

## **A STUDY ON IMPULSE BUYING BEHAVIOUR ON THE INTERNET IN THOOTHUKUDI AREA**

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### **ABSTRACT**

Research on impulse buying has been based on varying conceptual definitions of the construct and has focused primarily on in store retailing. In this article we attempt to broaden the concept of impulse buying explore implore on the Internet. Fashions change for season to season and year to year that is both an advantage and disadvantage. Markets are constantly trying to find ways to best attract manager and retain and also make best use of verity seeking and impulse buying online customer segments, the current research study and occasion for impulse buying and factor motivating impulse purchase in terms of consumer benefits perceptions and attitudes and how they influence development of successful marketing strategies. When marketers develop tactics to increase sales from impulse purchases, this is an important characteristic to understand about their consumers, online outlets allow targeted marketing to be highly personalized, and adjusting ads to suit impulsive consumers can be highly. Effective with an increasing amount of online retailers, companies will have to constantly be innovative in their ways to encourage impulse buying in order to stay competitive.

**Key Words:** Buying Behavior, Internet, Website, Online Purchases

## **INTRODUCTION:**

The importance of understanding impulse purchasing in retail stores was first identified in the marketing literature over fifty years ago. Impulse Purchasing accounts for a substantial Percentage of the products sold across a broad range of product categories. Research on impulse buying has been based on varying conceptual definitions of the construct and has focused primarily on in — store retailing. In this article we attempt to broaden the concept of impulse buying explore implore on the Internet. With the prominence of online retailing it would seem opportunity to expand the concept of impulse purchasing to accurately capture impulse purchasing behavior online as well as in store.

## **STATEMENT OF THE PROBLEM:**

Consumer impulse buying is wide spread, north across the population and across product categories impulse buying is widespread, both across the population and across product categories impulse buying behavior studies have attracted a covering researcher attention because there appears to be a contradiction between what people say and what people do they are we savvy or highly connected via social media however there is no " one size fits all" approach to internet reline purchase a product benefits like a reasonable profit margin. Fashions change for season to season and year to year that is both an advantage and disadvantage. Markets are constantly trying to find ways to best attract manager and retain and also make best use of verity — seeking and impulse buying online customer segments, the current research study and occasion for impulse buying and factor motivating impulse purchase in terms of consumer benefits perceptions and attitudes and how they influence development of successful marketing strategies.

## **OBJECTIVES OF THE STUDY**

The following objectives have been outlined in the study.

- To know the personal profile of the respondents.
- To understand and analyse the impulse purchase behaviour.
- To examine the factors influencing impulse purchase.
- To analyse the problem faced by the respondents.
- To render suitable suggestions for the present study.

## **SCOPE OF THE STUDY**

This study is concerned with impulse buying behaviour on the internet.

A detailed study is also made to analyse the impulse buying behaviour on the internet based on the data collected from the respondents selected from Thoothukudi.

## **HYPOTHESES**

In order to study the relationship between social-economic variables of the sample respondents and their level of impulse purchase the following hypotheses were formulated.

- There is no significant relationship between gender and level of impulse purchases.
- There is no significant relationship between marital status and level of impulse purchases.
- There is no significant relationship between age groups and level of impulse purchases.

- There is no significant relationship between education and level of impulse purchases.
- There is no significant relationship between locality and level of impulse purchases.

## **METHODOLOGY**

This section describes the methodology which includes collection of data construction of questionnaire, and pre test, sampling design, field work and framework of analysis.

### **COLLECTION OF DATA :**

The study was based on the both primary and secondary data. The primary data were collected directly from the customers with the help of structured questionnaire, secondary data were collected from books, journals and websites.

### **SAMPLING DESIGN**

With a view to study 'A study on impulse buying behaviour on the internet' 120 samples were selected. The respondents were selected by adopting convenient sampling techniques.

