



Demographic Influences On Impulse Buying Decisions Of Online Shopping Customers

Dr. Amanpreet Assistant Professor E- Mail id: ami9133@gmail.com

Dr. Parveen Kumar Garg Assistant Professor E- Mail id: dr.parveenkumargarg@gmail.com

^{1,2}Guru Kashi University

Abstract

Impulsiveness plays a huge role in buying decisions of online shopping customers. This research gives deep insight to understand the impact of impulsiveness on buying decisions of online shopping customers in regards to their demographic factors. The aim of the study is to understand the influence of demographic factors on impulsive buying behavior of online shopping customers and determine the association of age, marital status, income and gender with impulse purchase decisions. To attain the objective of research, with the help of questionnaire the responses of online shopping customers are collected. Six cities of Punjab namely Ludhiana, Amritsar, Jalandhar are taken as the most populated and developed cities and Bathinda, Moga and Nawanshahr are taken as the three average populated and developing cities for the primary survey to measure the responses. ANOVA and Regression analysis is applied to understand the association of demographic factors with impulsive buying behavior of online shopping customers. The analysis of the research states that demographic factors age, gender, marital status and income affect the impulsive buying decisions of customers from big cities Ludhiana, Amritsar and Jalandhar. In developing cities the customers are positively associated with age and gender. This research will give clear insight to the online retailers to frame the marketing strategies to attract the customers by trigger their stimuli associated with their personal factors.

Key Words: Demographic, Impulsiveness, Stimuli, Online Shopping, Buying Decisions.

1. Introduction

Impulsiveness is one of the major attribute of human behavior that can be seen in their buying decisions through traditional or online shopping. Impulsiveness is an uneasy feeling that influence or produce an urge in mind to react in sudden way. It is the tendency to behave or react without acknowledging the need of any product. Impulsiveness is one of the characteristics of customers behavior that influence them to make sudden buying decisions and

the feeling of impulsiveness can be urged through various reasons. Applebaum identified measured impulsiveness in customers buying behavior in 1951¹. There are many determinants that influence sudden purchase decisions like promotional offers, economic determinants, sociological determinants and demographics factors. Customers are the real monarchs of the market and the whole strategies are framed to grab the attention of customers so market revolves around the choices and demands of customers. In 1962, Stern identified four different types of impulse buying namely pure impulse purchase, suggestion impulse purchase, reminder impulse purchase and planned impulse purchase that can be seen in the customer buying behaviors².

It can be profound to understand the impulsiveness among the customers in regards to understand their choices and preferences. There are number of determinants that can influence impulsive buying decisions of customers through internet shopping. Major shifts can be seen in buying patterns from traditional to online shopping trends. It is important to measure the association of demographic factors of customers so that impulsive buying patterns of customers can be detailed. This research is identifying the relationship of personal factors of customers with their online impulsive buying decisions.

2. Review Of Literature

Carol Moser, Sarita Y. Schoenebeck and Paul Resnick (2019)³, evaluated the impulsive buying behavior with the purpose to identify the impact of promotional offers on their buying decisions. Primary survey was conducted and responses were collected from 200 retailers. Data was analyzed with ANOVA and Regression and it is found that qualitative products can easily grab the attention of buyers and it has significant impact on customers buying decisions.

Nadira Bessouh and Djaouad Omar Belkhir (2018)⁴, conducted research to determine the role of mood in the impulse buying decisions of customers. The research conducted in Nigeria and the purpose to understand the reasons of sudden purchase decisions. The results of the research shows that mood has positive impact on impulse buying decisions as it gives the feeling of pleasure but price has negative impact on impulse buying decisions. High prices of product restrain the customers to make sudden buying decisions.

Jinlu Lai (2017)⁵, conducted a comparative research between U.K. and China to measure the impulse buying behavior of online shopping customers in clothing. Personal factors and promotional offers are determined to measure their impact on buying decisions. With the help of primary survey it has been found that customers easily get attracted toward promotional offers but price can control the impulse buying decisions of customers. But mood has significant relation with impulsive buying decisions of customers from both the research areas.

Yalin Chen and Liang Zhang (2015)⁶, evaluated the role of emotions of customers in their impulse buying decisions through conducting a primary research with the help of a questionnaire. Responses were collected from 246 responses and analyzed with factor analysis, the results indicates that emotions of customers affects their buying decision making senses, to kill their boredom and to feel the pleasure they make sudden buying decisions.

Yong Liu, Hongxiu Li and Feng Hu (2013)⁷, conducted research to determine the association of website attributes with impulsive buying decisions of online shopping customers. Primary survey was conducted to understand the buying decisions. The results of the research indicating the significant impact of website attributes on impulse buying decisions. Customers get attracted toward any product with the factor o ease of use and website quality.

