

# A Study On Factors Influencing Impulsive Buying Behavior In Millennial Consumers With Special Reference To Online Platforms

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**Abstract:** With growing use of technology and ease of access to an online marketplace , consumers are able to buy products with a single touch . Impulsive buying can be defined as the tendency of a consumer to buy a good or service without planning in the purchase in advance . Impulsive buying can be seen in various products like food items , clothing , jewellery , electronics . it is mostly based on irrational thinking . Marketers in this age are looking to tap into the behaviour to increase the sales . 120 respondents were asked to fill out google forms . This research concluded that device for browsing apps shopping , Number of people accompanying or/and influencing during the impulsive purchase & Abundant income at the start of the month are some of the factors that influence impulsive buying behavior . Though the impact is not that significant , marketers should look into quantifying these variables , by using big data to better understand these factors . Also , Frequency of purchasing a product online also has shown good opportunities that marketers could use , by increasing ads and campaigns to these demographic group to maximize the purchase potential of the consumers .

**Keywords:** impulsive buying behaviour , consumer behaviour , external situations , social media , emotion , app based marketing

## Introduction

With the emergence of technology, Economies around the world have benefitted and new ideas have been implemented to reach out to consumers. India is no different and so embraced a phenomenon named E-Commerce to such an extent that is significant for the economy and organizations to thrive these days. E-Commerce has brought a massive change to the consumers and is responsible for growth and employment as well. The rise of the Indian economy has not given millions of Indians the privilege of technology but also enabled them to utilize the internet in a way to have a great shopping experience. E-Commerce has changed the lives of people around the world and its growth in India is not showing any signs of slowing down . Utilizing social media apps has become a prominent trend worldwide. Social commerce is also an emerging craze among millennial consumers. It is mentioned as a vital and recurrent subject in e-commerce . With the emergence of web 2.0, social media has provided a huge potential and platform to transform e-commerce from a product-based environment to a social and customer-centric one . With the ever increasing use of technology , ease of obtaining any product over the internet has just been on the increase . With the internet bubble of 1990's , entrepreneur's like Jeff Bezos of Amazon , Lary Page of Google, Mark Zuckerberg of Facebook are a few names in the light. The E-commerce market is expected to reach US\$ 200 billion by 2026 from US\$ 38.5 billion in 2017. India's e-commerce market has the potential to grow more than four folds to US\$ 150 billion by 2022 supported by rising incomes and surge in internet users.

## Objectives Of Study

- To identify the situations that influence impulsive buying behaviors in consumers.
- To study stimuli that triggers Impulse shopping for throughout online Platforms.

**Scope for Study**

To broadly understand the unconventional reasons for consumers purchasing the products while making companies aware about the major reasons behind the purchasing patterns and to quantify them using modern research tools like SPSS. This study will be conducted in Bangalore as it is considered one of the tech cities of India.

**Hypothesis**

H0 : Time spent on the device for browsing apps shopping in a week does not have a significant effect on impulsive buying behaviour based on social media.

H1 : Time spent on the device for browsing apps shopping in a week does have a significant effect on impulsive buying behaviour based on social media.

H0 : Frequency of purchase a product online does not have a significant effect on impulsive buying behaviour based on app marketing

H2 : Frequency of purchase a product online does have a significant effect on impulsive buying behaviour based on app marketing

H0 : Number of people accompanying or/and influencing during the impulsive purchase does not have a significant effect on impulsive buying behaviour based on situation.

H3 : Number of people accompanying or/and influencing during the impulsive purchase does have a significant effect on impulsive buying behaviour based on situation.

H0 : Abundant income at the start of the month does not have a significant effect on frequency of purchase a product online

H4 : Abundant income at the start of the month does have a significant effect on frequency of purchase a product online.

