

Project Dissertation Report

on

IMPACT OF IMPULSE BUYING BEHAVIOR

ON ONLINE SHOPPING

Submitted By

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CERTIFICATE

This is to certify that Miss Itisha Pandey, has completed the project titled “Impact of Impulse Buying Behavior on Online Shopping” under my guidance as a part of Master of Business Administration (MBA) curriculum of Delhi School of Management, New Delhi.

Project Guide

Dr. Rajan Yadav

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DECLARATION

I, Itisha Pandey, hereby declare that the MBA dissertation titled “Impact of Impulse Buying Behavior on Online Shopping” is my original work, and it has not been submitted in part or in full for any other degree or qualification. The research work included in this dissertation is the result of my own efforts, and I have duly acknowledged all sources of information used in the preparation of this work. All the data, figures, and quotations used in this dissertation have been appropriately referenced. I confirm that I have followed all ethical standards and guidelines while conducting research and collecting data for this dissertation. All participants involved in this research have given their informed consent, and their privacy has been duly protected. Finally, I acknowledge the guidance and support provided by my supervisor’s, faculty members, and peers throughout the course of my MBA program, which has enabled me to complete this dissertation successfully.

Itisha Pandey

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EXECUTIVE SUMMARY

This study investigates the concerning rise of impulsive buying behavior within the realm of online shopping. To shed light on the factors influencing these unplanned purchases, a research model was developed. This model guided the creation of a survey questionnaire that explored emotional triggers, mega sale promotions by retailers, and individual consumer characteristics like self-control, social-influence which potentially linked to impulsive buying.

The survey was distributed to a representative sample of 150 participants, and the collected data was rigorously analyzed using SPSS software. This analysis aimed to identify the associations between the identified factors and impulsive buying behavior.

The study's findings offer valuable insights for both online retailers and consumers. Retailers can leverage this data-driven understanding of customer behavior to craft targeted marketing strategies, while consumers can gain awareness of the factors influencing their own online shopping habits. This newfound awareness empowers them to make more mindful and controlled purchasing decisions.

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CHAPTER 1

Imagine you're scrolling through your phone, checking out social media. Suddenly, you see an ad for a pair of sunglasses that look amazing. They're discounted for just today, and everyone in the comments seems to love them. Before you know it, you've clicked "buy" without even really thinking about it. That is impulsive buying.

Impulsive buying is like making a snap decision to purchase something without really planning it out. It's often triggered by things like:

- **Emotions:** Feeling happy, sad, bored, or stressed can make us more likely to buy something on a whim.
- **Deals and Discounts:** Seeing a "limited-time offer" or a big discount can make us feel like we have to grab it before it's gone, even if we don't necessarily need the item.
- **Social media:** Ads and posts showing off trendy products can create a desire to have them too, leading to impulsive purchases.

So knowingly or un-intentionally we all sometimes get carried away for impulsively buying online. A combination of factors could be a cause of it but before we can comprehend it, we have already bought something for ourselves.

Thus, we can define impulsive buying as a phenomenon where one ends up buying stuffs in the heat of the moment, without actually realizing if we need a particular product or not.

1.1 Background:

Impulsive buying has been prevalent in traditional modes of shopping since years but now with the rise of E-commerce, it's becoming a major issue of concern.

This is because of the convenience of click that we all some or the other times get indulged in buying impulsively. Although, some people are aware of their impulsive buying behavior, quite a lot of population is still unaware.

Previously, studies have been made on such topics to get insights of what could be the prevalent factors for the same.

1.2 Problem Statement: Impulsive Buying Behavior in Online Shopping

The contemporary online shopping landscape fosters a unique environment that fuels impulsive buying behavior. Defined as unplanned and emotionally driven purchases, impulsive buying poses a significant problem for both consumers and online retailers.

1.3 Objectives of the Study: Unveiling the Drivers and Patterns of Impulsive Buying Online

This research project tackles the significant issue of impulsive buying behavior within the online shopping landscape. The research focuses on pinpointing the specific factors that contribute to impulsive buying decisions in the online shopping environment. This will involve investigating:

- Psychological influences: Exploring the role of emotions, such as frustration, or sadness, in triggering impulsive purchases. This factor is given name of Relaxing shopping in the model and shows how this individual trait affects ones buying patterns.
- Trends effect: Examining how trending items cause impulsive buying specially for the ones who always likes the idea of staying ahead in trends and influence impulsive buying behavior. This factor is named as Idea shopping.
- Influence of external environment: Investigating social characteristics such as online shopping habits of friends and family that may heighten vulnerability
- Self-control: Based upon individual characteristic of self-control during online shopping like only shopping when required and not just casually

shopping and making sure that whatever we buy is in the budget. This factor is called Value shopping.

