

A Study on Impact of Impulsive Buying Behavior of Consumers for Online Purchase in the City of Udupi

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Abstract

In this study we will come to know about impulsive buying behavior in Mangalore region particularly in online platform. As we know that e commerce is rapidly expanding in India so understanding consumer behavior it is very essential aspect for business. Mangalore is known for its traditional and modern shopping culture, so in the current scenario most of the Mangalorean's are up to online shopping and there is also increase in online shopping day by day.

In preliminary finding suggest a growing trend in online purchase among Mangalorean consumers. Because of attractive of offers and promotions as well as heavy drop in price during the festive seasons, limited time deals had played major role in impulsive buying process.

This research aims to provide inside view of consumer to buy online product in Mangalore` region by these we were trying to understand psychology of the customer regarding to impulsive buying product through online also this research include various aspects were customer mainly focus and also, we are trying to understand what factors that are driving people towards online sectors from traditional retail markets.

Introduction

Online shopping is a rapidly growing all over the world due to it convince in purchasing. It also increased the impulsive buying behavior among the consumer here impulsive buying behavior refers to sudden buying of goods and services without any advance planning this will generally happens when there is huge discounts on the product this will happens during the time of festival seasons companies like amazon and Flipkart are those which provide huge discounts in these festival season to attract the customer here in online shopping customer need not to go to shop he can just click in phone and purchase the product people generally buy when there is a huge discount .

impulsive buying behavior also have the consequences like financial problem where in due to over shopping people might increase their debt and also decrease their savings if we see any product at a low price our emotion will trigger without even knowing what would be the financial impact of these things. before purchasing products, the customer will read the product review online and also, they compare product with the substitute product and also put their product in Wishlist so that they can save it Discount

factor and new exclusive product always attract the customer. company uses this strategy were in they can easily attract the customer. With the reference to kem zk Jang and having xu which has been published in November 2017. Online reviews also influence on customer behavior most of the customer will look at customer reviews before buying the product and fake reviews also damaged the reputation of apps. In retail shopping we can ensure about the product but in online shopping it is not possible this study based on psychology of customer with regards to impulsive buying which means if he suddenly wants buy something what are the factors which is affecting him to buy the product (dedith darmawan and john gatheru (1 Jan 2021)) research papers. Through these we are going to analyze various aspect of human buying behavior and also the advantages of these e commerce apps on human life

Objectives

- understanding element that triggers to buy product and Impact of brand on consumer buying decision
- Influence of demographic factors on impulsive buying behavior and understanding the marketing trends, Understanding difference online and offline dynamics

Literature Review

research scholars have taken more interest in understanding about the factors that influence the consumer behavior according to the study of abratt and goodey (1990) found that supermarket is turning as favorite place for a consumer to buy the product because of its discount factors piron (1990) attempted to understand the impulsive buying behavior of consumer by reviewing the past research work found that unplanned shopping will increase the level of satisfaction that might happen due to various factors price factors is one among them according to the research of lin and hsu (2016) online purchase is integrated with rational and irrational behavior here online customers are more interested and from the report of chan, Cheung and lee psychological view point in a customer will happen in sudden through these reports we get to know that impulsive buying behavior arises from the inside factors due to some market factors where in customer get motivated and buy the product Literature review and hypotheses development

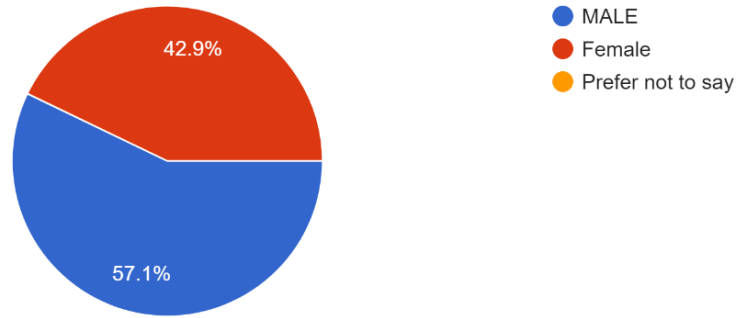
As per theory of reasoned action, human social behavior follows reasonably and often spontaneously from the information or beliefs people possess about the behavior under consideration (Fishbein and Ajzen, 1975). The theory proposed that human beings were usually quite rational and made systematic use of accessible information and the intent was antecedent to the actual behavior. However, as rightly pointed out by Hale et al. (2002), though the theory of reasoned action has been credited

Interpretation and Analysis

1. Based on 105 responses, the survey revealed a demographic skew towards impulsive online buying, with 42% females and 57% males, primarily aged 20 to 40. This age group emerges as a focal point for businesses, emphasizing the need to customize marketing strategies for effective targeting. The findings underscore the prevalence of impulsive buying in individuals aged 20 to 40, providing businesses strategic insights for tailoring offerings to meet this demographic's preferences.

