

Are You Carelessly Impulsive ??? Or Do You Think You Are Hyper Rational???

An Empirical Study On Impulsive Buying Behaviour

Dr.R.Sundari¹, Dr. Srividya Prathibha C.S²

¹Assistant Professor PG & Research Department of Commerce Dwaraka Doss Goverdhan Doss Vaishnav College(Autonomous)Chennai-600106

²Associate Professor & Head Dept. of Accounting & Finance M.O.P.Vaishnav College for Women(Autonomous) Chennai-600034

Email: ¹sundari_rangarajan@yahoo.com

ABSTRACT: *Scope of the Article: Impulsive buying is the extempore response of a buyer. Marketers use this instinctive behaviour of a customer and attract them. Window Displays, Colorful Decorations, Promotional Offers, Sales campaigns usually attracts buyers. This study is an attempt to find out the factors influencing impulsive buying behaviour and aims to group the respondents into clusters based on their response.*

Methodology: An empirical study is conducted to analyse the impulsive buying behaviour. A structured questionnaire is administered to collect the primary data and SPSS is used to analyse the data. Factor Analysis is applied to reduce the data, Cluster Analysis is applied to group the respondents and Regression Analysis applied to measure the level of influence among the Shoppers Profile and Impulsive Buying Behaviour.

Findings of the Study: There is one segment of customers with Hyper Rational Characteristics. In order to concert them as Carelessly impulsive customers, businesses shall use Artificial Intelligence and other digital modes for presenting more relevant product and promotional information.

Key Words: *Instinctive Buyers, Hyper Rational Buyers, Carelessly Impulsive, Time bound Buy Factors, Browse and Buy Factors.*

1. INTRODUCTION

Impulsive Buying is the instinctive response of a buyer towards their purchase intentions. Customers are usually triggered by their emotions. They react on the spur of the moment, without any rational thinking. It is based on the irrational behaviour of the customers. Marketers make use of this extempore reactions to boost their sales. It can be seen in products such as chocolates, clothes, mobile phones and in big-ticket items such as cars, jewellery etc. Impulsive buying means making an unplanned purchase. It is based on an irrational thinking. Marketers try to tap this behaviour of customers. There is a great likelihood that customers end up making a purchase of products after entering the hypermarket without any actual intent of doing so. Some of the reasons vital to Impulsive Buying are:

- **Self-identity:** These are specific beliefs about self-identity and its defines that a person holds of her- or himself.
- **Motives and Norms:** Consumers' motives are important internal sources of impulsive buying that reflect goal-directed arousal. These lead to specific beliefs about consumption. Norms invoked by consumers about their impulsiveness also might affect impulse buying decisions.
- **Resources:** Consumers with greater psychic resources or interest in a product category are more likely to engage in impulse buying, whereas those who lack necessary resources such as time and money engage less in impulse buying.

NEED AND IMPORTANCE OF THE STUDY:

Impulsive Buying is not only inspired by a variety of internal psychological factors but also influenced by external, market-related stimuli. In one way or another, everyone has experienced a sudden, often powerful, and persistent urge to buy something immediately. In most cases, people have not planned for the procurements and it happens just like that, without any necessity for buying. By considering these psychological factors marketers and sellers provide various offers like; giving away prizes, huge discounts, attractively display the products and thus they trigger the consumer to purchase the product. They blindfold the browsers/ window shoppers of the risks involved in such purchases. Under these circumstances, the present study attempts to find out the factors influencing the present day shoppers on Impulsive Buying Behaviour and these factors are analysed.

OBJECTIVES OF THE STUDY:

1. To Identify the Factors Influencing Impulsive Buying Behaviour
2. To group the shoppers based on their impulsive buying behaviour.
3. To Measure the level of influence of Shoppers Personal and Shopping profile on the factors influencing impulsive buying behaviour.

