Whether impulsive buying occurs on some specific shopping sites more frequently than others?

The study aimed to accomplish the following specific research objectives:

- To provide a broad overview of impulsive buying through literature review

- To find stimuli that triggers Impulse buying during online shopping

- To analyze the influence of respondents' demographic and psychographic factors on impulsive buying

- To validate the data and offer a regression-based model of impulsive buying behaviour

Hypotheses

The study hypothesizes that:

H_1: There exists significant association between online search and online shopping

H_2: There exists significant association between respondents' demographic attributes and the tendency for impulsive buying

H_3: There exists significant association between frequency of product category purchased online and impulsive buying

H_4: There exists significant association between perceived value of offers and discounts, and impulsive buying

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 3 | p. 01-17 | e01237 | 2023.

7

H$_5$: There exists significant association between respondents' behavioral and psychographic factors and impulsive buying

How did we measure impulsive buying behaviour?

The score for the dimension and the dependent factor- impulsive buying has been derived by taking the mean scores of three items of the study such as:

1. Frequency of unplanned purchase online
2. Frequency of buying an item just before checkout
3. Proportion of unplanned purchases in the overall shopping and
4. The urge for instant gratification of needs

RESULTS AND DISCUSSION

Table 1: Frequency Table

Gender	Male	Female		
Frequency	102	69		
Age group	Below 30 Years	Above 30 years		
Frequency	95	76		
Education	Up to UG	PG or Others		
Frequency	50	121		
Occupation	Employed/ Self-employed	Student	Unemployed	
Frequency	89	67	17	
Annual Family Income	Up to Rs 5 lacs	Rs 5-10 lacs	Rs 10-20 lacs	Rs>20 lacs
Frequency	20	63	60	28

Source: Primary data

The analysis of demographic data shows that over 60% of respondents are males, close to 60% are aged below 30 years, majority are post graduates by education and more that half are employed/ self-employed by occupation. Significant majority of the respondents fall in the annual family income groups of Rs 5 lacs to Rs 20 lacs.

Table 2: Descriptive Statistics

Item/ Variable	N	Min	Max	Mean score on a scale of 5	Std. Deviation
Frequency of Online shopping	171	1	3	2.09	.766
Frequency of Online Search	171	1	5	2.65	.955
Importance attached to variety	171	1	5	3.51	.990
Importance attached to site recommendations	171	1	5	3.29	1.049
I will buy fashion products instantly	171	1	5	3.23	1.150
I will buy online for mood upliftment	171	1	5	2.68	1.177
I will buy online if the discounts are high	171	1	5	3.71	.992

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 3 | p. 01-17 | e01237 | 2023.

8

I will buy more items than planned online during festivals and special occasions	171	1	5	2.87	1.191
I will buy novel items instantly	171	1	5	2.84	1.172
My frequency of buying apparel and footwear online	171	1	5	2.48	1.195
My frequency of buying Ready to Eat products online	171	1	5	3.18	1.185
My frequency of buying grocery online	171	1	5	2.46	1.036
My frequency of buying toys online	171	1	5	2.20	1.206
My frequency of buying sports goods online	171	1	5	2.06	1.039
My frequency of buying mobile and accessories online	171	1	5	2.01	1.153
My frequency of buying consumer electronics online	171	1	5	1.88	1.064
My frequency of buying home and kitchen appliances online	171	1	5	1.85	.937
My frequency of buying furniture and interiors online	171	1	5	1.89	.985
My frequency of buying books online	171	1	5	2.37	1.068
My frequency of buying beauty and health products online	171	1	5	2.35	.978
My frequency of buying gaming devices/ offerings online	171	1	5	2.22	1.216
I wish to gratify my needs instantly	171	1	5	2.92	1.031
I can't wait to buy a product online if I get it for discount	171	1	5	2.51	1.081
I will mostly redeem the offers I get online to make purchases	171	1	5	3.07	1.060
I will mostly buy products online if the offer is attractive	171	1	5	3.75	.880
I mostly buy when there is a combo-offer	171	1	5	3.17	1.106
I most often buy items online just before check out	171	1	5	2.43	1.006
My frequency of shopping on Amazon	171	2	5	3.89	.760
My frequency of shopping on Fflipkart	171	1	5	3.05	1.070
My frequency of shopping on Jiomart	171	1	5	1.51	.910
My frequency of shopping on Myntra	171	1	5	2.99	1.158
My frequency of shopping on Ajio	171	1	4	1.88	.987
My frequency of shopping on Nykaa	171	1	5	1.86	1.185
My frequency of shopping on BigBasket	171	1	5	2.34	1.302
My frequency of shopping on super markets' website	171	1	5	1.85	1.094
Valid N (listwise)	171				

Source: Primary data

The above data shows the consumers give utmost importance to discount and related factors when it comes to buying online which conforms to the utilitarian theory of consumer behavior. But it also significantly influences impulsive buying which confirmed by regression analysis shown subsequently in the paper. Most frequently bought products online are found to be Ready to Eat Products (RTE) with the highest mean score of 3.18 across the categories. Amazon is found to be the most frequently used platform for buying online.

