

A Winter Report (605)

On

**Impulsive buying behaviour of customer of Surat
city while buying online**

**Submitted for the partial fulfillment of the Degree
Bachelor of Business Administration (BBA)**

Submitted by

Kenil Mansukhbhai Gondaliya

Roll No. 118

T.Y. B.B.A (Marketing)

Under the guidance of

Dr. Pratik C. Patel

Submitted To:

**BRCM COLLEGE OF BUSINESS ADMINISTRATION
VEER NARMAD SOUTH GUJARAT UNIVERSITY**

MARCH 2022

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Sarvajani Education Society
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CERTIFICATE

*This is to certify that Mr./Ms. _____
of T.Y.B.B.A. VIth Semester (Marketing / Finance / Human
Resource Specialisation) Roll No. _____, has undergone Project
Training work for two months during the semester.*

*His / Her Project entitled " _____ "
has been found satisfactory / unsatisfactory.*

Signature of the Project Guide

Signature of Head of the institute

Date :

Declaration

I, Kenil Gondaliya, Undersigned, a student of BRCM College of Business Administration, Surat, declare that the project report entitled “**A study of impulsive buying behaviour of customer of surat city while buying online**”, prepared and submitted to Dr. Pratik Patel, Assistant Professor of BRCM College of Business Administration, Surat, is my very own work and the report prepared there in is based on my study and experience.

I will not use this project report in future and will not submit the same to any other university or institute or any other publisher without written permission of my guide. I further declare that the result of my findings and research in the subject is original in nature and has not been previously submitted either in part or in whole to any other institute or university for any degree. If it is found, I shall be responsible for its consequences.

Date: 07th March, 2022

Place: Surat

Kenil Gondaliya

T.Y. B.B.A. (MARKETING)

ROLL NO. 118

Acknowledgement

First of all, I express my deep sense of gratitude towards the **Veer Narmad South Gujarat University, Surat** for allowing me to carry out such Winter Project Report as part of curriculum for the betterment of my knowledge.

Next, I wish my heartfelt thanks to **I/c. Principal** of B.R.C.M. College of Business Administration, **Dr. Jayesh Desai**, who always motivates us to fulfill our dreams and lead us in the direction of growth. He has given his valuable inputs for effective completion of this project.

I also thank to my teacher and mentor **Dr. Pratik Patel**, who guided me in preparing the project throughout the project journey. It certainly has been a stimulating experience to work under him. It is a matter of great pleasure for me to place on record my gratitude for his competent and perfect guidance, valuable opinions and healthy criticism which have gone a long way in enabling me to complete this project successfully. His constant help, guidance and continuous teaching have given me so many inputs on academic as well as non-academic front.

I would also like to thank **Ms. Meeta Rathod**, librarian, with the efforts of her, I could get the insights and learning's from books and past years reports.

Lastly, I would like to thank all of them who have directly or indirectly helped me in making Winter Project Report possible.

Date: 07th March, 2022

Kenil gondaliya

Place: Surat

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 report present "**Impulsive buying behaviour of customer of surat city while buying online.**" 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, analyzed 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.

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Chapter 1

Introduction

Ecommerce industry

The term electronic commerce (e-commerce) refers to a business model that allows companies and individuals to buy and sell goods and services over the internet. Ecommerce operates in four major market segments and can be conducted over computers, tablets, smartphones, and other smart devices. Nearly every imaginable product and service is available through e commerce transactions, including books, music, plane tickets, and financial services such as stock investing and online banking. As such, it is considered a very disruptive technology.

Ecommerce has helped businesses like small businesses gain access to and establishes a wider market presence by providing cheaper and more efficient distribution channels for their products and services. Target supplemented its presence with an online store that allows customers to purchase everything from clothes and coffeemakers to toothpaste and action figures right from their homes.

E commerce operates in all four of the following major market segments. These are:

- Business to business (B2B), which is direct sale of goods and services between businesses.
- Business to consumer (B2C), which involves sales between businesses and their customers.
- Consumers to consumers (C2C), which allows individuals to sell to one another, usually through a third party site like eBay.
- Consumer to business (C2B), which lets individuals sell to businesses, such as an artist selling or licensing their artwork for use by a corporation.

History of Ecommerce

Most of us have shopped online for something at some point, which means we have taken part in Ecommerce. So it goes without saying that ecommerce is everywhere? But very few people may know that ecommerce has a history that goes back before the internet begun.

E commerce actually goes back to the 1960s when companies used an electronic system called the electronic data interchange to facilitate the transfer of documents. But it was not until 1994 that very first transaction took place. This involved the sale of a CD between friends through an online retail website called NetMarket.

The industry has gone through so many changes since then, resulting in a great deal of evolution. Traditional retailers were forced to embrace new technology in order to stay afloat as companies like Alibaba, Amazon, eBay, and Etsy became household names. These companies created a virtual marketplace for goods and service that consumers can easily access.

New technology continues to make it easier for people to do their online shopping. People can connect with businesses through smartphones and other devices and by downloading apps to make purchases. The introduction of free shipping, which reduces cost of consumers, has also helped increase the popularity of the e commerce industry.

Ecommerce in India

The online business industry is well established in India. And, everyday some or the other new player is taking plunge. Though, a major contribution to its growth is provided by ecommerce industry. Even so, not many understand the intricacies involved in ecommerce industry.

With the evolution of technology and increase in consumerism all over India, ecommerce is riding the high tide in online business. Today, the total number of

internet users in the world is close to 56.7% of the population (2019), out of this India has a total of 41% of population (2019) internet and broadband subscribers. Easy access to internet via mobile devices coupled with increasing confidence of customers to purchase online is leading by the way. Because of this, increasing number of people are registering on ecommerce websites and purchasing products through the use of cell phones.

Concept of ecommerce in India:

Multi product ecommerce

Some ecommerce portals provide almost all categories of goods and services under one roof, targeting customers of every possible products and services. Indian ecommerce portals provide products like apparel and accessories for men and women, health and beauty products, books and magazines, computers and peripherals, vehicles, collectibles software, consumer electronics, household appliances, jewellery, audio/video entertainment goods, gift articles, real estate and services, business and opportunities, employment, travel tickets, matrimony etc.

Single product ecommerce

Automobiles sector portals providing selling and buying of vehicles including two wheelers, comes under this. Stocks and share market sites, also offers their services through these types of portals, with options for comparisons and research. Other major industries offering their products and services are real estate and travel and tourism. Beside these, matrimony and employment websites are a big hit across India.

Consumer buying behaviour

Consumer buying behaviour as an area of marketing is increasing due to several factors. Marketers and retailers need to understand the factors influencing customers purchase decision before they offer their products and services to the target customers. The factors include culture, social group, socio-economic, and many other

factors that are both intrinsic and extrinsic to the customer. Before they launch/offer their products, understanding these influencing factors helps the retailers/marketers to make effective marketing strategies to fulfil the needs and wants of the customer and also retains them.

There are various reasons found that the marketers have to study the consumer behaviour very deeply. One of the most important reasons is conditions of fierce and severe competition in the market. There are numbers of companies sprouting in the same industry offering similar kind of products and services; hence marketers need to target and tap right segment.

The next essential factor leading to the importance of understanding and analysing customer buying behaviour is the fast and growing pace of globalization that led to the changes in customers shopping attitude for services and products, because customers have more choices. The benefits of globalization resulting an increase in varieties of products and services for consumers choice, lower prices and improved quality of products, etc. Due to globalization, marketers and retailers providing their products in more than one country, hence they must pay a close attention to the differences in expectations, culture, taste, lifestyle and many other factors that determine the divergent buying behaviour of customers from different countries. Thus, it is very essential to target all the customers from different geographical areas.

What is impulsivity?

Impulsivity is the tendency to act without thinking, for example if you blurt something out, buy something you had not planned to, or run across the street without looking.

To a degree, this kind of behaviour is common, especially in children or teenagers, and isn't necessarily a sign of trouble. It's typical for them to act impulsively because their brains are still developing. But in some cases, it can be a part of certain conditions.

Impulsive buying behaviour

Meaning

Sometimes, customer may purchase the products with no conscious/ certain planning or prior thought. This type of purchase will not require much time in making the purchase decision. Impulsive buying can be called as emotional buying. A customer feels compelled to form a sensitive connection with a service/product based on something about which he or she is passionate. And this connection motivates the customer to make an impulsive buy. This instant buying behaviour is called impulsive buying behaviour. For example, when a customer looking at chocolates, sweets, gums, mints, chips, or other clearly displayed items, whether in a retail outlet or in the checkout aisles, might lead to impulse purchase of items, even these were not on their shopping list.

The purchase of a similar product does not necessarily result in the same purchasing behaviour. Products/services can transfer from one type to the next, depending on the conditions or circumstances. For example, a dress or outfit can become a high-involvement purchase if the consumer is purchasing the outfit or dress to wear for an important occasion such as wedding function etc. Similarly, going out for party/ lunch or dinner can also involve an extensive decision making for people those who do not go for such parties frequently, but it could involve limited decision making process for those who attending these type parties frequently.

Definition of impulse buying

Parboteeah conducted depth analysis of impulsive buying behaviour of consumer and the research outcome was presented by researcher and introduced ample definition of impulsive buying-

“Impulsive buying is a purchase that is unplanned, the result of an exposure to a stimulus, and decided on the spot. After the purchase, the customer experiences emotional and cognitive reactions”.

From the above mentioned definition explains the nature and characteristics of impulse buying follows:

Characteristics of impulsive buying

- An impulsive buying is referred as unplanned purchase, and which are not desired by the buyer earlier. The consumer makes the purchase decision of the product on the spot without any preplan and not in response to previously recognized problem. That impulsively purchased product will not be there in his/her purchase list.
- This impulsive buying is the result of exposure to the stimulus. It happens spur of the moment. The stimulus triggers the consumer's inner feeling and can be measured as a medium which makes the consumer be impulsive. The simple example for the stimulus can be a piece of candy, apparels, jewellery, etc.
- The next important character is it an immediate nature of the consumer behaviour. The consumer takes a decision to buy the product on the spot without any appraisal of the consequences of making such a decision.
- The consumer has emotional and cognitive reactions with respect to impulsive behaviour, which can include neglect or guilt for future consequences.

Consumers are treated as kings and are always considered important because they are the key for the marketers to gain profit from their trading process. It is very important for the marketers to study about the consumer behaviour to understand their thought process and behaviours, impulsive buying behaviour is a phenomenon that is recognised in the modern world.

Classification of the impulse buying

Impulsive buying behaviour is classified into four types. They are: pure, suggestive, reminder and planned impulse buying.

