Impulsive Buying Behavior on Online Shopping

M. Lokesh and Dr.V. Vijayalakshmi

Abstract--- Today, the consumer is become to Impulse buying behavior. It has been recently described as a persuading, greedily complicated buying behavior in which careful examination of information and alternatives is left out due to the quickness of the decision making process. To consume can arouse emotional responses and is bound to happen without consideration of the consequences impulse buying and has identified that it occurs when individual do not plan, anticipate, hesitate when making purchasing decisions, that is, when consumers make unintentional, Un thoughtful and prompt purchases. The impulse buying behavior is unintentional, since the consumers are not specifically searching for some products and made no plans to purchase the item. Whenever a decision is to be made, impulsive buying becomes necessary in the corporate world. The degree of dependence on impulsive is based on the cost of decisions. If the cost of decision is high, the dependence of buying is low, and vice versa. The study of the topic is use full to identify and find solution to the problem and to help making decision & to find alternative strategies.

Keywords--- Online Shopping, Impulsive Buying, Alternative Strategies.

I. INTRODUCTION

Today, the consumer is become to Impulse buying behavior. It has been recently described as a persuading, greedily complicated buying behavior in which careful examination of information and alternatives is left out due to the quickness of the decision making process. To consume can arouse emotional responses and is bound to happen without consideration of the consequences impulse buying and has identified that it occurs when individual do not plan, anticipate, hesitate when making purchasing decisions, that is, when consumers make unintentional, unthoughtful and prompt purchases. The impulse buying behaviour is unintentional, since the consumers are not specifically searching for some products and made no plans to purchase the item.

II. STATEMENT OF THE PROBLEM

Impulsive buying is a unique of consumer's life style. In the market place the seller realign the importance of the customer satisfaction through store, layout product of in store promotions. And basically impulsive are based on new creativity of innovations of the product. Rapid development in information technology changed consumer behavior. The availability of 24 hours retailing through the online shopping through the interest has increased online retailing and in impulsive buying. And by using the online customers can easily view more products comparing in the market place. And they can easily save their time in the purchasing and mostly the customers we interest often are more impulsive in nature.

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III. REVIEW OF LITERATURE

Dr. Prafulla Arjun Pawar, DipaliShastri, Umesh RamchandraRaut(2016) International Journal of Applied Research:-" In-store sampling and impulsive buying behavior ":An empirical approach; He found that the fun and variety of the promotional activities and the store sales personal attraction towards the customer leads impulsive buying in nature Impulsive purchasing of the customer are mostly related on the price and the cross selling of the products,

Umair Akram1 Peng Hui1, Muhammad Kaleem Khan1, Muhammad Hashim2 and Shahid Rasheed (2016) International Journal of u- and e- Service, Science and Technology Vol.9, No. 7 ;-Impact of Store Atmosphere on Impulse Buying Behavior: Moderating Effect of Demographic Variables; They found that The techniques included instore settings, shelf positions, promotional activities and price off promotions creats impulsive buying of the customers

Nasreen Khan1, Lai Hui Hui1, Tan Booi Chen1 & Hong Yong Hoe1(2016),International Journal of Business and Management; Vol. 11, No. 1;- Impulse Buying Behaviour of Generation Y in Fashion Retail; Sampling, sales services, pop displays, coupons and in store environments plays the major role in consumers impulsive buying process Technology and self service innovate in the promotional activities leads towards the impulsive buying,

Geetha. M, Bharadhwaj.S, Asian journal of business research issn volume 6 issue1(2016);- impulsive buying behavior in India –an overview:- They argued Traditional brick and motor shopping television shopping helps consumer easy to select their product and creats impulsive buying towards the product.

By Lim Pei Ling & Dr. Rashad Yazdanifard(2015) Global Journal of Management and Business Research: E-Marketing Volume 15 Issue 5 Version 1.0;- What Internal and External Factors Influence Impulsive Buying Behavior in online Shopping? Involvement of the product may lead the people towards impulsive purchasing. In his study people who are interested in a particular product may buy the same in different style based on the store environment.

Objective of the Study

1. To measure consumer attitude towards impulsive buying behavior behavior.
2. To study the level of satisfaction through impulsive buying.

Scope and Importance of the Study

1. To identify factors affecting consumers impulsive buying behavior.
2. To distinguish between impulsive driven and compulsive buying consumer behavior.
3. To establish the existence and extent of the influence of gender as a specific demographic factor of impulsive driven behavior.
4. Planning consumers who always decide in advance what, how much and which brand they will buy and to differentiate the customers and planned and unplanned aspects.
5. To know the awareness of the customers towards their buying nature.

Limitations

- Buying motive are different for different people. One person mainly purchase a product for comfort. The others might look for single and its difficult to study about the mind level of the customers.
- Shopping of buying pattern are also different for different individuals and in the same time people use to buy in bulk and same as some we to buy only one at time.
- This study covers only Coimbatore city.

IV. RESEARCH METHODOLOGY

The study requires both primary data and secondary data. The Secondary data were collected from various official records and reports. This is study adopted convenience sampling techniques. The sample size is 250.

Frame Work of Analysis

The following statistical techniques has been employed for the project study

V. RESULT AND DISCUSSION

Frriedman Rank Test

To find the prominent reason for impulsive buying behavior factors that contributes impulsive buying satisfaction and reason that lead to attraction friedman test is employed

The following table shows the result of friedman rank test on preference

Table 1: Preference

Ranks		
	Mean Rank	Rank
Unplanned Browsing	3.81	10
Website environment	5.05	9
Product picture	5.07	8
Promotional information	5.75	5
Advertisements	5.97	2
Background music	5.90	3
Combo offers	5.71	6
Discounts	6.45	1
Low price	5.46	7
New arrival products	5.82	4

From the Friedman rank test, it is inferred that respondents prefers to trade on Online due to on their preference ranking as Discounts, advertisements, Background music, new product arrivals, promotional information, combo offers, low price, product picture, website environment and the respondents ranked unplanned browsing as last in their ranking.