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 3 | p. 01-17 | e01237 | 2023.

9

Table 3: Correlation between online search and online shopping

Correlations		Freq. OLS	frq.OL Search
Freq. OLS	Pearson Correlation	1	.219**
	Sig. (2-tailed)		.004
	N	171	171
frq.OL Search	Pearson Correlation	.219**	1
	Sig. (2-tailed)	.004	
	N	171	171
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: Primary data

It was found that frequency of online search and online shopping are positively correlated (p=.219), statistically significant at 95 percent level. We accept the alternative hypothesis (H$_1$) that there exists significant association between online search and online shopping

Table 4: Association between demographic attributes on impulsive buying

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Gender	Between Groups	2.456	10	.246	1.016	.433
	Within Groups	38.702	160	.242		
	Total	41.158	170			
age	Between Groups	3.347	10	.335	1.378	.195
	Within Groups	38.875	160	.243		
	Total	42.222	170			
Education	Between Groups	1.252	10	.125	.587	.823
	Within Groups	34.128	160	.213		
	Total	35.380	170			
Occupation	Between Groups	3.393	10	.339	.751	.676
	Within Groups	72.291	160	.452		
	Total	75.684	170			
Income	Between Groups	15.497	10	1.550	2.022	.034
	Within Groups	122.609	160	.766		
	Total	138.105	170			

Source: Primary data

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 3 | p. 01-17 | e01237 | 2023.

10

With significant changes taking place in gender roles, occupational distribution of population, educational pursuits, and growing internet penetration, it is not surprising to find lack evidence between major demographic attributes and impulsive buying. Among the demographic variables, only income shows significant difference (p=.034, significant at 95 percent) with respect to overall impulsive buying. However, deeper examination of the data shows variables such as gender, education, occupation, age and education show significant difference with respect to categories of products bought impulsively and the platforms used such as Amazon, Flipkart and the like. Here, we partially accept alternative hypothesis (H_2) that there exists significant association between respondents' demographic attributes (only income) and the tendency for impulsive buying

Table 5: Association between frequency of buying various categories of products and Impulsive buying

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Apparel and footwear	Between Groups	54.890	10	5.489	4.677	.000
	Within Groups	187.788	160	1.174		
	Total	242.678	170			
RTE: Ready to Eat Products	Between Groups	40.188	10	4.019	3.239	.001
	Within Groups	198.549	160	1.241		
	Total	238.737	170			
Grocery	Between Groups	36.216	10	3.622	3.963	.000
	Within Groups	146.205	160	.914		
	Total	182.421	170			
Toys	Between Groups	39.864	10	3.986	3.076	.001
	Within Groups	207.376	160	1.296		
	Total	247.240	170			
Sports goods	Between Groups	23.655	10	2.365	2.369	.012
	Within Groups	159.760	160	.999		
	Total	183.415	170			
Mobile Accessories	Between Groups	36.513	10	3.651	3.084	.001
	Within Groups	189.463	160	1.184		
	Total	225.977	170			
Consumer electronics.	Between Groups	35.858	10	3.586	3.664	.000
	Within Groups	156.563	160	.979		
	Total	192.421	170			
Home & kitchen appliances	Between Groups	15.637	10	1.564	1.871	.053
	Within Groups	133.708	160	.836		
	Total	149.345	170			
Furniture	Between Groups	14.371	10	1.437	1.528	.134
	Within Groups	150.518	160	.941		
	Total	164.889	170			

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 3 | p. 01-17 | e01237 | 2023.

11

books	Between Groups	32.360	10	3.236	3.202	.001
	Within Groups	161.687	160	1.011		
	Total	194.047	170			
Beauty and Health	Between Groups	20.515	10	2.052	2.309	.015
	Within Groups	142.128	160	.888		
	Total	162.643	170			
Gaming	Between Groups	54.915	10	5.492	4.468	.000
	Within Groups	196.640	160	1.229		
	Total	251.556	170			

Source: Primary data

Analysis of variance (Anova) shows significant association between frequency of products bought online across all the categories under study and impulsive buying with statistical significance of 95-99 percent except for furniture category (p=.134). More frequency of online shopping leads to impulsive buying on the higher side. We accept the alternative hypothesis (H_3) that there exists significant association between frequency of product category purchased online and impulsive buying

