

A Study of Online Shopping Promoting Impulsive Buying Behavior Amongst The Youth In Nagpur City

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Abstract: Technology has redefined the concept of shopping. You may be sitting at Indian place or even at abroad, it is the advent of technology, that today, buying goods have become much faster, smarter and even most convenient to any consumer . It has really become an easier for a tech-savvy customer to book any product just by clicking on it on a smartphone and receiving it at his or her doorstep. Youth is crazy for online shopping. Today, shopping has got new dimensions and new heights. Younger generation of India is very much inclined towards online shopping. Online shopping attracts each category of population but it attracts youth more because the major population of Indian country consists of college going students or even employed youth and they make enormous use of internet for buying things impulsively at their finger tips even without considering the utility of the product. Marketing strategies by the internet marketers influence highly to these urban youth and thus the tendency to shop online has increased to a great extent. Therefore, it is very important to understand the concept of impulsive buying in the context of urban youth .

This paper explored the two important factors general shopping habits and web advertisement effect promoting impulsive buying behavior. The researcher has used a descriptive research design and Convenience sampling technique. Hypotheses was tested and research provided the statistical evidence using correlation analysis and Chi-Square in MS-excel. The findings of the paper brought that general Shopping habits create an impact on impulsive buying. Web advertisement effect also promotes impulsive buying behaviour amongst the youth in Nagpur city.

Keywords: online shopping ,impulsive buying ,youth, technology, general shopping habits, web advertisement effect

1. INTRODUCTION:

In present Scenario , customers need not necessarily go to a store to buy a particular thing. With the help of virtual shopping stores any person at anytime can easily book any product within a fraction of seconds. Thus, internet has really become a new trend for shopping. At present, Online stores are having an increasing impact on the retail market. Consumers buy products because of sudden urge to buy them. With the help of Online shopping goods or services from a seller can be bought. Online shopping means buying and selling of goods and services through the Internet. Nowadays, people prefer to buy products online. Thus, Online shopping has become an important part of our life. Products at affordable prices can

be easily acquired today. Online shopping websites like amazon.com, flipkart.com, zabong.com, ebay.com, craftsvilla.com, snapdeal.com etc. has brought the product to our doorsteps. Impulsive Buying is unplanned and is decided on-the-spot. Impulse Purchase behaviour means the unplanned buying behaviour. Impulse Purchase is being carried out without any planning. Park et al. (2005) Changes caused by technological advancements have entered all aspects of human life. A technological achievement that has been introduced into daily life is the use of internet for online shopping as a fast and convenient medium for shopping. A notable change in consumer shopping trends over the past decade has been the growth of the use of online shopping, specially for lower price, time and convenient in nature. The usage of online shopping has increased substantially worldwide in recent years and is replacing traditional or conventional way of shopping i.e. brick and mortar system. People do online shopping for various reasons like convenience, better price, variety of products, 24*7, time saving, etc. Besides that their impulsive buying behaviour creates an urge to buy products online. There are many advantages of online shopping such as Convenience of Shopping at home, good discount/offers, wide range of products, etc. Online shopping, in present scenario is one of the flexible and convenient method of shopping. Using online shopping also saves a lot of time for the buyer to buy things. Impulsive buying is a buying behavior driven by an affective force beyond the control of the individual. As consumers browse certain things on internet, they are exposed to the stimuli, which triggers customers' urge to buy on impulse. Impulse buyers make a purchase decision without searching for information or even without looking the worth of a product. Such buyers are influenced by the webstore design, advertisement, sales, discount offers, etc.

2. LITERATURE REVIEW:

Summary Table of Review of Literature

Author, Year	Title	Objectives	RM Followed	Findings/Conclusions
Monsuwe, Delleart and Ruyter, 2004	What Drives Consumers to Shop Online? A Literature Review	To study the attitude towards online shopping and intention to shop online.	Use of Secondary Data (literature Review)	It was concluded from the study that five external factors such as personality, situational factors, product characteristics, previous online shopping experiences and the trust in online shopping creates an intention to shop in the internet.
Sreedhar Rao Madhavaram and Debra A. Laverie, 2004	Exploring Impulse Purchasing on the Internet	To study two major influences of impulse purchases online i.e. External stimuli and Mood.	263 respondents responded during survey and	Findings revealed the major characteristics such as unplanned, response the stimuli, change in intension

