

# Online Impulse Buying Behavior of Consumer Triggered by Digital Marketing

C.Kathiravan, P.Mahalakshmi, V.Palanisamy

**Abstract:** Online marketing is bitten by bit getting to be prominent in creating nations like India. The online advertising has developed as another goal which pulls in a great many customers consistently. "Impulse buy" or "impulse buying depict any buy which a consumer makes, however, has not arranged ahead of time (Baumeister, 2002; Stern, 1962). The components that influence the consumer online buying have been uncovered through quantitative research by breaking down information gathered through an internet-based poll overview. This comprised of 90 consumers who were buying online. This examination additionally talks about the administrative issues, recommendations and suggestions for the future analysts. The understanding of buying behaviour of online customers as far as their impulsive conduct would be useful for the advertisers and academicians. The main aim of this paper is to take a gander at the components which striving for online shopping and to build up a comprehension of the variables affecting the online shopping by the consumers.

**Keywords:** Impulsive buying, consumer behaviour, online marketing.

## I. INTRODUCTION

An impulse buy or impulse buying is an impromptu choice to purchase an item or administration, made just before a buy. It is an unrestricted, quick buy without pre-shopping aims either to purchase a particular item classification or to satisfy a particular buying task (Beatty and Ferrell, 1998). As a rule, an assortment of limited-time data can be found in networks. These data at that point go about as boosts to trigger impulse buying conduct whenever and places.

In this way, it is of incredible noteworthiness to uncover the impact of online impulse buying to rehearses. It causes organizations to all the more likely invigorate consumers' longing to purchase through Web, versatile terminals and O2O. Likewise, it urges organizations to create compelling advertising procedures to build their impulse buying conduct (Lee et al., 1989) Study has demonstrated that impulse buying is a region which might happen to more enthusiasm to retailers just as advertisers and producer's

**Revised Manuscript Received on July 22, 2019.**

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worldwide as it is a reason that can build deals volumes and develop their primary concern On the off chance that the online retailer comprehended components that empower impulse buys online, even a one per cent increase in deals from impulse buying would prompt an extra \$55 million in income, bringing about a huge effect to both the online retailer and the business. It is subsequently association for the retailers to realize the online impulse buy conduct and the various elements that could impact the purchasers, including in it. The general motivation behind this examination paper is to assemble further comprehension of the different viewpoints which are fundamentally identified with the impulse buying of the online customers.

## II. REVIEW OF LITERATURE:

Ekeng and et al. (2012), statistic qualities impact impulse buying. Impulse buying varies necessarily among male and female customers, where the wonder is increasingly standard among female customers because of their similarity and unconstrained appreciation for extravagant items. So also the period of customers and impulse buying conduct are conversely related because teenagers have no obligation of raising families and they don't make a fuss over how they burn through cash regardless of whether it is spontaneous when contrasted with more established individuals. Moreover, an expansion in the pay of consumers makes them extravagant in spending and may impact on purchasing items spontaneously. Increasingly taught, consumers are probably going to shop impulsively as they are impacted by their position and situation in the public eye. Piron (1991) portrayed Impulse buying as an impromptu buy, aftereffect of an introduction to improvement, and chose the spot. Amid impulse buying, there is a substantial and unexpected want to purchase an item absent much consideration, which one didn't mean to buy before entering the store (Rook and Fisher, 1995). Verhagen and Dolen (2011) found that impulsive buying visibly happens in about 40% of every single moment online consumption and further suggested the comprehension of consumer buying conduct in online exchanges is urgent for the online retailing experts. Rawlings (1995) found that youthful shows more grounded impulse buying conduct than the old. By exploring the US grown-up populace, Wood (1998) found that age bears no direct association with the impulse buying conduct. In any case, he understood that individuals matured 18 to 39 have a higher inclination of impulse buying conduct, while individuals matured



more than 39 have a lower propensity of it. Fygenon (2006) liken online shopping to web-based business and propose the definition that web-based business is where consumers get data and buy items utilizing Web innovation. Kathiravan (2013) find and analyse the cause influence variables in basis supportive decision on the predominant cause. It tends to be expressed that the logical way to deal with buying online is related to specific client conduct and their variety/aim of buying online.

III. OBJECTIVES

- To identify the factors which are influencing to the consumer to buy impulsively in online
- To determine the significance of socio-economic factors and consumer opinion of impulsive buying in electronic retailing
- To offer valuable suggestions to online marketing retailers based on the findings of the study.