2. RESEARCH MEHODOLOGY

- **Research Design:** The paper is an empirical study. Primary data for the study had been collected through a structured questionnaire.
- **Sample Frame:** Data for the study is collected from respondents residing in the city of Chennai and judgmental sampling method is applied to collect data.
- **Sample Size:** 156 respondents
- **Data Collection Instrument:** A structured questionnaire has been prepared with 30 variables measuring the factors influencing respondents impulsive buying behaviour. 7 variables measuring respondents personal and shopping details are considered in the study.
- **Pilot Study** - A Pilot study was conducted to measure the reliability and validity of the research instrument. Cronbach Alpha Criterion was applied to test the reliability. The analysis shows that, all the Cronbach values are significant and are above the bench mark values of 0.75 therefore it can be concluded that the statements are very clear for the respondents to express their perception. Based on the pilot study, the data was collected from the sample group.
- **Statistical Tools used in the study:**
 - Percentage Analysis is used to analyse the respondents personal and shopping profile

- Factor Analysis is applied to analyse the factors influencing impulsive buying behaviour
- K-means cluster analysis is used to group the shoppers based on their response to the factors influencing impulsive buying behaviour
- Regression is used to analyse the level of influence between the factors influencing impulsive buying behaviour and shopping profile

3. REVIEW OF LITERATURE

Sarah, F. H., Goi, C. L., Chieng, F., & Taufique, K. M. R. (2021) Highlights that, the level of influence of atmospheric cues on online impulse buying differs among product categories, which could be applied in target marketing for internet commerce.

Destari, F., Indraningrat, K., & Putri, M. N. N. (2020). Accentuates that website quality and discount programs have a significant effect on impulsive buying, when shopping emotions serves as a mediating variable. The study also highlights that online reviews does have a significant effect on impulsive buying.

Wiranata, A. T., & Hananto, A. (2020). Identified that website quality does not have an impact of impulse buying, whereas sales promotion and fashion consciousness was found to affect impulse buying positively. He also states that the role of website quality was still critical, as it plays a role as a hygiene factor.

Bellini, S., Cardinali, M. G., & Grandi, B. (2017). Has given a Structural Equation Model that, highlights pre-shopping tendency directly influences impulse buying behavior in grocery retailing. The study also lays emphasis that personality variables like shopping enjoyment tendency and impulse buying tendency have a positive affect and urge to purchase.

Putra, A. H. P. K., Said, S., & Hasan, S. (2017). Has analyzed the reason for Indonesia's consumer's behavior pattern. There is a high level of heterogeneity in consumer behavior because of differences in Tribe and regionalism. This difference concerns habits and lifestyles, especially eating habits, consuming style, and even consumer's behavior in visiting shopping centers.

Li, Y. (2015). States that impulsive buying behavior has a direct effect on mixed emotion response and affects the consumers' post impulsive buying satisfaction. Mixed emotion response is a moderating variable in this study.

Sun, T. R., & Yazdanifard, R. (2015). Highlights that physical store factors influence impulsive buying behavior. A good store environment encourages customers to patronize the store. This can be achieved through effective marketing activities, well-trained salespeople, and promotional activities.

Lim, P. L., & Yazdanifard, R. (2015). Emphasizes on impact of internal factors (e.g., psychological approach) and external factors (e.g., situational, product and website factors) in studying the impulsive buying behavior. The study also underscores certain innovative strategies that can be devised to increase profit from online market.

Vishnu, P., & Raheem, A. R. (2013) states that, consumers are more likely to buy impulsively when they see free product and price discounts offers by a store. The income level and visual merchandising has high and significant influence on consumer's impulse buying for FMCG's (products) in Larkana Pakistan.

Bashar, A., Ahmad, I., & Wasiq, M. (2013). States that demographic factors, such as the disposable income and age, are associated with impulse buying indicators. He further states that educational qualification and gender produced marginal association with impulsive buying behavior.

