

A Study on Impulse Buying in Case of Online Shopping in Ernakulam District

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Abstract

This research is to examine Factors towards Impulse Buying in Online Shopping in Ernakulam district. Along with the development period and people's needs growing. They are not only needing and wants primary requirements such as food, clothing and shelter but also gave a great consideration to the fulfilment of the minor needs. For instances, mobile phone low-priced with facilities internet access, the cost connection at reasonable prices, to social networks that status was improved to one of the instance development of information technology that is very substantial at this time. Through the internet also can be marketed goods with how to open the shops without physical space with a market a broad particularly in sales items such as fashion bags, clothes, trousers, jam, shoes, and electronics that can be laboratorial assessment of meals sold easily. The study was conducted among 259 online shop users in Ernakulam district of Kerala. Multi-stage sampling method was used to select respondents and data was collected through questionnaire. ANOVA, t test, correlation etc. were used for analysis and conclusions were derived. It was identified that Impulse buying behaviour differ based on demographic factors of online shoppers.

Key Words: *Impulse Buying, Online shop, Demographic Variables.*

Introduction

India is a developing nation is the target for prospective in marketing, both from local and global companies. So, to ensure the company reaping success in India, it is required to learn exceptional character of Indian consumers. Unique character in this case is consumer behaviour that has its own special characteristics of most other parts other consumer. According to Susanta (2007) one of the editors in chief marketing magazine, the majority of consumers have characters unplanned. They generally prefer to act last minute. If shop, they often become impulse buyers. With the characteristic, it is hope that the company can issue marketing strategy that can support subsidiary.

Impulse buying or also called unintentional purchase is the behaviour of the person in which the individual is not planning something in shopping. Consumers who do impulse buying do not think to buy a particular brand or product. They instantly make purchases because of the interest in the brand or product right away. According to Ozen (2014), defined that the impulse buying as the tendency of consumers to buy spontaneously, reflex, suddenly, and automatic.

From this definition, seem that impulse buying is natural and something that is a quick reaction. Impulse buying can happen anywhere and anytime, included on when a seller offers a product to potential customers. Sometimes the product was unthinkable in the minds of consumers before they buy. According to Levine (2005), products purchased without previous plans called impulsive products such as magazines, perfume and cosmetic products.

One of the model channel shopping is now becomes a trend world is to replace conventional shopping system that forced buyers to come to shopping places with the system shopping online. Thus, online consumer spending be facilitated with did not have to come to shop or shopping centres to get goods or services that he wants. During connected to the internet, the consumer spending anytime and can be anywhere. Sultan and MD Nasir, (2011) in his writings said so far globally more than 627 million people in the world has shopping online, including buyers online world's largest, Germany and the United Kingdom.

Consumers prefer to buy things online due to its convenience motive. Online buying is preferred because it offers a large portfolio of opportunities to select and access full information. Consumers cannot only access the online stores anytime; they can also compare the offerings of venders internationally. Constrained opening and closing times, product availability and physical location are distinguishing factors of traditional business, but online businesses are not affected by these factors.

I. Literature Review

Impulse buying is a universal and unique aspect of customers. Retailers realize the importance of this phenomenon, and through store layouts, product packaging, and in-store promotions, they have tried to get consumers to be impulsive in stores (Dholakia 2000). Over the years, impulse buying has also been made easier by innovations, such as credit cards, telemarketing, home shopping networks, and 24-hours retailing with the Internet (Rook 1987). Consequently, impulse purchasing accounts for a large volume of product sales every year (Hausman 2000).

In the last decade, rapid developments in information technology have substantially changed the landscape of consumer behaviour. The availability of 24-hour retailing through the Internet has brought about an increase in online retailing and inevitably, an increase in impulse buying.

With the Internet, consumers' buying opportunities have expanded through an increased accessibility to products and services and the increased ease to make purchases. Moreover, this new mode of shopping often eliminates the constraints of time and space that are often experienced by shoppers in a traditional commerce context (Eroglu et al. 2001).

Rook (1987,) defined impulse buying as "when a consumer experiences a sudden, often powerful and persistent urge to buy something immediately." Beatty and Ferrell (1998) extended Rook's definition of impulse buying to "a sudden and immediate purchase with no pre-shopping intentions either to buy the specific product category or to fulfill a specific buying task. The behaviour occurs after experiencing an urge to buy and it tends to be spontaneous and without a lot of reflection (i.e. it is "impulsive").

