Attitude of Prospective Consumers towards Impulsive Buying, Online and Offline- An Empirical Analysis

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ABSTRACT

The rapid growth of technology and its access makes the consumer to buy the product from their door step at one touch. Impulsive buying refers to the tendency of a consumer to purchase goods and services without any previous planning. In this paper an attempt was made to analyze the impulsive buying behaviour of consumers during the COVID situation. It mainly concentrates on the factors which influence the buying behaviour of the consumers during this situation. Data were collected from 140 respondents through google forms. The major statistical tools like chi-square test, ANOVA, ranking analysis and multiple regression analysis were used to analyze the data. The main conclusion of this paper is, the factors influencing online and offline buying behaviour are different and the impulsive buying behaviour towards online precedes offline.

KEYWORDS: Impulsive Buying behaviour, Online shopping, Offline shopping, Factors influence impulsive buying

INTRODUCTION

The new shopping center experience is not likely to be well for mall economics. New standards will prompt new shopper conduct. Catching and dissecting applicable shopper information is basic to understanding this new conduct also, fabricating retail systems around them. The marketers have consistently indicated fascination upon the buyers. They made an attempt to comprehend the manner in which the buyers think, feel and how they surf the available alternatives, accessible to them. It also makes the buyers to behave in such situation which may influence by the companion gatherings, family, salesman and through retail outlets. Presently a day, Internet has become the primary wellspring of data and it is being utilized broadly in everyday life. As web is a ground-breaking source it is utilized by everyone for easy access. (Hamill 1997). An ongoing McKinsey report predicts diminished footfalls in the shopping centers because of individuals avoiding groups and moving to online stages. The difficulties of overseeing inventories and interruptions in assembling and flexibly chains remain. Additionally, these banner bearers of industrialism will open to general society in another symbol, with standard working methods intended to limit infection transmission. These incorporate temperature checks, compulsory wearing of veils, hand cleaning, rules for development in the hallways, furthermore, stores to forestall

swarming, contactless human communications, and that's just the beginning. The new social distancing concepts and cleanliness standards may change this in a general sense. In the first place, the new standards will request steady consideration and sharpness from us and may become interruptions from the purchasing procedure. Hence in this study researchers made an attempt to understand the impulsive buying behavior of consumers during covid situation and the major factors influence the behavior of consumers in the current situation.

Objectives:
1. To understand the nature of Impulse buying behavior of consumers.
2. To explore the demographic profiles of the Impulse buying respondents.
3. To analyze and interpret the factors influence the online and offline impulse buying behavior of respondents.

Review of Literature:
Review of literature was studied and analyzed in two heading like (i) Nature of impulsive buying behavior and (ii) Factors influencing impulsive behavior. There are some contentions regarding the impulsive behavior of consumers. The present pandemic situation of COVID also causes some

changes in the behavior of consumers. This emerged a question that, which factors are mainly encourage or discourage the buyers in online and offline impulsive buying behavior.

Nature of Impulsive Buying Behaviour:
Lee (1991) directed an investigation of the impact of customer type and state of mind without really thinking buying conduct. This examination thought about two persuasive variables: customer type (recreational Vs financial) and state of mind (positive Vs negative). Both have indicated a cozy relationship with motivation buying conduct. **Vyas (2015),** Purchasers subliminally dole out emotional qualities to bundle based on their shading, shape and essential materials. In this way unique bundling components have practical ramifications at the forefront of clients' thoughts. Likewise, extraordinary segment factors like sex, age gathering, proficient association and instructive status impact the reaction in bundling. Pressing causes buyer to pick, get an impression about the item and repurchase the item. **Rook (1987)** characterizes it as unforeseen buys impromptu before entering a retail outlet, resulting from fast buy choice, went before by unexpected and compelling impulse to have a seen item or administration. Impulsive buy is an impromptu buy choice made at the retail location, which is, much of the time, a shopper's passionate, or psychological, or joined reaction to an abrupt improvement. **Manohora and Manjunathak (2015)** examines the unsteadiness in buyers rash purchasing conduct and appropriateness of discovery subject to hasty purchasing while at the same time buying FMCGs. **Kathleen D. & Ronald J. (march 2007)** This article bases on how much control do people have if there ought to be an event of careless buying, to what degree they can restrict from unconstrained buying. It basically depends upon the openness of the self-managerial resource. **(Dr. Dhananjoy Datta, 2017)** This paper explains that Generation-Y is totally weak to drive purchasing and the support needs to curated their approach in like manner.