Liang, Y. P. (2012). a studies, the relationship between consumer product involvement, product knowledge and impulsive buying behavior. Regression analysis reveals that the higher the consumer product involvement, the higher product knowledge and impulse buying behavior.

Mihić, M., & Kursan, I. (2010). His study discloses that, perceived impact of situational factors on impulsive buying behavior resulted in three consumer segments: (1) markedly rational – immune to influence, (2) impulsive to some extent – sensitive to some situational stimuli, (3) mostly rational – generally immune to influence.

Lai, C. W. (2010). Studies the influence of financial attitudes and practices on impulsive buying behavior among college and university students. The results reveals that the following 8 variables are the significant predictors: gender, age, having taken a course in personal finance, use of money as a reward, family of origin, affective credit attitude, cognitive credit attitude, behavioral credit attitude, and money attitude.

Jalees, T. (2009). In a paper on, an empirical analysis of impulsive buying behavior in Pakistan was conducted to identify the variables related to impulsive buying and to identify the relationships of these variables, ascertain their validity. The dependent and independent variables of this study are impulsive buying behavior, individualism, collectivism, moods and proximity.

Lee, G. Y., & Yi, Y. (2008). In a study on the effect of shopping emotions and perceived risk on impulsive buying: the moderating role of buying impulsiveness trait, provided evidence that arousal and perceived risk had effects on impulsive buying behavior. Perceived risk was negatively associated with impulsive buying behavior but not significantly related to impulsive buying intention, whereas pleasure, which was not related to actual behavior, was a predictor of impulsive buying intention. On the other hand, the buying impulsiveness trait was found to moderate the relationship between pleasure and impulsive buying intention.

Lin, C. H., & Chuang, S. C. (2005). Posits a relationship between Emotional Intelligence (EI) and Impulsive Buying Tendency (IBT). It is found that high-EI adolescents manifested less impulsive behavior than low-EI adolescents, and high-IBT adolescents were more likely to engage in more impulsive buying behavior than were low-IBT adolescents.

Kacen, J. J., & Lee, J. A. (2002). Narrates, Impulse buying generates over \$4 billion in annual sales volume in the United States. The analysis show that both regional level factors (individualism–collectivism) and individual cultural difference factors (independent – interdependent self-concept) systematically influence impulsive purchasing behavior.

The above national and international reviews show that there is a research gap in studying the Impulsive Buying Behaviour of respondents residing in Chennai.

DATA ANALYSIS & DISCUSSION:

Primary data for the study had been collected from 156 respondents. The respondents buying behaviour are analyzed using SPSS. The following Table No.1, summarises respondent’s Demographic details.

TABLE NO.1
 RESPONDENTS PROFILE

Respondents Personal & shopping Details		Frequency	Percent
Gender	Female	76	48.4
	Male	81	51.6
Age	21-30	126	80.3
	31-40	13	8.2

	41-50	18	11.5
Family Annual Income	Less than Five Lakhs	110	70.5
	Five Lakhs to Ten Lakhs	28	17.9
	More than Ten Lakhs	18	11.5
Frequency of Online Shopping per month	I don't have the habit of tracking my online Shopping	55	35.3
	Once a Month	42	26.9
	Need Based Buying/ Occasional Shoppers	41	26.3
	Twice a Month	18	11.5
Spontaneous Purchase	No	78	50.0
	Sometimes	56	35.9
	Yes	22	14.1
Preferred mode of Payment	Cash on Delivery	84	53.8
	Credit Card	10	6.4
	Debit Card	42	26.9
	Net Banking	20	12.8
Enjoy Shopping Experience	No	32	20.5
	Sometimes	59	37.8
	Yes	64	41.0
Awareness on Promotional Offers	No	57	36.5
	Yes	99	63.5