3. Research Gap

Number of reviews has been undertaken with the context to understand impulse buying behavior. Factors affecting impulse buying decisions is evaluated in many research areas but no such research has been conducted in Punjab state of India. As Punjab is a developing state and most of the state is known for its agriculture so buying pattern can be identified of the developing and developed cities of the state. This research is filling the gap found by reviewing the literature with conducting the research in Punjab state with the objective to measure the impact of demographic factors on impulse buying behavior of online shopping customers and evaluating the association of demographic factors with impulse buying decisions.

4. Objectives

- Identify the demographic factors affecting impulse buying decisions of online shopping customers.
- To understand the relationship between the demographic factors of customers with their impulsive buying decisions.
-

5. Research Methodology

Research design is framed to in different given segregations to achieve the objectives of the research.

5.1 Research Area

To understand the impulsiveness of online shoppers' six cities of Punjab state has been taken to conduct primary survey the basis on population¹⁰. Three big populated cities namely Ludhiana, Amritsar, Jalandhar are taken under tier 1 cities and three average populated cities Bathinda, Moga and Nawan Shahr taken are taken under tier II cities of Punjab.

5.2 Sample Size

The research is conducted in Punjab state of India and Z Score technique is used to determine the sample size¹¹. With the help of Z score technique, 666 units are taken as the sample size.

5.3 Sampling Technique

The sample size has been segregated as 342 respondents from tier-1 and 324 respondents from tier-2 cities are taken to measure their responses. Judgement sampling technique is used to measure the responses with the help on five scale Likert's based questionnaire.

5.4 Data Collection

Data has been collected from primary and secondary sources. From review of literature, factors have been identified that are found most repetitive affective factors on impulse buying decisions and primary survey has been conducted to validate the identified factors in the selected research area with the help of questionnaire. Responses are collected with the help of E-Mail, Google Form, and Manual method.

5.5 Data Analysis and Interpretation

Data has been analyzed with the help of ANOVA and Regression. To identify the impact of demographic factors on impulse buying decisions ANOVA is used and to understand the relationship of demographic factors with impulse buying decisions regression has been used¹².

Regression Technique

Regression Technique is applied and measured the relationship between dependent and independent variable. Five variables namely age, gender, marital status, occupation and income are the independent variables and impulse buying decision is the dependent variable.

Predictors: Demographic Factors (Constant)

Model	R	R Square	Adjusted R Square	Std. Error of the estimate
1	0.254 ^a	0.064	0.063	4.18759

Table No. 5.1 Model summary of Regression Analysis

Table No. 5.1 indicates that R value is 0.254 that is representing a weak correlation. R square indicates that how much dependent variable can be explained by independent variables. In this table it is clearly mentioned that 63 percentages is explained by independent variables.

ANOVA ^b						
Model		Sum of Square	DF	Mean Square	F	Sign.
1	Regression	800.036	1	800.036	45.623	.000
	Residual	11643.869	664			
	Total	12443.905	665			
a. Predictors: Constant) Demographic Factors						
b. Dependent Variable: Impulse Buying Behavior of Online Shopping						

Table No.5.2 Prediction Table of Regression

Table No. 5.2 indicates that regression model can predict the outcome variable, $p > .0005$ is less than .05 and it states that regression model can statistically predicts the outcome variable.

Factors	Respondents	Mean	SD	F Value	P Value
Occupation	666	2.00	0.817	4.035	.000
Marital Status	666	1.52	0.499	3.559	.000
Age	666	2.05	0.808	2.989	.000
Income	666	2.06	0.807	2.954	.000

Table No. 5.3 ANOVA analysis of demographic factors of online impulse buying behavior of customers.

Table No. 5.3 indicates that P values of all demographic factors namely Occupation, Marital Status, Age and Income are .000 which is less than .05 that shows the significant impact of these factors on impulse buying decisions of online shopping customers.

ANOVA Technique

ANOVA is applied to understand the impacts of demographic factors on impulse buying behavior of online shopping customers of tier-I and tier-II

Tier	Factors	Respondents	Mean	SD	F Value	P Value
Tier-1	Occupation	342	1.8	0.843	4.369	.000
	Marital Status	342	1.46	0.499	4.462	.000
	Age	342	1.9	0.846	3.312	.000
	Income	342	1.91	0.848	3.125	.000

Tier	Factors	Respondents	Mean	SD	F Value	P Value
Tier-2	Occupation	324	1.82	0.843	3.996	.000
	Marital Status	324	1.58	0.949	1.229	0.244
	Age	324	2.2	0.738	0.989	0.468
	Income	324	1.93	0.848	3.13	.000

Table No. 5.4 Mean, SD, F Value P Value of demographic factors of tier-1 and tier-2

Table No. 5.4 shows that Occupation, Marital Status, Age and Income have P Value .000 that is less than .05 so these factors have significant impact on impulse buying decisions of online shopping customers in tier 1.