The following table shows the result of friedman rank test on satisfaction

Table 2: Satisfaction

Ranks		
	Mean Rank	Rank
Online provider	4.19	10
Payment mode	5.42	9
Delivery of the product/time	5.59	8
Combo offers	6.12	6
Price	6.54	1
Quality/quantity	6.51	2
Customer service	6.43	3
Warranty	6.40	4
Customer call support	6.40	4
Connectivity/status of the product	6.38	5
Packing of product	6.01	7

From the Friedman rank test, it is inferred that respondents prefers to trade on Online due to their satisfaction ranking as price, quality/quantity, customer service, warranty, customer call support, connectivity/status of the product, packing of the product, delivery of the product/time, payment mode their last ranking as online provider.

Garrets Ranking

Garrets ranking techniques has been used to identify the product preferred by the consumers on online shopping. And it is calculated by using the following formula.

Percentage position=100 (Rtj-0.5/Nj)

Where Rtj Rank given for Ith Variable by the Jth Customers.

Nj=Number of variables ranked by the customers.

The customers are asked to rank the ten categories which makes them impulsive buying on online shopping and identified for the purpose of this study as 1,2 & 10 in order to know their impulsive on buying online products.

Scale value as per garret ranking techniques for first to Ten ranks is as 82,71,64,58,53,48,43,37,30,19 respectively. The percentage position of each rank is made into score by referring factors is summed up for assigning rank. The following table exhibits the impulsive buying on online shopping category by majority of the respondents.

The following table Garrets ranking techniques has been used to identify the product preferred by the consumers on online shopping.

Table 3: Garret Ranking

	82	71	64	58	53	48	43	37	30	19	Total	Score	Mean Score	Rank
	1	2	3	4	5	6	7	8	9	10				
Mobile and tablets	91	32	14	14	18	7	18	16	22	18	250	15100	60.4	1
	7462	2272	896	812	954	336	774	592	660	342				
Computer and office products	23	38	32	30	21	22	26	20	21	17	250	13352	53.408	3
	1886	2698	2048	1740	1113	1056	1118	740	630	323				
Electronic and appliances	15	42	29	29	35	29	22	23	15	11	250	13453	53.812	2
	1230	2982	1856	1682	1855	1392	946	851	450	209				
Men's fashion	16	27	30	30	26	27	32	36	14	12	250	12919	51.676	5
	1312	1917	1920	1740	1378	1296	1376	1332	420	228				
Women's fashion	26	29	22	30	30	32	15	25	25	16	250	13089	52.356	4
	2132	2059	1408	1740	1590	1536	645	925	750	304				
Kids fashion	15	20	26	23	31	39	31	20	27	18	250	12388	49.552	7
	1230	1420	1664	1334	1643	1872	1333	740	810	342				
Bag and wallets	14	15	35	29	35	27	34	21	25	15	250	12560	50.24	6
	1148	1065	2240	1682	1855	1296	1462	777	750	285				
Beauty, health and grocery	11	19	24	20	29	27	29	30	28	33	250	11604	46.416	8
	902	1349	1536	1160	1537	1296	1247	1110	840	627				
Home, kitchen and pet supplies	19	15	24	25	12	23	32	28	37	35	250	11536	46.144	9
	1558	1065	1536	1450	636	1104	1376	1036	1110	665				
Others	21	16	13	12	14	18	15	29	37	75	250	10245	40.98	10
	1722	1136	832	696	742	864	645	1073	1110	1425				

From the garrets ranking test, it is inferred that the majority of customers prefers to purchase Mobile & tablets followed by Electronic and appliances, computer and office product's... Etc as their likes.

VI. FINDINGS

Friedman Rank Test

From the Friedman rank test, it is inferred that respondents prefers to trade on Online due to on their preference ranking as Discounts, advertisements, Background music, new product arrivals, promotional information, combo offers, low price, product picture, website environment and the respondents ranked unplanned browsing as last in their ranking.

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VII.   SUGGESTIONS

Customer Suggestions

- Combo offers must be related to the product what the customer selecting instead of selling different combo offers of product display.

- Delivery of the product may be in all areas

- Price must be based on the quantity of the product

- Discounts must be favor in bulky ordering

- Special offers and discounts on educational items, packing must be good

Seller Suggestions

- Shopping online is safe, smart and trustworthy that we can easily get the product in your door steps but before making your order in online shopping make sure that it suits your terms and conditions.

- The customers who are using the online shopping please read the terms and conditions of the online site. Don't think that only online shopping is best.

- Don't give your pin or password to any online site and don't save your password in the shopping address

- If you are impulsive in nature try with the combo offers and make use of other product which are related on our search

- If cancellation of your order please make in the second stage of the process and make alternative decision

- 24 hours shopping makes the customer care people to get connected with you any time and you can give your feedback or exchange of your product or damage product

VIII.   CONCLUSION

Impulsive shopping behavior has been more challenge and unjudge able because of complex in nature. Impulsive shopping online helps which creates for huge volume of the products sold each year. In the present scenario and emerging economicsituation, there is a need to study about the impulsive online buying behavior. The video clipping and price are attractive factor for impulsive buying decision of customer. The technology reforms all activities done through technology devices. Nowadays customers mind set are changing due to technology reforms. So this is the reason behind impulsive buying behavior happen.

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