Factors influencing impulsive behavior:
Sun T. R, & Yazdanifard R. (2015) In the time of web based shopping and E-trade the physical stores face a great deal of

rivalry and to make due in the opposition requires certain skills, hardly any characteristics of these physical stores fill in as interesting qualities to these physical stores making them extraordinary and ideal over the online stores. **Verhagen, T., & Dolen, W. V. (2011)** The examination fuses a response from 532 customers which altogether bases on the association between online impulsive buying behavior of customer and online store feelings. It demonstrated how factors like the item charm, ease of use, true joy, the, etc affected lead of indiscreet buying in the buyer. **Jublee and Balamurugan (2016)** explored the factors in web shopping which has sway on building the trust among youthful customers. The information was gathered from 216 youthful customers' organized and self regulated overview. Thereafter effects of the investigation delineated that web store route, plan structure, item/administration subtleties on web store, value correlation, client service, web store data; unwavering quality of data, opportune data on web stores has huge impact on trust of the buyers towards web based shopping.

Research Methodology:
Primary data was mainly used in the study to understand the impulsive behavior of respondents. It was collected through well structured questionnaire. Convenience sampling technique was used to gather information from the respondents. Questionnaire was distributed through Google forms and data were collected from 140 respondents. Therefore, the total sample size of the study is 140 respondents. This study mainly covers Kumbakonam taluk of Thanjavur district. The major statistical tools used to analyze the data were, percentage analysis, chi-square test, ranking analysis and multiple regression analysis.

Research Hypotheses & Data analysis, Interpretation:
H_0 : There is no significant relationship between age and like to do impulse buying

H_0 : There is no significant relationship between income and buying decision at the moment

H_0 : There is no significant relationship between gender and reckless buying

H_0 : There is no significant relationship between age, income with spontaneous purchase

Table No. 1 Demographic Profile of Respondents

Demographic Factors	Particulars	N	Percentage
Age	Below 20	04	2.9%
	21-25	96	68.6%
	26-30	10	7.1%
	31-35	06	4.3%
	36-40	06	4.3%
	41-45	08	5.7%
	Above 45	10	7.1%
	Total	**140**	**100.0%**
Gender	Male	52	37.1%
	Female	88	62.9%
	Total	**140**	**100.0%**
Educational Qualification	High School	00	0.0%
	Higher Secondary	06	4.3%
	Graduate	26	18.6%
	Post Graduate	108	77.1%
	Total	**140**	**100.0%**

Marital Status	Married	30	21.4%
	Unmarried	110	78.6%
	Total	**140**	**100.0%**
Occupation	Professional	24	17.1%
	Administration	12	8.6%
	Clerical	02	1.4%
	Self- employed	02	1.4%
	Housewife	06	4.3%
	Retired	00	0.0%
	Student	92	65.7%
	Unemployed	02	1.4%
	Total	**140**	**100.0%**
Income of the respondents	Below 25000	92	65.7%
	25001- 50000	10	7.1%
	50001- 75000	12	8.6%
	75001- 100000	10	7.1%
	Above100000	16	11.4%
	Total	**140**	**100.0%**
Nature of family	Nuclear	112	80.0%
	Joint	28	20.0%
	Total	**140**	**100.0%**
Preferences of Respondents	Online	124	89.0%
	Offline	16	11.0%
	Total	**140**	**100.0%**

Source: Primary data

Note: N = Number of Respondents

The above table reveals respondent's demographic profile in the study. This consists of age, gender, educational qualification, marital status, occupational status of the respondents, income of the respondents and nature of family. These factors are considered to understand the impulsive behavior of respondents in different aspects. From the age analysis it is implied that, majority of the respondents in the study are less than 30 years. This indicates that impulse behavior is high among the young generation than others. Gender analysis exposed that, female respondents are more than male respondents in the present study. Generally all the respondents were completed at least higher secondary level in educational qualification. This shows the improvement of educational status in the overall society. Among the respondents included in the study, majority were unmarried. From this also it can be concluded that impulse behavior is commonly high among the unmarried community than the married. Income level of respondents shows that, around 66% of the respondents are belonging to the income level of below Rs. 25,000. This study also includes 11.4% of respondents who have income more than Rs. 1,00,000. This implies that, this study covers various category of respondents depend on their income. This study also shows that, 80% of respondents are belonging to nuclear family. Only 20% of the total respondents are relate to joint family. From this it is also understand that at present days people are not providing importance to joint family it may be due to change in the pattern of the society or change in attitude of people etc. And also 89 percentage of respondents used online mode for purchase things required for them. This result implies that majority of the consumers are using online purchase in present days.

