

Influence Of The External And Internal Factors Towards Online Impulsive Buying

Author's Specifications

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Abstract

Online Impulsive buying behaviour might well be characterized as a means for marketers to increase their profits. Nowadays, the ubiquity of internet commerce has attracted the interest of both scholars and marketers. As a result, investigating the reasons of online impulsive buying behaviour is essential, as such research may produce certain novel ideas or techniques for marketers to improve profits from the online market. In this study, the author focuses on both internal (e.g., Hedonic Shopping Motivation & Personality Traits) and external (e.g., Marketing Factors and Website factors) constituents in exploring impulsive purchase behaviour. External elements internal (e.g., Hedonic Shopping Motivation & Personality Traits) and external (e.g., Marketing Factors and Website factors) that promote impulsive purchases are connected in certain ways and difficult to separate separately.

Keywords: Online Impulsive Buying, Hedonic Shopping Motivation, Personality Traits, Marketing Factor, Website Factor

1. Introduction:

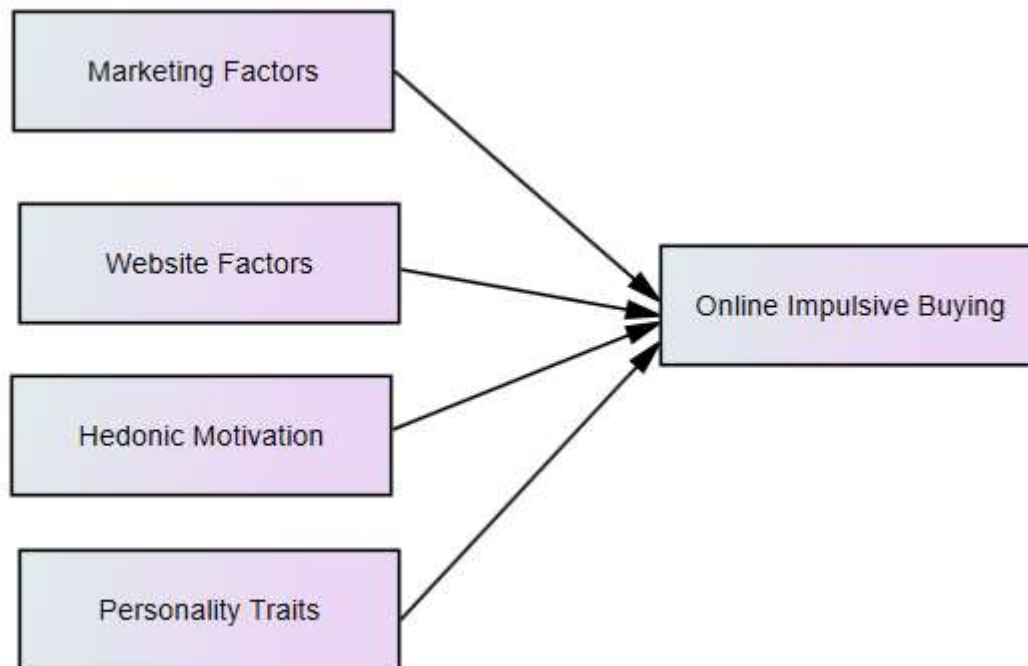
A consumer impulse purchase is a common occurrence that has gotten a lot of attention in the consumer decision-making process in a traditional store environment. According to statistics, up to 40% of all purchases done in retail outlets might be classed as impulsive purchases (Hausman, 2000). Online shopping is a newish trend, where online retailers are still attempting to establish themselves in this competitive economy. According to surveys, the number of people who purchase online increased from 81 percent in 2014 to 86 percent in 2015. Factors both external and internal Cues are significant as triggers and influencers of online impulsive buying in both traditional and online commerce, although the nature of the triggers differs. The lack of physical contact or experiential touch of the goods in online shopping causes a significant demand for browsing and information searching as part of the customer shopping behavior leading up to an unplanned purchase (Kim, 2008; Park and Kim, 2008)

Because of the convenience and 24-hour availability of commodities, online transactions are expanding daily, necessitating the urge of impulsive purchasing on the internet. Every customer is unique, and several elements affect consumer decisions when making online impulsive purchases. This study will fill a vacuum in the literature because previous studies have focused on customers' offline impulsive purchases. Few studies focus on online impulsive purchases, particularly from the standpoint of online shoppers (Eroglu et al. 2001). As a result, this study will concentrate on online impulsive purchasing and will aid in identifying the external and internal factors that impact customers' perceptions while making online impulse purchases.