Source: Primary Data

- From the above details, it can be inferred that, 51.6% of the respondents are Male respondents and 48.4% of them are female respondents. 80.3% of the respondents are in the age group of 21-30 years. An analysis on the Family income group shows that 70.5% of them from the income group of Less than Five Lakh Rupees per annum.
- Impulsive buying, is instinctive and on the spot. It shows the buyers attitude of “I see and I buy”. Therefore, the study collected information on the frequency of online shopping per month. 35.3% of the respondents have mentioned that they don’t have the habit of tracking the frequency of their online shopping. Typically showing, I will buy, Whenever I need. My shopping is not a planned. 26.9% of them have mentioned that they buy once a month. 11.5% have specified Twice a month and 26.3% of them are under the category of I buy when there is a need to buy from online or occasionally I will buy.
- The study also measured, respondents shopping attitude on spontaneous purchases. A majority of 50% of them mentioned “No” I am not a Spontaneous Buyer. 14.1% of them have agreed that they are spontaneous buyers and 35.9% of them mentioned sometimes.
- Most preferred mode of Payment among this group of respondents shows that, 53.8% of them prefer Cash on delivery, 26.9% of them prefer to pay through Debit Card, 12.8% of them through Net Banking and 6.4% of them through Credit Card.
- 41% of the respondents have mentioned that they enjoy their shopping experience, 37.8% of them have stated they enjoy shopping occasionally and 20.5% of them does not like their shopping experience.
- 63.5% of them stated that their level of Awareness on Promotional offers are high and 36.5% of them have mentioned they are not aware of promotional offers.

FACTORS MEASURING IMPULSIVE BUYING BEHAVIOUR

Impulsive buying is the tendency of a customer to buy goods and services without planning in advance. When a customer takes such buying decisions at the spur of the moment, it is usually triggered by emotions and feelings. This study is an attempt to measure the factors influencing the impulsive buying behaviour. 30 variables measuring the impulsive buying are applied in the study. Factor Analysis is used to analyse the responses. KMO and Bartlett's test of sample adequacy is applied. The below table is a summary of the analysis.

TABLE No.2
 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.899
	Approx. Chi-Square	3178.730
Bartlett's Test of Sphericity	Df	435
	Sig.	.000

Source: Computed Data

From Table No.2, it is clear that the sample size is adequate and further analysis can be implemented. Table number No.3, is a summary of Factors Influencing Impulsive Buying Behaviour of Respondents. Four Factors emerged out of the analysis. The Total variance analysis shows that the four factors possess individual variances of 20.876%, 38.302%, 56.330%, and 65.181%. Therefore, it can be concluded that the variances are sufficient enough to validate the factors. The Factors emerged out of the analysis are presented in the following Rotated Component Matrix.

TABLE NO.3
 FACTOR ANALYSIS ON IMPULSIVE BUYING BEHAVIOUR

Factor Number	Variable Number	Variables Measuring Buying Behaviour	e-values	Name given to the Factor
1	VAR00025	"Buy now, think about it later" describes me	.837	Instinctive Buy
	VAR00023	I often buy things without thinking	.803	
	VAR00020	To me, online shopping is a way to relieve stress	.799	
	VAR00029	I have the urge to purchase items other than or in addition to my shopping goals	.793	
	VAR00024	"I see it, I buy it" describes me	.770	
	VAR00030	I have the inclination to purchase items outside my shopping goals	.737	
	VAR00022	"Just do it" describes the way I buy things	.720	
	VAR00021	I shop online when I want to treat myself to something special	.717	
	VAR00019	When I am in a down mood, I shop online to make me feel better	.656	
	VAR00009	When I do online shopping, I was anxious	.764	