### **FIELD WORK AND DATA COLLECTION**

The researcher carried out the field out work for this study. It was conducted during the period from June 2019 to October 2019. The researcher have used questionnaire schedule for collecting the data. The data was collected on sun days and holidays care was taken to ensure completeness and accuracy in the questionnaire.

### **TOOLS FOR ANALYSIS**

Data were analysis by using percentages and Garrett ranking and weighted average score. The relationship between the level of Purchases and the personal variables of the respondents were amassed with the help of 'F' test and chi-square test was applied to find out the relationship between the level of impulse purchase on Internet variables like gender, marital status, Age, level of education locality.

### **PERIOD OF PURCHASES FROM THE INTERNET**

Period of purchases from the Internet by the respondents is given in the table 1

**Table 1**

#### **PERIOD OF PURCHASES FROM THE INTERNET**

<b>S.NO</b>	<b>Period of Purchases</b>	<b>No. of Respondents</b>	<b>Percentage</b>
1	Less than once in a month	38	32
2	Once in a month	18	15
3	2 to 3 times in a month	25	20
4	Once in a week	14	12
5	2 to 3 times in a week	10	8
6	Daily	15	13
	Total	120	100

Source: Primary data

Table 1 Shows that out of 120 respondents , 38 (32 percent) respondents are using the internet for a period of less than once in a month, 25 (20 percent) respondents are using the internet for a period of 2 to 3 times in a month, 18 (15 percent) respondents are using the internet for a period of once in a month, 15 (13 percent) respondents are using internet Daily, 14 (12 percent) respondents

are using the internet for a period of once in a week, 10 (8 percent) respondents are using the internet for a Period of 2 to 3 times in a week.

Hence majority of the respondents are using the Internet for a period of Less than once in a month.

## **UNPLANNED PURCHASES**

Unplanned Purchases through internet is given in the table 2

**TABLE 2**

### **UNPLANNED PURCHASES**

<b>S.NO</b>	<b>Period of Purchases</b>	<b>No.of Respondents</b>	<b>Percentage</b>
1	Never	11	9
1	Less than once in a month	12	10
2	Once in a month	20	16
3	2 to 3 times in a month	15	13
4	Once in a week	10	8
5	2 to 3 times in a week	31	26
6	Daily	21	18
	Total	120	100

Source: Primary data

Table 2 Shows that out of 120 respondents, 31 (26 percent) respondents are purchased 2 to 3 times in a week without plan, 21 (18 percent) respondents are purchased daily without plan, 20 (16 percent) respondents are purchased once in a month without plan, 15 (13 percent) respondents are purchased 2 to 3 times in a month, 12 (10 percent) respondents are purchased less than once in a month, 11 (9 percent) respondents are never purchased, 10 (8 percent) respondents are purchased once in a week without plan.

Hence majority of the respondents are purchased 2 to 3 times in a week without plan.

### **CONSOLIDATED RESULTS OF 'F' TEST**

The Consolidated results of 'F' test are given in table 3

**TABLE 3**

### **CONSOLIDATED RESULTS OF 'F' TEST**

<b>S.No</b>	<b>Factor</b>	<b>Degree of Freedom</b>	<b>Calculated Value</b>	<b>Table Value</b>	<b>Different in Preference</b>
1	Gender	r1=2	2.27	19.00	NS
		r2=1	2.10	18.51	NS
2	Marital Status	r1=2	1.17	17.00	NS
		r2=1	8.1	18.51	NS
3	Age	r1=2	1.4	19.37	NS
		r2=4	12.2	6.04	NS
4	Educational Qualification	r1=2	12.3	19.39	NS
		r2=5	3.4	4.73	NS
5	Locality	r1=2	1.76	19.24	NS
		r2=2	5.60	17.24	NS

Table 3 shows, that, there exists no significant relationship between gender, marital status, age educational qualification, locality of the respondents and their level of impulse purchases on internet.

There exists significant relationship between age group of the respondents and their level of impulse purchases.