Pure impulse buying

Pure impulse purchase means items are not brought for normal, but purchased for newness and is initiated by emotional appeal. It is a purchase, which is different from normal pattern and customer buying behaviour, e.g. a person casually browsing handicraft shop and purchasing a sandal wood sculpture which he likes more.

Suggestive impulse buying

When consumer sees the product and visualizes a need/application for it, it leads to purchase decision and is termed as suggestive impulse buying. Since the buyer has to determine the rational purpose for the product, it is not pure impulse buying. E.g., when a person is moving around the shop and purchasing tie, after seeing the announcement/ offer in the advertisement.

Reminder impulse purchase

Though the product is not in the mind of the consumer, still he/she buys the product based upon something that reminds the consumer after getting exposed to the product or service. It is generally routine products that customers fail to remember while preparing for shopping. While shopping, the display inside the store reminds the customer about the product. E.g. Mr.x purchasing a battery cell at checkout to power the clock in his home which is just stopped working due to battery.

Planned impulse buying

In planned impulse buying, consumer recognizes the need of the product, purchase will not occur until certain market conditions. Purchase is made based on discount offer, special coupons discount, loyalty points and on other sales promotion offered by the marketer. E.g. a person is purchasing second T-shirt after seeing offer buy one and get one free offer.

Chapter 2

Literature Review

- **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. This is 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. Chinese customers also focus 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.

Chapter 3

Research Methodology

Research objectives:**Primary objective:**

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

Secondary objective:

- To know situational variables related to persons.
- To know situational variables related to websites.
- To know situational variables related to promotional aspects.

Research design:

Research design is the plan, structure and strategy of investigation so as to obtain answers to research questions and control variances.

Research design is specification of methods and procedures for acquiring the information needed. It is the overall operational pattern of framework of the project that stipulates what information is to be collected, from which sources and by what procedures.

There are basically 2 types of Research designs.

1. Exploratory Research**2. Conclusive Research**

I have used conclusive research design as I want to reach the conclusion. It consists of formal research procedures including clearly defined goals and needs. This method is qualitative. I had not used exploratory research as I don't want to find or explore new things. In conclusive research design also there are 2 types of designs.

(1) Descriptive research design**(2) Causal research design**

I used the descriptive method as I want to study the attitude factor. When the researcher are interested in knowing the characteristics of certain groups such as age, sex, gender, education, occupation, income level they use this method only. This method involves study by survey which is needed as per my topic and so I used this method. As I don't want to find any cause and effect of particular thing or aspect that's why I haven't used causal research design,

There are two types of descriptive research design.

- **Cross-sectional studies**
- **Longitudinal studies**

I have used cross section study method as it includes survey and field work of a consumer or population. Where longitudinal studies as I have not that type of topic as I have to do panel interviews.

Source of Data

Data is derived from Latin word datum. It is unorganized raw form of collection of figures, responses and so on. It is the first level of field inquiry.

There are mainly two types of sources of data.

1. Primary sources
2. Secondary sources

1. PRIMARY SOURCES:

Any data which has never collected before and is collected at first hand, specifically for the purpose of current research project is known as primary data. I also got data by this method through questionnaire. This is one type of collecting primary sources. In this method the questionnaire is sent to the persons concerned and data is collected from people.

- Survey
- Observation
- Experiment

2. SECONDARY SOURCES:

Any data which have been gathered earlier for some other purpose are secondary data in the hands of the researcher. I have used journals, books, research papers, articles for my study purpose. I also got information from websites of different companies about them and their products.

- Research papers
- Books
- Websites

So, I have used both the sources of data primary as well as secondary sources in my research.

Population

“All elements, individuals or unit that meet the selection criteria for a group to be studied and from which a representative sample is taken for detailed examination is known as population.”

Population for this survey is conducted among all class of customers who are doing online shopping through various websites of Surat city.

Sampling

Sampling frame

There is no such differentiation based on caste, gender, age, occupation, income group. I had taken data from all type of people who are doing online shopping and living in Surat.

Sampling technique

Sampling is the process of taking a few units from the targeted population, analysing them and making conclusion. There are two types of sampling methods.

1. Probability sampling method:

Probability sampling refers to the sampling method in which all the members of the population have a pre-specified and an equal chance to be a part of sample. This technique is based on the randomization principle, where in the procedure is so designed, which guarantees that each and every individual of the population has an equal selection opportunity. But it was not possible to use this method as in our targeted population is so big.

2. Non probability sampling method:

When in sampling method, the entire universe is not given an equal opportunity of becoming a part of the sample, the method is said to be non-probability sampling. I have used this method. In this method also there are many types. From them I have used the convenience sampling as it is perfect for the survey of this topic.

Sample size

I had taken 210 samples from different areas of Surat.

Period of study

The study was conducted during December 2021 to March 2022.

Data collection

Type of data

1. Primary data:

Primary data are original observation collected by the researcher or his agents for the first time for any investigation and used by them in the statistical analysis. I have collected primary data through questionnaire.

2. Secondary data:

Any data which has gathered earlier by some other person are secondary data. Secondary data are collected by others and used by others. I have also taken data through different websites, journals and books.

Instrument used

Questionnaire:

In questionnaire questions are asked according to topic and also of different types of questions are there like dichotomous questions, multiple option questions, multiple answer questions, and scaling questions.

Methods

There are two methods mainly.

1. Observation method
2. Survey method

I had used survey method. It is personal survey method by which I collected data by filling up questionnaire. I had used structured questionnaire for this research.

Data analysis

The next step in the process of research, after the collection of data, are the analysis and interpretation of data and formulation of conclusion and to get meaningful picture out of the raw information collected.

Tools

Analysis of primary data has done in SPSS which is the software made for data analysis. The report is prepared in MS word.

Techniques

Data gathered was coded which will help us to understand and summarize the data. The summary statistics is represented by tabular form and graphically, frequency distribution gives the number of observation or cases that fall into each category.

Pie charts and column charts are used to graphically display percentages and data of each variable. Cross tabulation tests were used to find out relations between dependent variables and independent variables and all used Chi Square test.

Limitation of work

In attempts to make this project authentic and reliable, every possible aspects of the topic were kept in mind. Nevertheless, despite of fact, constraints were at play during the formulation of this project. The main limitations are as follows:

- Due to limitations of the time only few people were selected for the study. So the sample of consumer was enough to generalize the findings of the study.
- The study done during the project is limited to the Surat city only as per the time constraint.

- As sample size is small, the result may not be revealing the actual result which is only possible when project is done through census survey.
- It may be possible that some respondents out of total respondents who are not interested in filling up the questionnaire they might have not given the accurate answer or might also have given wrong answers.
- The main source of data for the study was primary data collected with the help of self- administered questionnaires. Hence, the chances of biased information are there.
- The institutions have given only 3 months of time to complete the study so there are many chances for less accurate answers and findings.

Scope for the further study

- The scope of future study means that the particular research can be conducted in future for the further analysis and getting accurate result with the help of research conducted before hand. The research which was conducted earlier can help in the future study by providing the information which can be of significant nature. Basically the research which was conducted has some justification of the problem and has derived some results so the future study can help in further getting in the research and processing it further so as to acquire the definite solution.
- Another possible research for future is that to expansion of scope for future research geographically. The future research can stretch this study to west zone of India to have more insights and make it most effective we can have respondents from India to make it a complete study.

Chapter 4

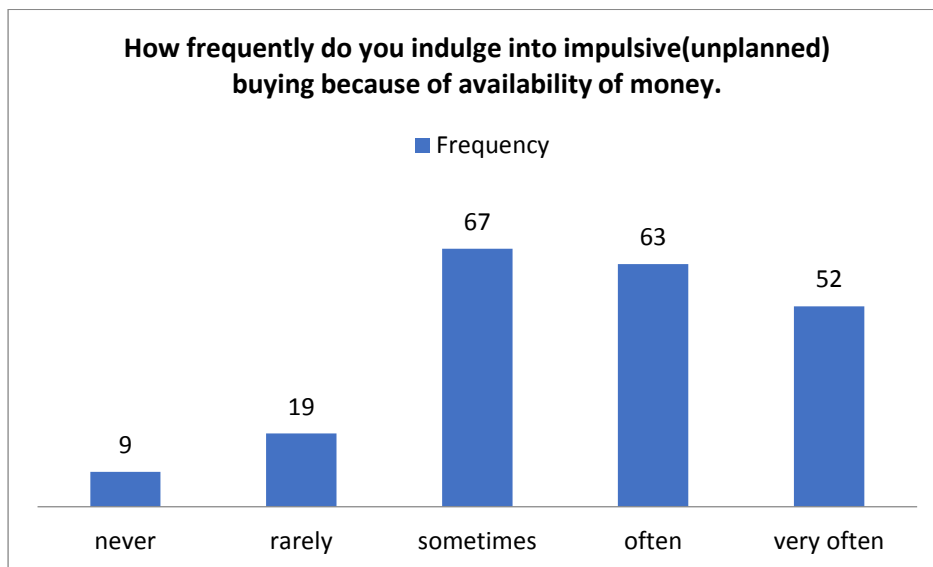
Data Analysis

Frequency and weighted mean

Question 1:

Table 4.1: How frequently do you indulge into impulsive (unplanned) buying because of availability of money?

		Frequency	Percent	Valid Percent	Cumulative Percent
	never	9	4.3	4.3	4.3
	rarely	19	9.0	9.0	13.3
	sometimes	67	31.9	31.9	45.2
	often	63	30.0	30.0	75.2
	very often	52	24.8	24.8	100.0
	Total	210	100.0	100.0	



Interpretation

From the above figure, most of the people buy the products impulsively when they have money. So company will decide the price of the product accordingly so everyone can afford to buy products that they select impulsively.

Table 4.1.1 Weighted mean of how frequently do you indulge into impulsive (unplanned) buying because of availability of money?