			out of this 57 have made impulse purchases on the internet.	and spontaneous reaction. From the study, it was further found that the respondents who had purchased on the internet have browsed the internet for both information and recreational activities. It was also found that impulse purchases are made through expose to stimuli other than product and change the purchaser's intention.
Ruchi Nayyar, 2010	Determinants of Internet Buying Behavior in India	The objective of this research is to provide a view of the various demographic and psychographic factors influencing consumer's willingness to purchase online.	Qualitative Research	This study found that factors such as website design, fulfillment, reliability, privacy or security and customer service affects online purchase activity differently.
Alam and Yasin, 2010	An investigation into the antecedents of customer satisfaction of online shopping	Factors affecting customer satisfaction while doing online shopping	Convenience Sampling	Findings showed that the key factors affecting consumers' online shopping satisfaction are Website design, reliability, product variety, time saved and delivery performances.
Wells, Valacich, and Wells 2011	Online Impulse Buying : Understanding the Interplay between Consumer Impulsiveness and Website Quality	This paper reports on two empirical studies that examine the interplay between a consumer's	Distribution of a structured survey instrument, and through depth	It was found from the study that the Website quality is one of the key determinants for impulse buying behaviour on shopping websites.

		inherent impulsiveness to buy and website quality.	interviews.	
Jusoh & Ling, 2012	Factors Influencing Consumers' attitude Towards E-Commerce Purchases Through Online Shopping	To study the factors that influences consumers' attitude towards online shopping in online shopping context.	Data was collected through self-administered questionnaire from 100 respondents.	It was found that income, e-commerce experience, product perception and customer service were the main factors that influenced the attitude towards online shopping.
Liu et al., 2013.	Website attributes in urging online impulse purchase: An empirical investigation on consumer perceptions	To examine the websites quality	Exploratory factor Analysis	The study concluded that Website quality significantly affect consumers' impulse buying. Attributes; like ease of use, product availability, and visual appeal affect the most for shopping.
Ashok Kumar and Devendra Kumar 2013	Factors affecting the online shopping behaviour: a study with Reference to Bhilai Durg	To know the awareness of online shopping. To determine the factors of online purchasing .	Descriptive research design has been adopted. Under Primary data, observation method, Interview/questionnaire method, case study method, projective techniques and sociometry had been used. Convenience sampling	From the study it is concluded that the website design /features is the most influencing factors that force consumer to shop online. Convenience is the second most influencing factor. Time saving and security is also very important while shopping online.

			technique has been used.	
Yong Liu, Hongxiu Li and Feng Hu 2013	Website attributes in urging impulse purchase: An empirical investigation on consumer perceptions	To study the importance and popularity of online impulse purchase.	Qualitative Research Method has been adopted for the purpose of the study.	It was concluded from the study that how website cues affect personality to urge the online impulse purchase. Researcher studied the website attributes i.e. products availability, website ease of use & visual appeal and found that these are important and key determinants of urge to buy impulsively .From the study ,it was also found that personality traits i.e. instant gratification, normative evaluation & impulsiveness are important precursors.
Bharathi & Loganathan,2016	Buying Behaviour Towards Online Shopping-With Special Reference to Coimbatore City	To study online buying behaviour of the buyers and their satisfaction level.	The study was conducted on 150 online shoppers of Coimbatore city in India and Convenient Random Sampling Method was used.	Findings showed that online shoppers were very much satisfied with the online shopping of clothing and to purchase clothing they generally preferred Flipkart and cash on delivery mode of payment. Credit card and online money transactions were least preferred by the online shoppers.

3. OBJECTIVES OF THE STUDY

1. To analyse the relationship between General Shopping habits and Online impulsive buying.
2. To analyse the relationship determine the relation between web advertisement effect and impulsive buying.

4. RESEARCH QUESTIONS:

1. Does General Shopping Habits creates an impact on online impulsive buying?
2. Is there any relationship between web advertisement effect and impulsive buying?

5. RESEARCH HYPOTHESES:

H1 : General Shopping habits creates an impact on Impulsive Buying

H2 : There is relationship between web advertisement affect and overall online impulsive buying

6. METHODOLOGY:

6.1 Research Design

A research design is a framework or the blue print for pursuing the research assignment. It elaborates the procedures necessary for procuring the information needed to structure and / or solve research problem at hand.

