

## **8. The Impulse Purchasing Behaviour of Customers who Shop Online is prompted by Digital Marketing**

**Dr. S. Dinesh**

Assistant Professor,  
School of Management,  
SASTRA Deemed University,  
Thanjavur.

### ***Abstract:***

*Developing nations like India are seeing a rise in the use of electronic marketing on a more local level. Advertising on the internet may be used to bring in a steady stream of customers, which is another function that has evolved as a result of the internet's increased usage. The term "impulse buy" or "impulse buying" refers to a purchase that a customer makes without previously having prior arrangements with a shop. This kind of transaction is sometimes referred to as an "impulse buy" (Baumeister, 2002; Stern, 1962). It has been found by quantitative research, which has broken down information obtained through an internet-based poll overview. As a result, the components that identify the aspects that effect consumer electronic purchase have been identified. There were a total of ninety people in this group, all of whom had experience making purchases online. This examination, in addition to examining administrative difficulties, gives suggestions for future analysts and offers ideas for future analysts. It would be to the advantage of academics and marketers alike to get an understanding of the buying behaviour of online customers, especially in terms of how impulsive they are when making purchases. The major purpose of this article is to investigate the variables that affect consumer behaviour when they make electronic purchases and to get a better knowledge of the elements that impact customer behaviour when they make electronic purchases.*

*Buying on impulse, customer behaviour, and online marketing are some of the keywords that come to mind here.*

### **8.1 Introduction:**

In the context of consumer behaviour, the term "impulsive buying" refers to a choice to acquire a product or service that is made on the spur of the moment right before to completing a purchase. It is an unrestricted purchase made in a short amount of time that does not need any previous shopping and is designed to either buy a certain item category or finish a specified buying activity (Beatty and Ferrell, 1998). The majority of the time, networks include a variety of data that is only accessible for a condensed amount of time. After that, these data points are put to use as stimulants to stimulate impulsive purchase behaviour whenever and wherever it may occur. It is thus of the utmost importance to do research on the effect that impulsive internet purchases have on rehearsals and performances. As a consequence of this, companies have a better chance of rekindling customers' enthusiasm for making purchases over the internet, multifunctional terminals,

and online-to-offline transitions in their business practices. In addition to that, it compels businesses to develop persuasive advertising strategies in order to enhance the impulsive purchasing impulse of their customers (Lee et al., 1989). Research has shown that the area of impulsive purchase is one that retailers, marketers, and manufacturers all over the world are interested in because it is a reason that may increase sales volumes while also allowing them to concentrate more effectively on their primary priorities. If the electronic store were aware of the factors that cause impulsive purchasing of electronic goods, then they may expect a rise of one percent in sales from impulse purchases, which would result in an additional \$55 million in revenue. Both the electronic goods store and the organisation would be significantly impacted as a result of this development. As a consequence of this, it is essential for retailers to have an understanding of the impulse of customers who make impulsive purchases via electronic means, as well as the many factors that may have an effect on customers, particularly those who do so online. With the use of this examination paper, we want to get a more in-depth understanding of the many points of view that are essentially connected to the need that electronic customers have to be able to make purchases on the move.

## **8.2 Review of Literature:**

According to the findings of a research done by Ekeng (2012), statistical traits do have an effect on impulsive purchase behaviour. Because of their acute and unrestrained enthusiasm for high-end products and services, female customers are more likely to make impulsive purchases than male consumers are. This is a contributing impulse to the gender gap in consumer spending. When compared to female customers, male consumers are far less inclined to make hasty acquisitions. Additionally, when compared to more established individuals, the age of consumers and their impulsive buying behaviour are inversely related. This is due to the fact that teenagers do not have the responsibility of raising families, and as a result, they do not make a big deal about how they spend their money, regardless of whether it is a spontaneous purchase. When consumers' incomes go up, it's possible that they start spending more lavishly overall, which in turn may have an effect on whether or not they choose to make purchases on the spur of the moment. According to research, consumers with higher levels of education are more likely to make rash acquisitions because they are influenced by their social standing and the position they have in the public view. This makes them more susceptible to being taken advantage of. Piron (1991) used the phrase "impulse purchasing" to refer to an unplanned purchase that occurred as a result of an introduction to an improvement and was completed at a convenient location. He believed that these kinds of purchases were more common than previously thought. Impulse buying is when a person enters a store with the intention of purchasing something else and then feels an overwhelming need to make a purchase of a product that they did not intend to buy before entering the place (Rook and Fisher, 1995). After finding that impulsive buying occurs visibly in approximately forty percentage of every single moment of electronic consumption, Verhagen and Dolen (2013) suggested that understanding consumer buying behaviour in electronic exchanges is critical for the success of electronic retailing experts in their respective fields. According to Rawlings, the researchers who conducted the study found that younger persons exhibit more grounded impulsive purchase behaviour than older folks (1995). Wood (1998) found that there is no direct relationship between age and impulsive purchase behaviour among the general population of adults living in the United States. This was the conclusion reached by the researcher. People