- Impulsive buying tendency: Here we see how this tendency prevails in individual and affects their shopping patterns.

Then we made a model based on these five factors to check whether impulse buying is influenced by them or not.

1.4 Scope of the Study: Defining the Boundaries of Impulsive Buying Behavior Research

This research project focuses on understanding impulsive buying behavior within the specific context of online shopping. To ensure a well-defined and manageable investigation, the scope of the study is outlined as follows:

Population and Sample:

- The target population for this study will be adult consumers who engage in online shopping activities.
- A representative sample will be drawn from this population through survey methods. The convenience sampling technique will be used.

Methodology:

- The primary research method was a survey questionnaire designed to gather data on participants' online shopping habits, purchasing decisions, and susceptibility to impulsive buying behavior.
- The questionnaire will be developed based on existing research on impulsive buying and adapted to the online shopping context.
- Data analysis will be conducted using statistical software (e.g., SPSS) to identify patterns and relationships between variables.

Focus of the Study:

- The research will concentrate on identifying the key psychological, environmental, and consumer-specific factors that contribute to impulsive online purchases.
- The study will not delve into the specific functionalities of individual online shopping platforms or the detailed strategies employed by specific retailers.

CHAPTER-2

LITERATURE REVIEW

(Shikha Sarathe, 2021) “This Bhopal-based study conceptualizes the online grocery market, exploring the factors driving consumer behavior. Time-saving convenience, product quality, delivery speed, and platform variety emerge as key motivators, with Amazon and Flipkart dominating the e-commerce landscape. While a majority perceive online grocery shopping as advantageous, concerns like product inspection limitations and return policies linger. Interestingly, cash on delivery reigns supreme as the preferred payment method, highlighting a potential trust gap despite a growing belief in e-commerce platform security. These insights offer valuable direction for online grocery retailers to tailor strategies that address consumer hesitations and propel wider adoption in Bhopal's evolving online marketplace.”

(Deepti Wadera, Vrinda Sharma 2019) “This India-based study explores the urge to buy in online fashion shopping. Focusing on 18–45-year-olds, it examines how website design (content, layout, promotions), browsing behavior, and individual traits (shopping enjoyment, impulsiveness) influence the desire to purchase. Findings suggest all three factors significantly impact the urge to buy, offering valuable insights for online retailers to optimize website design, target impulsive buyers, and ultimately increase sales. While limited to a specific age group and product category, this research provides a springboard for understanding online shopping behavior in the evolving Indian market.”

(Natasha A. PRAWIRA, Sabrina O. SIHOMBING, 2021) “This Shopee user study (n=330) investigates how motivations like social connection, value seeking, and seeking experiences influence impulsive online purchases. The study also explores how scarcity and the thrill of unexpected finds ("serendipity") moderate these motivations. While not all hypotheses were confirmed, the research found a link between specific motivations, information cues, and impulsive buying. These insights can help e-commerce platforms like Shopee prioritize user experience, customer satisfaction, and website usability to promote informed decisions and potentially curb impulsive spending. Although limitations exist (non-probability

sampling, timeframe), this research offers a springboard for creating a more responsible online shopping environment.”

(Ying Wang, Jialing Pan, Yizhi Xu, Jianli Luo and Yongjiao Wu 2022) “Delving into the growing phenomenon of online impulsive buying, this research (n=425) sheds light on consumer-centric factors that trigger these behaviors. The study moves beyond demographics to explore psychological and cultural influences. Extroversion, neuroticism, and negative emotions are identified as potential drivers of impulsive online purchases, while self-control acts as a counterweight. Furthermore, the research highlights the mediating roles of negative emotions and collectivism. In essence, when individuals with high neuroticism experience negative emotions, a collectivist culture may further amplify the urge to engage in impulsive buying behavior. These findings offer valuable insights for promoting sustainable consumption on both micro and macro levels. By understanding the underlying consumer psychology, online retailers can develop strategies to encourage informed decision-making, while policymakers can craft interventions that nurture a culture of mindful consumption within society.”

CHAPTER-3

RESEARCH METHODOLOGY

The outcome of this chapter is to discuss the technique used in the current study, which intends to investigate the factors related to impulsive buying behavior. This chapter covers the study's research methodology, sampling method, data collecting and data processing techniques and tools. Generally speaking, the chapter bestow a full description of the research methodology used in the study, allowing the reader to comprehend the study's design, data gathering, and analytical methodologies.