Opinion	Frequency (f)	Weight (w)	fw
Never	9	1	9
Rarely	19	2	38
Sometimes	67	3	201
Often	63	4	252
Very often	52	5	260
Total	210		760

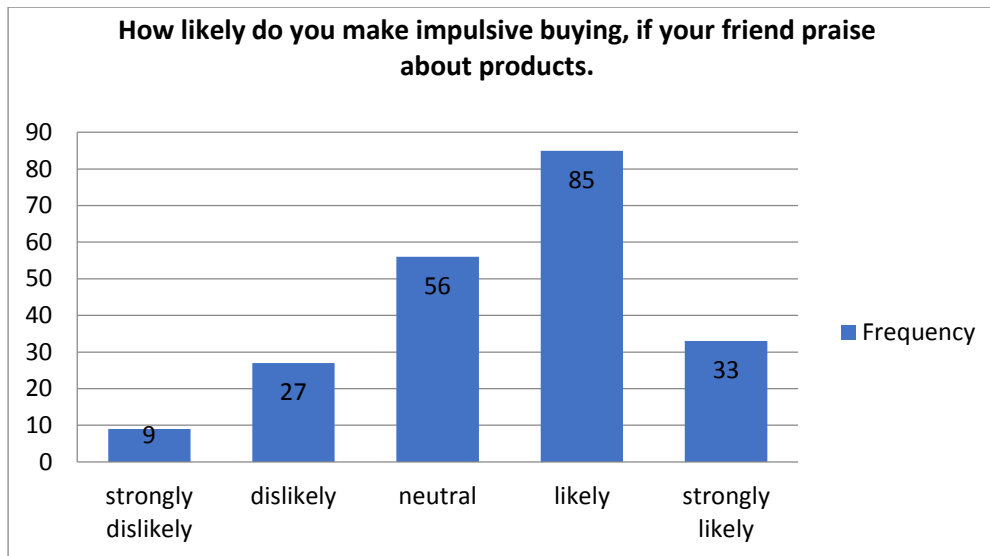
Weighted mean = $760/210 = 3.62$

Interpretation:

The above statistical data show that people have neutral opinion towards impulsive buying if they have money which means they may or may not buy the products if customers have enough money.

Question 2:

Table 4.2: How likely do you make impulsive buying, if your friend praise about products.					
		Frequency	Percent	Valid Percent	Cumulative Percent
	strongly dislikely	9	4.3	4.3	4.3
	dislikely	27	12.9	12.9	17.1
	neutral	56	26.7	26.7	43.8
	likely	85	40.5	40.5	84.3
	strongly likely	33	15.7	15.7	100.0
	Total	210	100.0	100.0	



Interpretation

From the above figure, 118 people have selected likely to buy impulsively if there friend praise about the product and offers. So make product accordingly, Customers attract towards the products/offers and tell their peers to buy the particular products.

Table 4.2.1 Weighted mean of how likely do you make impulsive buying, if your friend praise about products.

Opinion	Frequency (f)	Weight (w)	fw
Strongly dislikely	9	1	9
Dislikely	27	2	54
Neutral	56	3	168
Likely	85	4	340
Strongly likely	33	5	165
TOTAL	210		736

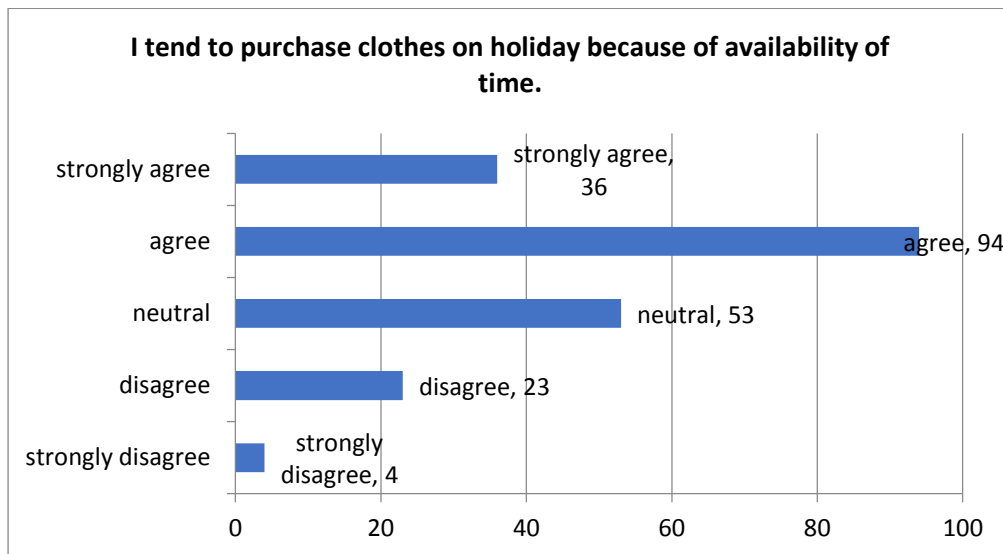
$$\text{Weighted mean} = 736/210 = 3.50$$

Interpretation:

The above statistical data show that people have neutral opinion towards impulsive buying if their praise about the product which means they may or may not buy the products if their friends praise about the product.

Question 3:**Table 4.3: I tend to purchase clothes on holiday because of availability of time.**

		Frequency	Percent	Valid Percent	Cumulative Percent
	strongly disagree	4	1.9	1.9	1.9
	disagree	23	11.0	11.0	12.9
	neutral	53	25.2	25.2	38.1
	agree	94	44.8	44.8	82.9
	strongly agree	36	17.1	17.1	100.0
	Total	210	100.0	100.0	

**Interpretation**

From the above figure, we can see 130 people are buying the clothes on holiday because they have a time. Company should make marketing strategies (discounts/offers) for holiday so more customer buys the products from their portal. They put offers and discounts on holidays to increase sales.

Table 4.3.1 Weighted mean of I tend to purchase clothes on holiday because of availability of time.

Opinion	Frequency (f)	Weight (w)	fw
Strongly disagree	4	1	4
Disagree	23	2	46
Neutral	53	3	159
Agree	94	4	376
Strongly agree	36	5	180
TOTAL	210		765

Weighted mean = $765/210 = 3.64$

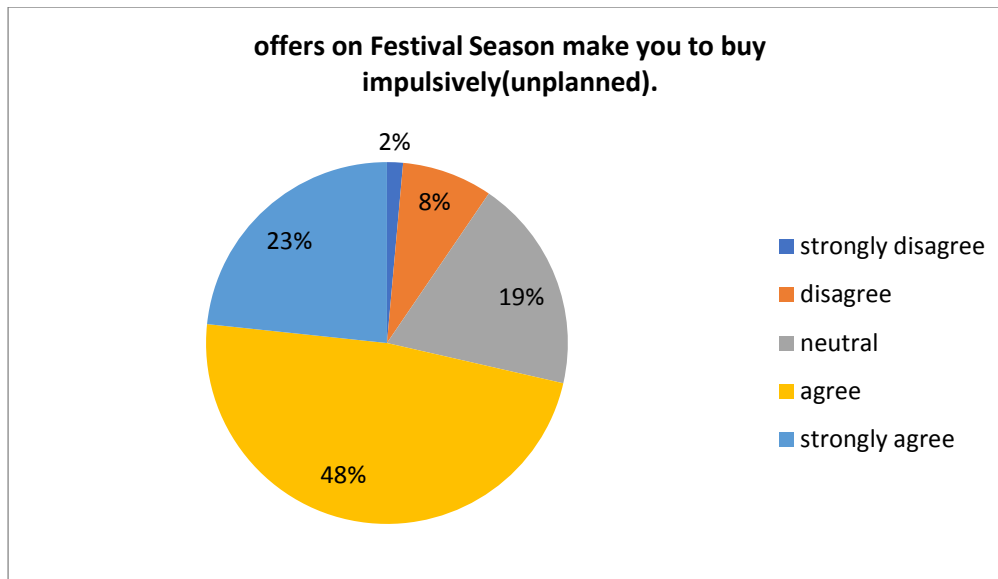
Interpretation:

The above statistical data show that people have neutral opinion towards impulsive buying if they have available time on holidays which means they may or may not buy the products if customers have enough time.

Question 4:

Table 4.4: Offers on Festival Season make you to buy impulsively (unplanned).

		Frequency	Percent	Valid Percent	Cumulative Percent
	strongly disagree	3	1.4	1.4	1.4
	disagree	17	8.1	8.1	9.5
	neutral	40	19.0	19.0	28.6
	agree	101	48.1	48.1	76.7
	strongly agree	49	23.3	23.3	100.0
	Total	210	100.0	100.0	



Interpretation

From the above figure, 71 % people are buying in festival season when offers are there. So make effective offers on festival season, more people are buying products on festival season from your sight.

Table 4.4.1 Weighted mean of Offers on Festival Season make you to buy impulsively (unplanned).

Opinion	Frequency (f)	Weight (w)	fw
Strongly disagree	3	1	3
Disagree	17	2	34
Neutral	40	3	120
Agree	101	4	404
Strongly agree	49	5	245
TOTAL	210		806

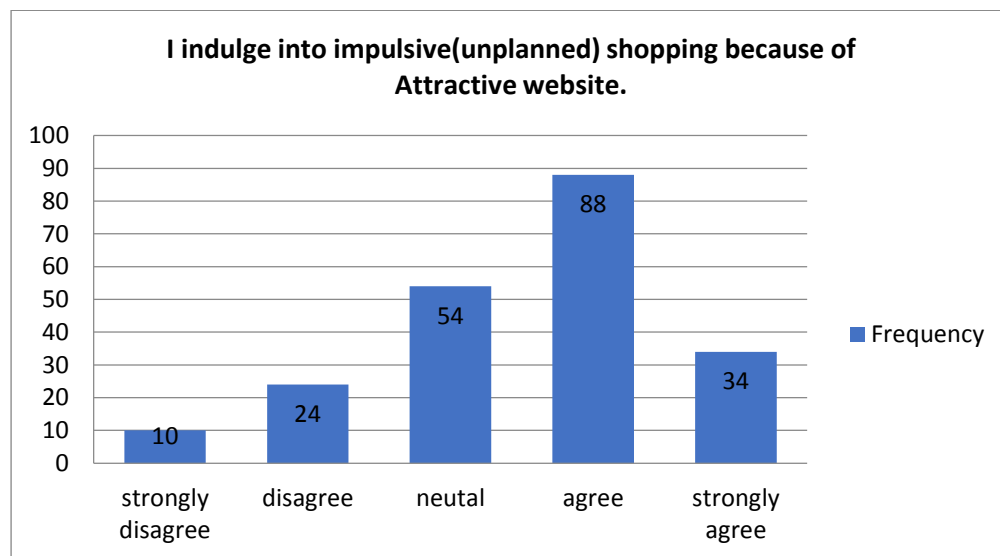
Weighted mean = $806/210 = 3.8$

Interpretation:

The above statistical data show that people have neutral opinion towards impulsive buying if there will be offers on festival season which means they may or may not buy the products if companies is giving offers on festival season.