GENDER

105 responses

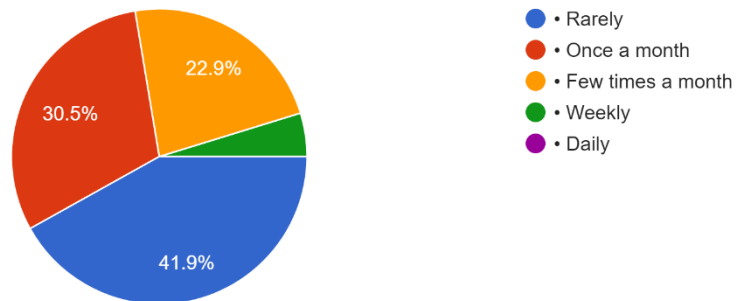


Gender	Percentage
Male	57.1%
Female	42.9%

2. The majority of respondents (41.9%) indicated that they engage in online shopping infrequently. This suggests that a significant portion of the surveyed group does not regularly participate in online purchasing activities. A substantial portion (30.5%) reported shopping online once a month. This indicates a sizable group of individuals who have a monthly online shopping routine. Approximately 22.95% of respondents mentioned shopping online a few times within a month. This suggests another significant segment of the surveyed population engages in online shopping more sporadically but still multiple times in a month. A smaller percentage (4.8%) reported shopping online on a weekly basis. This suggests a relatively limited frequency of weekly online shopping among the respondents. Interestingly, no respondents reported engaging in daily online shopping. This implies that none of the surveyed individuals have a daily online shopping habit. The results indicate a diverse range of online shopping frequencies among the respondents.

How often do you shop online?

105 responses

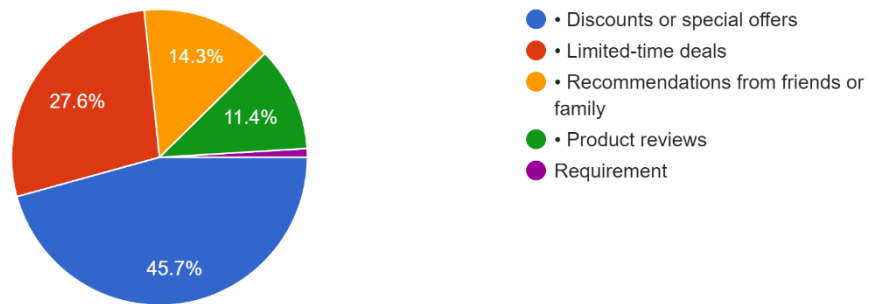


Response	Number	Percentage
Rarely	43	41.9
Once a month	31	30.5
Few times a month	24	22.9
Weekly	5	5%
Daily	2	0.5

3. Nearly half of respondents (45.7%) attribute their unplanned online purchases to discounts, showcasing a substantial impact of promotions and price reductions on impulsive buying behavior. A significant 27.6% note the influence of limited-time deals, emphasizing the significant role of time-sensitive offers. Friend recommendations drive 14.3%, highlighting the social aspect in impulsive buying. Product reviews sway 11.4%, revealing the impact of positive feedback on impulsive decisions. Only 1% cite necessity, underscoring that, for a very small segment, specific requirements play a role in unplanned online purchases. This diverse range of factors underscores the complex nature of impulsive buying.

What most often encourages your unplanned online purchases?

105 responses

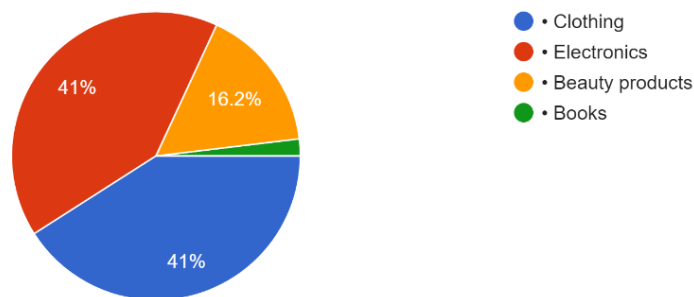


Responses	Number	Percentage
Discounts	48	45.7
Limited time deals	28	27.6
Recommendation of friends	14	14.3
Product review	11	11.4
Requirement	2	2.5

4. Respondents were asked about the category of items they usually buy impulsively online. The results show a tie between electronics and clothing, both at 41%. Beauty products follow at 16%, and books have no specific percentage mentioned. This suggests a strong impulsive tendency towards tech and fashion purchases among the surveyed individuals

Which category of items do you usually buy impulsively online?

