



A STUDY ON THE LEVEL OF SATISFACTION ON IMPULSIVE BUYING BEHAVIOUR OF E-SHOPPERS IN TIRUCHIRAPPALLI CORPORATION

Ms. Sumetha.M.

Ph.D., Research Scholar, PG & Research Dept. of Commerce, Holy Cross College (Autonomous), Tiruchirappalli-2, Tamil Nadu.

Dr.S.Vasanthi

Associate Professor, PG & Research Dept. of Commerce, Holy Cross College (Autonomous), Tiruchirappalli-2, Tamil Nadu.

ABSTRACT

Marketing is concerned with identifying and meeting human wants and social needs. It is shortly defined as "meeting needs profitably". The age of individualization, marketing and digitization along with the evolution of consumers in the virtual domains is posing new challenges. This has paved way for more opportunities for marketers as well as the researchers. The phenomenon of impulsive buying has been a great challenge for the retailers since 1950's. Impulsive buying means sudden shopping of products without any intention of buying. Impulsive buying behaviour is very common today, it is related to anxiety and the delight out of shopping goods through spontaneous decisions. This article attempts to study the level of satisfaction experienced by the e-shoppers involving impulsive buying of goods.

KEYWORDS

Impulsive Buying, consumer behaviour, consumer satisfaction, etc.

INTRODUCTION

Marketing has become extremely competitive due to globalization and the availability of more alternatives to marketing practices which witnesses a significant shift over the years. *Marketing is the activity, set of institutions, and process for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.* Marketing itself has been changing considerably as consumer's tastes and preference are changing rapidly. There are many innovative trends in marketing like micro customer profiling, product placements, mood marketing etc. Likewise, the concept of "*Impulsive Buying*" has been emerging in the modern marketing and it is a spontaneous purchasing decision often made on an emotional level without planning in advance. It changes from one person to another which depends on each and every individual's taste and preferences.

LITERATURE REVIEW

The change began in the 1990s when e-commerce blew up and significantly transformed the landscape of the retail environment into a world of retail chains at the peak of technology and development. (Chen & Chang, 2003). Many years' have passed since this research was conducted in 2005, so with the rising importance of the internet in our lives, today, the preference for online shopping has increased. Opening up online shops brings about great advantages as many consumers are leaning towards online shopping. It provides a very flexible way to sell products and services (Doherty & Ellis-Chadwick, 2006).

Relatively, another research found that online shoppers are also influenced by the actual website, if it appeals to them and puts them in the mood to shop. Emotions are a critical aspect because respondents showed preference for websites with a hedonic value (Demangeot & Broderick, 2006). A similar study looked into whether situational factors such as charges for delivery and time constraints affect a consumer's decision to shop online for groceries. It was found that, on average, consumers cared more about the travelling time to go to the shop than they did about paying fees for online grocery shop delivery (Huang & Oppewal, 2006).

According to Engel and Blackwell (1982) impulse buying is an action undertaken without previously having been consciously recognized or a buying intention formed prior to entering the store. Based upon the different description, we conclude that impulse buying involves hedonic purchase decisions which are made inside a store and excludes the reminder purchasing

activities. Later researchers extended this definition further than a simple unplanned purchase and included an emotional element or an urge to make the purchase. Rook (1987, p. 191)

Piron (1991) has identified various dimensions of impulse purchases definitions. He conducted a thorough study of impulse purchasing literature and proposed a more specific and comprehensive definition for impulse buying that includes four components: it is unplanned, it the result of an exposure to stimulus, it is decided "on-the-spot", and it involves an emotional and/or cognitive reaction. Rook and Gardner (1993) defined impulse buying as an unplanned behavior involving quick decision-making and tendency for immediate acquisition of the product.

Internet has become an alternative impulse channel serving as a convenient shopping channel where each store is just few clicks away. As the acceptance of internet as a shopping channel has increased rapidly, the researchers are now studying different aspects of impulse buying and strategies to encourage impulse purchases on the internet. Internet allows consumers to shop at their free time, offering 24 hours/ 7 days a week shopping in the comfort of their own home (Phau and Lo, 2004). The increased convenience of online shopping compared to a brick-and-mortar store is beneficial to many shoppers that may also encourage impulse buying.

STATEMENT OF THE PROBLEM

Consumer is the king of modern marketing. Consumers' mind keeps oscillating every moment when they come across various products that can satisfy a single need. Human psychology is tough to be studied but consumer psychology and it is hard to be understood. In the recent years, with the advancements in technology, communications, economic status and self-conscience, impulsive buying has increased among the e-shoppers. Online shopping is increasing among the consumers as it is very convenient for them to ease their time and reduce the cost of shopping. It has created an intrinsic urge among the consumers to engage in shopping 24*7 around the clock. Online shopping has changed the buying behaviour of many e-consumers as it stimulates them to buy on the spur of the moment (impulsive buying). This research attempts to study the level of satisfaction experienced by the e-shoppers subsequent to impulsive buying.