IV. FACTORS INFLUENCING ONLINE IMPULSIVE BUYING

In recent years, surveyors of information system argued that in the context of online retail shopping, the environment of the online shop had a significant impact on consumer behaviour. Online impulse purchases as a fragment have huge growth potential with rising in e-buying, according to DAWSON and KIM (2009).

A.SOCIO-ECONOMIC FACTORS:

Impulse buying behaviour of consumers in the age group 18-39 shows a similarity pattern, and it decreases as age increases (WOOD, 1998; GHANI et al., 2011). Gender and social attributes have an impact on an impulse purchase, according to DITTMAR et al. (1996). Female customers show interest in products that show symbolism and are self-expressing and are easily mixing with their emotional self and appearance. Lin and Lin (2005) discovered that the disposable income of young people bears a positive relationship with impulse buying behaviour. As their disposable income increases, they are more likely to buy products impulsively.

V. Research Methodology

The research procedure is a practical examination to give answers for logical and social issues through the investigation of research strategies. It is an orderly strategy to touch base at the outcome by method for preparing and breaking down the issue with the utilization of different strategies/systems. The examination strategies are arranged, logical, and esteem impartial. These techniques incorporate hypothetical methodology, measurable methodologies, trial ponders, numerical plans, and so on.

VI. Research Design

Research design is a structure or sketch for intelligently completing an exploration without assumption or preference to concoct arrangement of the issue concerned. It clarifies the usual way of doing things necessary for gathering the information or data required for taking care of the examination issues.

Research Hypothesis :

H<sub>0</sub> (Null Hypothesis): There is no relationship between socio-economic factors of respondents and consumer opinion about online shopping of impulsive buying behaviour

H<sub>1</sub>(Alternative Hypothesis): There is a significant relationship regarding socio-economic factors of respondents and consumer opinion about online shopping of impulsive buying behaviour

Variables	Options	No. of respondents	Percentage
Gender	Male	19	21.1
	Female	71	78.9
	<b>Total</b>	<b>90</b>	<b>100.0</b>
Age group	Below 25 years	48	53.3
	26 - 35 years	35	38.9
	36 - 45 years	7	7.8
	Above 45 years	-	-
	<b>Total</b>	<b>90</b>	<b>100</b>
Education qualifications	Up to school level	-	-
	Diploma	-	-
	UG	61	67.8
	PG	29	32.2
	<b>Total</b>	<b>90</b>	<b>100</b>
Occupation	Student	39	43.3
	Private employee	33	36.7
	Government employee	13	14.4
	Business	5	5.6
	<b>Total</b>	<b>90</b>	<b>100.0</b>
Marital status	Single	57	63.3
	Married	33	36.7
	<b>Total</b>	<b>90</b>	<b>100.0</b>
Monthly Income	Up to Rs.15,000	49	54.4
	Rs.15,001-Rs.20,000	16	17.8
	Rs.20,001-Rs.25,000	10	11.1
	Above Rs.25,000	15	16.7
	<b>Total</b>	<b>90</b>	<b>100.0</b>
Residential area	Rural	41	45.6
	Semi-urban	24	26.7
	Urban	25	27.8
	<b>Total</b>	<b>90</b>	<b>100.0</b>
Type of family	Joint	32	35.6
	Nuclear	58	64.4
	<b>Total</b>	<b>90</b>	<b>100.0</b>
Size of family	Up to 3 members	28	31.1
	4-6 members	41	45.6
	7-9 members	9	10.0
	Above 9 members	12	13.3
	<b>Total</b>	<b>90</b>	<b>100.0</b>

Source: Primary data



Table- III: Analysis of Gender and Consumers' Opinion

Table I shows that the socio-economic profile of the respondents. Out of 90 respondents, 71 respondents are female, 48 respondents are in below 25 years age group, 61 respondents are UG degree holders, 39 respondents are private employees, 57 respondents are single, 49 respondents have income Up to Rs.15,000, 41 respondents are living in rural areas, 58 respondents have nuclear family, and 41 respondents have 4-6 family members.