Table No. 2 Preference towards various products in Online

List of Products	Number of respondents	Percentage %
Mobiles	50	40
Electronics	34	27
TV & Appliances	12	10
Beauty care	14	11
Childcare Essentials	18	15
Sports	08	6
Office essentials	06	5
Fashion & Lifestyle	44	35
Home & Furniture	22	18
Books	24	19
Grocery	04	3
Recharge	32	26
Movies & Tickets	28	23

Source: Primary data

Among different products taken into account for the study, majority of the respondents provide preference to mobiles purchases. Age wise classification reveals that more than 75% of the respondents are below 30 years. Due to this reason 40% of the respondents may prefer mobile phones and they also expose their fondness to fashion and lifestyle products. Next to this they communicate their experienced in impulsive purchase in electronic products, recharge their mobile phones, to book movie and other tickets, to buy books, home furniture, childcare essentials, beauty care products, sports articles, office essentials and grocery. Only few numbers of respondents (04) felt impulsive behavior during the purchase of grocery products. This may be due to conventional nature of our people.

Table No. 3 Rank Analysis of Preference towards offline mode

S. No	Factors	No. of Respondents					Mean	Rank
		5	4	3	2	1		
1	Easy accessibility	4 (20)	12 (48)	0	0	0	4.25	4
2	Guidance of Salesperson	4 (20)	5 (20)	4 (12)	3 (6)	0	3.63	7
3	Easy exchange of product	4 (20)	10 (40)	2 (6)	0	0	4.13	5
4	Safest payment	7 (35)	9 (36)	0	0	0	4.4	2
5	Free from online threats	8 (40)	8 (32)	0	0	0	4.5	1
6	Reliablility of product	4 (20)	8 (32)	4 (12)	0	0	4	6
7	Levying High Delivery charge in online	2 (10)	6 (24)	6 (18)	2 (4)	0	3.5	8
8	Verification of Quality	6 (30)	10 (40)	0	0	0	4.38	3

Source: Primary data

Note: 5-Strongly Agree, 4-Agree, 3-Neutral, 2– Disagree, 1-Strongly Disagree

The above table indicates rank analysis of preference towards offline mode. In this, the factors like Easy accessibility, Guidance of Salesperson, Easy exchange of product, Safest payment, Free from online threats, Reliability of product, Levying High Delivery charge in online, Verification of Quality which are taken. Among these Free from online threats, Safest payment, Verification of Quality gets first, second, third rank (Mean value 4.5, 4.4, 4.38). Further Easy accessibility, Easy exchange of product gets fourth and fifth rank. These factors which influence the buyer to make impulse buying since the offline mode of purchase didn't involve any threats and which makes safest payment through which the buyer purchases quality products easily.

Table No. 4 Rank Analysis of Preference towards Online mode

S. No	Factors	No. of Respondents					Mean	Rank
		5	4	3	2	1		
1	Availability of diversified product	30 (150)	66 (264)	28 (84)	0	0	4.02	3
2	Ratings & Review Mechanism	32 (160)	60 (240)	26 (78)	6 (12)	0	3.95	4
3	Easy Return & Refund process	18 (90)	72 (288)	20 (60)	14 (28)	0	3.76	6
4	Different modes of payment	32 (160)	48 (192)	34 (102)	10 (20)	0	3.82	5
5	User friendly applications	22 (110)	46 (184)	46 (138)	10 (20)	0	3.65	8
6	Attractive Web display	36 (180)	72 (288)	10 (30)	6 (12)	0	4.11	1
7	Safest Delivery of product	12 (60)	74 (296)	30 (90)	8 (16)	0	3.72	7
8	Satisfaction of Excitement	32 (160)	66 (264)	26 (78)	0	0	4.05	2

Source: Primary data

Note: 5-Strongly Agree, 4-Agree, 3-Neutral, 2– Disagree, 1-Strongly Disagree

It is to be inferred that the above table shows rank analysis for preference of consumer towards online mode. In this Attractive Web display gets first rank (mean value 4.11) since it highly influence the impulse behavior of consumer. Subsequently Satisfaction of Excitement, Availability of diversified product gets further ranks. Among stated various factors like Ratings & Review Mechanism, Different modes of payment, Easy Return & Refund process, preference made by consumer gets diversified based on their importance to satisfy their excitement through user friendly applications.