Occupation and Income have P value less than .05, Occupation and Income have significant impact on impulse buying decisions of online shopping customers in tier 2. Significance level of Marital Status is .0244(P=.244) and Age is .468 (P=.468), Marital Status and Age have not significant impact on impulse buying decisions of online shopping customers in tier 2.

6. FINDINGS

7.

Regression Technique is applied to determine the relationship between demographic factors and impulse buying decisions. Analysis of regression shows the moderate relationship between the age, income, income, gender and marital status with online impulse buying decisions.

ANOVA Technique is used to measure the impact of the various selected demographic factors of customers on their online impulse buying decisions.

- In tier-1, Occupation has significant impact on Impulse buying behavior of online shopping customers. Occupation of customers affects their online impulse buying decisions.
- In tier-1, Marital Status has significant impact on Impulse buying behavior of online shopping customers. Marital Status of customers affects their online impulse buying decisions.
- In tier-1, Age has significant impact on Impulse buying behavior of online shopping customers. Age of customers affects their online impulse buying decisions.
- In tier-1, Income has significant impact on Impulse buying behavior of online shopping customers. Income of customers affects their online impulse buying decisions.
- In tier-2, Occupation has significant impact on Impulse buying behavior of online shopping customers. Occupation of customers affects their online impulse buying decisions

- In tier-2, Age has not any significant impact on Impulse buying behavior of online shopping customers. Age of customers does not affects their online impulse buying decisions
- In tier-2, Marital Status has not any significant impact on Impulse buying behavior of online shopping customers. Marital Status of customers does not affects their online impulse buying decisions
- In tier-2, Income has significant impact on Impulse buying behavior of online shopping customers. Income of customers affects their online impulse buying decisions

8. Conclusions

Demographic factors are associated with the impulse purchase decisions of online shopping customers. Income is found as the affective factor which influences the impulse purchase decisions of online shopping customers. Level of income influences the buying behavior of customers as when income increases customers make more impulse purchase decisions and when income decreases then customers prefers to make planned purchase decisions. So, Income found as significant factor of impulse buying decisions of online shopping customers from both tiers as having the same responses toward it. In tier-1 cities, Marital status and Age are found positively associated with the impulse buying behavior of customers. But in tier-2 cities customers do not get influenced by their marital status and age. Occupation is found as the considerable and significant factors that influences the buying decisions of customers. Income is associated with occupation and level of income is affected by nature of occupation. So in both tiers occupation has significant impact on impulsive buying decisions of online shopping customers.

9. Recommendations

- Research can be conducted to measure the impact of psychological factors on customers buying patterns.
- Comparative researches can be done on the demographics of urban & rural customers.
- Marketing strategies of one particular shopping portal can be studied in the context of impulsiveness.

Bibliography

1. Applebaum,W.,(1951), "Studying Consumer Behavior in Retail stores". Journal of Marketing. Vol.16. Issue.2. ISSN: 0022-2429.
2. Stern, H.(1962), "The Significance of Impulse Buying Today". Data can be retrieved from the given link: <http://dx.doi.org/10.2307/1248439>.

3. Moser, C., Schoenebeck, S.Y. and Resnick, P.(2019), "Impulse Buying: Design practices and consumer needs. Retrieved from the given link: <https://doi.org/10.1145/3290605.3300472>.
4. Bessouh,N. and Belkhir,D.O.(2018), "The effect of mood on impulse buying behavior- Case of Algerian Buyers". Austin Journal of Business Administration and Management, Vol.2, Issue.1.
5. Lai, J., (2017), "The comparative research on online impulsive buying behavior between the U.K. and China". Journal of Residuals Science & Technology, Vol. 14, Supplement 1, ISSN:1544-8053.
6. Chen, Y. and Zhang,L.(2015), "Influential factors for online impulse buying in China: A model and its empirical analysis". International Management Review, Vol. 11, No. 2.ISSN: 0938- 8249.
7. Liu, Y., Li, H. and Hu, F.(2013), "Website attributes in urging online impulse purchase: An empirical investigation on consumer perceptions". Retrieved from the given link: www.sciencedirect.com/science/article/pii/S0167923613000900.
8. Salkind, N.J.(2010), "Encyclopedia of Research Design". Sage Research Methods. ISBN: 9781412961271.
9. Analysis of Variance- Statistical Solution. Data can be retrieved from the given link: https://en.wikipedia.org/wiki/Analysis_of_variance.
- 13.Amanpreet, (2019), "A Review Study on Inhibiting Factors of Impulse Buying Behavior of Online Shopping Customers". PIMT Journal of Research, ISSN No.2278-7925