1. Objectives of the study:

- a. To study on the impact of Marketing Factor towards online Impulsive Buying
- b. To analyse the impact of Website Factor towards online Impulsive Buying
- c. To interpret the impact of Hedonic Shopping Motivation towards online Impulsive Buying
- d. To study the impact of Personality Traits towards online Impulsive Buying

3. Conceptual Framework:



4. Review of Literature:

Marketing Factor:

Marketing stimuli or factors are positioned and managed by the marketer to entice customers to make a purchase. When consumers see visual signals such as promotional incentives, customers might sense pressured to make impulsive purchases. (Dholakia, 2000; Rook, 1987). External marketing indicators not only bring in new customers to a shopping website, but they also drive up-selling and cross-selling to existing (and potential) customers by stimulating unplanned purchases of related or superior items. (Youn and Faber, 2000). Several of the world's top retail sites rated by Internet Retailer (2002) used automatic and up-selling mechanisms on their websites which increases these marketing methods which also found associated with higher levels in online sales (Shop.org, 2005)

Website Factor:

Buyers acquire product and service information via social media and internet websites (Turkyilmaz et al., 2015). According to previous research, the aesthetic presentation of websites is critical for enticing customers and inducing impulsive behavior (Wolfenbarger & Gilly, 2003). Online retailers must maintain the quality of their websites to be competitive Consumer buying behavior and online quality are strongly linked, according to Clemes, Gan, and Zhang (2014). Similarly, according to Woodruff (1997), the quality of a website attracts customers and influences their purchasing decisions.

Hedonic Shopping Motivation:

People make online purchases because they are driven by various variables, according to Sampurno (2016). Motivation has been defined as the reasoning that prompts or urges anyone to act or behave in a specific manner. It is also described as a person's readiness to work hard in order to accomplish or meet emotional demands (Sri & Asnawati, 2018). Shopping motivation is classified into two types: utilitarian motivation and hedonic incentive (Ha, 2020). Hedonic Shopping Motivation refers to a person's urge to shop in order to satisfy psychological demands such as emotion, fulfilment, prestige, and other subjective experiences. As a result, it appears to fulfil excessive social, aesthetic, and lifestyle requirements. It can also happen as a result of a person's emotional reaction, sensory pleasure, or dreams (Merima, Kasim, & Srdjan, 2011).

Personality Traits:

Trait theory has been used by certain scholars to explain impulsive purchasing behaviour. A person with a personality characteristic is characterized as someone who maintains consistent thoughts and actions patterns. People who buy impulsively are more likely to be unreflective, emotional, and impulsive (Chen, 2011). According to Youn and Faber (2000), people who lack control, stress reaction, which people tend to experience negative affective states and thus they would do something to relieve their mood such as impulsive purchase and absorption, which people are more sensitive to external stimuli and willing to try novel things are also associated with impulsive buying.

5. Research Methodology:

The researchers have designed the questionnaire for examining "Influence Of External and Internal factors towards Online Impulsive Buying ". The descriptive research design was adopted and convenience sampling was used by the research for

conducting the survey. The questionnaire was circulated to respondents who use online shopping to buy their desired products. The random sampling technique was administered to circulate the questionnaire among 150 respondents for collecting the primary data.