OBJECTIVES

1. To study the demographic profile and to explore the level of satisfaction experienced by the e-shoppers implicated in impulsive buying behaviour.

2. To highlight the Findings, Suggestions and Conclusion.

SIGNIFICANCE OF THE STUDY

With increasing competition, sellers strive to ensure that their products are appealing to their target markets. Impulsive Buying Behaviour has become the most common tendency of shopping among the consumers nowadays as they decide to buy the products spontaneously with freedom in decision making and purchasing power. In earlier days, online shopping was only meant for the people in creamy layer (upper class) or elders with high literacy level and experience, because of their operational knowledge in internet and surfing. The situation is drastically changed with the advancements in technology and the ample services provided by the online sellers. Hence, this study focuses on the level of satisfaction gained by the e-shoppers on impulsive buying behaviour in Tiruchirappalli Corporation.

SCOPE OF THE STUDY

Online Impulsive buying behaviour is one of the recent concepts which tries to explore the spontaneous decision making of consumers towards shopping of goods. The main scope of the study is to draw together the needed information about the Impulsive buying behavior of the e-shoppers and the level of satisfaction gained by the sample respondents in Tiruchirappalli Corporation. This study will help us to know the relationship between the shopping delight and the level of satisfaction experienced by the e-shoppers and thereby enables the sellers to improve their quality of products and service they offer to their consumers. The level of satisfaction attained by the e-consumers will decide their continued relationship with the sellers in future and also it determines the loyalty of such consumers.

METHODOLOGY

The study is descriptive in nature. In order to ascertain the level of Impulsive buying behavior of the e-shoppers in Tiruchirappalli Corporation both primary and secondary data has been used for the study. Primary data was collected from the e-shoppers through structured questionnaire by adopting survey method. The researcher also collected secondary data through books, newspapers, magazines, journals and websites.

The sample respondents of the study were selected by convenience sampling method. The sample size of the study consists of 100 sample respondents as e-shoppers who involved in online shopping with impulse buying behavior. By survey method a structured questionnaire was used to collect the data, needed for analysis and interpretations to complete this exploratory study. Statistical tools like One way Anova and Correlations were used to get the results and to frame the inferences. The summary of data was prepared by using tabulation, figures and graphs and the information has been used as a tool for inferring the major factors that lead to Impulsive buying of consumers.

HYPOTHESIS

1. There is a significant difference between demographic variables like gender, family type, age groups and family monthly income with respect to the impulsive buying behaviour of e-shoppers.
2. There is no significant relationship between the level of satisfaction and impulsive buying behavior of the e-shoppers.

LIMITATIONS

1. The study is confined to one hundred sample respondents from Tiruchirappalli Corporation only.
2. Yet another limitation of the study also suffer sun clear information furnished by the sample respondents for certain queries raised by the researcher which may be subjected to bias.

ANALYSIS AND INTERPRETATION

HYPOTHESIS I

Null Hypothesis:

H₀: There is no significant difference between male and female with respect to the impulsive buying behaviour of e-shoppers.

Alternate Hypothesis:

H₁: There is a significant difference between male and female with respect to the impulsive buying behaviour of e-shoppers.

t test for significant difference between male and female with respect to the impulsive buying behaviour of e-shoppers.

Dimensions of IBB of e-shoppers.	Gender				t value	P value
	Male		Female			
	Mean	SD	Mean	SD		
Impulsive Buying	20.42	3.553	18.10	4.303	2.678	0.009**
Satisfaction	24.52	4.535	23.19	4.328	1.413	0.161

Note: ** denotes significant at 1% level

Since P value is less than 0.01, null hypothesis is rejected at 1% level with respect to impulsive buying behaviour of the e-shoppers. The impulsive buying behaviour varies with the gender drastically as shown in the above table. The mean scores for men is higher than women which indicates that men engage in impulsive buying more than women. Hence there is a significant difference between male and female e-shoppers with respect to impulsive buying behaviour of the e-shoppers.

Since P value is more than 0.05, the null hypothesis is accepted at 5% level with respect to the level of satisfaction among the e-shoppers who engage in impulsive buying. Based on the mean scores, it has been inferred that both male and female e-shoppers attain the same level of satisfaction while engaging in impulsive buying. The influence of gender is low among the e-shoppers' level of satisfaction because they consume the products which they buy online and it is the product that gives them the satisfaction and not the buying behaviour. Hence, there is no significant difference between male and female with respect to the level of satisfaction attained by the e-shoppers during impulsive buying.