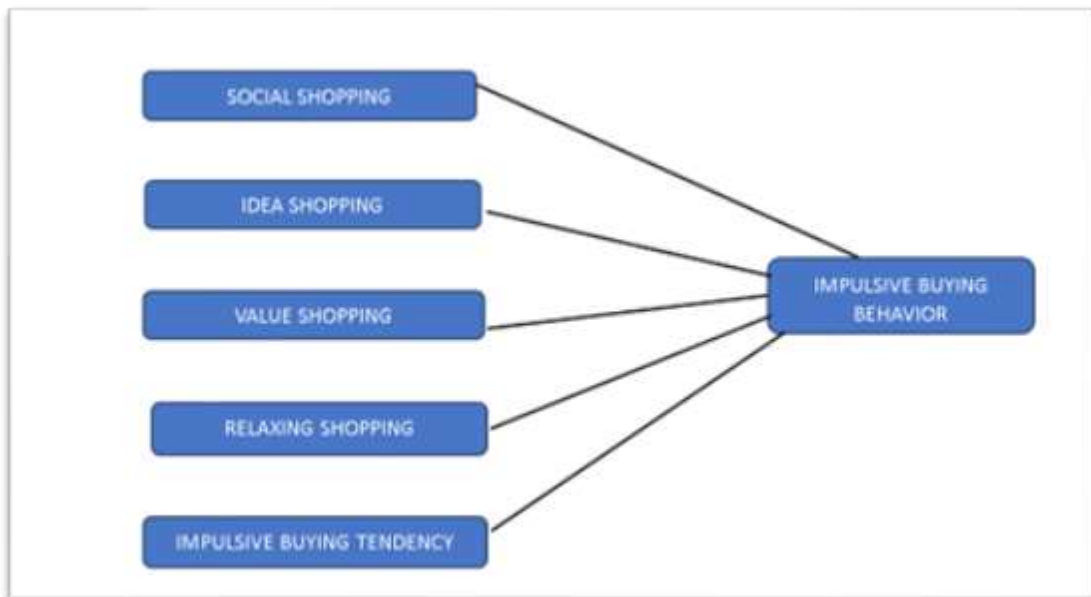
The study approach includes the use of a survey questionnaire to gather data, as well as the use of statistical techniques such as Chi Square, Multiple Linear Regression, to analyse the data with the use of SPSS software.

3.1. Research Design

This study is based on developing a model for research, the chosen factors of the models are social shopping, value shopping, idea shopping, relaxing shopping and impulsive buying tendency. The questionnaire is formed based on five questions from each factor. The Likert scale employs a numerical scale ranging from 1 to 5 for four independent variables and one dependent variable. Social shopping, value shopping, idea shopping and relaxing shopping are the independent factors for this study. Impulsive buying tendency is the dependent variable. The survey findings will be used to analyse how these factors affect impulsive buying behavior.

Developing a Model for research:

Fig. 1: Research Model



3.2 Data Collection

A survey form created with the Google Form platform is used to collect data. The survey sample size is 150 respondents. The data was collected in questionnaire form. The survey form is made up of closed-ended questions built with the Likert scale in mind. The survey form is intended to take about 10-15 minutes to complete.

3.3 Data Analysis

The SPSS programme is used for data analysis. Chi square test is also being used to determine relationship between categorical variables like age, gender, employment status etc. Multiple Linear Regression is performed to find out how social shopping, idea shopping, value shopping and relaxing shopping affect impulsive buying tendencies.

Chapter 4

ANALYSIS, FINDINGS AND RECOMMENDATION

4.1 Analysis

Demographic Profile of the respondents:

Fig. 2: Age

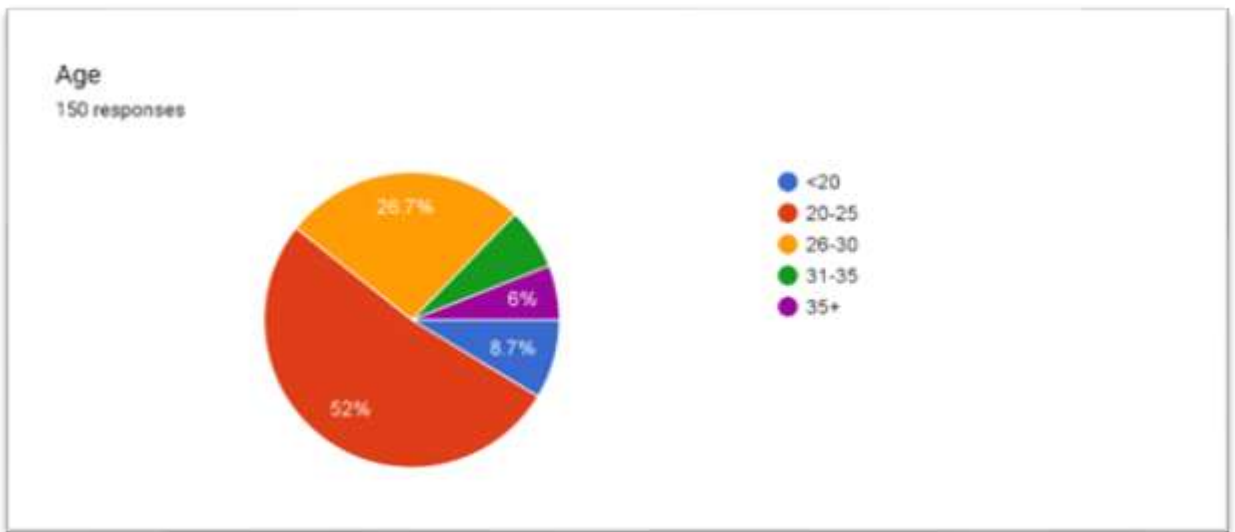


Fig.3: Gender

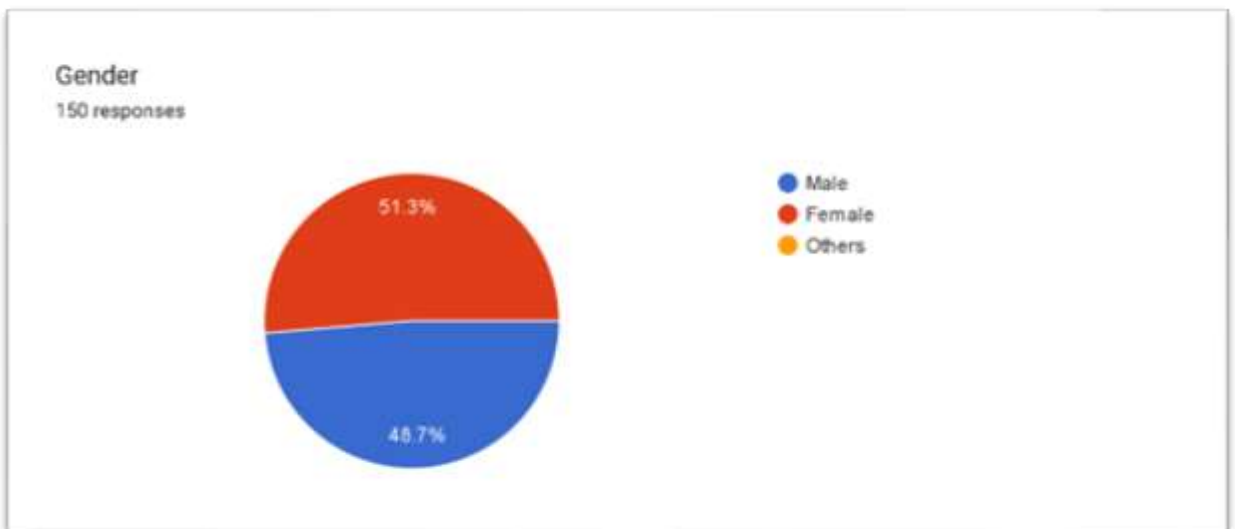


Fig.4: Educational background

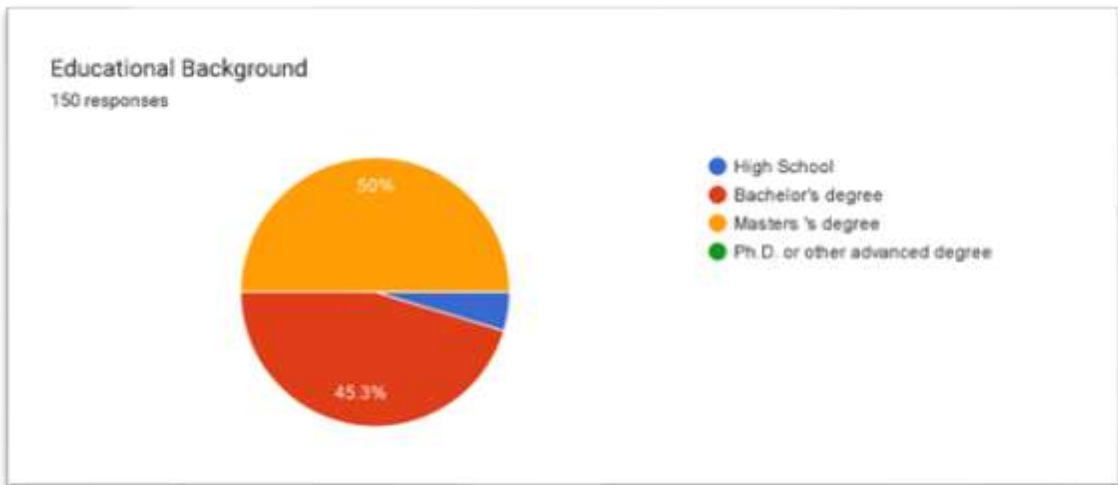


Fig.5: Employment status

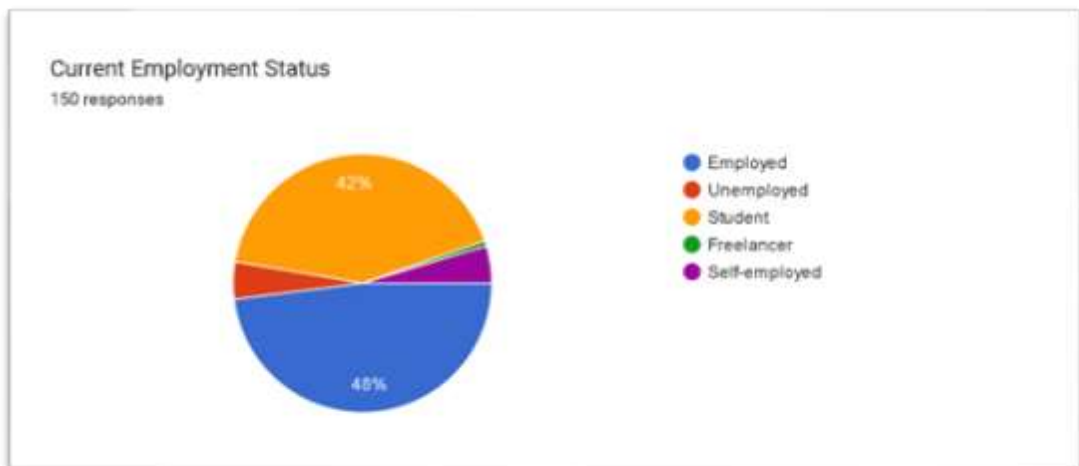
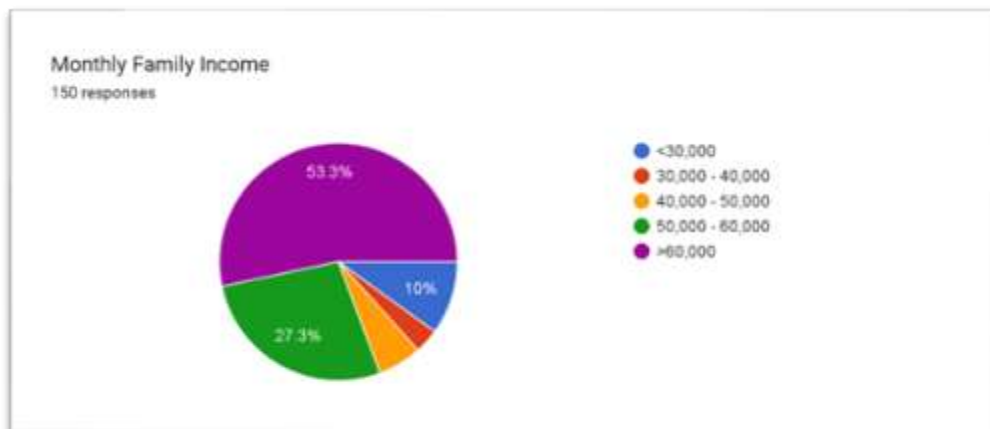


Fig.6: Monthly Family Income



2. Multiple Linear Regression:

The primary goal of this study was to investigate the relationship between several characteristics linked with impulsive buying behavior. We looked specifically at how social shopping (SS), value shopping (VS), idea shopping (IS), relaxing shopping (RS) affect impulsive buying tendency (IBT).

The data analysis has been done hypothesis wise. Following is detail of hypothesis, output of the test and interpretation.

1. H₀: Social shopping has no significant association with impulse buying.
H₁: Social shopping has significant association with impulse buying.
2. H₀: Value shopping has no significant association with impulse buying.
H₁: Value shopping has significant association with impulse buying.
3. H₀: Idea shopping has no significant association with impulse buying.
H₁: Idea shopping has significant association with impulse buying.
4. H₀: Relaxing shopping has no significant association with impulse buying.
H₁: Relaxing shopping has significant association with impulse buying.

To test the above relationship, the average of the responses under each factor has been obtained using Transpose variable in SPSS and created a new variable having the mean value.

Then, Multiple Linear Regression was done to test the hypothesis. The output of the test is given below.