Table 5.1: Number of items considered from various sources for the variables used in the research study

S.no	Variable Name	Number of Item	Sources
1	Marketing Factor	5	Lepkowska-White 2004
2	Website Factor	5	Beatty and Ferreal,1998
3	Hedonic Shopping Motivation	5	Youn, S & Faber J, 2000
4	Personality Traits	5	Ceyda Aysuna Turkyilmaz & Aypar Uslu ,2000
3	Online Impulsive Buying	5	Mattila&Wirtz, 2008

6. Data Analysis and Interpretation :

The descriptive data of respondents who make an online purchase via online shopping sites were analysed using SPSS (Statistical Package for Social Sciences). To the check the influence of the factors, the regression analysis and the chi square test were conducted To test the reliability, the Cronbach Alpha Value was determined, and it is:0.732.

Table 6.1 Demographic Profile of the Respondents

Demographic Variables	Frequency	Percentage
Gender		
• Male	81	54
• Female	69	46
Age (In Years)		
• 20-30	91	60
• 31-40	36	24
• 41-50	18	12
• Above 50	5	4
Occupation		
• Students	64	42.7
• Professionals	43	28.7
• Own Business	13	8.7
• Employed in Pvt/Public/Govt	20	13.3
• Homemakers	10	6.7
Income Monthly		
• Pocket money servers	56	37.3
• Less than Rs.20,000/-	33	22
• Rs.20,001 – Rs.40,000/-	30	20
• Rs.40,001 – Rs.60,000/-	11	7.3
• Rs.60,001 and above	20	13.3
Educational Qualification		
• HSC	33	22
• Diploma	49	32.7
• UG	14	9.3
• PG	25	18
• Others	29	18
Frequent Online Purchase		
• Once in a month	63	42
• Twice a month	45	30
• Once in three months	21	14
• Once in 15 days	21	14

6.1 KMO and the Bartlett Test

The Kaiser-Meyer-Olkin analysis is one that displays the level of change in your components that may be caused by basic aspects. KMO and Bartlett's Test must be more significant than 60% for the data to be sufficient. In this situation, it is 85.7 percent, indicating that the sample size is appropriate (Kaiser, 1974). The KMO sample adequacy metric for each of the subscales was much higher than the necessary criterion, suggesting excellent sampling appropriateness (Hutcheson and Sofroniou, 1999).

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.857
Bartlett's Test of Sphericity	Approx. Chi-Square
	19151.55
	df
	1378
	Sig.
	.000

6.2 Chi-square test

Test Statistics

	Gender	Age	Occupation	Income Monthly	Frequent Online Purchase	Spend Monthly Through the Online Shopping
Chi-Square	.960 ^a	114.693 ^b	70.467 ^c	38.200 ^c	26.053 ^b	33.360 ^b
df	1	3	4	4	3	3
Asymp. Sig.	.327	.000	.000	.000	.000	.000

Chi-square significance level is 0.327 , i.e., $p > 0.05$; hence, there is no relationship exists between gender Online Impulsive Buying. There is no difference in purchase behavior among gender. The buying behavior of the product in the shopping portals is got the same impact that both the gender have the same opinion towards the shopping online.

Chi-square significance level is 0.000, i.e., $p < 0.05$; hence, there is a relationship that exists between age and Online Impulsive Buying. The shopping behavior is got difference with reference to age groups of the customers.

Chi-square significance level is 0.000, i.e., $p < 0.05$; hence, It does not accept the null hypothesis. $P < 0.05$ (i.e., Chi-Square); therefore, there exists a relationship between Occupation and Online Impulsive Buying.

Chi-square significance level is 0.000, i.e., $p < 0.05$; There is a significant disparity in educational outcomes. The customers idea and thought regarding the online shopping varies according to the educational qualification of the respondents

Chi-square significance level is 0.000, i.e., $p < 0.05$; hence, there exists a relation between the Monthly Income and Online Impulsive Buying . There is a significant difference between Monthly income spend by the customers who tend to purchase products through the online shopping portals.

Chi-square significance level is 0.000, i.e., $p < 0.05$; hence, there exists a relation between Frequent Online Purchase and Online Impulsive Buying. There is a significant difference in the customers who buy the products in the online shopping portals frequently for their needs and want. Chi-square 's degree of significance is 0.000, i.e., $p < 0.05$; thus, there is a connection between the Spend Monthly Through the Online Shopping and online impulsive buying.

