

## A STUDY OF FACTORS INFLUENCING IMPULSE BUYING BEHAVIOR OF GENERATION Z

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### **Abstract**

One of the most well-liked subjects on which a lot of scholars have been concentrating is e-commerce. The majority of the research primarily address the subject of internet purchasing behaviour. In particular, one of the fascinating subjects that has received a lot of research is the content of the variables influencing the consumer's online impulse buying behaviour. Additionally, as they currently make up the majority of e-commerce industry customers, Generation Z, or "Gen Z," has been emerging as the most appealing target demographic. Thus, the purpose of this study article is to examine the connection between influencing factors and Gen Z's impulsive online purchasing behaviour.

In the modern business environment, it is critical to concentrate on a few key marketing tactics and employ a range of instruments in order to achieve overall performance. This study effectively examines the influence of marketing strategies on the company's sales performance. This paper attempts to provide a thorough analysis of the impulse purchase behaviour by compiling the numerous research works and literature in the field of consumer behaviour. This study aims to demonstrate how sales promotion techniques impact impulsive purchasing behaviour. Numerous publications and research journals were used to evaluate the contributions of numerous researchers. The literature evaluation of the many study works had an impact on both the division of the material into discrete components impacting impulsive buying and the ongoing development of the study framework. With the proposals, the subject's many qualities are categorized for upcoming research projects in the area of impulse purchase.

**Keywords:** Impulsive buying behaviour, Sales promotion, Price discount, Generation Z

### **Introduction**

One of the most noteworthy aspects of consumer behaviour is impulsive buying. Impulse refers to a customer's immediate response that prompts them to make an impulsive buying decision. The catalyst for immediate purchasing is impulse buying. It is an extremely powerful hunger that

makes one anxious and irritable towards everything. The degree of impulsivity in a person's behaviour influences decisions in all facets of daily life, including purchasing behaviour. It evokes a powerful emotion in the consumer that affects their decision to buy. An impulsive purchase is an unanticipated purchase made by a customer on the spur of the moment without any prior plans to buy. The customer's typical purchasing behaviour, in which they identify a need and look for a suitable alternative before making a hasty buy decision, is impacted by their sudden purchase behaviour.

When making an impulse purchase, consumers act without planning ahead and are drawn to make decisions based on a range of factors, including low prices, promotional offers, product designs, credit card availability, a wider selection of products, the need to pass the time, and other factors that pique their interest. Customers that exhibit low levels of impulsivity, however, weigh their options before making a purchase. H. Wang discovered in 2015 that consumers are positively impacted by the online environment and website design while making impulsive purchases online. Customers considered online shopping easy since it saved them time and prevented them from being influenced by the turmoil of traffic to make rash decisions while making purchases.

### **Influencing Parameters of Impulse Buying Behavior**

Numerous factors that influence impulse buying behaviour are identified through a review of the literature as the most influential factors that encourage or dissuade consumers from making rash online purchases.

**Convenience:** Customers find online shopping to be an appealing alternative due to its accessibility and convenience in terms of time, location, and reach. It's accessible around-the-clock, virtually, and offers users the flexibility to place orders whenever and whenever it's most convenient for them. Even in isolated locations with no infrastructure and internet access, it can be accessed. Online shipping options and payment methods increase the convenience of online shopping. Due to its constant availability, customers find internet shopping to be very appealing and view it as the most convenient form of purchasing.

**Greater variety of goods:** Numerous online shopping sites offer a vast array of products and items, including but not limited to clothing, jewellery, electronics, bags, cosmetics, bags, kitchenware, home décor, books, and garments. Additionally, these product categories come in a variety of colours, sizes, shapes, and brands, as well as a plethora of substitutes that may entice

buyers to make a purchase. The customer has the advantage of selecting a product from the comfort of their home when they purchase things online. Because there are more options available while purchasing online, customers are more drawn to it.

**Relatively low prices:** While customers who shop online have access to a greater selection of products at lower prices than those who shop in person, traditional shoppers must spend many hours searching the market for a good deal and occasionally must bargain in order to purchase the desired item. Internet retailers provide a range of promotional deals, such as free shipping, coupons, buy one get one free, and discounts. Doing nothing does not make customers feel ashamed. The decision to buy made by internet shoppers is favourably correlated with low product pricing.

**Shipping Services:** Online buying is made more convenient by the free shipping options that online shopping platforms provide to their users. Consumers can purchase goods from internet retailers from any location, and they can have their purchases delivered to convenient locations. By providing consumers with an enormous selection of products with brand options, shipping services have a significant impact on clients from rural places who have few options when it comes to purchasing stylish or desirable things because there aren't many traditional businesses nearby. The buyer was encouraged to make an online purchase by the shipping service. Customers are encouraged to make selections about what to buy because shipping services allow them to buy from anyplace.