2		about sold out sign		Time Bound Buy
	VAR00010	I am able to see the ordinary in new ways when do the shopping	.671	
	VAR00016	I shop online to keep up with the new fashion	.663	
	VAR00007	When I do online shopping i give importance to deadlines	.625	
	VAR00018	I shop online to experience new trends	.624	
	VAR00017	I shop online to see what new products are available	.630	
	VAR00015	I shop online to keep up with the trends	.607	
3	VAR00028	I would say that I am primarily “just looking around” on the online shopping portals	.786	Browse & Buy
	VAR00027	I feel like an escape when I read online reviews for my online shopping	.677	
	VAR00026	I will buy if I am satisfied with online reviews	.638	
4	VAR00004	My purchase was unplanned	.723	Casual Buy
	VAR00006	I could not resist to do this purchase at the site	.677	
	VAR00003	I did not intend to do this purchase before this shopping trip.	.575	
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a. Rotation converged in 9 iterations				

The four factors emerged from the study are named as Instinctive Buy, Time Bound Buy, Browse and Buy and Casual Buy.

Instinctive Buy: This is a factor that is framed by considering variables such as buy now and think about it later. I often buy without thinking, an attitude of shopping to relieve stress, shopping to overcome a mood swing, those with an intense to buy beyond the planned shopping list, I see it I buy it, just do whatever you think also with an intention to self-treat something special. All these describes the impulsive and instantaneous behavior. Therefore, this factor is named as Instinctive Buy Factor.

Time Bound Buy: There are a set of variables that motivates shopper to be impulsive. Variables like Sold out sign, deadlines, limited stock, looking in for an item from new ways, shopping to keep up with the fashion trend and looking in for discounts offered by the online social commerce has a great influence on the buying behaviour. Therefore, these variables together are named as Time Bound Buy Factors.

Browse and Buy: There is one segment of customers, interested in collecting full information about the goods they are interested in buying. Variables like I am just looking around the online portals, I will buy if I am satisfied with the online reviews and I will not buy based on a negative review for my online shopping. Since their purchase intentions are based on the reviews and these customers buy any product only when they are satisfied with reviews these variables are grouped and named as Browse for more relevant product information and buy the product.

Casual Buy: There are one segment of buyers, who buy any product, just like that, without any reason, variables like, before visiting the site, I did not have the intention to do this purchase, my purchase was unplanned, I could not resist to do this purchase at the site and I did not intend to do this purchase before this shopping trip. So without any reason to buy a product, casually they buy a product, therefore, this group of variables are named as Casual Buy Factors.

CLASSIFICATION OF SHOPPERS BASED ON THEIR RESPONSE TO IMPULSIVE BUYING BEHAVIOUR- CLUSTER ANALYSIS

The factor analysis by principal component method identified 4 predominant factors. The factor presentation in the data set is obtained through the average of underlying variables. These new born factors emerged out of variables act as a basis to classify the sample unit into heterogeneous group. This mechanism is achieved through the non-parametric K-means cluster analysis. The results are presented below.

TABLE No.4
 DISTRIBUTION OF RESPONDENTS AMONG THE TWO
 CLUSTERS OF IMPULSIVE BUYING BEHAVIOUR

Factors Influencing Impulsive Buying Behaviour	1	2
Instinctive Buy Factors	-.15476(2)	.05337(1)
Time Bound Buy Factors	1.24863(1)	-.43056(2)
Browse & Buy Factors	.17448(1)	-.06016(2)
Casual Buy Factors	-.39478(2)	.13613(1)
Total No. of Respondents	116	40

Source: Computed Data

TABLE No5
 GROUPING OF IMPULSIVE BUYING CLUSTER

Cluster	1	116	66%	Hyper-Rational Buyers
	2	40	34%	Carelessly Impulsive Buyers
Total		156		

Source: Computed Data

- **Hyper-Rational Buyers:** This is a group of respondents who give prominence to Browsing the reviews before they buy any product, they buy goods to relieve their stress and based on the time available for the promotional offers and the stock levels left for their shopping. They are named as Hyper-Rational due to the reason that they are also impulsive and hyper in buying but, they are rational and would like to justify their purchase. 66% of the respondents fall under this category. They are rational but hyper in their response to buy intentions. Therefore, they are named as Hyper-Rational Buyers.
- **Carelessly Impulsive Buyers:** This is a cluster formed based on the impulsive buying factors such as instinctive Buy Factors and Causal Buy Factors. When a shopper buys on the spot without browsing the reviews or the stock available. They also seek pleasure in shopping. I see I buy is an attitude of the shopper. It does not require any

reason for the purchase decision of the shopper. 34% of the respondents are under this category. This cluster group is named as Carelessly Impulsive Buyers.