6.3 Regression results

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Marketing Factor, Website Factor, Hedonic Shopping Motivation, Personality Traits		.Enter

a. Dependent Variable: OIB

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.489 ^a	.239	.218	.62360

a. Predictors: (Constant), PER, MARK, WEB, HED

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.750	4	4.438	11.411	.000 ^b
	Residual	56.387	145	.389		
	Total	74.138	149			

a. Dependent Variable: OIB

b. Predictors: (Constant), PER, MARK, WEB, HED

The R column contains the R value, which is used to calculate the consistency of the dependent variable's prediction. The value of R is 0.489, indicating that the degree of prophesy is correct. The R square value denotes the proportion of the dependent variable's variation that the independent variable can explain. The result of R square is 0.239, indicating that our independent variable accounts for 62.3 percent of the unpredictability of our dependent variable.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.816	.353		5.150	.000
	Marketing Factor	.224	.062	.245	1.626	.007
	Website Factor	.175	.066	.202	2.661	.009
	Hedonic Shopping Motivation	.124	.075	.151	1.666	.098
	Personality Traits	.222	.067	.291	3.325	.001

a. Dependent Variable: OIB

The P-value of the factors such as marketing factor, Website factor, Hedonaic motivation and personality traits is P 0.000 Significant , thus is there is the significant difference between the external and internal factors towards the online impulsive buying. The customers are influenced by the external factors such as Marketing and Website Factors which is gives the customers the display of the products which induces the customer to make a online Impulse purchase. In contrast the customers are influenced by the internal factors such as Hedonic Shopping Motivation and personality traits, the customers internal likes and dislikes towards the online shopping is been affected by the customers internal perceptions.

7. Findings and Discussion:

• Demographic Statistics of the Respondents:

Table 6.1 shows that the female respondents are 46% than the male respondents 54%. Based on age groups, respondents aged over 20-30 years have the highest percentage, which is 60 percent. Seen from the occupation level of the respondents, college-going students are frequently involved in online purchases with the help of social media with a percentage of 43 percent. Based on the Monthly income earned the respondents who are Pocket Money Savers are highly involved in the online shopping purchase. Based on the frequent of products bought through the online portals, the customers tend to buy the product once in a month with the highest percentage of 42%.

• Relationship Between the Variables

The research has concluded that there is a positive relation between External and Internal factors that influence the customer shopping behavior through the online shopping sites. The research finding has coincided with the study of Umair Akram,2018. The customers enjoy their shopping online using the shopping website portals the external factors such as marketing factor and website factor stimulates the customers purchase behavior which in results makes them to fo unplanned purchase. The internal factor such as personality traits and Hedonic Shopping Motivation plays the vital role in changing the shopping behavior of the customer. The internal stimuli helps them to have a deep thought in making them to do the unplanned purchase. This finding of the research concurs with the research of Dawson & Kim,2009.

Whereas the cognitive aspect is well discussed in this study, certain topics are not. For example, the connection between age, gender, culture, and socioeconomic factors, as well as online impulsive buying, is largely unexplored. Despite the fact that there are countless impulsive purchases associated to such elements, the internet market is still lacking in the academic sector. Some issues are inconsistent, although these discrepancies might be related to other variables that result in different outcomes.

8. Conclusions:

To summarise, online impulsive purchase behaviour is vital for generating profit for sellers and improving the shopping experience for customers. Internal factors such as personality traits and Hedonic Shopping motivation have a direct and significant impact on impulsive purchasing behaviour. External variables such as marketing factors and website factors, on the other hand, might also contribute to impulsive purchases in the online market. As a result, both internal and external influences play a role in online impulsive purchases. The research of online impulsive purchasing behaviour is still in its early stages. As a result, some concerns, such as cultural and socioeconomic disparities, are really undeveloped. However, fundamental topics such as emotion and website characteristics have received a lot of attention in recent years.

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