Table 1: Regression variables

Model	Variables Entered	Variables Removed	Method
1	IS_AVG, VS_AVG, SS_AVG, RS_AVG ^b	.	Enter

a. Dependent Variable: IBT_AVG
b. All requested variables entered.

Table 2: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					
					R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
1	.765 ^a	.586	.574	.55138	.586	51.224	4	145	<.001	1.855

a. Predictors: (Constant), IS_AVG, VS_AVG, SS_AVG, RS_AVG
b. Dependent Variable: IBT_AVG

Model Summary:

1. R: This is Pearson correlation coefficient which describes strength and direction of linear relationship between two or more variables. The R-value of 0.765 shows strong and positive correlation among the variables.
2. R-squared(R^2): This coefficient used to measure the goodness of fit of model. Technically, the R^2 gives percentage of total variation in the dependent variable that is explained by the independent variables R^2 value of 0.586 shows 58% in impulsive buying tendency is explained by independent variables or predictors jointly. Thus, 42% is captured by error term, so the model provides a reasonable fit to the data but may leave some unexplained variance.

3. Adjusted R- squared: This is modified version of R^2 that has been adjusted for the number of independent variables in the model. The adjusted R^2 penalises R^2 for addition of variables which do not contribute to the explanatory power of the model. Its value of 0.574 shows 57% of change in impulsive buying tendency is explained by the predictors.
4. Durbin Watson (DW) statistic: This measures evidence of autocorrelation in residuals. Acceptable DW range of no correlation is between 1.45 to 2.44. There is no evidence of autocorrelation as indicated by DW value of 1.85.

Anova:

Table 3: Anova

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	62.293	4	15.573	51.224	<.001 ^b
	Residual	44.083	145	.304		
	Total	106.376	149			

a. Dependent Variable: IBT_AVG
b. Predictors: (Constant), IS_AVG, VS_AVG, SS_AVG, RS_AVG

The study is based on a regression model's ANOVA (study of Variance) table. Let's deconstruct the analysis using the provided information:

Regression: The sum of squares (SS) is the sum of the squared discrepancies between the predicted values and the mean of the dependent variable. There are 62 squares altogether in this situation.

Degrees of freedom, or the number of independent variables in the model. The presence of three independent variables is indicated in this situation by the number

The total of squares divided by the degrees of freedom is known as the mean square (MS). The mean square in this situation is found to be 15.573 (62.29 divided by 4).

F statistic: The proportion of the regression's mean square to the residual's (error) mean square. Here, the F statistic is 51.224. The probability-value corresponding to the F statistic is known as the significance level (Sig). The regression model appears to be statistically significant (since less than 0.05) in this instance because the significance level is stated as <0.01 , which denotes an extremely low p-value.

Residual (Error): Sum of squares: The total squared difference between the values that were seen and those that the regression model predicted. The total squares in this case is 44.083.

Degrees of freedom are equal to the sum of the observations less the number of parameters that the model has estimated. The df in this instance is provided as 145. The sum of squares divided by the degrees of freedom is the mean square. The mean square in this situation is determined to be 0.304 (44.083 divided by 145).

Total:

The sum of squared discrepancies between the observed values and the dependent variable's overall mean is known as the sum of squares. Here, the squares' total is 106.376.

The regression model accounts for a large percentage of the variance in the dependent variable is supported by the fact that the mean square of the regression model (15.573) is higher than the mean square of the residual (0.304), which is smaller. While the overall sum of squares (106.376) displays the total variability in the dependent variable, the sum of squares for the residual (44.083) illustrates the variability that is still there after applying the regression model.

Fig.7: Regression Standard residual vs frequency

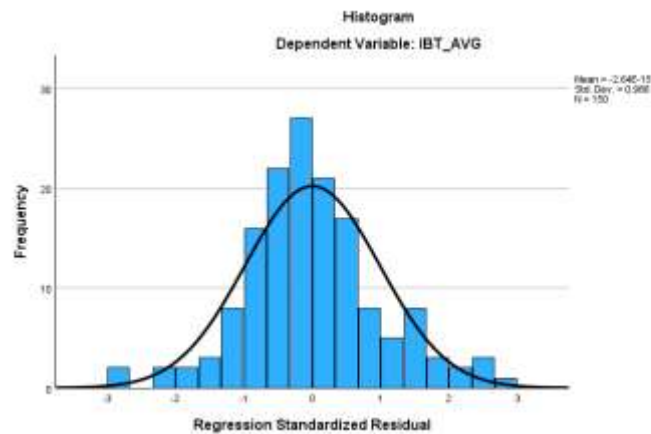


Table 4: Coefficients

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.479	.218		2.204	.029
	VS_AVG	-.107	.062	-.099	-1.718	.088
	SS_AVG	.147	.074	.132	1.987	.049
	RS_AVG	.515	.071	.518	7.282	<.001
	IS_AVG	.283	.069	.270	4.117	<.001

a. Dependent Variable: IBT_AVG

The regression analysis tries to interpret the relationship between dependent variable, impulsive buying tendency and other independent variables(predictors). The coefficients presented in the table show the strength and direction of the relationship between the variables.