E-commerce is the procedure of trade or commerce in the mechanism of internet where buyers and sellers are brought together in cyberspace. E-commerce can also be defined as a way to shop or trade in online or direct selling which utilizes internet facilities where there is the website may provide "get and deliver". E-commerce will change all the activities of marketing and simultaneously cut costs operational activities for trading. E-commerce terms are defined based on five perspectives (Suthar, B. K., & Pradhan, S., 2014).

- 1) Online purchasing perspective: Online system is the system that allows the buying and selling of products and information through the internet and other online services.
 - 2) Digital communications perspective: The system allows delivery of digital information products, services and online payment.
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- 3) Service perspective: The system that maintains the emphasis, consummation costs quality, up-to-date products and instant information, and improve the delivery of services.
- 4) Business process perspective: System that allows automation of business transactions and flow work.
- 5) Market-one perspective: System that allows the process customization products and services for adapted on your needs and wishes of each customer efficiently.

Silke et al (2011) in their study showed the that negative online product reviews have considerable detrimental effects on consumer-based brand equity and thus lead to a significant brand equity dilution which is closely related with this finding, this study shows that even brands regarding which consumers have a considerable brand knowledge are not immune from such detrimental effects. In addition, it showed that these effects exist independently of a person-specific variable such as the susceptibility to online product reviews.

II. Hypothesis to be Tested

- H1: There exists a significant difference between Impulse buying behaviour differ based on demographic factors of online shoppers.
- H2: There exists a significant difference between antecedents of Impulse buying behaviour and plastic money.
- H3: There is a significant relationship between antecedent of impulse buying behaviour of shoppers and product related factors in online store formats.
- H4: There is a significant relationship between internal factors and impulse buying behaviour of shoppers in online store formats.
- H5: There is a significant relationship between external elements and impulse buying behaviour of shoppers in online store formats.
- H6: There is a significant relationship between antecedent of impulse buying behaviour and Impulse buying behaviour

III. Research Methodology

3.1 population

The population of the study are the people of Ernakulam who have done online shopping at least once in the month of March 2019. A multi stage sampling strategy used for the study.

3.2 Sample

Respondents were selected on a random basis from the list of internet shoppers shared by courier companies. Data of internet shoppers are collected from the local hubs of top 4 courier companies operating in Ernakulam, namely Ekart, Blue Dart, DTDC and FedEx. A total of 259 responses found out completed out of 384 questionnaires distributed among respondents.

3.3 Data Collection

Data collected to the questionnaire has been printed, edited and coded and prepare for database for the study. After rectification of data; coding has been carried out. At next stage was entering coded data into SPSS V.25 software for analysis

3.4 Analysis

SPSS V.25 software and Microsoft excel were used to analyse the data. In order to get interface of the answers collected; data presented with the help of software tool. Main tool used for analysis of present study are Exploratory factor analysis, independent sample t - test, Multiple regression and ANOVA tests are used for analysis of data.

IV. Data Analysis

4.1 The table shows the gender of the respondents

	Gender	No. of respondents	Percentage
1	Male	134	51.7
2	Female	125	48.3
Total		259	100

Source: Survey data

Interpretation: Among 259 respondents 51.7% are males and 48.3% are females

4.2 The table shows the age of the respondent

	Age	No. of respondents	Percentage
1	Below 25	73	28.4
2	25 - 35	70	26.8
3	36 - 45	49	18.9
4	46 - 55	48	18.3
5	Above 55	19	7.5
Total		259	100

Source: Survey data

Interpretation: In regards to age of the sample, 73 (28.4%) are below 25 years, 70 (26.8%) are between 25 - 35 age category, 49 (18.7%) comes under 36-45 age level. 48 (18.3%) comes under 46 -55 age level and 19 (7.5%) of the respondents are aged above 55.

Table 4.3 Sample Characteristics- Educational background

Educational Background		No. of respondents	Percentage
1	Up to Plus Two	24	9.3
2	Graduates	89	34.2
3	Post Graduates	98	37.8
4	Professionals	25	9.7
5	Others	23	9.1
Total		259	100

Source: Survey data

Interpretation: Among 259 respondents Plus Two, 24 (9.3%). Graduates 89 (34.2%). Post graduates 98 (37.8%). Professionals 25 (9.7%) and 23 (9.1%) come under the title: others. Others include diploma holders, certificate holders and people without any formal education.