**I. Literature Review**

(Kim, 2009) The purpose of this paper is to understand the external and internal factors that influence impulse buying in online shopping. A web experiment and survey were conducted to explore the effect of different external impulse trigger cues on impulse-buying behaviour online and also to examine how internal factors of impulse buying, affective and cognitive state, normative evaluation are related to online impulse-buying behaviours. There was not significant differences among the forms of external impulse trigger cues, however a positive correlation was found between a person's impulsive buying behaviour tendency and online impulse buying behaviour and a person's affective state and online impulse buying behaviour.

(Amir Foroughi, 2013) In this paper, the moderating effect on the relationship between hedonic value and felt urge to buy. Impulse buying of gender tested, which would help gain a better understanding of the symbiosis of hedonic shopping value and impulse buying behaviour. The main objective of this study is to develop a model for impulse buying among Iranian consumers. The specific survey method used in this study is cross-sectional survey design. The finding of the research has the potential to enrich the body of knowledge among academicians as well as practitioners. In this study, new and unestablished relationships have been hypothesized based on theory. Further, some concepts have been newly operationalized (i.e., the moderating effect of demographic variables) while some previous concepts have been refined as need. An integral part of this research was to provide a detailed description of the distinct physical stimuli (store environment, Mall environment, and sales associate).

(Rebecca hodge, 2007) Data for the paper was collected on actual purchase transactions on the HHS Reunion website from March 13, 2004 to May 19, 2004. This paper studied impulse purchasing during online with mental accounting and the psychophysics of pricing. The results show that the likelihood of an impulse purchase is positively correlated with the amount spent on the website prior to seeing an impulse item. This experiment evidently found that, amount spent on other purchases during an online purchases increases, consumers are more likely to purchase an additional item that they did not intend to purchase when they first visited the site. While this is certainly consistent with many experiments on mental accounting, this has additional external validity as it was performed on visitors to an active e-commerce site, spending their own funds.

(Dr. Dhananjay Datta, 2017) This paper explains that Generation-Y is entirely powerless to drive purchasing and the advertiser needs to curate their procedures in like manner. From the exploration it was discovered that Instant delight, No prior reasoning before purchasing, Trend setters, Impulse purchasing were among the main reasons that impacted drive purchasing. Additionally the outside improvements that generally activated motivation purchasing among the twenty to thirty year olds were quality and structure of the items and the inward boosts were need, interest and stylish.

(Umair Akram, 2018) The purpose of this study is to understand the impact of two situational factors, scarcity and serendipity, on OIB. Furthermore, five moderating factors of hedonic motivations research the correlation between scarcity, serendipity and OIB. Increasing trend in online impulse buying through social commerce can be seen with positive as well as negative views. This may create environmental hazardous. Based on above results, the current study has the following theoretical and practical implications. This study has focused on unplanned and irrational consumption behaviour in the SC environment by adopting five faces of hedonic shopping values and two situational factors scarcity and serendipity.

(Ali, 2018) The main objective of this research study was to research the role of personality trait namely Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism in facilitating an individual to engage in an impulsive buying behaviour. The individuals tend to score high in these traits tend to buy things immediately, right on the spot. The article also shows that Openness, Extraversion, and Neuroticism are positively related with the impulsive buying behaviour whereas Conscientiousness and Agreeableness are negatively associated with the impulsive buying behaviour. But the findings of this study could not find significant effects of agreeableness and conscientiousness on impulse buying behaviour. It may pinpoint unique behaviour of Pakistani consumers compared to other 1<sup>st</sup> world countries. This research study was quantitative. Its design was explanatory aiming to find causal relationship between independent and dependent variables. The sample size for this research study was 400. This study confirmed the role of personality in encouraging impulse buying at retail outlets. The specific dimension, which have portrayed positive correlation with impulse buying are Openness, Conscientiousness, Extraversion and Neuroticism. Marketers may identify different ways to target extrovert people to target their promotional offers. The environment of retail stores should be so refreshing and entertaining so that people high on neuroticism could enjoy shopping to reduce their stress.