**CONSOLIDATED RESULTS OF CHI-SQUARE TEST-IMPULSE  
PURCHASES ON INTERNET**

The consolidated results of chi-square test are given in table 4

**TABLE 4**

**CONSOLIDATED RESULTS OF CHI-SQUARE TEST-IMPULSE  
PURCHASES ON INTERNET**

<b>S.No</b>	<b>Factor</b>	<b>Degree of Freedom</b>	<b>Calculated Value</b>	<b>Table Value</b>	<b>Different in Preference</b>
1	Gender	2	0.453	5.99	NS
2	Marital Status	2	0.512	5.99	NS
3	Age	6	7.01	12.66	NS
4	Educational Qualification	2	10.48	5.99	S
5	Locality	4	12.04	9.49	S



## **SUMMARY OF THE FINDINGS SUGGESTIONS AND CONCLUSION**

### **FINDINGS OF THE STUDY**

From the analyses carried out with the above said objective and hypotheses the following are the major findings of the study.

- 58 Percent of the respondents are female
- 73 Percent of the respondents are single
- 36 Percent of the respondents are 20 — 30 years of age
- 25 Percent of the respondents are completed post graduates
- 58 Percent of the respondents are living in rural area
- 66 Percent of the respondents are living in nuclear family system
- 54 Percent of the respondents are stated that they have 3 - 5 members in their family
- 31 Percent of the respondents are earned monthly income of below Rs. 10000.
- 32 Percent of the respondents are using the internet for a period of less than once in a month
- 26 Percent of the respondents are purchased 2 to 3 times in a week without plan.
- 30 Percent of the respondents are visiting a website 2 to 3 times in a month.
- 19 Percent of the respondents are visiting a website 2 to 3 times in a week.
- 21 Percent of the respondents are visiting a website once in a month.
- 45 Percent of the respondents are purchasing product based internet advertisement only 1-2 times in the last three month.
- 43 Percent of the respondents are purchasing a product based on e-mail advertisement only 1-2 times in the last three month.

- 41 Percent of the respondents are purchasing a product based on text advertisement only 1 - 2 three times in the last three month.
- 92 Percent of the respondents are having social networking account in face book.
- 83 Percent of the respondents are having social networking account in twitter.
- 22 Percent of the respondents are visiting a website once in a week.
- 19 Percent of the respondents are visiting a website once in a month.
- 19 Percent of the respondents are visiting a website once in a month.
- 25 Percent of the respondents are making unplanned online purchases at the period of during leisure time
- 28 Percent of the respondents are using snapdeal.com for unplanned purchases.
- 22 Percent of the respondents are purchased DVD, Music or Books.
- 24 Percent of the respondents are spent Rs. 1000 - Rs, 1500 for unplanned purchase the product through online.
- 49 Percent of the respondents said that when they are feeling of bored that time they purchased the product through online.
- From the result of Garrett ranking, the respondents are given the first rank to the statement is use fullness'
- It is found that there exist no significant relationship between socio - economic factors like gender, marital status, Age, Educational qualification, Locality and their level of impulse purchase.

## **SUGGESTIONS:**

On the basis of the above analysis the following suggestions are made.

- Due to technology up gradation many fake website are being developed. The customers must have the ability to find out whether the website he is using is secure to buy the goods.
- In order to check the malpractices of web designers, norms must be framed by the cyber crime authorities
- The online shopping websites should currently be encrypted with hi-tech security to enable secure payment gateways.
- Cash-on-delivery option can be extended for all range of goods.
- The delivery of production around through internet is not available in all areas. The online stores can extend this facility to all areas

## **CONCLUSION:**

Technology supplies impulsive consumers more and faster ways to shop, but it does not necessarily sway people who are not impulsive to make unplanned purchases. When marketers develop tactics to increase sales from impulse purchases, this is an important characteristic to understand about their consumers, online outlets allow targeted marketing to be highly personalized, and adjusting ads to suit impulsive consumers can be highly effective. With an increasing amount of online retailers, companies will have to constantly be innovative in their ways to encourage impulse buying in order to stay competitive.

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