Question 5:

Table 4.5: I indulge into impulsive (unplanned) shopping because of Attractive website.					
		Frequency	Percent	Valid Percent	Cumulative Percent
	strongly disagree	10	4.8	4.8	4.8
	disagree	24	11.4	11.4	16.2
	neutral	54	25.7	25.7	41.9
	agree	88	41.9	41.9	83.8
	strongly agree	34	16.2	16.2	100.0
	Total	210	100.0	100.0	

**Interpretation**

From the above figure, 122 people are buying impulsively when they see attractive websites. So make sure your website more attractive and easy to use, people would like to visit frequently from your sight. Easy to use and attractive website attracts people to buy impulsively.

Table 4.5.1 Weighted mean of I indulge into impulsive (unplanned) shopping because of Attractive website.

Opinion	Frequency (f)	Weight (w)	fw
Strongly disagree	10	1	10
Disagree	24	2	48
Neutral	54	3	162
Agree	88	4	352
Strongly agree	34	5	170
Total	210		742

Weighted mean = $742/210 = 3.53$

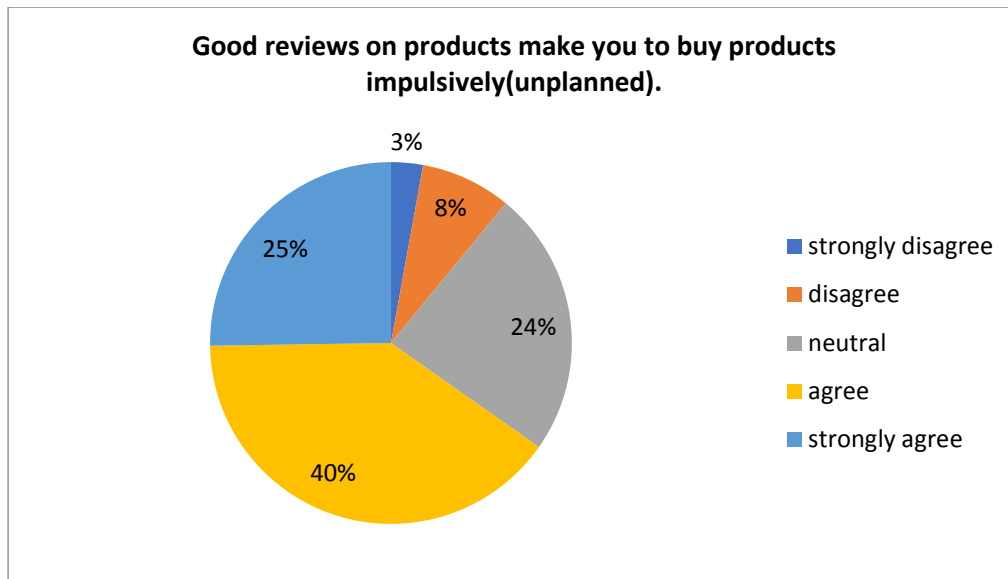
Interpretation:

The above statistical data show that people have neutral opinion towards impulsive buying if company website is attractive which means they may or may not buy the products if website is attractive.

Question 6:

Table 4.6: Good reviews on products make you to buy products impulsively (unplanned).

		Frequency	Percent	Valid Percent	Cumulative Percent
	strongly disagree	6	2.9	2.9	2.9
	disagree	17	8.1	8.1	11.0
	neutral	50	23.8	23.8	34.8
	agree	84	40.0	40.0	74.8
	strongly agree	53	25.2	25.2	100.0
	Total	210	100.0	100.0	



Interpretation

From the above figure, nearly 65% people are buying product impulsively if product has good reviews on the sight. So company should work on quality and other aspects to get good reviews on products.

Table 4.6.1 Weighted mean of Good reviews on products make you to buy products impulsively (unplanned).

Opinion	Frequency (f)	Weight (w)	fw
Strongly disagree	6	1	6
Disagree	17	2	34
Neutral	50	3	150
Agree	84	4	336
Strongly agree	53	5	265
Total	210		791

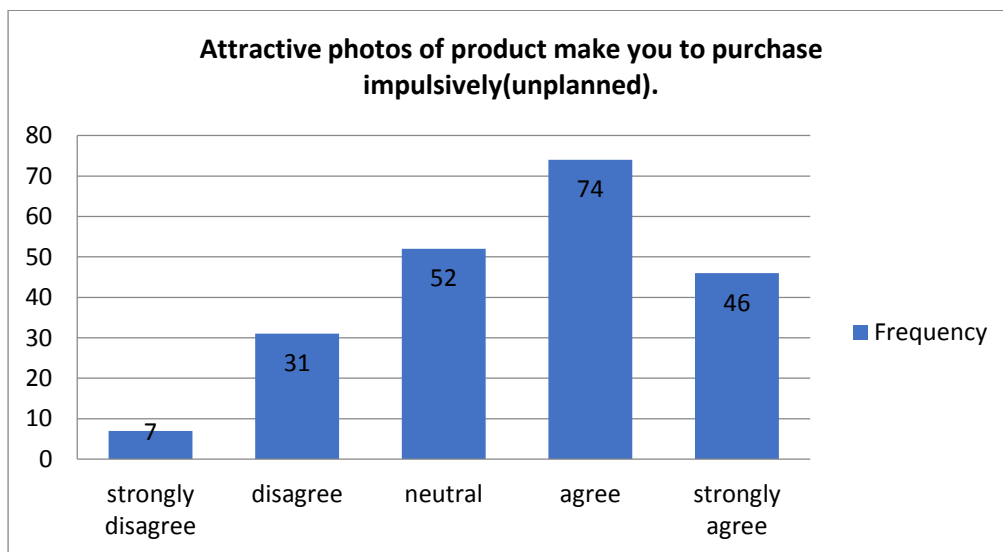
$$\text{Weighted mean} = 791/210 = 3.77$$

Interpretation:

The above statistical data show that people have neutral opinion towards impulsive buying if products have good reviews on website which means they may or may not buy the products have good reviews.

Question 7:**Table 4.7: Attractive photos of product make you to purchase impulsively (unplanned).**

		Frequency	Percent	Valid Percent	Cumulative Percent
	strongly disagree	7	3.3	3.3	3.3
	disagree	31	14.8	14.8	18.1
	neutral	52	24.8	24.8	42.9
	agree	74	35.2	35.2	78.1
	strongly agree	46	21.9	21.9	100.0
	Total	210	100.0	100.0	

**Interpretation**

From the above figure, 120 people are buying products impulsively if they like the photos of the product. So company put good photos of product and work on good photography of the product. Describe the feature, uses and direction other important things apart from photos as well. It will help customer to understand the products.

Table 4.7.1 Weighted mean of Attractive photos of product make you to purchase impulsively (unplanned).

Opinion	Frequency (f)	Weight (w)	fw
Strongly disagree	7	1	7
Disagree	31	2	62
Neutral	52	3	156
Agree	74	4	296
Strongly agree	46	5	230
Total	210		751

Weighted mean = $751/210 = 3.58$

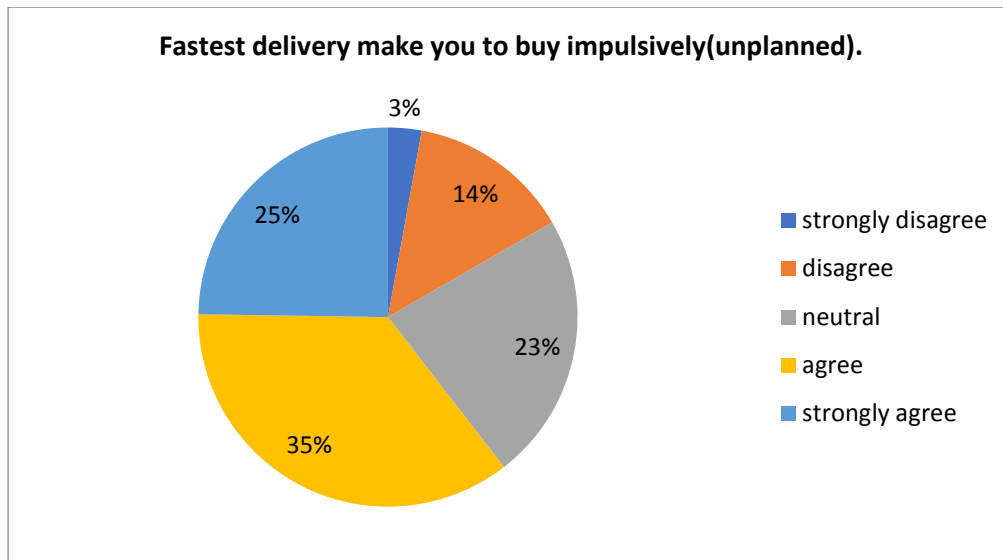
Interpretation:

The above statistical data show that people have neutral opinion towards impulsive buying if websites have attractive photos of the product which means they may or may not buy the products if company is putting good photos of the product on sight.

Question 8:

Table 4.8: Fastest delivery makes you to buy impulsively (unplanned).

		Frequency	Percent	Valid Percent	Cumulative Percent
	strongly disagree	6	2.9	2.9	2.9
	disagree	29	13.8	13.8	16.7
	neutral	48	22.9	22.9	39.5
	agree	75	35.7	35.7	75.2
	strongly agree	52	24.8	24.8	100.0
	Total	210	100.0	100.0	



Interpretation

From the above figure, 60% respondents are buying product impulsively if they will get product delivery fast. Company make effective transportation system or tied up with good companies for delivery to send product as fast as possible to customer.

Table 4.8.1 Weighted mean of Fastest delivery makes you to buy impulsively (unplanned).

Opinion	Frequency (f)	Weight (w)	fw
Strongly disagree	6	1	6
Disagree	29	2	58
Neutral	48	3	144
Agree	75	4	300
Strongly agree	52	5	260
Total	210		768

$$\text{Weighted mean} = 768/210 = 3.66$$

Interpretation:

The above statistical data show that people have neutral opinion towards impulsive buying if companies are providing fastest delivery which means they may or may not buy the product if company is providing fastest delivery.

Question 9:

Which of the following factors make you to buy impulsive (unplanned) buying?