6.2 Type of Research

A descriptive study, concerned with describing the characteristics of a particular individuals in terms of online impulsive buying to appropriately address the various considerations of research problem has been carried out by the researcher. Descriptive Research is typical to have an expectation of the relationship to be explained, such as the influence of general shopping habits and web advertisement effect on online impulsive buying.

6.3 Data Collection Method

The Primary data for the present study was gathered with the help of a structured questionnaire. Structured questionnaire was used as an instrument for collecting the primary data. The responses were recorded and measured using Likert scale. The data thus collected were qualitative and quantitative in nature. Secondary data was also collected from the present study. The researcher has also made use of books, online research papers, research articles for the in depth insight on the present research.

6.4 Sample Size

The sample size decided was 600, assuming a very conservative response rate, approximately 650 questionnaires were distributed to the undergraduate students in order to get the required sample size. Only 550 responses were considered.

6.5 Sampling Method

This study remained focused on the undergraduate students located in Nagpur City only. For the purpose of this study, Convenience sampling, a type of non-probability sampling technique was used to select the respondents. Convenient Sampling, being a type of non-probability sampling involves the sample being drawn from that part of the population which is close to hand.

6.6 Statistical Tools

Chi Square test is used to assess the significance of relationship between general shopping habits, web advertisement effect and Impulsive Buying. The researcher has calculated the chi-square value and correlation in MS-Excel. Correlation analysis has been done to know the relationship between the variables and impulsive buying. Hypothesis 1 and 2 are tested so as to draw the conclusions and analyse the results.

7. DATA ANALYSIS AND INTERPRETATION:

Data analysis using hypotheses testing related to the relationship between variables and impulsive buying.

7.1 Validity and Reliability

The quality of research depends on prudent measurement techniques, as it requires accuracy and consistency in the quantitative research. The reliability refers to the consistency and stability of a score from a measurement scale while the validity is the degree to which the scale represents and acts like the concept being measured.

The Cronbach alpha coefficients for both the constructs ranged from 0.885 to 0.893 indicating satisfactory levels of internal consistency in terms of reliability.

Chi Square test is used to assess the significance of relationship between general shopping habits, web advertisement effect and Impulsive Buying. The researcher has calculated the chi-square value and correlation in MS-Excel. Correlation analysis has been done to know the relationship between the variables and impulsive buying.

7.2 Hypotheses testing

Hypothesis 1 and 2 are tested so as to draw the conclusions and analyse the results.

H1 : General Shopping habits creates an impact on Impulsive Buying

Test Used : Correlation and Chi-Square

Test Results : $p < 0.01$

Decision : Accept Alternate Hypothesis

Table 1 : Correlation Analysis

Correlation Analysis : General Shopping Habits and Impulsive Buying		
	<i>General Shopping Habits</i>	<i>Impulsive Buying</i>
General Shopping Habits	1	
Impulsive Buying	0.4156	1

Table 2: Results of Correlation Analysis

Correlation Analysis : Results				
<i>Level Of Significance</i>	<i>N</i>	<i>R Score</i>	<i>p-value</i>	<i>Result</i>
1% (0.01)	550	0.4156	0.0001	Significant

The above table shows that r score is 0.4156 and p value is < 0.0001 which indicates the significant result showing that general Shopping habits are moderately correlated to the impulsive buying. The above r score is considered as moderate correlation value.

Chi Square Test

Table 3 : General Shopping Habits * Impulsive Buying Cross Tabulation

General Shopping Habits		Impulsive Buying		
		Agree	Disagree	Row Total
Agree	Observed	158	252	410
	Expected	187	222	
Disagree	Observed	94	46	140
	Expected	64	75	
Column Total		252	298	550

The chi-square statistic is 34.4017. The p-value is < 0.00001 . Significant at $p < .05$. Thus the above chi-square test clearly indicates that impulsive buying is dependent on General Shopping Habits.