Table- II: Consumers' Opinion about Online shopping

S.No	Benefits	SA	A	M	DA	SDA	Mean
1	I often buy things impulsively	32	31	23	0	3	3.99
2	I often buy things exclusive of thinking	24	31	16	11	7	3.6
3	Buy now, and feel later describes me	9	28	38	8	6	3.29
4	I bought more than I had considered buying	39	35	12	3	0	4.23
5	I felt exciting shopping when in time of online sites	4	28	38	19	0	3.19
6	I buy a product or services to lift my mood that moment	28	33	22	6	0	3.93
7	I buy things according to think at a moment	6	42	25	9	7	3.36
8	Spontaneous buying make me happy to shop impulsively	21	40	15	13	0	3.78
9	I carefully plan most of my shopping moment	38	31	17	3	0	4.17
10	For me, shopping is an adventure	10	39	31	6	3	3.53
11.	I buy product or services if I can get free products	22	32	20	12	3	3.64
12.	Free services can be the reason for me to buy on impulse	21	22	33	10	3	3.53
13.	I buy the product online with various offers and discounts	12	44	27	6	0	3.69
14.	If I see an economical price, I tend to buy impulse	12	31	39	7	0	3.54
15.	I usually make purchases on impulse.	21	25	39	4	0	3.7

Table II explains the consumers' impulsive buying behaviour towards online shopping with the mean score. Fifteen

Statements are framed with the five-point scale for analysing the respondents' opinion. From these statements, 'I carefully plan most of my shopping moment' statement got the highest mean score is 4.17 and 'I felt exciting shopping when in time of online sites' statement got the least mean score.

	I often buy things impulsively	I often buy things exclusive of thinking	Buy now, and feel later describes me	I bought more than I had considered buying	I felt exciting shopping when in time of online sites	I buy a product or services to lift my mood that moment	I buy things according to think at a moment	Spontaneous buying make me happy to shop impulsively	I carefully plan most of my shopping moment	For me, shopping is an adventure	I buy product or services if I can get free products	Free services can be the reason for me to buy on impulse	I buy the product online with various offers and discounts	If I see an economical price, I tend to buy impulse	I usually make purchases on impulse.
Mann-Whitney U	530	501	628	600	573	575	599	362	601	552	448	664	581	644	444
Z	-1.51	-1.78	-.49	-.80	-1.07	-1.04	-.80	-3.28	-.78	-1.3	-2.3	-.11	-1.01	-.33	-2.43
Asymp. Sig. (2-tailed)	.131	.075	.622	.422	.284	.298	.423	.001	.434	.194	.020	.914	.314	.743	.015

a. Grouping Variable: Gender of the respondents

Table III analyses the relationship between gender and consumers' opinion. There is no Association between gender and consumers' opinion about I often buy things impulsively, I often buy things exclusive of thinking, Buy now, and feel later describes me, I bought more than I had considered buying, I felt exciting shopping when in time of online sites, I buy a product or services to lift my mood that moment, I buy things according to feel at a moment, I carefully plan most of my shopping moment, For me, shopping is an adventure, Free services can be reason for me to buy impulsively, I buy product in online with various offers and discounts, If I see a discounted price, I have a tendency to buy impulse. H1 is Rejected

There is an association between gender and consumers' opinion about Spontaneous buying make me happy to shop impulsively, and I buy product or services if I can get free products, I usually make purchases on impulse. Because the null hypothesis is rejected.



Table- IV: Analysis of Age group and Consumers’ Opinion

	I often buy things impulsively	I often buy things exclusive of thinking	Buy now, and feel later describes me	I bought more than I had considered buying	I felt exciting shopping when in time of online sites	I buy a product or services to lift my mood that moment	I buy things according to think at a moment	Spontaneous buying make me happy to shop impulsively	I carefully plan most of my shopping moment	For me, shopping is an adventure	I buy product or services if I can get free products	Free services can be the reason for me to buy on impulse	I buy the product online with various offers and discounts	If I see an economical price, I tend to buy impulse	I usually make purchases on impulse.
Kruskal Wallis	5.6	15.9	2.7	6.3	11.9	10.7	15.6	9.1	1.58	12.1	1.33	4.8	8.29	12.8	14.39
df	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Asymp. Sig.	.061	.000	.254	.043	.003	.005	.000	.011	.452	.002	.514	.090	.016	.002	.001

a. Grouping Variable: Age group of the respondents

Table IV scrutinizes the relationship between age group and consumers' opinion. There is no association between age group and consumers’ opinion about I often buy things impulsively, Buy now, and feel later describes me, and I carefully plan most of my shopping moment, I buy product or services if I can get free products, Free services can be reason for me to buy on impulse because null hypothesis is accepted.