105 responses

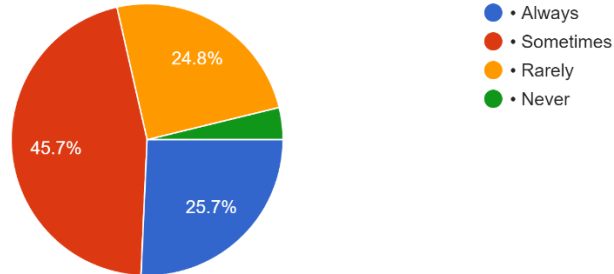


Response	Number	Percentage
Clothing	43	41
Electronics	43	41
Beauty products	16	16.2
Books	1	1.5

5. Survey respondents were asked if they often regret impulsive online purchases. Results show 25.7% always regretting, 45.7% regretting sometimes, 24.8% rarely regretting, and 3.8% never regretting. This suggests a substantial portion experiences occasional regret, emphasizing the ambivalence and occasional remorse associated with impulsive online buying decisions.

Do you often regret these impulsive online buys?

105 responses

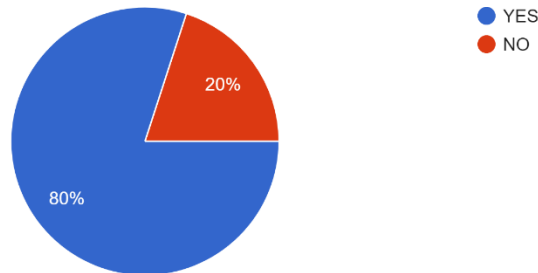


Response	Number	Percentage
Always	27	25.7%
Sometimes	48	45.7%
Rarely	27	24.8%
Never	4	3.8%

6. A significant majority, 80%, acknowledge that their impulsive buying behavior affects their monthly budget, indicating financial impact. The remaining 20% claim no influence on their budget. This highlights the majority's recognition of the financial consequences associated with impulsive purchases, impacting their overall monthly spending plans.

Does your impulse buying behavior affect your monthly budget?

105 responses

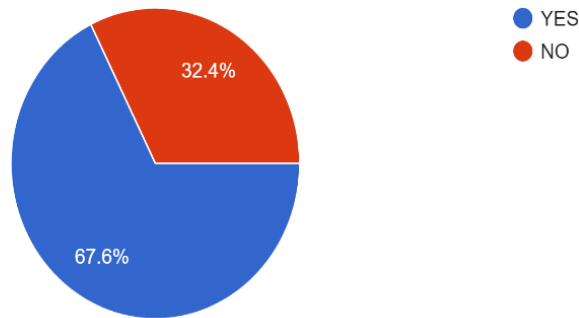


Response	Number	Percentage
Yes	84	80%
No	21	20%

7. The survey indicates that 67.6% of respondents are influenced by celebrity endorsements, making them more likely to make impulse purchases. This majority suggests a substantial impact of celebrity endorsements on impulsive buying behavior, emphasizing the persuasive role that celebrities play in shaping consumer choices and promoting impulsive spending.

Do celebrity endorsements make you more likely to make an impulse purchase?

105 responses

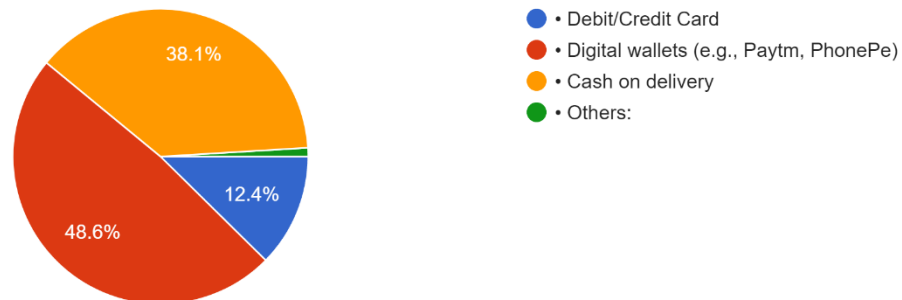


Response	Number	Percentage
Yes	71	67.6%
No	34	32.4%

8. Respondents were asked about their typical payment methods for impulsive online purchases. The majority, 48.6%, prefer online payment, while 38.1% opt for cash on delivery. Debit card payments account for 12.4%. These findings highlight varied payment preferences, with online methods being the most popular for impulsive online transactions.

