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Research Synopsis 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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Introduction

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 transferal 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.

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

Definition of impulsive 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”.

Hypothesis

Hypothesis testing is a form of statistical inference that uses data from a sample to draw conclusions about a population parameter or a population probability distribution. First, a tentative assumption is made about the parameter or distribution. This assumption is called the null hypothesis and is denoted by H_0 . An alternative hypothesis (denoted H_1), which is the opposite of what is stated in the null hypothesis, is then defined. The hypothesis-testing procedure involves using sample data to determine whether or not H_0 can be rejected. If H_0 is rejected, the statistical conclusion is that the alternative hypothesis H_1 is true.

H_0 = There is no significant difference between two variables.

H_1 = There is significant difference between two variables.

Study design

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 consisted of formal research procedures including clearly defined goals and needs. This method was qualitative. I had not used exploratory research as I didn'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 wanted to study the attitude factor. When the researcher were interested in knowing the characteristics of certain groups such as age, sex, gender, education, occupation, income level they used this method only. This method involved study by survey which was needed as per my topic and so I used this method. As I didn'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 included 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.

Duration of the study

The study was conducted during December 2021 to March 2022.

Sample size

I had taken 210 samples from different areas of Surat.

Sampling technique

1. Probability sampling method:

Probability sampling referred 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 was based on the randomization principle, where in the procedure was so designed, which guaranteed 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 was so big.

2. Non probability sampling method:

When in sampling method, the entire universe was not given an equal opportunity of becoming a part of the sample, the method was 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 was perfect for the survey of this topic.

Sample selection

- The data was collected from family, friends, students, neighbours, random people, professionals etc. was chosen by convenience sampling.
- I have removed all the biased questionnaires.

Data collection instrument

Questionnaire:

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

Data Analysis

Tools

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

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