HYPOTHESIS II

Null Hypothesis:

H₀: There is no significant difference between Nuclear family and Joint family with respect to the impulsive buying behaviour of e-shoppers.

Alternate Hypothesis:

H_a: There is a significant difference between Nuclear family and Joint family with respect to the impulsive buying behaviour of e-shoppers.

t Test for significant difference between Nuclear family and Joint family with respect to the impulsive buying behaviour of e-shoppers.

Dimensions of IBB of e-shoppers.	Type of Family				t value	P value
	Nuclear		Joint			
	Mean	SD	Mean	SD		
Impulsive Buying	18.87	4.435	18.86	3.314	0.008	0.994
Satisfaction	23.54	4.318	23.95	4.855	-0.388	0.699

Since P value is greater than 0.05, the null hypothesis is accepted with respect to the type of family of the e-shoppers who engage in online impulsive buying. The type of family has got no influence on the factors influencing impulsive buying behavior of the online shoppers because of the individualism portrayed by such buyers. Impulsive buying behavior of the online shoppers inculcates individualism in decision making aspects of the buyers irrespective of the type of the families they belong to. Nuclear family or joint family, the members of such families have strong and independent decision making powers while they engage online impulsive buying. Hence, there is no significant difference between the type of family with respect to the impulsive buying behavior of the e-shoppers.

HYPOTHESIS III

Null Hypothesis:

H₀: There is no significant difference among age groups with respect to the impulsive buying behaviour of e-shoppers.

Alternate Hypothesis:

Ha: There is a significant difference among age groups with respect to the impulsive buying behaviour of e-shoppers.

One-way ANOVA test for significant difference among age groups with respect to the impulsive buying behaviour of e-shoppers. Dimensions of IBB of e-shoppers. Age Group in years

Dimensions of IBB of e-shoppers.	Age Group in years			F value	P value
	Below 25	25-35	Above 35		
Impulsive Buying	17.35 (5.206)	15.10 (5.647)	23.45 (4.501)	3.396	0.038*
Satisfaction	20.04 (3.786)	20.54 (4.401)	25.68 (3.486)	5.102	0.008**

- Note:
1. The value within brackets refers to SD
 2. ** denotes significant at 1% level.
 3. * denotes significant at 5% level.

Since P value is less than 0.01, the null hypothesis is rejected at 1% level with respect to the satisfaction of the e-shoppers who engage in impulsive buying. Based on the mean scores, it has been inferred that satisfaction of the e-shoppers belonging to the age group of above 35 years highly differ with the other age groups. The tastes and preferences of the e-shoppers highly varies with their age and needs. Hence, there is a significant difference among the age groups with respect to the level of satisfaction of the e-shoppers involving in impulsive buying.

Since P value is less than 0.05, the null hypothesis is rejected at 5% level with respect to the impulsive buying behaviour of the e-shoppers. Based on the mean scores, it has been inferred that impulsive buying behaviour of the e-shoppers belonging to the age group of above 35 years highly differs with the other age groups. The e-shoppers' buying behaviour highly vary with their age and maturity as they involve in impulsive buying with high attitude towards shopping. Hence, there is a significant difference among the age groups with respect to the impulsive buying behaviour of the e-shoppers.

HYPOTHESIS IV

Null Hypothesis:

H0: There is no significant difference among family monthly income with respect to the impulsive buying behavior of the e-shoppers.

Alternate Hypothesis:

Ha: There is a significant difference among family monthly income with respect to the impulsive buying behavior of the e-shoppers.

One-way ANOVA for significant difference among family monthly income with respect to the impulsive buying behavior of e-shoppers.

Dimensions of IBB of e-shoppers	Family Monthly Income (INR)			F value	P value
	Below 50000	50000-100000	Above 100000		
Impulsive Buying	16.00 (4.868)	19.21 (4.008)	20.02 (3.335)	7.436	0.001**
Satisfaction	21.43 (4.976)	23.71 (3.525)	24.68 (4.558)	4.005	0.021*

- Note:
1. The value within bracket refers to SD
 2. ** denotes significant at 1% level.
 3. * denotes significant at 5% level.