Table 4.4 Sample Characteristics- Annual Income

Annual income		No. of Respondents	Percentage
1	Below 1 lakh	47	18.1
2	1-3 lakhs	77	29.7
3	3-5 lakhs	68	26.4
4	5-7 lakhs	41	15.8
5	More than 7 lakhs	26	10.
Total		259	100

Source: Survey data

Interpretation: Among 259 respondents 47 (18.1%) earn less than 1 Lakhs per year. 77 (29.7%) have their annual income between 1-3 Lakhs, 68 (26.4%) comes under the 3 -5 Lakhs income group. 41 (15.8%) have shown their annual income between 5 -7 Lakhs. and 26 (10%) of them makes earnings more than 7 Lakhs per year.

Table 5.5 Sample Characteristics- Marital status

Marital Status		No. of Respondents	Percentage
1	Single	63	24.1
2	Married	191	73.7
3	Others	5	2.1
Total		259	100

Source: Survey data

Interpretation: Among 259 respondents 63 (24.1%) of the respondents were single. while 191 (73.7%) of them are married and 5(2.1%) are either divorced or separated from their partner.

Table 5.6 Sample Characteristics- Occupation

Occupation		No. of Respondents	Percentage
1	Manager	35	13.3
2	Professional	74	28.8
3	Clerical	19	7.1
4	Self employed	44	17.2
5	Agriculture	15	5.8
6	Unemployed	63	3.5
7	Others	9	24.3
Total		259	100

Source: Survey data

Interpretation: Among 259 respondents 35 (13.3%) work as managers, 74 (28.8%) are professionals. 19 (7.1%) have clerical jobs. 44 (17.2%) of the respondents are self-employed. 15 (5.8%) shows agriculture as their occupation, 63 (24.3%) of the sample are unemployed and 9 (%) falls under the 'others' category. Others include house wives. skilled workers etc.

Table 4.7 Frequency of visit on online store per month

Frequency of visit on online store per month	No. of Respondents	Percentage
Once	59	22.8
2-3 times	123	47.5
4-5 times	55	21.2
6-7 times	10	3.9
More than 7	12	4.8
Total	259	100

Source: Survey data

Interpretation: Among 259 respondents 59 (22.8%) of the sample size visited the online store website once in a month. 123 (47.3%) visited the online store website two to three times per month, 55 respondents (21.2%) made 4 to 5 visits per month, 10 of them (3.9%) visited the online store website 6 to 7 times per month and 12 (4.8%) respondents are very frequent visitors with more than 7 visits per month.

Table 4.8 Impulse purchase made

Impulse purchase made	No. of Respondents	Percentage
Yes	202	78
No	57	22
Total	259	100

Source: Survey data

Interpretation: Among 259 respondents 202 (78%) succumbed to their impulses while 57 (22%) did not make an impulse purchase.

Table 4.9 Average amount spent on impulse

Average amount spent on impulse	No. of Respondents	Percentage
Nil	56	22
<100	35	13
100-300	83	32.2
301-500	52	20
501-700	18	6.8
>700	15	6
Total	259	100

Source: Survey data

Interpretation: Among 259 respondents 56 (22%) spent none, 35 (13%) spent an amount less than 100. Among the respondents 83 (32.3%) spent a figure between 100 and 300, 52 (20%) spent between 301 and 500. 6.8%, i.e. 18 shoppers who participated in the survey made an impulse buy for a sum between 501 to 700 and 15 (6%) of the sample size crossed Rs.700.

V Testing of Hypothesis

Hypothesis-1

H0: There is no significance difference between impulse buying behaviour and demographic factors of online shoppers

Table 5.1 Independent sample t-test: antecedence of Impulse buying behaviour and gender

Factor group	Factor	Value	Descriptive statistics			t-test results	
			N	Mean	SD	t516	sig
Demographic Factors	Gender	Male	134	2.41	.83	-2.176	0.157
		Female	125	3.31	.75		
	Age	Below 25	73	3.42	.84	1.46	0.144
		25-35	70	2.37	.83		
		36-45	49	2.41	.75		
		46-55	48	1.31	.75		
		Above 55	19	1.19	.89		
	Education	Up to Plus Two	24	2.54	.68	0.850	0.235
		Graduates	89	3.43	.79		
		Post Graduates	98	3.59	.79		
Professionals		25	2.47	.84			
Others		23	2.41	.83			