LEVEL OF INFLUENCE OF SHOPPERS PROFILE ON FACTORS INFLUENCING IMPULSIVE BUYING BEHAVIOUR- REGRESSION ANALYSIS

The study applied regression to measure the level of influence of shopper’s profile on the factors influencing impulsive buying behaviour. The results of the same are presented below:

Table No.6
 REGRESSION ANALYSIS ON FACTORS INFLUENCING IMPULSIVE BUYING BEHAVIOUR & SHOPPING PROFILE

Factors IBB Shoppers Profile		Instinctive Buy Factors	Time Bound Buy Factors	Browse & Buy Factors	Casual Buy Factors
I Often buy Spontaneously	Yes	0.64	-0.08	0.09	-0.46
	No	-0.05	-0.26	0.74	0.14
	Sometimes	-0.04	-0.33	-0.04	0.74
Frequency of online Shopping	Once a month	0.66	-0.15	0.04	-0.39
	Twice a Month	-0.29	0.70	-0.37	-0.34
	I am not tracking	-0.06	-0.26	0.08	0.74
	occasional/ Need Based	-0.10	-0.44	0.76	0.12
I Enjoy Shopping	Yes	-0.49	0.44	0.41	-0.32
	No	-0.11	-0.24	0.17	0.73
	Sometimes	0.69	-0.28	-0.34	0.15
Awareness on Promotional Offers	Yes	-0.19	0.72	-0.16	-0.32
	No	0.30	-0.46	0.41	0.41
Mode of Payment	Cash on Delivery	0.71	-0.23	-0.10	-0.16
	Debit Card	-0.19	0.77	-0.36	-0.17
	Net Banking	-0.22	-0.33	0.75	0.14
	Credit Card	-0.28	-0.30	0.51	0.59

Source: Computed Data

Based on the above analysis,

- The respondents who have mentioned that, I often buy Spontaneously on the Factors Influencing Impulsive Buying Behaviour shows that
 - the respondents who have agreed that they buy Spontaneously are having a very high level of influence (0.64) on the instinctive buy factors.
 - Those who have mentioned, No, for their spontaneous buy are highly influenced (0.74) by Browse and Buy Factor, and

- those who have mentioned that they sometimes buy spontaneously are influenced by Casual Buy Factors.
- 2. The analysis on the Frequency of online shopping and the Factors Influencing Impulsive Buying Behaviour shows that,
 - Those who buy once in a month are highly influenced (0.64) by instinctive buy factors
 - Those buying twice a week are influenced (0.70) by Time Bound Buy Factors
 - I am not tracking the frequency of my monthly shopping are influenced (0.74) by Casual Buy Factors.
 - Those who have mentioned, I occasionally buy based on the need for shopping are influenced (0.76) by Browse and Buy Factors
- 3. The Regression analysis on I Enjoy My Shopping Experience shows that
 - Those who have accepted and said yes, I enjoy my shopping are influenced (0.44) by Browse and Buy Factor
 - Those who have said No, I am not enjoying my shopping experience are influenced (0.73) by casual buy factors
 - Those who have said I enjoy my shopping, sometimes (0.69) are influenced by instinctive buy factors.
- 4. An analysis on the influence of Awareness on Promotional Offers on the Factors influencing Impulsive shopping shows that,
 - Those mentioned Yes, I am aware of promotional offers are highly influenced (0.72) by Time Bound Factors
 - Those who have said No, are influenced (0.41) by Browse and Buy and Casual Buy Factors
- 5. An analysis on the influence of Mode of Payment on the Factors shows that,
 - The respondents who buy using on Cash on Delivery are influenced (0.71) by Instinctive Buy Factors
 - Respondents who buy using Debit Card are influenced by (0.77) by time bound buy factors
 - Respondents who buy through the net banking option are influenced (0.75) by browse and buy factors
 - Those using the option of Credit card are influenced by (0.59) casual buy factors.