Table 4.9.1 : Unexpected cheaper price

		Frequency	Percent	Valid Percent	Cumulative Percent
	yes	96	45.7	45.7	45.7
	no	114	54.3	54.3	100.0
	Total	210	100.0	100.0	

Table 4.9.2 : Coupons

		Frequency	Percent	Valid Percent	Cumulative Percent
	yes	93	44.3	44.3	44.3
	no	117	55.7	55.7	100.0
	Total	210	100.0	100.0	

Table 4.9.3 : Offers

		Frequency	Percent	Valid Percent	Cumulative Percent
	yes	133	63.3	63.3	63.3
	no	77	36.7	36.7	100.0
	Total	210	100.0	100.0	

Table 4.9.4 : Discounts

		Frequency	Percent	Valid Percent	Cumulative Percent
	yes	138	65.7	65.7	65.7
	no	72	34.3	34.3	100.0
	Total	210	100.0	100.0	

Table 4.9.5 : Free delivery

		Frequency	Percent	Valid Percent	Cumulative Percent
	yes	117	55.7	55.7	55.7
	no	93	44.3	44.3	100.0
	Total	210	100.0	100.0	

Table 4.9.6 : Easy return policy

		Frequency	Percent	Valid Percent	Cumulative Percent
	yes	104	49.5	49.5	49.5
	no	106	50.5	50.5	100.0
	Total	210	100.0	100.0	

Table 4.9.7 : Refund policy

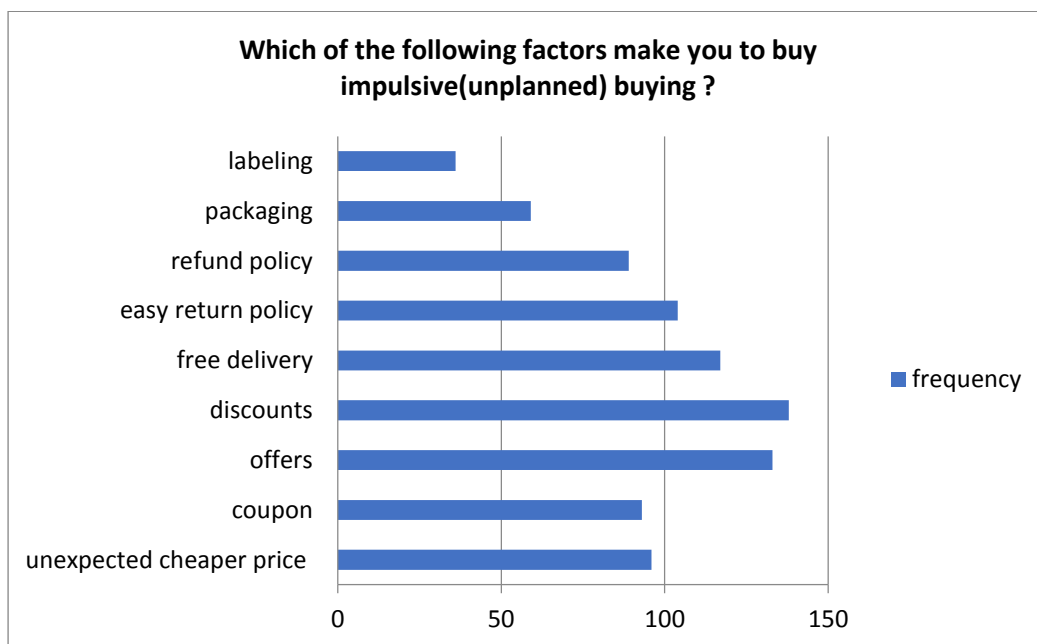
		Frequency	Percent	Valid Percent	Cumulative Percent
	yes	89	42.4	42.4	42.4
	no	121	57.6	57.6	100.0
	Total	210	100.0	100.0	

Table 4.9.8 : Packaging

		Frequency	Percent	Valid Percent	Cumulative Percent
	yes	59	28.1	28.1	28.1
	no	151	71.9	71.9	100.0
	Total	210	100.0	100.0	

Table 4.9.9 : Labelling

		Frequency	Percent	Valid Percent	Cumulative Percent
	yes	36	17.1	17.1	17.1
	no	174	82.9	82.9	100.0
	Total	210	100.0	100.0	

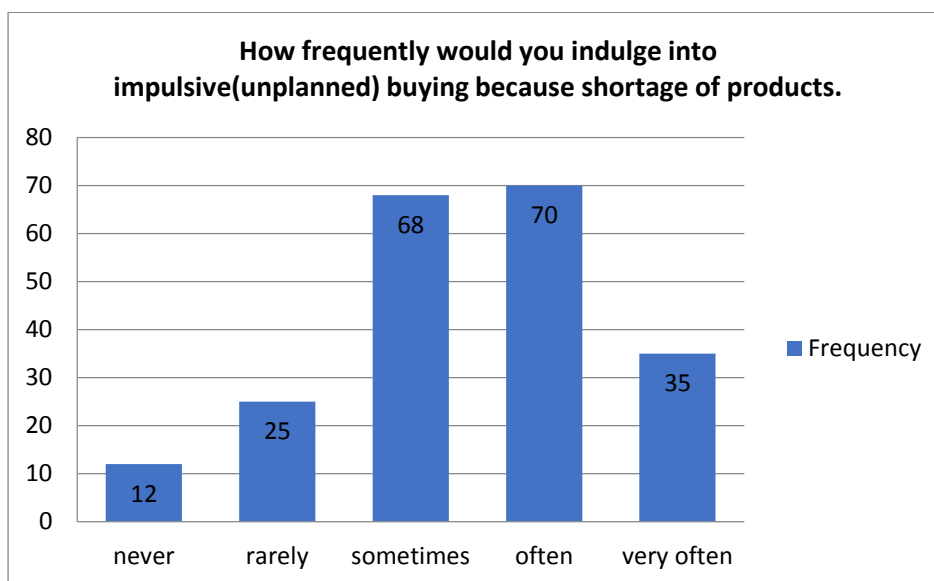


Interpretation

From the above figures, most of the customer buy the product impulsively when shop have discounts and offers at online store so you have to make more effective this 2 factor so people will buy more impulsively your product and work on other factors as well to increase impulsive buying.

Question 10:**Table 4.10: How frequently would you indulge into impulsive (unplanned) buying because shortage of products.**

		Frequency	Percent	Valid Percent	Cumulative Percent
	never	12	5.7	5.7	5.7
	rarely	25	11.9	11.9	17.6
	sometimes	68	32.4	32.4	50.0
	often	70	33.3	33.3	83.3
	very often	35	16.7	16.7	100.0
	Total	210	100.0	100.0	

**Interpretation**

From the above figure, 105 people are buying products when the shortage of product. Scarcity will increase eagerness in customer to buy immediately. Company should build strong brand to attract customer to buy product till scarcity. Scarcity will lead customer to buy immediate.

Table 4.10.1 Weighted mean of How frequently would you indulge into impulsive (unplanned) buying because shortage of products.

Opinion	Frequency (f)	Weight (w)	fw
Never	12	1	12
Rarely	25	2	50
Sometimes	68	3	204
Often	70	4	280
Very often	35	5	175
Total	210		721

Weighted mean = $721/210 = 3.43$

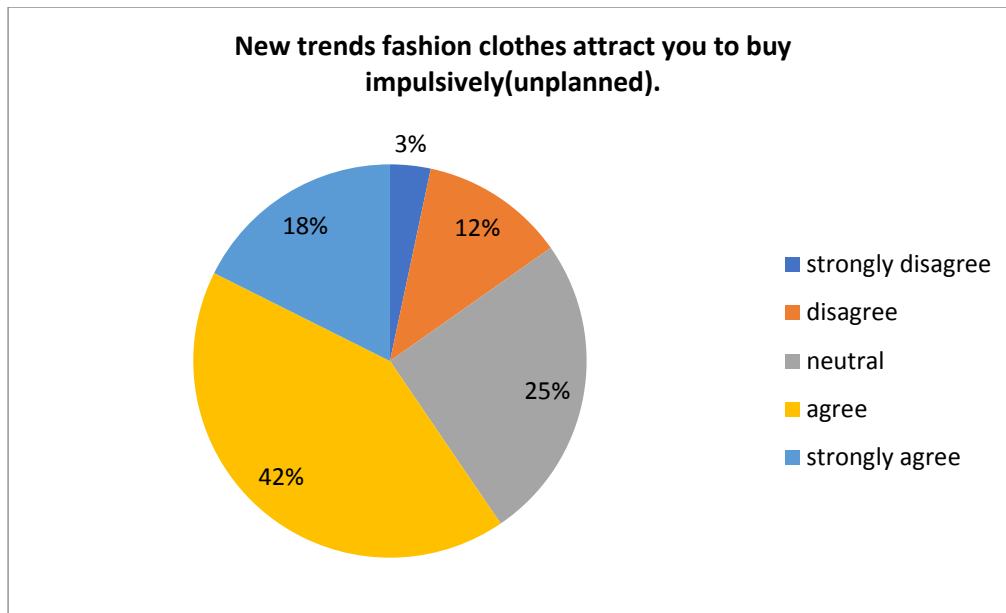
Interpretation:

The above statistical data show that people have neutral opinion towards impulsive buying if products are scarce. This means they may or may not buy the products because of scarcity of product.

Question 11:

Table 4.11: New trends fashion clothes attract you to buy impulsively (unplanned).

		Frequency	Percent	Valid Percent	Cumulative Percent
	strongly disagree	7	3.3	3.3	3.3
	disagree	25	11.9	11.9	15.2
	neutral	53	25.2	25.2	40.5
	agree	88	41.9	41.9	82.4
	strongly agree	37	17.6	17.6	100.0
	Total	210	100.0	100.0	



Interpretation

From the above figure, 60% of respondents are buying new trends of fashion cloth. Novelty in product will increase impulsive buying. As per change in environment, company should adapt changes in the product and that will lead customer to buy novel things.

Table 4.11.1 Weighted mean of New trends fashion clothes attract you to buy impulsively (unplanned).