The standardized coefficients (Beta) indicate the relative importance of each predictor variable in explaining the variance of the dependent variable. The t-value indicates the significance of the coefficients. Based on the coefficients provided, the model's constant term has a coefficient of 0.479, which means that when all other predictor variables are zero, the predicted value of impulsive buying tendency would be 0.479.

Value shopping has a negative coefficient of -0.099, indicating that an increase in Value shopping is associated with a decrease in impulsive buying tendency. The t-value of -1.718 and a significance level of 0.088 indicate that this relationship is statistically not significant.

Social shopping has a positive coefficient of 1.32, indicating that an increase in social shopping is associated with an increase in impulsive buying tendency. The t-value of 1.987 and a significance level of 0.049 indicate that this relationship is also statistically significant.

Relaxing shopping has a positive coefficient of 0.518, indicating that an increase in Employee Perceived Training Effectiveness is associated with an increase in Employee Motivation. The t-value of 7.282 and a significance level of <0.001 indicate that this relationship is statistically significant.

Idea shopping has a positive coefficient of 0.270, indicating that an increase in idea shopping is associated with an increase in impulsive buying tendency. The t-value of 4.117 and a significance level of <0.001 indicate that this relationship is statistically significant.

Chi- square tests:

Chi- square test is being performed in SPSS to find out if there exists a relationship between categorical variables.

1. Gender and educational background:

- H₀: There exists no significant relationship between gender and educational background.
- H₁: There exists a significant relationship between gender and educational background.

Table 5: Chi- square

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.688 ^a	2	.008
Likelihood Ratio	9.796	2	.007
N of Valid Cases	150		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 3.41.

Results:

Since p- value is 0.008 which is less than 0.05, thus we reject null hypothesis. So, there is a significant relationship between gender and educational background.

2. Gender and current employment status:

- H₀: There exists no significant relationship between gender and employment status.
- H₁: There exists a significant relationship between gender and employment status.

Table 6: Chi- square

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.251 ^a	4	.870
Likelihood Ratio	1.638	4	.802
N of Valid Cases	150		

a. 6 cells (60.0%) have expected count less than 5. The minimum expected count is .49.

Results:

Since p- value is 0.872 which is much higher than 0.05, thus we accept null hypothesis. So, there is no significant relationship between gender and employment status.

3. Age and current employment status:

H₀: There exists no significant relationship between age and employment status.

H₁: There exists a significant relationship between age and employment status.

Table 7: Chi- square

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	58.062 ^a	16	<.001
Likelihood Ratio	61.798	16	<.001
N of Valid Cases	150		

a. 19 cells (76.0%) have expected count less than 5. The minimum expected count is .06.

Results:

Since p- value is <0.001 which is less than 0.05, thus we reject the null hypothesis. So, there is a significant relationship between age and employment status.

4.2 Findings:

- Based on these results, we can accept the null hypothesis of value shopping and accept the alternative hypotheses of social shopping, idea shopping and relaxing shopping.

- It can be concluded that there is a significant relationship between social shopping, idea shopping, relaxing shopping and impulsive buying tendency.
- There is no significant relationship between value shopping and impulsive buying tendency.
- The three predictor variables (social shopping, idea shopping, relaxing shopping) have a positive and significant impact on impulsive buying behavior.
- One predictor variable (value shopping) has no significant impact on impulsive buying tendency.
- There exists a significant relationship between gender and educational background
- There exists no significant relationship between gender and current employment status.
- There exists a significant relationship between age and current employment status.

4.3 Recommendations

Here are some recommendations to reduce impulsive buying behavior influenced by social shopping, relaxation shopping, and idea shopping:

Social shopping:

We saw with the survey responses that people are influenced by this factor a lot as seeing their family and friends buying something online developed a sense of trust and thus motivates them to buy the same stuff. Many people take considerations of others while buying so they end up impulsive buying without realizing whether they actually need a product or not.

Relaxing shopping:

Also called as retail therapy, people also indulge in this a lot as they get emotionally triggered by their moods and think that shopping will help them to elevate their

mood. In reality this effect is just temporary and one should try to indulge in better coping mechanisms like exercise, indulging in hobbies etc.