**Increased consumer control:** Numerous online shopping portals are available for purchasing goods. Customers have more options and diversity while shopping online thanks to the many choices available to them. They may purchase whatever product they want and take advantage of the many promotions the portals offer, giving them more control over their purchases. Customers can use all online shopping platforms to seek for a certain product and discover the right offer, delaying their purchase decision. The capacity to get comprehensive information improved the consumer's ability to make online purchasing decisions.

**Perception of quality:** Several studies have shown that when consumers purchase online, they miss the tactile experience. Customers can handle products in conventional retail establishments to inspect them and smell them. However, buyers who purchase through online shopping sites lose out on the tactile experience. Additionally, people are more concerned with the product's quality because there is always a chance that they won't receive what they requested. The

environment of the website, promotions, online payment options, and product availability all have a favourable impact on customers since they make buying online more convenient than it is in person.

### Literature Review

Researchers Jay Wani, Hyder Syed, and Harsh Bayanwala (2018) carried out a descriptive research study and determined the variables influencing consumers' impulsive buying habits. The findings demonstrated that the store atmosphere plays a favourable role in impulsive buying and significantly influences the impulsive decisions made by traditional retail customers. Customers' decisions to make impulsive purchases are greatly influenced by their financial situation. Conversely, music played in stores has no positive correlation with customers' impulsive purchases since it has no effect on the customer's decision to make an impulse buy.

The association between product qualities, online design, and impulsive purchasing was investigated by Bloomfield (2018). Additionally, buyers' online impulse buying behaviour may be influenced by the influence of online reviews (Zhang et al., 2018).

By using the SOR model, Sultan et al. (2018) have identified a few elements that influence impulse buying behaviour, including store atmosphere, promotional activities, and display. Indeed, other studies pertaining to consumers' stimuli, affective reactions, and spontaneous purchases through the use of the SOR model remain. (2019, Ahmad et al.)

Retail customers in Kochin City were studied by Sagini Thomas Mathai and R. Haridas (2021) in an effort to determine the influence of personality on their impulsive purchase behaviour. Seventy responses were randomly gathered from consumers at retail stores using a closed-ended questionnaire in order to assess the impact of personality on the purchasing behaviour of conventional customers. An individual's personality has a significant influence on their purchase decisions, according to data analysed using the Ananova technique. Consumers with extrovert personalities tend to be more impetuous buyers than those with introvert personalities. Customers that are more outgoing in nature are drawn to the in-store atmosphere and discount offerings.

In 2020, Ankita Nanda conducted a study on consumers' impulsive purchases of clothing. Understanding the different elements that influence consumers' purchasing behaviour towards clothing and lead them to make impulsive purchases was the goal of the research that was

conducted. We looked at the in-store atmosphere to see how it affected the customers' purchasing decisions. Customers who had recently made purchases were chosen from retail establishments to serve as respondents. Regression analysis was used to examine their answers, and the results demonstrated how income, age, and gender affect customers' purchasing decisions. Age, gender, and income all have a big influence on consumers' impulsive purchasing habits. Product layout and display have a positive correlation with customers' impulsive purchases.

### **Scope of the Study**

Customers of today are probably going to utilise technology in order to change from their traditional way of living to a digital one. The number of people shopping online has increased, indicating a significant shift. Many online shopping sites are accessible to provide a wide range of products with different promotional offers, insurance, exchange, and return facilities, drawing in clients and influencing them to make impulsive purchases. While research on the impulsive purchasing habits of internet shoppers has been conducted, Uttar Pradesh has not seen this kind of study.

### **Objectives of the Study**

Online shopping is becoming more popular than traditional means of purchasing due to its huge selection of products and ease of use. Research studies have been used to identify a number of impulsive purchase factors, and their goals are designed to close any gaps in the knowledge.

1. To determine the elements influencing online shoppers' impulsive purchases.
2. To identify the driving forces behind impulsive internet buying.
3. To comprehend the demographics of consumers who make impulsive internet purchases.

### **Research Methodology**

The study's goals have been met through the application of a methodology that addresses problem formulation, research design, sample size, sampling procedure, data collection, and data analysis methods. A primary survey is undertaken to understand the buying behaviour of online shoppers in a particular research area of the study in order to meet the objectives and identify the elements influencing their impulsive buying behaviour. Numerous research studies have been examined in this regard.

### **Research Design**

The nature of the research study makes it both descriptive and empirical. With the aid of literature reviews, numerous research studies in the same context have been examined in order to

determine the elements influencing online shoppers' impulsive buy decisions. Various metrics of impulse buying are also identified. A structured questionnaire based on a five-point Likert scale is used to help perform a primary survey aimed at assessing the validity of the sixteen characteristics that have been chosen.

### Sample Size and Sampling Technique

Utilising the purposive technique, the research's sample size is determined to be 100. Judgemental sampling is the method utilised to get the respondents' responses.