Table 6: Association between perceived value of discount and impulsive buying

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
can't wait to	Between Groups	129.734	10	12.973	30.092	.000
	Within Groups	68.980	160	.431		
	Total	198.713	170			
redeem offer	Between Groups	56.755	10	5.676	6.756	.000
	Within Groups	134.403	160	.840		
	Total	191.158	170			
offer attractiveness	Between Groups	11.481	10	1.148	1.528	.134
	Within Groups	120.203	160	.751		
	Total	131.684	170			
combo	Between Groups	60.187	10	6.019	6.511	.000
	Within Groups	147.895	160	.924		
	Total	208.082	170			

Source: Primary data

Anova has been done to verify if there existed significant association between pricing and promotional factors, and impulsive buying. Not surprisingly, all the variables, except perceived attractiveness of the offer (p=.134), show significant association with impulsive buying. We accept alternative hypothesis (H_4) that t there exists significant association between perceived value of offers and discounts, and impulsive buying

Regression model

Dependent variable: Impulsive Buying

Predictors: Buying for mood upliftment, buying where combo offers are given, can't wait to redeem an offer, buy more when offer is attractive and urge to redeem the offers

Table 7A: Variables Entered/ Removed			
Model	Variables Entered	Variables Removed	Method
1	combo, mood upliftment, can't wait, offer attractiveness, redeem offer[b]	.	Enter
a. Dependent Variable: impulsive buying			
b. All requested variables entered.			

Source: Primary data

Table 7B: Model Summary									
					Change Statistics				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.825[a]	.681	.671	.43284	.681	70.417	5	165	.000
a. Predictors: (Constant), combo, mood upliftment, can't wait, offer attractiveness, redeem offer									

Table 7C: ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.965	5	13.193	70.417	.000[b]
	Residual	30.914	165	.187		
	Total	96.878	170			
a. Dependent Variable: impulsive buying						
b. Predictors: (Constant), combo, mood upliftment, can't wait, offer attractiveness, redeem offer						

Table 7D: Coefficients[a]								
		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
Model		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	.423	.182		2.328	.021	.064	.781
	mood upliftment	.048	.029	.074	1.650	.101	-.009	.105
	Discount	.511	.034	.732	14.991	.000	.444	.578
	redeem offer	.053	.038	.075	1.396	.165	-.022	.128
	offer attra	.105	.042	.123	2.489	.014	.022	.189
	combo	.072	.033	.106	2.214	.028	.008	.137
a. Dependent Variable: impulsive buying								

Table 7E: Coefficient Correlations[a]							
Model			combo	mood uplift	can't wait	offer attra	redeem offer
1	Correlations	combo	1.000	-.100	-.094	-.171	-.201
		mood upliftment	-.100	1.000	-.118	.052	-.063

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 3 | p. 01-17 | e01237 | 2023.

13

		Discount	-.094	-.118	1.000	.196	-.363
		offer attractiveness	-.171	.052	.196	1.000	-.374
		redeem offer	-.201	-.063	-.363	-.374	1.000
	Covariances	combo	.001	-9.458E-5	.000	.000	.000
		mood uplift	-9.458E-5	.001	.000	6.311E-5	-6.895E-5
		Discount	.000	.000	.001	.000	.000
		offer attractiveness	.000	6.311E-5	.000	.002	-.001
		redeem offer	.000	-6.895E-5	.000	-.001	.001
a. Dependent Variable: impulsive buying							

Source: Primary data

Linear Regression test was done for model building which showed a strong association between predictors- Buying for mood upliftment, buying where combo offers are given, can't wait to redeem an offer, buy more when offer is attractive and urge to redeem the offers, and the dependent variable- impulsive buying. Adjusted R^2 shows .671 indicating that the predictors can explain impulsive buying behavior to the tune of over 67 percent, which is a strong model with high statistical significance. We accept alternative hypothesis (H_5) that there exists significant association between respondents' behavioral (urge to redeem offers, buy when products are available on discounts) and psychographic (buying products online for mood upliftment) factors and impulsive buying

CONCLUSION

People tend to buy goods online impulsively, which is largely influenced by demographic factors (Income in the present study), behaviroal and psychographic factors (mood upliftment, discount and combo offers, urge to gratify the needs instantly and redeem the offers, perceived attractiveness of discounts and offers. The variables pertaining to discounts, offers and promotions seem to be significantly driving the impulsive buying that leave major implications for the marketers as well as the consumers. Discounts become imperative for the marketers to drive sales and revenues which is not going to be a sustainable phenomenon. Customers get overused to discounts and churn when the discounts cease to exist. It may even prompt the marketers to portray that they are offering discounts, which may be fake and illusive, and finally would deceive the consumers. Prompting impulsive buying through product quality, variety and making sure that the customers don't regret the buying decision would be a positive sum game. Qualitative data throws light on other important

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 3 | p. 01-17 | e01237 | 2023.

14

variables not included in the current study such as ease of buying and returns, authenticity of the products, speed of delivery and the like which may be taken up in the further research. Limited sample size and geographic coverage may restrict the scope for generalizing the findings and the same can be validated by taking up similar studies in a wider geography with larger sample.

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