Factor group	Factor	Value	Descriptive statistics			t-test results	
			N	Mean	SD	t516	sig
Demographic Factors	Annual income	Below 1 lakh	47	3.31	.75	0.176	0.157
		1-3 lakhs	77	3.59	.89		
		3-5 lakhs	68	3.41	.75		
		5-7 lakhs	41	3.59	.89		
		More than 7 lakhs	26	3.54	.75		
	Marital status	Single	63	2.75	.83	0.056	0.789
		Married	191	3.74	.87		
		Others	5	1.64	.65		
	Occupation	Manager	35	3.31	.75	2.493	0.022
		Professional	74	3.41	.89		
		Clerical	19	3.54	.68		
		Self employed	44	3.43	.79		
		Agriculture	15	3.39	.79		
		Unemployed	63	2.37	.84		
		Others	9	2.41	.83		

The gender and entertainment factors differ result in "t" value of -2.176 and p value of 0.030 reveals a significance difference between men and women who do shopping online in Ernakulam district. No other factor shows any difference in case of gender. In case of Age of respondents below age of 25 shows a highest mean, which shows that group has highest number of respondents When it comes to education of respondents post graduates shows a higher number of mean overall. Most of the respondents fall under income group below 3-5 lakh. Married respondents show a strong presence in analysis. When it comes to occupation most of them are professionals, it shows that there is a significance difference to (F 2.419, sig 0.047) product inducements.

Hypothesis-2

H0: There exists no significant difference between antecedents of Impulse buying behaviour and plastic money

Table 5.2 Independent sample t-test: antecedents of Impulse buying behaviour and plastic money

Factor group	Factor	Plastic money	Descriptive statistics			t-test results		
			N	Mean	SD	t516	sig	
Product related factors	Product inducement factors	Possess	148	3.32	0.63	4.269	0.000	
		Do not possess	111	3.04	0.72			
	Product attributes	Possess	148	2.92	0.75	3.165	0.002	
		Do not possess	111	2.68	0.77			
Store environment	Self-regulation	Possess	148	4.03	0.52	-	0.018	
		Do not possess	111	3.99	0.60			
	Brand consciousness	Possess	148	3.81	0.63	2.981	0.003	
		Do not possess	111	3.72	0.83			
	Shopper delight	Possess	148	3.83	0.75	1.248	0.212	
		Do not possess	111	2.68	0.77			
	Relaxation objective	Possess	148	4.03	0.52	3.970	0.113	
		Do not possess	111	3.99	0.60			
	Entertainment factors	Possess	148	3.81	0.63	-	0.505	
		Do not possess	111	3.72	0.83			
	Internal factors	Duration of shopping	Possess	148	3.83	0.75	2.490	0.016
			Do not possess	111	2.68	0.77		

TResult of "t" test shown in the above table suggested that product inducement factors, product attributes, self-regulation, brand consciousness and duration of shopping were found as significance level 5%, thus interpreted as possession of plastic money is one element which inflict difference on various antecedents' factors of impulse buying. Therefor H0 is rejected and H1 is accepted there exists a significant difference between antecedents of Impulse buying behaviour and plastic money.

Hypothesis-3

H0: There is no significant relationship between antecedent of impulse buying behaviour of shoppers and product related factors in online store formats.

Table 5.3 Correlation Analysis: antecedent of impulse buying behaviour of shoppers and product related factors

Factor group			Extroversion Trait IM1	Interactive trait IM2	Fashion and Variety IM3	Festive Mood IM4	Impulse buying behaviour Y
Product related factors	X1 product inducement factors	Pearson correlation	0.375	0.313	0.371	0.484	0.524
		Sig.	0.000	0.000	0.000	0.000	0.000
		N	259	259	259	259	259
	X2 Product attributes	Pearson correlation	0.479	0.385	0.484	0.450	0.618
		Sig.	0.000	0.000	0.000	0.000	0.000
		N	259	259	259	259	259

As value of r is $\geq + 0.30$ in all cases a weak uphill (positive) linear relationship exists between impulse buying behaviour and product related factors. Therefore H_0 is rejected and H_1 is accepted there is a significant difference between antecedent of impulse buying behaviour of shoppers and product related factors is accepted.

Hypothesis-4

H_0 : There is no significant relationship between internal factors and impulse buying behaviour of shoppers in online store formats.