(Xavier, 2017) This research professes that impulse purchase orientation, prior online purchase experience and online trust have significant impact on the customer purchase intention. The study has implicates to web retailers, marketing managers, internet marketers, online vendors and web-shoppers in India. Web retailers and internet marketers will be able to develop effective and efficient web-shopping strategies to attract new and potential web-shopping customers if they know the determinants of purchase intention. In total, 110 responses were received. Multiple linear regression was conducted to determine the relationship between the independent variables like online trust, prior online purchase experience, impulse purchase orientation and brand orientation on the dependent variable that is online purchase intention. "Online trust" was found to have a significant impact on the dependent variable "customer online purchase intention". There appears no difference between the Indian consumer and the rest of the world as per available studies in online trust as "online trust" has been found to be an integral part of customer purchase intention in studies conducted abroad.

### Summary Of Findings And Suggestions

The findings showed that Time spent on the device for browsing apps shopping in a week, Frequency of purchase a product online & Number of people accompanying or/and influencing during the impulsive purchase have a positive impact inducing impulsive buying behaviour. Factors based on Based on social situation, Abundant income at the start of the month, Based on app marketing and based on social media have can be taken as variables that help understand factors that influence impulsive buying behaviour. Though the impact is not that significant, marketers should look into quantifying these variables, by using big data to better understand these factors Abundance of income during the starting of the month has shown significant impact on influencing the respondents to buy products out of impulsive behaviour. this helps marketers help target people at the starting of the month when people receive salaries and bonuses. Also, Frequency of purchasing a product online also has shown good opportunities that marketers could use, by increasing ads and campaigns to these demographic group to maximize the purchase potential of the consumers.

### Analysis and Interpretation

#### Reliability Test

Table 1 : Reliability Statistics for Variables

Reliability Statistics

Cronbach's Alpha	N of Items
.824	30

As the form was passed on google forms the early adults (20-23) filled in most of the entries forming up to a percentage of 68.3% covering 82 people. The teen(16-19) group formed the second highest score of 24.2% covering 29 people. The age group of 24-27 gave up a percentage of 4.2% covering 5 people. The second lowest score was given by the age group 28-31 of a percentage of 2.5% covering 3 individuals. The lowest response was given up by the age group of 32-35 with only 0.8% covering 1 individual.

### Regression Analysis

Table 2 Regression model summary for impulsive buying behaviour based on social media.

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.210 <sup>a</sup>	.044	.036	.89535

Table 3: Anova for impulsive buying behaviour based on social media.

#### ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	4.350	1	4.350	5.426	.022 <sup>b</sup>
Residual	94.596	118	.802		
Total	98.945	119			

a. Dependent Variable: Based on social media

b. Predictors: (Constant), Time spent on the device for browsing apps shopping in a week

H0 : Time spent on the device for browsing apps shopping in a week does not have a significant effect on impulsive buying behaviour based on social media.

H1 : Time spent on the device for browsing apps shopping in a week does have a significant effect on impulsive buying behaviour based on social media.

### Interpretation

H1 is accepted as the significance is less than 0.05. Table 4.3.2 shows the Linear regression Anova test run on SPSS software, where significance is found out. Therefore, Time spent on the device for browsing apps shopping in a week does have a significant effect on impulsive buying behaviour based on social media. The result showed that, there is 4.4% (R Square is 0.44) impact of Time spent on the device for browsing apps shopping in a week on social media.

Table 4.: Regression model summary for impulsive buying behaviour based on app marketing.

## Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.169 <sup>a</sup>	.029	.020	.73290

Table 5 Anova for impulsive buying behaviour based on app marketing.

## ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.872	1	1.872	3.485	.044 <sup>b</sup>
	Residual	63.384	118	.537		
	Total	65.256	119			

a. Dependent Variable: Based on app marketing

b. Predictors: (Constant), How often do you purchase a product online

H0 : Frequency of purchase a product online does not have a significant effect on impulsive buying behaviour based on app marketing

H1 : Frequency of purchase a product online does have a significant effect on impulsive buying behaviour based on app marketing.