Idea shopping:

Many times, those who are trend enthusiasts tend to do impulsive buying as they always want to stay in trend, thus one can try to create a wish list in which they have their product been kept for a few days and later if they still like buying, they can go for it.

Value shopping:

In our analysis, we saw this factor doesn't have significant impact on impulsive buying as people here are already in self-control mode and buy an item only because they need it not just want it and thus not indulge much in impulsive buying.

4.4 Limitations

This study acknowledges limitations in generalizability due to methodological constraints. The relatively small sample size necessitates caution when extrapolating the findings to the wider population. Additionally, the research being geographically confined to Delhi NCR raises concerns about its applicability to other regions with potentially distinct demographics and cultural contexts. Consequently, the results should be interpreted within the context of the specific location studied and may not be universally representative.

CHAPTER-5

CONCLUSION

This chapter summarizes our project on impulsive buying behavior and effect of relationship between several independent variables like social shopping, idea shopping, value shopping, relaxing shopping. We analyzed how these four predictors affect impulsive buying tendency in online shopping. We saw that social shopping, idea shopping, relaxing shopping have statistically significant relationship with impulsive buying and there was no significant relationship between value shopping and impulsive buying tendency, this could be possible because when value shopping we keep in mind our specific shopping goals and are not letting our emotions take the driving seat while doing online shopping, thus we don't end up impulsive buying in this case. But in case of other predictors like social shopping we end up impulsive buying due to being exposed to external stimuli where our friends and family is also buying something so end up getting influenced and do online shopping. Similarly, when sad or feeling low, people tend to indulge in retail therapy as a form of self-care to make them feel better and do impulsive online shopping without even realizing that they might not even need the stuffs right now which they are buying. Also, in idea shopping, seeing something in trend, one likes the idea of having those trendy items in their closet, no matter even if they will wear them often or not and end up impulsively shopping online. The results of this analysis should be interpreted with caution, as there may be other variables not included in the analysis that could also influence impulsive buying tendency. Additionally, the results are based on a specific sample and may not generalize to other populations. Therefore, further research is needed to investigate the role of other variables that could influence impulsive buying behavior.

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ANNEXURE

Google Form:

Impact of Impulsive Buying Behavior on Online Shopping

Dear Participant,

This questionnaire aims to analyse impacts of impulsive buying behavior of individuals on online shopping. Your contribution to this survey will be highly appreciated and will provide valuable information for my study. Your input will remain confidential and would be used only for research purpose.

Thanks for participating in the survey.

Regards

Itisha Pandey



The image shows a screenshot of a Google Form with two questions. The first question is 'Age *' with five radio button options: '<20', '20-25', '26-30', '31-35', and '35+'. The second question is 'Gender *' with three radio button options: 'Male', 'Female', and 'Others'. The form is set against a light orange background.

Age *

<20

20-25

26-30

31-35

35+

Gender *

Male

Female

Others

Educational Background *

- High School
- Bachelor's degree
- Masters 's degree
- Ph.D. or other advanced degree

Current Employment Status *

- Employed
- Unemployed
- Student
- Freelancer
- Self-employed

Monthly Family Income *

- <30,000
- 30,000 - 40,000
- 40,000 - 50,000
- 50,000 - 60,000
- >60,000

To what extent do you agree or disagree with the following statements:(Rank from 1 to 5, 1: Strongly agree 2: Agree 3:Neither agree/nor disagree 4: Disagree 5: Strongly disagree) *

	1	2	3	4	5
I shop online only when there is a discount	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Online shopping makes me enjoy hunting for bargains while I shop

Shopping online gives me pleasant shopping experiences

I often delay taking action until I have carefully considered the consequences of my purchase decisions

I am able to resist temptation in order to achieve my budget goals

I shop online to share my experiences with others

I do online shopping to exchange information about the items I bought with my friends

I do post my purchases online on social media platforms, for example Instagram story

I will recommend items that I buy online to other people

I tend to buy something recommended or purchased by my close ones	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I am sad, I shop online to make me feel better	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping online helps me relieve stress	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I shop online when I want to treat myself to something special	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I indulge in retail therapy quite often	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Online shopping experience elevates my mood instantly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I shop online to keep up with trends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I shop online to make sure I'm always ahead in style with latest fashion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I shop online to see what new products are available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I love being aware of fashion trends online and want to be one of the first to try them	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I often buy stuffs spontaneously	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online shopping notifications triggers me to buy unintentionally	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I ended up spending more money than I originally set out to spend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I bought more than I planned to buy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping online makes me unable to hold back from purchasing goods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Summary