Opinion	Frequency (f)	Weight (w)	fw
Strongly disagree	7	1	7
Disagree	25	2	50
Neutral	53	3	159
Agree	88	4	352
Strongly agree	37	5	185
Total	210		753

Weighted mean = $753/210 = 3.59$

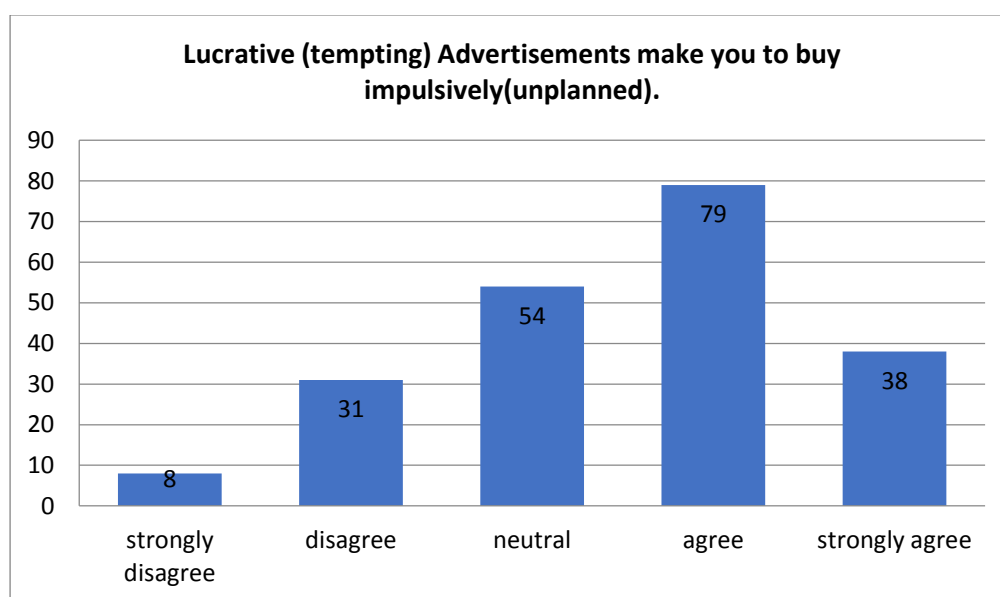
Interpretation:

The above statistical data show that people have neutral opinion towards impulsive buying for new trends of clothes. This means they may or may not buy new trends of fashion clothes.

Question 12:

Table 4.12: Lucrative (tempting) Advertisements make you to buy impulsively (unplanned).

		Frequency	Percent	Valid Percent	Cumulative Percent
	strongly disagree	8	3.8	3.8	3.8
	disagree	31	14.8	14.8	18.6
	neutral	54	25.7	25.7	44.3
	agree	79	37.6	37.6	81.9
	strongly agree	38	18.1	18.1	100.0
	Total	210	100.0	100.0	



Interpretation

From the above figure, 117 people are attracting from tempting advertisement and buying product impulsively. So make advertisement tempting enough to attract the customer to buy impulsive. Using graphics, pictures, slogans, jingles, etc. will increase impulsive buying.

Table 4.12.1 Weighted mean of Lucrative (tempting) Advertisements make you to buy impulsively (unplanned).

Opinion	Frequency (f)	Weight (w)	fw
Strongly disagree	8	1	8
Disagree	31	2	62
Neutral	54	3	162
Agree	79	4	316
Strongly agree	38	5	190
Total	210		738

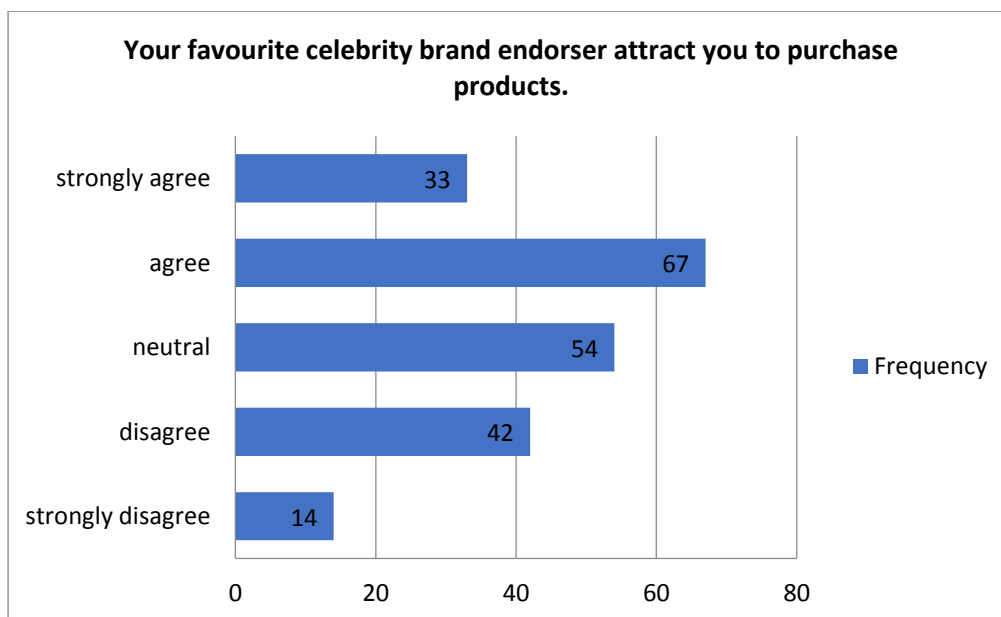
Weighted mean = $738/210 = 3.64$

Interpretation:

The above statistical data show that people have neutral opinion towards impulsive buying for lucrative advertisement. This means they may or may not buy the products that advertise by company.

Question 13:**Table 4.13: Your favorite celebrity brand endorsers attract you to purchase products.**

		Frequency	Percent	Valid Percent	Cumulative Percent
	strongly disagree	14	6.7	6.7	6.7
	disagree	42	20.0	20.0	26.7
	neutral	54	25.7	25.7	52.4
	agree	67	31.9	31.9	84.3
	strongly agree	33	15.7	15.7	100.0
	Total	210	100.0	100.0	

**Interpretation**

From the above figure, 100 people are buying impulsively if their favorite brand endorser is advertising. So find out the best brand endorser for your product as per the segmentation. That will create impulsive buying of your product. Well known personality will increase impulsive buying of products.

Table 4.13.1 Weighted mean of your favorite celebrity brand endorsers attract you to purchase products.

Opinion	Frequency (f)	Weight (w)	fw
Strongly disagree	14	1	14
Disagree	42	2	84
Neutral	54	3	162
Agree	67	4	268
Strongly agree	33	5	165
Total	210		693

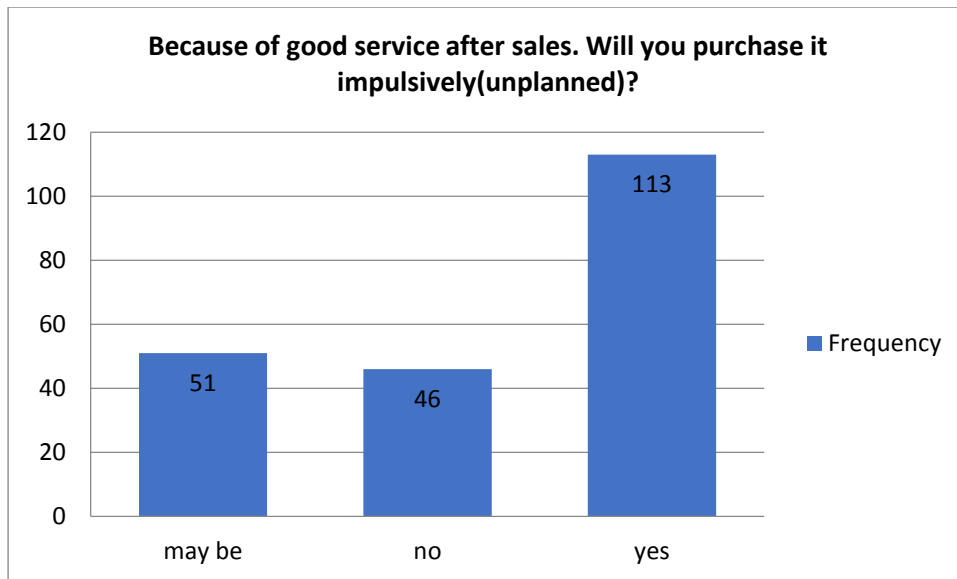
Weighted mean = $693/210 = 3.3$

Interpretation:

The above statistical data show that people have neutral opinion towards impulsive buying if advertisements are endorsing by celebrity. Which means they may or may not buy the products endorse by celebrity.

Question 14:

Table 4.14: Because of good service after sales. Will you purchase it impulsively (unplanned)?					
		Frequency	Percent	Valid Percent	Cumulative Percent
	may be	51	24.3	24.3	24.3
	no	46	21.9	21.9	46.2
	yes	113	53.8	53.8	100.0
	Total	210	100.0	100.0	



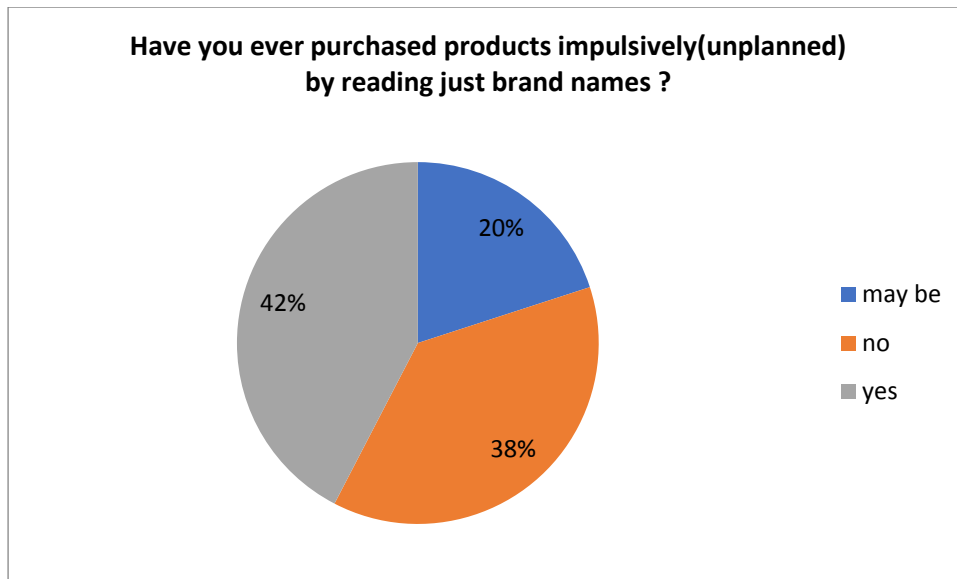
Interpretation

From the above figure, 113 respondents will buy product impulsively if company have good sales after service so make good and fast sales after service that will lead customer to buy impulsively. Good sales after service will increase impulsive buying.

Question 4.15:

Table 15: Have you ever purchased products impulsively (unplanned) by reading just brand names?