Hence the hypothesis that General Shopping habits create an impact on Impulsive Buying is accepted

H2: There is relationship between web advertisement affect and overall online impulsive buying

Test Used : Correlation and Chi-Square

Test Result : $p < 0.01$

Decision : Accept Alternate Hypothesis

Table 4 : Correlation Analysis

Correlation Analysis : Web Advertisement Effect and Impulsive Buying		
	Web Advertisement Effect	Impulsive Buying
Web Advertisement Effect	1	
Impulsive Buying	0.4582	1

Table 5: Correlation Results

Correlation Analysis : Results				
Level Of Significance	N	R Score	p-value	Result
1% (0.01)	550	0.4582	0.0001	Significant

The above table shows that r score is 0.4582 and p value is < 0.0001 which indicates the significant result showing that Web advertisement effect moderately correlated to the impulsive buying.

Chi Square Test

Table : Web Advertisement effect * Impulsive Buying Cross Tabulation

Web Advertisement Effect		Impulsive Buying		
		Agree	Disagree	Row Total
Agree	Observed	187	224	411
	Expected	188.31	222.69	
Disagree	Observed	65	74	139
	Expected	63.69	75.31	

Column Total	252	298	550
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The chi-square statistic is 0.0668. The p-value is .796011. Not significant at $p < .05$.

Thus the above chi-square clearly indicates that impulsive buying is independent on Web Advertisement effects.

Though chi-square test shows web advertisement effect are independent of impulsive buying but the r score indicates that there exist a moderate correlation between web advertisement effect and impulsive buying as its $p < 0.0001$ but is significant.

Hence the hypothesis that There is relationship between Web advertisement affect and overall impulsive buying is accepted.

8. LIMITATIONS:

The research studies only general shopping habits, web advertisement effect relationship with impulsive buying ,Other factors were ignored completely from the study. The study covers only Nagpur city. The sample size is limited. The result of the study cannot be generalized to the universe. The time utilized for the study was very limited.

9. FINDINGS:

Pearson's Correlation test was utilized to examine the relationship between general shopping habits and impulsive buying. The result of this analysis is shown in Table 3. General Shopping Habits are moderately correlated with impulsive Buying ($r=0.4156, p>0.01$) where the significant value is 0.0001 which is less than 0.01. This shows that there is a relationship between General shopping habits and Impulsive buying. Thus, general Shopping habits create an impact on impulsive buying. It also shows that General Shopping attracts young students for online shopping. Free gifts, offers, discounts are the real source of motivation behind online shopping. Internet Habits are moderately correlated with impulsive Buying ($r=0.4702, p<0.01$) where the significant value is 0.0001 which is less than 0.01. This shows that there is a relationship between Internet habits and Impulsive buying. Hence, it is found from the present study that Students get diverted easily when they are on the internet and visit online sites that never planned. They even spend more time online than intended.

With the changing social scenario, shopping is developing as an addiction. People are getting more and more addictive to the shopping nowadays. Social media also plays a leading role in encouraging shopping by making people aware of the latest trend & various offers. People with shopping enjoyment tendency find greater shopping pleasure. Students often visit online shopping website because of advertisement featuring a sale/promotion. Here, E-mail advertisement regarding promotion or sale of product is also considered by the students for conducting online shopping. From the survey, it is evident that they do click on advertisement when any sale or offers takes place. Thus, an overall effect of websites motivates such students to buy impulsively online.

10. CONCLUSION:

With the increasing awareness towards use of internet, there has been increase in the adoption and usage of online shopping specially by the UG students. College goers or UG students contributes a considerable proportion of the online users with India's youth

comprising a significantly larger share than global internet users. Students were mostly attracted towards online shopping through smartphones. Shopping sites not only introduced the different variety of products but also provided their customers with the variety of mode of payments catering the needs of all types of customers in all income groups . Features like time saving, convenience in shopping, 24*7,home delivery of items, quick access, web advertisement affect, general shopping habits, etc. pooled the interest of UG students for carrying out online shopping spontaneously without even thinking about its need. It can be concluded that the undergraduate students are more impulsive towards online shopping as they are more tech savvy and feel enjoyment and pleasure in shopping online. So they do shopping but more often with an unplanned buying motives. The promotions or sale features found through web advertisement results in high tendency to shop online. Thus, students, due to advertisement, today's youth spent more amount on online shopping. Thus ,it can be concluded that Online Shopping promotes Impulsive Buying Behavior amongst the youth in Nagpur City.

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