How do you typically pay for these impulsive online purchases?

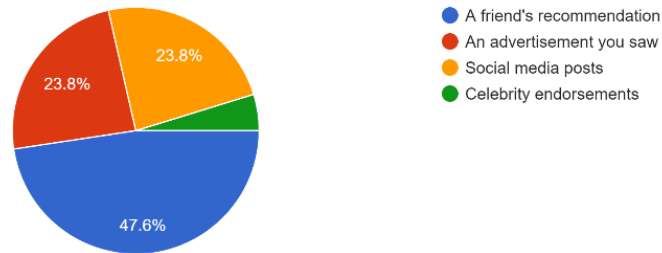
105 responses



Response	Number	Percentage
Debit card/ credit card	13	12.4%
Digital wallet	51	48.6%
Cash on delivery	40	38.1%
Others	1	1%

9. The survey reveals that 47.6% of respondents have made an impulse purchase based on a friend's recommendation, indicating the strong influence of personal networks. Advertisement and social media posts both played roles for 23.8%, while only 4.8% made impulsive purchases influenced by celebrity endorsements. This emphasizes the significant impact of personal connections in driving impulsive buying decisions.

Have you ever made an impulse purchase based on:
105 responses



Response	Number	Percentage
A friend recommendation	50	47.6%
An advertisement you saw	25	23.8%
Social media post	25	23.8%
Celebrity endorsement	5	4.8%

Research Methodology

In our research, we aimed to uncover the connection between impulsive buying behavior and discounts. We began by creating a questionnaire with 10 questions, aiming to understand individual preferences when it comes to impulsive buying, especially during discount periods. To collect responses, we used Google Forms, which proved effective, gathering insights from a substantial 105 participants. The questionnaire focused on uncovering insights into what triggers impulsive purchases and how demographics might influence impulsive buying behavior. We sought to understand the factors that lead individuals to buy products impulsively, especially when discounts are involved. After receiving responses, the next step involved interpreting the collected data. Our objective was to draw meaningful insights that contribute to the understanding of the dynamics of impulsive buying behavior. We aimed to identify the key elements that prompt individuals to make impulsive purchases, exploring the impact of demographics on such behavior. Throughout the research, we maintained a clear line of inquiry, with the questionnaire designed to probe the nuances of impulsive buying during discount events. The use of Google Forms allowed for efficient data collection from a diverse group of over 105 participants, ensuring a comprehensive view of consumer insights. By analyzing the data, we intended to shed light on the factors that drive impulsive buying behavior, providing valuable insights for businesses and marketers. Understanding the correlation between impulsive buying and discounts, as well as the influence of demographics, contributes to a more comprehensive understanding of consumer behavior in the context of online purchases.

Findings

Financial Consequences

Overspending: Impulsive buying often results in unnecessary purchases, leading to overspending beyond the consumer's budget. This can contribute to financial strain and impact long-term financial goals.

Accumulation of Debt: Frequent impulsive purchases may lead to the accumulation of credit card debt, especially if consumers rely on credit for these unplanned expenses. High-interest rates can exacerbate the financial burden.

Regret and Dissatisfaction

Buyer's Remorse: Impulsive buyers may experience buyer's remorse, regretting their hasty decisions shortly after making a purchase. This can result in dissatisfaction with the product and a negative overall shopping experience.

Product Mismatch: Impulsive buying may lead to the acquisition of items that do not meet the consumer's actual needs or preferences. This can result in unused or unwanted products, wasting both money and resources.

Financial Goals

Savings Impact: Regular impulsive purchases can divert funds away from savings goals and long-term financial planning, reduce the consumer's ability to achieve important financial milestones.

Delayed Financial Stability: Impulsive buying may contribute to delayed financial stability, as funds that could have been invested or saved for significant life events are spent on impulsive purchases.