Cross tabulation and Chi square test:

Table No. 5 AGE and LIKE TO DO IMPULSE PURCHASE

Age of the respondents	Like to do impulse buying					Total
	5	4	3	2	1	
Below 20	0	0	2	2	0	4
21-25	2	14	44	32	4	96
26-30	2	6	2	0	0	10
31-35	2	0	2	2	0	6
36-40	0	0	6	0	0	6
41-45	0	2	2	2	2	8
Above 45	2	2	2	4	0	10
Total	8	24	60	42	6	140

Source: Primary data

Note: 5-Strongly Agree, 4-Agree, 3-Neutral, 2– Disagree, 1-Strongly Disagree

Table No. 6 Chi- Square Results:

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	56.200a	24	.000
Likelihood Ratio	50.715	24	.001
Linear-by-Linear Association	1.478	1	.224
N of Valid Cases	140		

The above table shows relationship between age and impulse behavior of buyer. From this it is clearly understood that 96 number of respondents who fall under the age category 21- 25 accept impulsive behavior. Hence the impulse behavior have high response among lower age group than high age category. The significant value (.000) is less than the significant value at 5% (.05), hence it is significant. Therefore the hypothesis framed that, There is no significant differences between age and like to do impulse purchase is rejected and it proves that age influences to do impulse purchase.

Table No. 7 INCOME AND BUYING DECISION AT THE MOMENT

Income of the respondents	Buying decision at the moment					Total
	5	4	3	2	1	
Below 25000	6	10	32	36	8	92
25001- 50000	0	2	4	4	0	10
50001- 75000	2	2	2	6	0	12
75001- 100000	0	0	6	4	0	10
Above100000	2	4	4	6	0	16
Total	10	18	48	56	8	140

Source: Primary data

Note: 5-Strongly Agree, 4-Agree, 3-Neutral, 2– Disagree, 1-Strongly Disagree

Table No. 8 Chi-Square Results:

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.616a	16	.480
Likelihood Ratio	19.798	16	.229
Linear-by-Linear Association	2.213	1	.137
N of Valid Cases	140		

The above table shows relationship between age and impulse behavior of buyer. From this it is clearly understood that 92 numbers of respondents who fall under the income category below 25000 accept impulsive behavior. Hence the impulse behavior have high response among lower age group than high age category. The significant value (.480) is greater than the significant value at 5% (.05), hence it is not significant. Therefore the hypothesis framed that, There is no significant differences between income and buying decision at the moment is accepted and it proves that income has no influence to take buying decision.

Table No. 9 GENDER AND RECKLESS BUYING

Gender	Reckless Buying					Total
	5	4	3	2	1	
Male	4	8	20	16	4	52
Female	10	24	32	16	6	88
Total	14	32	52	32	10	140

Note: 5-Strongly Agree, 4-Agree, 3-Neutral, 2– Disagree, 1-Strongly Disagree

Table No. 10 Chi-Square Tests:

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.801a	4	.308
Likelihood Ratio	4.864	4	.302
Linear-by-Linear Association	3.209	1	.073
N of Valid Cases	140		

The above table shows relationship between age and impulse behavior of buyer. From this it is clearly understood that 96 number of respondents who fall under the age category 21- 25 accept impulsive behavior. Hence the impulse behavior have high response among lower age group than high age category. The significant value (.000) is less than the significant value at 5% (.05), hence it is significant. Therefore the hypothesis framed that, There is no significant differences between age and like to do impulse purchase is rejected and it proves that age influences to do impulse purchase.

Multiple Regression:

Table No. 11 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.158[a]	.025	.011	.865

From the above table, it is to be inferred that, R column represents the value of R. It is considered to be a measure of quality prediction of dependent variable. R^2 value is the proportion of variance in the dependent variable (spontaneous purchase) that can be explained by independent variable (Age and Income of the respondents) which is 2.5% (0.025). It shows that the influence of Age and Income of the respondents over spontaneous purchase is 2.5%.

Table No. 12 ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2.636	2	1.318	1.761	.176[b]
Residual	102.536	137	.748		
Total	105.171	139			

F-test result shows that, there is no association between age and income of the respondents with spontaneous purchase. F value (0.176) is greater than the p value (0.05). Hence the null hypothesis H_0 is accepted.

Table No. 13 Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	3.843	.163		23.539	.000
age of the respondents	-.022	.046	-.041	-.469	.640
income of the respondents	-.087	.052	-.144	-1.663	.099

Significance value in case of age of the respondents is 0.640, So the null hypothesis of there is no association between age of the respondents and spontaneous purchase is accepted. Then the sig. value 0.09 in case of income of the respondents. Hence, the null hypothesis of income of the respondents and spontaneous purchase is accepted.

Conclusion:

The buying process is entirely different in current situation. With the advent of technology enabled environment, the process of purchase becomes speedy, and easy. There is a drastic shift that happens to be influence the consumer's attitude towards impulse buying. Moreover the health consciousness of consumer induces them to change their style of purchase. Thus, this study emphasis on the factors which influence the impulse buying behaviour of consumers, and this study concludes that the attitude on impulse buying towards on online is increasing day by day. The rate of growth of impulse purchase increases rapidly in post COVID scenario, which paves the way for the prospective consumers to make their future purchase decision online.

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