TABLE No.7
 REGRESSION ANALYSIS ON CLUSTER GROUP OF IMPULSIVE BUYERS ON THE SHOPPING PROFILE OF THE RESPONDENTS

Factors IIBB & Shoppers Profile		HyperRational Buyers	Carelessly Impulsive
I Often buy Spontaneously	Yes	0.15	0.71
	No	0.35	0.66
	Sometimes	0.70	0.19
Frequency of online Shopping	Once a month	0.70	0.8
	Twice a Month	0.34	0.64
	I am not tracking	0.37	0.70

	occasional/ Based	Need	0.37	0.70
I Enjoy Shopping	Yes		0.40	0.74
	No		0.69	0.21
	Sometimes		0.13	0.68
Awareness on Promotional Offers	Yes		0.16	0.71
	No		0.69	0.22
Mode of Payment	Cash on Delivery		0.16	0.70
	Debit Card		0.21	0.71
	Net Banking		0.73	-0.01
	Credit Card		0.64	0.37

Source: Computed Data

- From the above analysis it can be inferred that, Hyper Rational Buyer (0.71) sometimes buy spontaneously but, carelessly impulsive (0.70) shoppers decide either to buy or not to buy spontaneously.
- Hyper Rational Buyers (0.70) are doing online shopping once a month only, but, carelessly impulsive shoppers(0.64) tend to buy either, twice, when there is a need as well as they do not track their online shopping(0.70).
- Hyper Rational shoppers (0.69) have mentioned that they do not like their shopping experience, but, carelessly impulsive buyers (0.74) have mentioned that they enjoy their shopping experience.
- Hyper Rational buyers usually prefer either Net Banking (0.73) or Credit card (0.64) as their mode of payment, but, Carelessly Impulsive Buyers prefer Cash on Delivery (0.70) or Debit Card (0.71) as their preferred mode of payment.

Based on the analysis the impulsive buying shoppers profile summary is prepared and presented:

Hyper Rational Buyers	Carelessly Impulsive
<ul style="list-style-type: none"> ➤ Sometimes buy spontaneously ➤ They buy once a month ➤ They do not enjoy their shopping experience ➤ They lack knowledge on the promotional offers 	<ul style="list-style-type: none"> ➤ Buy or Reject Decision is taken spontaneously ➤ They buy any time and do not track their shopping ➤ They enjoy their shopping experience ➤ Their level of awareness on the promotional offers are very high

IMPLICATION OF THE STUDY: Since a majority of (66%) the respondents are Hyper Rational Buyers, there is an ample scope for businesses to capture on these customers. Based on the study we are able to understand that this group of customers decide based on online reviews and ratings. Also, it is found that they lack knowledge on the promotional offers. Therefore, business houses need to ensure that adequate information on product reviews are presented and take steps to create more awareness on promotional offers. Artificial Intelligence can also be used for tracking, presenting and promoting the products they are interested in searching/ browsing.

4. CONCLUSION:

This study on Factors Influencing Impulsive Buying Behaviour found that there are four predominant factors that influence the customers impulsive buying behaviour, Namely, Instinctive Buy Factors, Time Bound Buy Factors, Browse and Buy Factors and Causal Buy Factors. The study further grouped the customers by using k-means cluster analysis. Customers based on the factors influencing impulsive buying behaviour are named as Hyper Rational Buyers and Carelessly Impulsive Buyers. The Regression Analysis shows that there is a lot of scope for transforming a huge number of hyper rational buyers into Happily Impulsive Buyers.