Security and Privacy Concerns

Unauthorized Transactions: Impulsive buying, especially in response to enticing promotions, may increase the risk of falling victim to online scams or fraudulent activities, leading to unauthorized transactions.

Data Security: Rapid decision-making may lead consumers to overlook the importance of verifying the security of the online platforms they engage with, putting their personal and financial information at risk.

Environmental Impact

Excessive Packaging: Impulsive buying can contribute to the generation of excessive packaging waste, as rushed decisions may lead to the purchase of multiple items with individual packaging.

Product Returns: Unplanned purchases may result in a higher rate of product returns, contributing to the environmental impact associated with the transportation and disposal of returned goods.

Stress and Anxiety

Financial Stress: The financial consequences of impulsive buying, coupled with the potential for buyer's remorse, can contribute to increased stress and anxiety levels for the consumer.

Decision-Making Pressure: The pressure to make quick decisions during online sales and promotions can create stress and anxiety, impacting the overall well-being of the consumer.

Suggestions

Create a Budget

Set Spending Limits: Establish a monthly budget for online shopping, allocating specific amounts to different categories. This helps create a clear understanding of available funds and prevents overspending.

Make Shopping Lists

Prepare in Advance: Before visiting online shopping platforms, create a list of items you genuinely need. Stick to the list and avoid deviating from it, reducing the likelihood of impulsive purchases.

Delay Gratification

Implement a Waiting Period: When tempted to make an impulsive purchase, force yourself to wait for a designated period, such as 24 hours. This delay allows time for rational thinking and often reduces the desire for unnecessary purchases.

Use Shopping Apps Wisely

Disable One-Click Purchase: If available, disable one-click purchase options to introduce an additional step in the buying process. This extra step can serve as a deterrent to impulsive decisions.

Turn Off Notifications: Disable push notifications from shopping apps to reduce the frequency of tempting alerts about sales, discounts, or new products.

Understand Triggers

Identify Emotional Triggers: Be mindful of emotional states that may trigger impulsive buying. If feeling stressed, bored, or excited, consider alternative ways to address those emotions without resorting to online shopping.

Recognize Marketing Tactics: Understand and be aware of marketing strategies employed by online platforms, such as limited-time offers and flash sales. Recognizing these tactics can help you make more deliberate decisions.

Prioritize Needs Over Wants

Distinguish Between Needs and Wants: Before making a purchase, evaluate whether the item is a genuine necessity or simply a desire. Focusing on essential needs can help curb impulsive buying tendencies.

Research and Compare Prices

Comparison Shopping: Before making a purchase, research and compare prices across different platforms. This practice not only ensures that you get the best deal but also provides additional time for thoughtful decision-making.

Track and Review Purchases

Keep a Purchase Log: Maintain a record of your online purchases to track spending patterns. Regularly review this log to assess whether impulsive buying is becoming a recurring issue.

Set Financial Goals

Establish Clear Goals: Define short-term and long-term financial goals. This can serve as motivation to resist impulsive purchases and redirect funds toward achieving those goals.

Practice Mindfulness

Mindful Shopping: Stay present and mindful while shopping online. Be conscious of your actions, and regularly assess whether your purchases align with your values and financial objectives.

Conclusion

In conclusion, the prevalence of impulsive buying behavior in online purchases brings forth a myriad of challenges for both consumers and businesses. The identified issues, ranging from financial consequences to environmental impact and stress, underscore the importance of adopting strategies to control and manage impulsive buying tendencies. The suggested recommendations aim to empower individuals with tools to navigate the digital marketplace more mindfully, fostering responsible online shopping habits. By

creating budgets, making shopping lists, and implementing waiting periods, consumers can introduce deliberate decision-making processes that mitigate the risks of overspending and buyer's remorse. Additionally, using shopping apps wisely, understanding emotional triggers, and prioritizing needs over wants contribute to a more conscious and intentional approach to online shopping. The importance of financial goals and tracking purchases cannot be overstated, as these practices provide a structured framework for responsible spending and long-term financial stability. Furthermore, mindfulness in online shopping, coupled with awareness of marketing tactics, empowers individuals to resist the pressures of impulsive buying, fostering a healthier and more balanced consumer behavior. As consumers embrace these recommendations, businesses can also play a vital role by promoting transparency, ethical marketing practices, and secure online platforms. Education and awareness campaigns are key components in cultivating a culture of responsible online shopping, ensuring that individuals are equipped with the knowledge needed to make informed and mindful decisions.

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