## Interpretation

H1 is accepted as the significance is less than 0.05. Table 4.3.4 shows the Linear regression Anova test run on SPSS software, where significance is found out. Therefore Frequency of purchase a product online does have a significant effect on impulsive buying behaviour based on app marketing. The result showed that, there is 2.9% (R Square is 0.29) impact of Frequency of purchase a product online on impulsive buying behaviour based on app marketing.

Table 6: Regression summary for impulsive buying behaviour based on social situation.

## Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.192 <sup>a</sup>	.037	.029	.94327

Table 7: Regression summary for impulsive buying behaviour based on social situation.

**ANOVA**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	4.001	1	4.001	4.497	.036 <sup>b</sup>
Residual	104.990	118	.890		
Total	108.992	119			

a. Dependent Variable: based on situation

b. Predictors: (Constant), Number of people accompanying or/and influencing during the impulsive purchase

H0 : Number of people accompanying or/and influencing during the impulsive purchase does not have a significant effect on impulsive buying behaviour based on situation.

H1 : Number of people accompanying or/and influencing during the impulsive purchase does have a significant effect on impulsive buying behaviour based on situation.

**Interpretation**

H1 is accepted as the significance is less than 0.05. Table 4.3.6 shows the Linear regression Anova test run on SPSS software, where significance is found out. Therefore Number of people accompanying or/and influencing during the impulsive purchase does have a significant effect on impulsive buying behaviour based on situation. The result showed that, there is 3.7% (R Square is 0.37) impact of Number of people accompanying or/and influencing during the impulsive purchase on impulsive buying behaviour based on situation.

Table 8: Regression summary for frequency of purchase a product online.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.237 <sup>a</sup>	.056	.048	1.2418

Table 9:

Regression summary for frequency of purchase a product online.

**ANOVA**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	10.831	1	10.831	7.024	.009 <sup>b</sup>
Residual	181.961	118	1.542		
Total	192.792	119			

a. Dependent Variable: Abundant income at the start of the month

b. Predictors: (Constant), How often do you purchase a product online

H<sub>0</sub> : Abundant income at the start of the month does not have a significant effect on frequency of purchase a product online

H<sub>1</sub> : Abundant income at the start of the month does have a significant effect on frequency of purchase a product online.

### Interpretation

H<sub>1</sub> is accepted as the significance is less than 0.05. Table 4.3.8 shows the Linear regression Anova test run on SPSS software, where significance is found out. Therefore does have a significant effect on impulsive buying behaviour based on situation. The result showed that, there is 5.6% (R Square is 0.56) impact of Abundant income at the start of the month on frequency of purchase a product online.

### CONCLUSION

Impulse purchase or impulse buying describes an unplanned decision to buy a product or service, made just before a purchase. Millennials are very susceptible to impulse buying and the marketer needs to build their strategies accordingly. From the research it was found that Instant gratification, No prior thinking before buying, Trend setters, Impulse buying were among the major factors that influenced impulse buying. Also the external stimuli that mostly triggered impulse buying among the millennials were quality and design of the products and the internal stimuli were need, curiosity and trendy. The findings of the study are useful to the marketers to improve their marketing campaigns and analytical procedures, to trigger impulse purchase. In a highly competitive environment, with the growth of e-commerce industry, it would be useful to examine impulse buying behaviour among the youth.

### LIMITATIONS OF THE STUDY

The data collected will be based on qualitative and quantitative factors and hence will lead to bias. Difficulty in verifying the result of the research as it is qualitative in nature. Geographically constricted to the area of Bangalore. Since it is the study of Impulsive Buying Behavior, the sample is only the representative and hence the data collected may not be completely accurate. More variables could be identified and used to better understand the effects and reasons for the behavior.

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