Since P value is less than 0.01, the null hypothesis is rejected at 1% level of significance with respect to the impulsive buying behaviour of the e-shoppers. Based on the mean scores, it is clear that the family monthly income of the people highly influences their buying behaviour. People with a family monthly income of more than Rs. 1,00,000 have the highest mean score which differs drastically with the score for people with the family monthly income of below Rs. 50,000. Impulsive buying is possible only when the consumers

have adequate finance and independent discretion towards shopping of goods and services. Hence, there is a significant difference among family monthly income with respect to the impulsive buying behaviour of the e-shoppers.

Since P value is less than 0.05, the null hypothesis is rejected at 5% level of significance with respect to the satisfaction of the e-shoppers towards impulsive buying. Based on the mean scores, it is observed that the people with a family monthly income of more than Rs.1,00,000 have the highest mean score which differs drastically with the score for people with the family monthly income of below Rs. 50,000. The spending power of the people highly differs with their incomes, as people with financial soundness can engage in impulsive buying and buy whatever they wish. The level of satisfaction experienced by the impulsive e-consumers differs with their income levels because consumers with higher incomes can afford for luxury goods and buy them on impulse. Hence, there is a significant difference among family monthly income with respect to the level of satisfaction of the e-shoppers towards impulsive buying.

HYPOTHESIS V

Null Hypothesis:

H0: There is no significant relationship between satisfaction and impulsive buying behavior of the e-shoppers.

Alternate Hypothesis:

Ha: There is a significant relationship between satisfaction and impulsive buying behavior of the e-shoppers.

Pearson Correlation Coefficient between satisfaction and impulsive buying behaviour of the e-shoppers

	Impulsive Buying	Satisfaction
Impulsive Buying	1.000	0.535**
Satisfaction	-	1.000

** denotes significant at 1% level.

The above table shows that there is a significant relationship between satisfaction and impulsive buying behavior of the e-shoppers. The correlation coefficient between Satisfaction and Impulsive Shopping is 0.535, which indicates 53.5 percentage positive relationships between Satisfaction and Impulsive Shopping and is significant at 1% level. The e-consumers feel highly satisfied when they consume the products on impulse. Impulsive buying gets repeated only when the consumers feel satisfied when their necessity is fulfilled by the product utilization. Unless the e-consumers are not satisfied, they will hesitate to spend money on impulse purchases and they regret for their buying behaviour.

FINDINGS

1. Majority of the e-shoppers involve in impulsive buying, especially the male folks.
2. Majority of the e-shoppers agree that they buy products on impulse irrespective of their family type.
3. Majority of the e-shoppers agree that their impulsive buying behaviour is highly influenced by their family monthly income.
4. Majority of the e-shoppers agree that their impulsive buying behaviour highly differs with the age groups.
5. Majority of the e-shoppers agree that they continue to be the impulsive buyers only when their satisfaction level is high after consuming the products bought on impulse.

SUGGESTIONS

The e-shoppers' impulsive buying behaviour highly differs with the consumers who buy in the retail outlets. The e-consumers expect the quality of the products to be a hundred percent good, which is the most determining factor of impulsive buying behaviour. The e-shoppers often regret for involving in impulsive buying when they find a wrong product being delivered to them or when the product ordered does not resemble the same as on their computer screen. The existence of fake shopping websites is also a reason for the e-shoppers' resistance to buy products on impulse. The e-shoppers

recommend for a hundred percent safe shopping and secured payment modes during online shopping. As Impulsive buying behavior was strongly related to emotional reactions and behavior despite of the possible fact that it might have been more likely influenced by external factors, the type of influence/response was somewhat difficult to determine by the survey questionnaires. Since Impulsive buying is a phenomenon in a modern society, expended research with various demographical and geographical groups as well as influences of visual merchandising in various non-store formats are recommended.

CONCLUSION

Impulsive buying is a sudden and immediate purchase with no pre-shopping intentions either to buy the specific product or to fulfil a specific buying task. Many researchers have attempted to determine if consumers' who frequently engage in Impulsive buying behavior have some common personality traits. People who like to shop for fun are more likely to buy on impulse. We all want to experience pleasure, and it can be a lot of fun to go shopping and imagine owning the products we see that we like. Once we start experiencing pleasure as a result of this sense of vicarious ownership, we're more likely to buy those products so that we can continue to experience that pleasure. Finally, a social connection with a product is created when we see someone using it and compare ourselves to that person. Impulse buyers are more social, status-conscious, and image-concerned. The impulsive buyer may therefore buy as a way to look good in the eyes of others. Impulsive buying behaviour of e-shoppers leads to extreme happiness whilst buying and gives them a sense of satisfaction after consuming the products. In order to satisfy the e-shoppers, the sellers should ensure the quality of the products which should be on a par with the products displayed on their websites. Satisfaction of the e-shoppers is significant for the sellers to retain them for a long period of time.

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