between the ages of 18 and 39 are more prone to make impulsive purchases, but people aged 40 and beyond are less likely to engage in this sort of behaviour. He reached the result that people between the ages of 18 and 39 are more likely to engage in behaviour that might be characterized as impulsive purchasing. Fyngenson (2006) introduces the concept of web-based business by illustrating it with the phenomenon of electronic shopping. Web-based businesses, according to his definition, are establishments that enable customers to get information and make purchases by means of the World Wide Web. In the framework of determining a supporting choice for the dominant cause, Kathiravan (2013) is responsible for locating and analyzing cause impact factors. It is often believed that the logical approach to dealing with electronic transactions is tied to particular client behaviour, in addition to the diversity of purchases made online and their intended use, among other factors.

### **8.2.1 Objectives of the Study:**

In recent years, the topic of customer behaviour in the context of electronic retail shopping has been the subject of controversy. Information system researchers have argued that the atmosphere of the electronic store has a significant impact on customer behaviour. According to DAWSON and KIM, as the popularity of electronic shopping continues to grow, the market for impulsive purchases made online has a significant amount of untapped potential for expansion (2009). The following are the primary goals that need to be accomplished:

The purpose of this study is to determine the elements that lead customers to make impulsive purchases of electronic products.

The purpose of this study is to assess the importance of socio-economic characteristics and customer perceptions of impulse buying in the context of electronic commerce.

In order to give helpful advice to merchants involved in electronic marketing based on the findings of the research.

### **8.3 Research Design:**

A research design is a framework or sketch for intelligently ending an investigation without making assumptions or choosing to make an arrangement of the subject matter at hand, and it is used to bring about an intelligent conclusion to an investigation. A research design is used to bring about an intelligent conclusion to an investigation in an intelligent manner. In other words, the standard method for acquiring the information or data necessary to solve the examination-related difficulties is stated. This study is a perfect illustration of how a descriptive research design should be carried out from start to finish.

#### **8.3.1 Hypothesis for the Study:**

According to the null hypothesis, there is no connection between the socio-economic characteristics of consumers and the views they have on online shopping as well as the impulsive purchasing behaviour that they engage in while making purchases.

Is there a relationship that can be statistically shown to exist between the socio-economic aspects of a customer's household and the consumer's attitude toward impulsive shopping and buying behaviour, particularly when it comes to electronic shopping? An alternative hypothesis may state that there is a statistically significant link between customer views of electronic shopping and impulsive purchase behaviour among customers.

### 8.3.2 Data Analysis and Discussions:

**Table 8.1: Socioeconomic Considerations of the Market Participants**

Variables	Options	No. of consumers	Percentage
Gender wise classification	Male	194	77.6
	Female	56	22.4
Age group	Below 25 years	110	44
	26 to 35 years	84	33.6
	36 to 45 years	20	8
	Above 45 years	36	14.4
Education qualification	Up to school level	10	4
	Diploma	36	14.4
	Under graduation	114	45.6
	Post-Graduation	90	36
Occupational category	Student	74	29.6
	Private employee	82	32.8
	Government employee	56	22.4
	Business	38	15.2
Marital status	Single	146	58.4
	Married	104	41.6
Monthly Income	Up to Rs.15,000	27	10.8
	Rs.15,001 to Rs.20,000	20	8
	Rs.20,001 to Rs.25,000	102	40.8
	Above Rs.25,000	101	40.4
Residential area	Rural	64	25.6
	Semi-urban	56	22.4
	Urban	130	52

Table 8.1 of this study provides an overview of the demographic and socioeconomic makeup of the target audience. Among the 250 consumers, 195 (77.6 percent) are male, 110 (44 percent) are in the under-25 age group, 114 (45.6 percent) have a UG degree, 82 (32.8 percent) are private employees, 146 (58.4 percent) are single, 102 (40.8 percent) have an income ranging from Rs.20001 to Rs.25, 000, and 130 consumers (52 percent) live in urban settings.