5. LIST OF REFERENCES:

- [1] Sarah, F. H., Goi, C. L., Chieng, F., & Taufique, K. M. R. (2021). Examining the Influence of Atmospheric Cues on Online Impulse Buying Behavior across Product Categories: Insights from an Emerging E-Market. *Journal of Internet Commerce*, 20(1), 25-45.
- [2] Destari, F., Indraningrat, K., & Putri, M. N. N. (2020). Impact of shopping emotion towards impulse buying in e-commerce platform. *Journal Manajemen dan Pemasaran Jasa*, 13(1), 47-64.
- [3] Wiranata, A. T., & Hananto, A. (2020). Do website quality, fashion consciousness, and sales promotion increase impulse buying behavior of e-commerce buyers? *Indonesian Journal of Business and Entrepreneurship (IJBE)*, 6(1), 74-74.
- [4] Bellini, S., Cardinali, M. G., & Grandi, B. (2017). A structural equation model of impulse buying behaviour in grocery retailing. *Journal of Retailing and Consumer Services*, 36, 164-171.
- [5] Putra, A. H. P. K., Said, S., & Hasan, S. (2017). Implication Of External And Internal Factors Of Mall Consumers In Indonesia To Impulsive Buying Behavior. *International Journal of Business Accounting and Management ISSN*, 2(4), 1-10.
- [6] Li, Y. (2015). Impact of impulsive buying behavior on post impulsive buying satisfaction. *Social Behavior and Personality: an international journal*, 43(2), 339-351.
- [7] Sun, T. R., & Yazdanifard, R. (2015). The review of physical store factors that influence impulsive buying behavior. *International Journal of Management, Accounting and Economics*, 2(9), 1048-1054.
- [8] Lim, P. L., & Yazdanifard, R. (2015). What internal and external factors influence impulsive buying behavior in online shopping? *Global Journal of Management and Business Research*.
- [9] Vishnu, P., & Raheem, A. R. (2013). Factors influencing impulse buying behavior. *European Journal of Scientific Research*, 100(3), 67-79.
- [10] Bashar, A., Ahmad, I., & Wasiq, M. (2013). A Study of Influence of Demographic Factors on Consumer Impulse Buying Behavior. *Journal of Management Research (09725814)*, 13(3).
- [11] Liang, Y. P. (2012). The relationship between consumer product involvement, product knowledge and impulsive buying behavior. *Procedia-Social and Behavioral Sciences*, 57, 325-330.
- [12] Mihić, M., & Kursan, I. (2010). Assessing the situational factors and impulsive buying behavior: Market segmentation approach. *Management: Journal of Contemporary Management Issues*, 15(2), 47-66.

- [13] Lai, C. W. (2010). How financial attitudes and practices influence the impulsive buying behavior of college and university students. *Social Behavior and Personality: an international journal*, 38(3), 373-380.
- [14] Jalees, T. (2009). An empirical analysis of impulsive buying behavior in Pakistan. *Market Forces*, 5(3).
- [15] Lee, G. Y., & Yi, Y. (2008). The effect of shopping emotions and perceived risk on impulsive buying: the moderating role of buying impulsiveness trait. *Seoul journal of business*, 14.
- [16] Lin, C. H., & Chuang, S. C. (2005). THE EFFECT OF INDIVIDUAL DIFFERENCES ON ADOLESCENTS'IMPULSIVE BUYING BEHAVIOR. *Adolescence*, 40(159).
- [17] Kacen, J. J., & Lee, J. A. (2002). The influence of culture on consumer impulsive buying behavior. *Journal of consumer psychology*, 12(2), 163-176.
- [18] Rook, D. W., & Fisher, R. J. (1995). Normative influences on impulsive buying behavior. *Journal of consumer research*, 22(3), 305-313.