

Impulsive buying behaviour of customer of surat city while buying online

A

Research Proposal for Winter Research

Project On

**A Study of impulsive buying behaviour of customer of Surat city while buying online**

Towards fulfilment for:

BBA Degree with Marketing Specialization from

BRCM College of Business Administration, Surat.

Affiliated with

Veer Narmad South Gujarat University, Surat.

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## **Executive summary**

An online impulsive behaviour is becoming more often, online retailers create strategies to rise the frequency of unplanned buying, and also websites are designed to trigger impulsive purchasing. Influential factors such as internal and external stimulus can impact customer's impulse buying tendency. Factor related to culture would vital effect on customer's impulse buying behaviour. This research investigates the factor which influences online customers buying decisions in Surat city.

Here, the research study report has been made for exploring the more knowledge about impulse purchase tendency by using conventional research methodology and some statistical tools.

I have used primary data and secondary data for this research. A primary data has collected through survey method with the instrument of structured questionnaire and secondary data has collected through various research paper, books, authors' applications and websites. I have used conclusive research methodology to get conclusion of topic that included sample size, sample design, sample unit, research instrument, population, objectives, research design etc. all collected data, analysed through SPSS, MS Excel through frequencies, pie chart, bar graph, weighted mean and chi square.

The findings and analysis are the core part of the project work, which require more effort. The analysis is done by using different analytical techniques and findings are presented in graphical form for clear understanding. At the end, I have put conclusion and bibliography for clear understanding of report.

## **Problem statement**

This study mainly concentrate on How lucrative advertisement and offers, personality attract people to buy impulsively and change their buying behaviour. The problem is to understand factors affecting customer's perception and preferences while buying the product.

## **Review of literature**

- **Anant jyoti Badgaiyan , Anshul verma , Saumya Dixit (2016)**

Describe on their Research on, “Impulsive buying tendency: Measuring important relationships with a new perspective and an indigenous scale.” They are mainly focus on following variables with respect to research impulsive buying tendency, shopping enjoyment tendency, materialism, personality, culture, tried to unveil the role of

External factors, time and money. These are factor which they have focused while doing their research. They had taken samples from shopping malls of Delhi with minimum sample size of 420 in mind, 450 Questionnaire were targeted, with 28 non clear or incomplete responses, 422 Questionnaire were finally considered for analysis with exploratory research methodology. Study conducted to develop an Indian scale for measuring impulsive buying behaviour, and the relationship between impulsive buying tendency and self control was to be inversely significant.

- **Khagendra nath gangai , Rachna agrawal**

Describe on their research on, “The influence of personality traits on consumer impulsive buying behaviour”. They are mainly focus on following variables with respect to research personality traits, consumer behaviour, impulsiveness, emotional state, mood and buying behaviour. They have randomly collected sample and divided them on the basis of gender 60 males and 60 females. Data were collected from Delhi and NCR region. The result was revealed that the common personality traits have a significant relationship with impulsive buying behaviour that is psychoticism in the case of male and female. The role of gender has significant differences in impulsive buying behaviour. The man showed more impulsive buying behaviour compare to women.

- **Mariri tendai , chipunza crispen (2009)**

Describe on their research on, “In store shopping environment and impulsive buying”. They are mainly focus on following variables with respect to research that they have done. Impulsive buying, determinants of impulsive buying, in store shopping environment, consumer decisions making and retailing. They have collected data from 320 shoppers conveniently sampled at selected shopping mall in king

Williams town, South Africa. Their objective was to investigate the relationship between in store shopping environment and impulsive buying among consumers. A 5% test of significance showed that in store factors of an economic nature such as price and Coupons were more likely to influence impulsive buying than those with an atmospheric engagement effect like background music and scent.

- **Jinlu lai (2017)**

Describe on their research on, “The comparative research on online impulsive buying behaviour between the U.K. and China”. They are mainly focus on following variables with respect to research that they have collected. Shopping mood, online comments, online store stimuli, commodity stimuli, price discounts, promotions, free delivery and easy return policy. They collected data between the age of 17 and 24; another one was between 25-35 since people on this age might more disposable income so they may have different buying behaviour. The study conducted was exploratory in nature. The results show that several factors such as price discounts, online comments, can strongly affect the impulsive buying behaviour among online customers. A Chinese customer also focuses more on quality rather than price.

- **Anant jyoti Badgaiyan , Anshul verma (2014)**

Describe on their research on, “Does urge to buy impulsively differ from impulsive buying behaviour? Assessing the impact of Situational factors”. They mainly focus on following variables with respect to research that they have collected. Consumer behaviour, impulsive buying, urges to buy impulsively, Situational factors and age. They have collected data malls of capital city of India. Results indicated that apart from Store music, all the selected Situational variables significantly impacted impulsive buying behaviour. With regard to the construct urge to buy impulsively Results showed significant positive associations with Situational variables money availability, friendly store employees and credit card use.

- **Yang Zhao , Yixuan li , Ning wang , Ruoxin Zhao, Xin luo (2021)**

Describe on their research on, “A meta-analysis of online impulsive buying and the moderating effect of economic development level”. They mainly focus on online impulsive buying, Meta-analysis, economic development level and moderating

effect. They have collected data from 54 articles. The empirical results reveal that the chosen 13 factors are significantly and positively related to online impulsive buying except for website security, price, novelty and negative emotions. Moreover, economic development level moderates the relationship between several factors and online impulsive buying.

## **OBJECTIVE:**

### **PRIMARY OBJECTIVE**

- To study impulsive buying behaviour of people of surat city while buying online

### **SECONDARY OBJECTIVE**

- To know Situational variables related to websites
- To know Situational variables related to offers
- To know Situational variables related to promotional aspect

## **Benefits**

- This study helps to identify impulsive buying tendency of people while purchasing in online store.
- This study will give chance to know about unexplored channels, shows and contents which can be helpful in corporate life.
- This study helps us regarding labelling and packaging of product.
- This study gives us technical knowledge and practical knowledge of research.
- This study gives me insights about internal and external stimuli that affect customer to buy impulsively.
- This study will help me about the SPSS software knowledge as well.
- This research will give me a lot of promotional aspects related knowledge and their effective usage as per time to bring more people towards the store.

**Research Design:****Qualitative**

This data is collecting from people of Surat city via direct interaction to people. If there will be any language barrier then we will translate in regional language to get accurate data about the people of Surat city also examine through observation about respondents perception and experience as well. If respondents have any query will discuss with them directly and try to resolve on the spot.

**Questionnaire design**

We have collected data of customer through various types of questions. We will ask those demographic questions, scale questions, dichotomous question, multiple tick questions, multiple answer questions etc.

**Logistics**

I am using google form as the distributor of data that will ease my work and timeliness of data collection.

**Evaluation of nonresponse bias**

I will evaluate out of total Questionnaire who are incomplete or bias in the answer. We will evaluate and make a call and take data from Questionnaire who are left or biased.

**Sampling Size**

The sample will be size 200 customers taken for this survey of Surat city.

**Population**

The data will collect from family, friends, students, neighbours, random people, professionals etc. are chosen by convenience sampling.

**Data collection**

The study includes primary data and secondary data. The primary data collection method is questionnaire. The secondary data is collected from both internal and external sources such as personal records, published articles, website, web links etc.

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