**Table 8.2: A Consumer Attitude and Income Survey Results Breakdown**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Ho
	B	Std. Error	Beta			
(Constant)	6.631	1.067		6.131	0	Reject
I often purchase items on the spur of the moment.	-0.403	0.139	-0.337	-3.903	0.006	Reject
I frequently purchase items without giving it any thought.	0.04	0.149	0.043	0.368	0.79	Accept
Buy now, regret later is how I define myself.	-0.667	0.163	-0.483	-3.667	0	Reject
I ended up purchasing more than I had originally planned to.	-0.083	0.166	-0.068	-0.6	0.619	Accept
When I was buying on the internet, it was a thrilling experience.	0.067	0.306	0.041	0.378	0.783	Accept
I purchase a product or service to improve my mood at the time of purchase.	-0.643	0.303	-0.439	-3.693	0.009	Reject
I purchase items based on what I am thinking at the time of purchase.	0.686	0.318	0.493	3.691	0.009	Reject
Shopping spontaneously makes me joyful, but I meticulously organize the most of my shopping time to avoid being disappointed.	-0.314	0.149	-0.168	-1.434	0.166	Accept
Shopping is a thrilling experience for me.	0.664	0.19	0.443	3.963	0.004	Reject
If I can acquire free things in exchange for purchasing a product or service, I will do so.	-0.164	0.166	-0.146	-0.99	0.336	Accept
Free services might be a motivator for me to make impulsive purchases.	-0.009	0.133	-0.008	-0.066	0.949	Accept
I purchase the goods electronic, where I may take advantage of many promotions and discounts.	0.663	0.307	0.386	3.73	0.008	Reject
When I notice a good deal, I'm more likely to purchase on the spot.	-0.746	0.303	-0.633	-3.467	0.016	Reject
I'm a person who buys on the spur of the moment.	-0.636	0.384	-0.401	-1.863	0.068	Accept

Based on the information in Table 8.2, it examines the relationship between revenue and customer satisfaction. The results show that there is no statistically significant relationship between revenue and consumer opinions regarding the following: I frequently purchase items without considering my options; I purchased more than the amount of items I anticipated purchasing; I experienced excitement while shopping on electronic shopping sites. Despite this, I often buy things without giving much thought to my available alternatives, and I schedule the vast bulk of my shopping time. When I am given free things, I will buy other products or services instead. Because I am provided free services, I am more likely to acquire things or services. In this specific situation, the H1 visa application was denied.

There is a considerable correlation between a consumer's income and their perception of the frequency with which they make impulsive purchases of goods and services. I am the personification of the expression "buy now, feel later." I make a purchase of a product or service with the intention of improving my mood at the moment of the transaction. I find that making hasty acquisitions gives me a rush of happiness, and I like giving in to my impulses every once in a while. When I go shopping, I look for places where there are a number of deals and electronic offers available. If something is fairly priced, I am more inclined to purchase it on the spot if I decide I like it, even if I didn't plan to buy it. In light of the fact that the null hypothesis was found to be false, the alternative hypothesis was considered.

#### **8.4 Findings:**

According to a recent research, there is a considerable association between gender orientation and the attitudes of customers about the availability of unlimited purchase options. The bulk of my acquisitions are the result of what is known as "impulse buying," which is defined as the practice of acquiring goods or services in exchange for freebies or other forms of compensation such as presents. Given that there is no significant relationship between consumers' judgments about I frequently acquire things on the spur of the moment, Acquire now, contemplate later reflects me, I meticulously plan the greater part of my purchasing minute, and I purchase products or services from a variety of sources, it can be concluded that there is a significant correlation between consumers' perceptions of how often they purchase things on the spur of the moment and the frequency with which they do so. According to the study, consumers' perceptions of how often they purchase things Shopping is an experience for me, as demonstrated by the salary examination of the difference between the relapse investigation and the salary examination.

#### **8.5 Conclusion:**

The goal of this study was to acquire a better understanding of the aspects that impact people's behaviour when it comes to making purchases through electronic means. As a consequence of conducting such an intensive investigation, the myriad of facets associated with impulsive shopping in the context of electronic enterprises have been taken into account. It has been observed that the positive consequence of financial factors such as age, sexual orientation, pay, and the consumer's perception of electronic impulsive purchasing behaviour of unconstrained buying motivates me to make impulsive purchases. This is because I feel that I have more freedom to make these kinds of purchases. For me, shopping

is an experience; I like to purchase things online, where there are a variety of offers and limits. In the very unlikely occasion that I stumble across a time-sensitive offer, I will often make a hasty choice to purchase the item in question. By supplying electronic merchants and manufacturers with further information along these lines, we will be able to assist them in gaining a better understanding of how to encourage people to make impulsive purchases. As a consequence of this, both merchants and manufacturers have a better chance of being able to satisfy the requirements of their clients, which in turn leads to an increase in the competitiveness of shopping locations and organisations.

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