Table 5.4 Correlation Analysis: antecedent of impulse buying behaviour of shoppers and internal factors

Factor group			Extroversion Trait IM1	Interactive trait IM2	Fashion and Variety IM3	Festive Mood IM4	Impulse buying behaviour Y
Internal Factors	Self-regulation	Pearson correlation	-.210	-0.192	0.042	-0.214	-0.189
		Sig.	0.000	0.000	0.000	0.000	0.000
		N	259	259	259	259	259
	Brand consciousness	Pearson correlation	0.394	0.335	0.420	0.362	0.520
		Sig.	0.000	0.000	0.000	0.000	0.000
		N	259	259	259	259	259
	Shopper delight	Pearson correlation	0.454	0.249	0.388	0.365	0.501
		Sig.	0.000	0.000	0.000	0.000	0.000
		N	259	259	259	259	259

Internal Factors	Relaxation objectives	Pearson correlation	0.481	0.492	0.446	0.386	0.621
		Sig.	0.000	0.000	0.000	0.000	0.000
		N	259	259	259	259	259
	Entertainment factors	Pearson correlation	0.335	0.373	0.206	0.194	0.381
		Sig.	0.000	0.000	0.000	0.000	0.000
		N	259	259	259	259	259

As value of r is $\geq +0.30$ in all cases except self-regulation ≤ -0.30 a weak uphill (positive) linear relationship exists between impulse buying behaviour and internal factors. Therefore H_0 is rejected and H_1 is accepted there is a significant difference between antecedent of impulse buying behaviour of shoppers and internal factors is accepted.

Hypothesis-5

H_0 : There is no significant relationship between external factors and impulse buying behaviour of shoppers in online store formats.

Table 5.5 Correlation Analysis: antecedent of impulse buying behaviour of shoppers and external factors

Factor group			Extroversion Trait IM1	Interactive trait IM2	Fashion and Variety IM3	Festive Mood IM4	Impulse buying behaviour Y
Internal Factors of shopping	X11 Duration	Pearson correlation	0.375	0.376	0.270	0.337	0.463
		Sig.	0.000	0.000	0.000	0.000	0.000
		N	259	259	259	259	259

Correlation results propose that there is positive correlation between antecedents of impulse buying behaviour (X1 X14) and impulse buying behaviour (Y), excluding antecedent factor self-regulation (X6). Self-regulation factor (X6) is having a negative correlation with three factors (1m., 1m2. and 1m3) of impulse buying behaviour (Y). The positive correlations range 0.112 to 0.621. Negative correlation between self-regulation factor (X5) and impulse buying behaviour (Y) is -0.189.

The inference emerging from correlation analysis is that, there is positive relationship between various antecedent factors of impulse buying behaviour. The

one factor (X5) with a negative correlation shows that the self-regulatory mechanism implanted within a shopper is pulling him back from indulging in impulse buying behaviour. The conclusion is that H1 is accepted and there is a significant relationship between internal factors and impulse buying behaviour of shoppers in online store formats.

Hypothesis - 6

H0: There is no significant relationship between antecedent of impulse buying behaviour and Impulse buying behaviour

Table 5.6 Regression analysis summary: antecedent of impulse buying behaviour and Impulse buying behaviour

Model	R	R2	Adjusted R2	Standard error	Durbin-Watson
1	0.621	0.386	0.384	0.4767	1.944
2	0.700	0.491	0.489	0.4345	
3	0.718	0.516	0.513	0.4239	
4	0.730	0.533	0.529	0.4170	
5	0.739	0.546	0.542	0.4114	
6	0.747	0.558	0.552	0.4069	

Above table shows that 38.4% of variation i.e., model1 in impulse buying behaviour revealed by the factor relaxation objective s alone. It shows that most crucial variable which influences the dependent variable is relaxation objectives. The inference is that H1 is accepted and there is a significant relationship between antecedent of impulse buying behaviour and Impulse buying behaviour.

VI. Conclusion And Suggestions

The study shows the demographic factors among the respondents have an impact on impulse buying behaviour. It is found that there exists a significant relationship between antecedents of Impulse buying behaviour and plastic money.

Also, impulse buying behaviour of shoppers and product related factors have significant relationship. It is concluded internal factors and external affect impulse buying behaviour. For an online store to be successful in their business they must give importance in building consumer-targeted promotions and give importance to service quality.

The Possibility of impulse buying behaviour is more in an online shopping format. therefore, shopping websites need to make strategies to increase traffic in their sites. From this perspective an integrated marketing communication program is to be planned to reacts out to every prospective shopper. For this purpose, digital media is to be utilized to the maximum along with traditional ones. Creation of social media groups of shoppers, Advertisements in local channels, social media along with newspapers at regular intervals is to be increased to make the shopper reach the website. The finding that website appearance is a major element which urges impulse buying behaviour points to the next practical implications. Redesign the website to modern aesthetics, attractive displays, offer announcing hoardings, bright colours will attract the eyes of shoppers

VII. Reference

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