There is Association between age group and consumers’ opinion about I often buy things exclusive of thinking, I bought more than I had considered buying, I felt exciting shopping when in time of online sites, I buy a product or services to lift my mood that moment, I buy things according to think at a moment, Spontaneous buying make me happy to shop impulsively, For me, shopping is an adventure, I buy product in online with various offers and discounts, If I see an economical price, I have a tendency to buy impulse, I usually make purchases on impulse. Here H0 is Accepted.

Table- V: Analysis of Income and Consumers’ Opinion

H03: There is no association between income and consumers’ opinion Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	H <sub>0</sub>
	B	Std. Error	Beta			
(Constant)	6.531	1.067		6.121	.000	Reject
I often buy things impulsively	-.403	.139	-.337	-2.903	.005	Reject
I often buy things exclusive of thinking	.040	.149	.042	.268	.790	Accept
Buy now, and feel later describes me	-.557	.152	-.482	-3.657	.000	Reject

I bought more than I had considered buying	-.083	.165	-.058	-.500	.619	Accept
I felt exciting shopping when in time of online sites	.057	.206	.041	.278	.782	Accept
I buy a product or services to lift my mood that moment	-.543	.202	-.429	-2.692	.009	Reject
I buy things according to think at a moment	.223	.175	.198	1.274	.207	Accept
Spontaneous buying make me happy to shop impulsively	.586	.218	.493	2.691	.009	Reject
I carefully plan most of my shopping moment	-.214	.149	-.158	-1.434	.156	Accept
For me, shopping is an adventure	.564	.190	.442	2.962	.004	Reject
I buy product or services if I can get free products	-.154	.156	-.146	-.990	.325	Accept
Free services can be the reason for me to buy on impulse	-.009	.132	-.008	-.065	.949	Accept
I buy the product online with various offers and discounts	.563	.207	.385	2.720	.008	Reject
If I see an economical price, I tend to buy impulse	-.745	.302	-.532	-2.467	.016	Reject
I usually make purchases on impulse.	-.525	.284	-.401	-1.852	.068	Accept

Table V examines the Association between income and consumers’ opinion. There is no significant association between income and consumers’ opinion about I often buy things exclusive of thinking, I bought more than I had considered buying, I felt exciting shopping when in time of online sites, I buy things according to think at a moment, I carefully plan most of my shopping moment, I buy product or services if I can get free products, Free services can be reason for me to buy on impulse, I usually make purchases on impulse. Here H1 is Rejected.

There is significant relationship between income and consumers’ opinion about often buy things impulsively, Buy now, and feel later describes me, I buy a product or services to lift my mood that moment, Spontaneous buying make me happy to shop impulsively, For me, shopping is an adventure, I buy product in online with various offers and discounts, If I see an economical price, I have a tendency to buy impulse. Because the null hypothesis is rejected

## VII.FINDINGS

In gender orientation there is a critical connection between consumers' supposition about unconstrained buying fulfil me to shop impulsively, I purchase item or administrations if I can get free items, I, for the most part, make buys on impulse. For in the age shrewd there is no critical connection between consumers' conclusion about I regularly purchase things suddenly, Purchase now, and think later portrays me, I cautiously plan the more significant part of my shopping minute, and I purchase item or administrations. In the salary examination of difference of relapse investigation there is a noteworthy connection between consumers' conclusion about frequently purchase things precipitously, Purchase now, and think later portrays me, I purchase an item or administrations to lift my temperament that minute, Unconstrained buying fulfil me to shop impulsively, For me, shopping is an experience.

## VIII. CONCLUSION:

This study has made an endeavour to comprehend the points of interest in online buying conduct. In light of the extensive writing audit, the different part of impulse buying in the setting of online stores is incorporated. It is discovered that constructive outcome of financial variables of age, sexual orientation, pay and the consumer supposition about online impulsive buying conduct of Unconstrained buying fulfills me to shop impulsively, For me, shopping is an experience, I purchase item in online with different offers and limits, On the off chance that I see a limited value, I will in general purchase impulse. Along these lines, we can support online retailers and produces to more readily comprehend the best approach to animate the impulse buying of consumers. Correspondingly, both the retailers and fabricates can all the more likely fulfil individuals' needs, in this way improving the intensity of shopping destinations and organizations.

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