### Data Collection

Since the nature of the study is both descriptive and empirical, primary and secondary sources of data have been gathered. In order to determine the parameters of impulsive buying, secondary data was employed, and a structural questionnaire was utilised to perform a primary survey that established the validity of the parameters chosen for the current research field.

### Hypothesis of the Study

H01: Online shoppers' impulsive purchasing behaviour is not positively impacted by motivating factors.

H02: Customers who purchase online do not exhibit a positive correlation between demographic characteristics and their impulsive purchasing behaviour.

### Data Analysis and Interpretation

Based on demographic variables such as age, marital status, gender, income, and occupation, the sample size has been divided.

**Table : Demographic Information**

Gender	Frequency	percentage
Male	45	45.00
Female	55	55.00
<b>Total</b>	100	100

In this instance, data was collected from eighty-four Uttar Pradesh respondents. 45 of them are men and 55 are women. Customers who shop online are positively influenced by the responders' impulsive purchases.

**Marital Status of the respondents**

Marital Status of the respondents	Frequency	Percentage
Unmarried	35	35.0
Married	65	65.0

The sample unit consists of 100 respondents, of whom 35 (36.0%) are single and 65 (64.0%) are married. The respondents positively affect online shoppers' impulse buying behaviour by advocating for more family time.

**.Table: Age**

CHOICES	%	COUNT
LESS THAN 20	19	19
20-50	68	68
50-70	12	12
70 OR MORE	1	1
TOTAL		100

Source: Primary Data

**Interpretation:**

Table shows that the majority of customers who are the prominent users comes under age group of 20-50.

**Table no. 3: Occupation**

CHOICES	%	COUNT
STUDENT	64	64
SALARIED PERSON	24	24
BUSINESSMAN/WOMAN	6	6
HOUSEWIFE	6	6
TOTAL		100

Source: Primary Data

**Interpretation:**

The data presented in the table indicates that the majority of the client base is comprised of students (64%), followed by salaried individuals (24%), housewives (6%), and company owners (6%).

### Hypothesis Testing

**H01: Motivating factors do not have positive influence on impulse buying behavior of online**

**Shopping customers.**

The data acquired is subjected to regression analysis in order to ascertain the correlation between the dependent variable and the seven independent variables. The elements of impulse buying behavior—convenience, emotional appeal, increased variety of goods and credit card use, relatively low price, thorough product information, marketing promotions & direct marketing, and shipping services—are the independent variables in this study. The dependent variable is the decision to make an impulse purchase.

#### Model summary of Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.835	.721	.738	2.171

It's the Model Summary table. We can see the R and R<sup>2</sup> values in this table. An analysis of the correlation yields a R value of 0.835. The degree of association is moderate, as indicated. Motivational factors, the independent variable, can explain how much of the dependent variable "Impulse," according to the R<sup>2</sup> value. There is an explanation for 73.8% of this instance.

**H02: Demographic factors do not have positive influence on impulse buying behavior of online shopping customers.**

The acquired data is subjected to the regression approach in order to ascertain the relationship between the independent and dependent variables. Demographic characteristics such as age, gender, marital status, income, and occupation are considered independent variables in this study. The dependent variable is the decision to make impulsive purchases.

#### Regression Analysis Demographic Factors

Model	R	R Square	Adjusted R	Std. Error of
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			Square	the Estimate
1	.357	.069	.067	3.532

Primarily, the Model Summary table is of interest. We can see the R and R<sup>2</sup> values in this table. Its correlation coefficient, or R, is 0.357. The correlation strength is poor, as seen by this. To what extent the independent variable, occupation, can account for the dependent variable, "Impulse," is indicated by the R<sup>2</sup> score. 67% of the explanation in this instance is possible.

## Conclusion

The drive to buy impulsively is the intermediate variable that allows independent variables to considerably positively influence the impulsive online shopping behaviour of Generation Z. Regarding delayed gratification, price and product comparison, and degree of impulsiveness, online shoppers are found to hold similar opinions. This is because none of these factors is found to be an inhibiting factor of impulse buying, meaning that customers are not restrained from making impulsive purchases. When given comprehensive product information, customers from various cities in Uttar Pradesh believe they have more control over their purchasing decisions. This is especially true when the products' quality does not meet their expectations or match the information provided by online shopping portals. Although a website's quality or diligence has an effect on online impulse purchases made by residents of Uttar Pradesh, tier-2 city online shoppers are not much impacted by these characteristics.

Customers who shop online often make impulsive purchases based on demographic characteristics. Online shoppers' decisions to make impulsive purchases are proven to be influenced by their income. Customers' purchasing behaviour is influenced by their income level; as income rises, they are more likely to make impulsive purchases, and as income falls, they are more likely to make well-planned purchases.

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