		Frequency	Percent	Valid Percent	Cumulative Percent
	may be	42	20.0	20.0	20.0
	no	79	37.6	37.6	57.6
	yes	89	42.4	42.4	100.0
	Total	210	100.0	100.0	



Interpretation

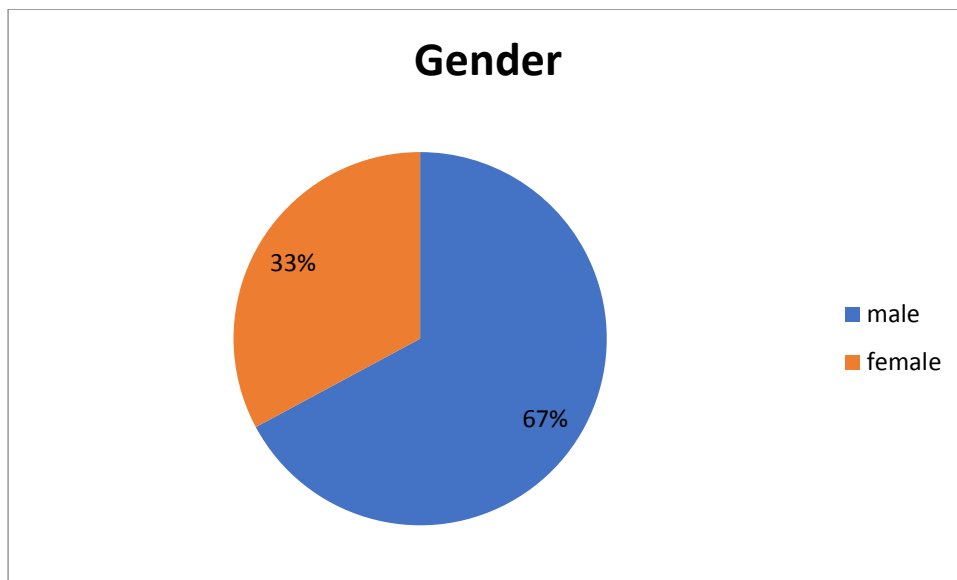
From the above figure, 42% people are buying impulsively by just reading brand names. So work on brand building so customers easily recognise your brand name. Good brand building will lead customer to buy impulsively.

Demographic Question

1. Gender

Table 4.16 : Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
	male	141	67.1	67.1	67.1
	female	69	32.9	32.9	100.0
	Total	210	100.0	100.0	



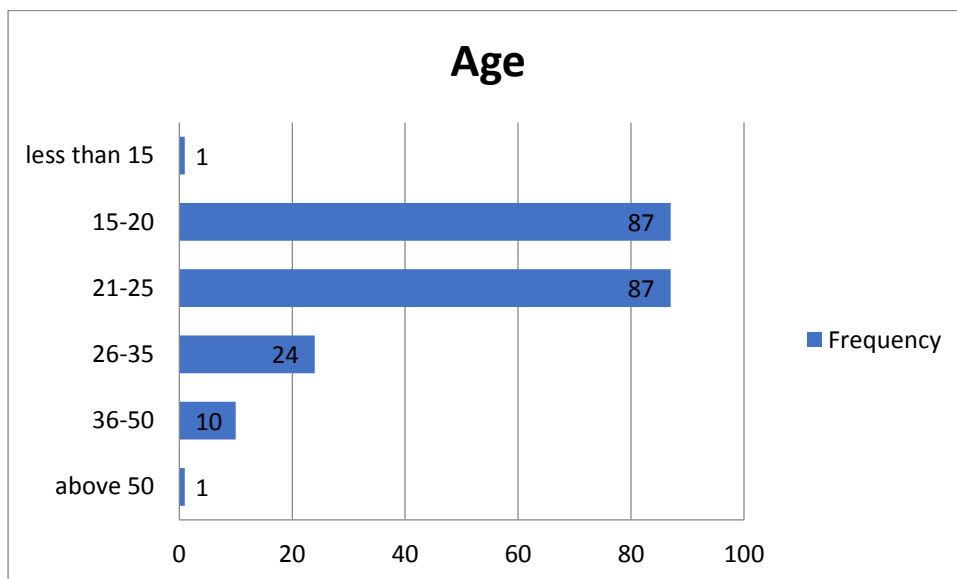
Interpretation

From the above figure, we have taken 67% of data from man and rest of the data collected from the women.

2. Age

Table 4.17 : Age

		Frequency	Percent	Valid Percent	Cumulative Percent
	above 50	1	.5	.5	.5
	36-50	10	4.8	4.8	5.2
	26-35	24	11.4	11.4	16.7
	21-25	87	41.4	41.4	58.1
	15-20	87	41.4	41.4	99.5
	less than 15	1	.5	.5	100.0
	Total	210	100.0	100.0	



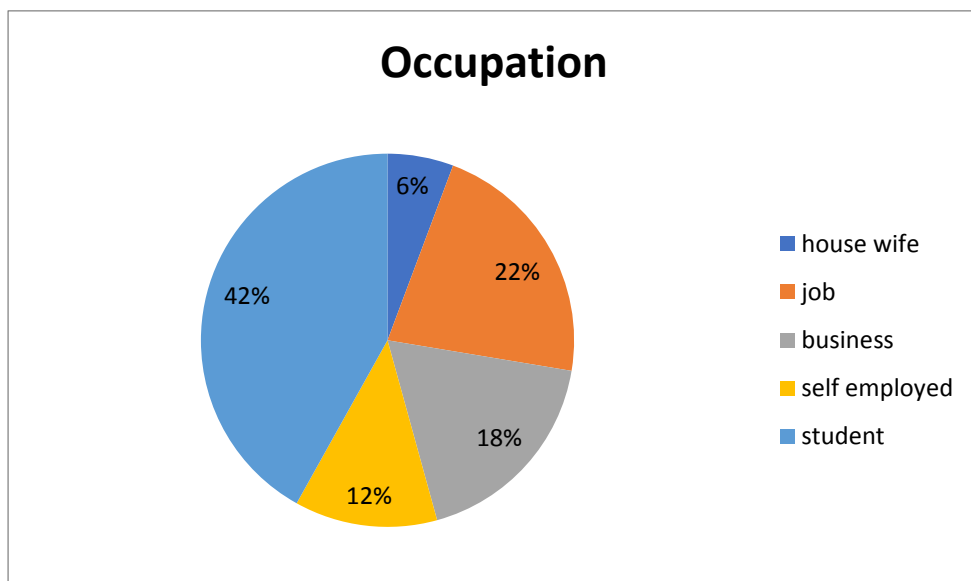
Interpretation

From the above figure, most of the people are between 15-25 who are doing more online shopping than other age group and other group people are 36.

3. Occupation

Table 4.18 : Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
	house wife	12	5.7	5.7	5.7
	job	46	21.9	21.9	27.6
	business	38	18.1	18.1	45.7
	self employed	26	12.4	12.4	58.1
	student	88	41.9	41.9	100.0
	Total	210	100.0	100.0	



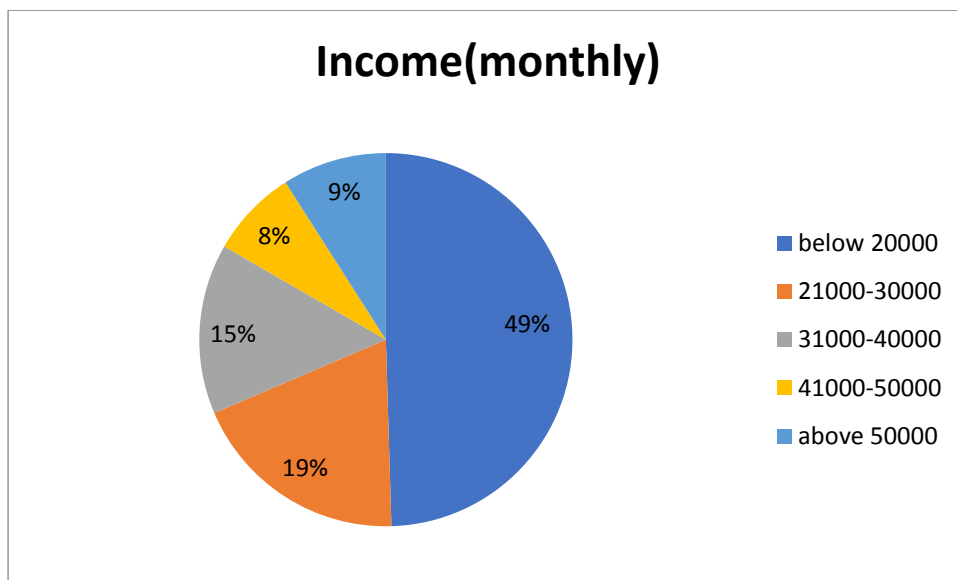
Interpretation

From the above figure, 42% are students who are doing more online shopping, 22% are job people, 18% are businessman, 12% are self-employed and 6% are house wives.

4. Income

Table 4.19 : Income(monthly)

		Frequency	Percent	Valid Percent	Cumulative Percent
	below 20000	104	49.5	49.5	49.5
	21000-30000	40	19.0	19.0	68.6
	31000-40000	31	14.8	14.8	83.3
	41000-50000	16	7.6	7.6	91.0
	above 50000	19	9.0	9.0	100.0
	Total	210	100.0	100.0	



Interpretation

From the above figure, most of the people are economic people most of them are students who are not earnings. 49% have less than 20000 incomes per month and 51% have more than 20000 incomes monthly.

Cross tabulation and Chi square

1. Income * Availability of money

Table 4.20: Income (monthly) * How frequently do you indulge into impulsive (unplanned) buying because of availability of money. Cross tabulation							
		How frequently do you indulge into impulsive (unplanned) buying because of availability of money?					Total
		never	rarely	sometime s	often	very often	
Income(m onthly)	below 20000	5	7	33	33	26	104
	21000- 30000	2	4	15	12	7	40
	31000- 40000	1	4	9	8	9	31
	41000- 50000	1	1	5	6	3	16
	above 50000	0	3	5	4	7	19
Total		9	19	67	63	52	210

Chi-Square Tests			
	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	7.603 ^a	16	.960
Likelihood Ratio	8.241	16	.941
Linear-by-Linear Association	.060	1	.807
N of Valid Cases	210		

H₀= There is no significant difference between customer income and availability of money.

H₁= There is significant difference between customer income and availability of money.

Interpretation

Here P value (0.960) is greater than 0.05

We fail to reject H₀. There is no significant difference between customer income and availability of money. Hence, we can say that customer's income does not have any effect on availability of money while buying impulsively.

2. Income * Offers on festival season

Table 4.21: Income (monthly) * offers on Festival Season make you to buy impulsively (unplanned). Crosstabulation

		Offers on Festival Season make you to buy impulsively (unplanned).					Total
		strongly disagree	disagree	neutral	agree	strongly agree	
Income(monthly)	below 20000	2	9	16	54	23	104
	21000-30000	1	3	5	22	9	40
	31000-40000	0	2	10	12	7	31
	41000-50000	0	1	5	7	3	16
	above 50000	0	2	4	6	7	19
Total		3	17	40	101	49	210

Chi-Square Tests			
	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	11.711 ^a	16	.764
Likelihood Ratio	12.010	16	.743
Linear-by-Linear Association	.008	1	.929
N of Valid Cases	210		

H₀= There is no significant difference between customer income and offers on festival season.

H₁= There is significant difference between customer income and offers on festival season.

Interpretation

Here P value (0.764) is greater than 0.05

We fail to reject H₀. There is no significant difference between customer income and offers on festival season. Hence, we can say that customer's income does not have any effect on offers on festival season while buying impulsively.

3. Attractive photos of product * Gender

Table 4.22: Attractive photos of product make you to purchase impulsively (unplanned). * Gender Crosstabulation

		Gender		Total
		male	female	
Attractive photos of product make you to purchase impulsively (unplanned).	strongly disagree	6	1	7
	disagree	19	12	31
	neutral	40	12	52
	agree	49	25	74
	strongly agree	27	19	46
Total		141	69	210

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.347 ^a	4	.254
Likelihood Ratio	5.594	4	.232
Linear-by-Linear Association	1.559	1	.212
N of Valid Cases	210		

H₀= There is no significant difference between attractive photos of product and gender of the customer.

H₁= There is significant difference between attractive photos of product and gender of the customer.

Interpretation

Here P value (0.254) is greater than 0.05

We fail to reject H₀. There is no significant difference between attractive photos of product and gender of the customer. Hence, we can say that gender of the customer does not have effect on attractive photos of the product while buying impulsively.

4. Age * New trends fashion clothes

Table 4.23: Age * New trends fashion clothes attract you to buy impulsively (unplanned). Crosstabulation

		New trends fashion clothes attract you to buy impulsively (unplanned).					Total
		strongly disagree	disagree	neutral	agree	strongly agree	
Age	above 50	0	1	0	0	0	1
	36-50	1	2	3	1	3	10
	26-35	1	4	5	11	3	24
	21-25	2	8	20	40	17	87
	15-20	3	10	24	36	14	87
	less than 15	0	0	1	0	0	1
Total		7	25	53	88	37	210

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	18.615 ^a	20	.547
Likelihood Ratio	15.690	20	.736
Linear-by-Linear Association	.547	1	.460
N of Valid Cases	210		

H₀= There is no significant difference between customer age and new trends of fashion clothes.

H₁= There is significant difference between customer age and new trends of fashion clothes.

Interpretation

Here P value (0.547) is greater than 0.05

We fail to reject H₀. There is no significant difference between customer age and new trends of fashion clothes. Hence, we can say that customer age does not have any effect on new trends of fashion clothes while buying impulsively.

5. Advertisement * Gender

Table 4.24: Lucrative (tempting) Advertisements make you to buy impulsively (unplanned). * Gender Crosstabulation

		Gender		Total
		male	female	
Lucrative (tempting) Advertisements make you to buy impulsively (unplanned).	strongly disagree	5	3	8
	disagree	20	11	31
	neutral	39	15	54
	agree	56	23	79
	strongly agree	21	17	38
Total		141	69	210

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.739 ^a	4	.442
Likelihood Ratio	3.650	4	.455
Linear-by-Linear Association	.386	1	.535
N of Valid Cases	210		

H₀= There is no significant difference between customer gender and advertisement.

H₁= There is significant difference between customer gender and advertisement.

Interpretation

Here P value (0.442) is greater than 0.05

We fail to reject H_0 . There is no significant difference between advertisement and customer gender. Hence, we can say that customer's gender does not have any effect on advertisement while buying impulsively.

6. Age * Celebrity endorser

Table 4.25: Age * Your favorite celebrity brand endorser attract you to purchase products. Crosstabulation

Count		Your favorite celebrity brand endorsers attract you to purchase products.					Total
		strongly disagree	disagree	neutral	agree	strongly agree	
Age	above 50	0	1	0	0	0	1
	36-50	1	1	3	4	1	10
	26-35	2	6	5	7	4	24
	21-25	5	16	26	29	11	87
	15-20	6	18	20	26	17	87
	less than 15	0	0	0	1	0	1
Total		14	42	54	67	33	210

Chi-Square Tests			
	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	10.568 ^a	20	.957
Likelihood Ratio	9.997	20	.968
Linear-by-Linear Association	.628	1	.428
N of Valid Cases	210		

H₀= There is no significant difference between customer age and celebrity endorser.

H₁= There is significant difference between customer age and celebrity endorser.

Interpretation

Here P value (0.957) is greater than 0.05

We fail to reject H₀. There is no significant difference between customer age and favorite celebrity brand endorsement. Hence, we can say that customer's age does not have any effect on favorite celebrity endorsement while buying impulsively.

Chapter: 5

Conclusion

Major findings:

- If the people have enough money to buy product that they select impulsively then they will buy product impulsively around 45% respondents. Their peers and family influence to buy product around 55% respondents will buy that product impulsively. People are often buying clothes on holiday around 62% respondents so make sure product will available on holiday's period also offers on festival season lead customer to buy product impulsively around 71% respondents are buying impulsively.
- If website of the company is attractive website than 57% respondents will buy product impulsively. Good review on product will lead customer to buy impulsively around 65% respondents will buy impulsively. Attractive photos of product make product differentiate and around 57% of customer will buy it impulsively. If company is providing fastest delivery of product that will lead customer to buy impulsively around 64% respondent will buy it.
- If company is giving good discounts, offers, coupons, free delivery, return policy that will increase the impulsive buying behaviour more than 100 respondents will buy it impulsively.
- Scarcity of product will also lead customer to buy it impulsively around 50% customer will buy it impulsively. Novelty of products also attract customers to buy it impulsively around 60% customers will buy it.
- Advertisement also tempt customers to buy product impulsively around 56% of customer will buy it. Favorite brand endorser will also attract to buy impulsively around 48% customers will buy it.
- Sales after services also attract customer to buy impulsively around 54% will buy impulsively.
- Strong brand also attract customer to buy it impulsively around 43% will buy it impulsively.
- Most of youngsters are attracting from the celebrity endorser and also they will buy the products impulsively.
- Social media marketing also influence a lot of people to buy impulsively and social media influencer also make tempting offers to mass media to do impulsive buying.

Conclusion:

The purpose of the study was to examine the difference influential factors of online impulsive buying, internally discovering what makes the customers purchase impulsively, and externally discovering how culture affect people's buying behaviours.

After analyzing the questionnaire, field work, and interaction with respondents I would like to conclude that impulsive buying behaviour will basic marketing tool for the company to attract the customer towards the offers, discounts, tempting advertisement, celebrity endorser etc. That will attract customer to buy impulsively. As the sector is developing new factors will be added. Social media marketing is trending tools to make product impulsive. Continuous changes will requirement for attracting customer towards the product. Impulsive buying will be part of marketing aspect to grab the attention of customer towards the product.

Chapter-6

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Annexure

Questionnaire

A study of impulsive buying behaviour of customer of surat city while buying online.

Dear Respondent,

I'm Kenil Gondaliya, studying in B.B.A. programme at BRCM COLLEGE OF BUSINESS ADMINISTRATION. I'm conducting a research on "Impulsive buying behaviour of customer of surat city while buying online".

Your response would be helpful in my research, assuring full confidentiality of your responses. These would be used only for academic purpose.

Thanks!

1. How frequently do you indulge into impulsive (unplanned) buying because of availability of money?

- ☐ Very often
- ☐ Often
- ☐ Sometimes
- ☐ Rarely
- ☐ Never

2. How likely do you make impulsive buying, if your friend praise about products.

Strongly dislikely	1	2	3	4	5	strongly likely

3. I tend to purchase clothes on holiday because of availability of time.
 - ☐ Strongly agree
 - ☐ Agree
 - ☐ Neutral
 - ☐ Disagree
 - ☐ Strongly disagree

4. Offers on Festival Season make you to buy impulsively (unplanned).
 - ☐ Strongly agree
 - ☐ Agree
 - ☐ Neutral
 - ☐ Disagree
 - ☐ Strongly disagree

5. I indulge into impulsive (unplanned) shopping because of Attractive website.
 - ☐ Strongly agree
 - ☐ Agree
 - ☐ Neutral
 - ☐ Disagree
 - ☐ Strongly disagree

6. Good reviews on product make you to buy products impulsively.
 - ☐ Strongly agree
 - ☐ Agree
 - ☐ Neutral
 - ☐ Disagree
 - ☐ Strongly disagree

7. Attractive photos of the product make you to purchase impulsively (unplanned).

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

8. Fastest delivery makes you to buy impulsively (unplanned).

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

9. Which of the following factors make you to buy impulsively (unplanned) buying?

(Multiple tick available)

- ☐ Unexpected cheaper price
- ☐ Coupons
- ☐ Offers
- ☐ Discounts
- ☐ Free delivery
- ☐ Easy return policy
- ☐ Refund policy
- ☐ Packaging
- ☐ Labelling

10. How frequently would you indulge into impulsive (unplanned) buying because shortage of products?

- ☐ Very often
- ☐ Often
- ☐ Sometimes
- ☐ Rarely
- ☐ Never

11. New trends of fashion clothes attract you to buy impulsively (unplanned).

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

12. Lucrative (tempting) advertisements make you to buy impulsively (unplanned).

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

13. Your favorite celebrity brand endorsers attract you to buy impulsively (unplanned).

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

14. Because of good service after sales. Will you purchase it impulsively (unplanned)?

- ☐ Yes
- ☐ No
- ☐ May be

15. Have you ever purchased products impulsively (unplanned) by reading just brand names?

- ☐ Yes
- ☐ No
- ☐ May be

16. Name _____

17. Gender

- ☐ Male
- ☐ Female

18. Age

- ☐ Less than 15
- ☐ 15-20
- ☐ 21-25
- ☐ 26-35
- ☐ 36-50
- ☐ Above 50

19. Education

- ☐ Upto 10
- ☐ 12
- ☐ Graduation
- ☐ Post-graduation
- ☐ Doctorate
- ☐ Other _____

20. Occupation

- ☐ Student
- ☐ Self employed
- ☐ Business
- ☐ Job
- ☐ House wife
- ☐ Other _____

21. Income (monthly)

- ☐ Below 20000
- ☐ 21000-30000
- ☐ 31000-40000
- ☐ 41000-50000
- ☐ Above 50000

22. Contact no. _____