

Online Impulse Buying Behavior During the Pandemic Situation

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ABSTRACT

The major purpose of this research paper is to look at customer impulse purchase behavior online during the pandemic, as well as impulse buying behavior across different product categories. The result explains that this area of online impulse buying behavior is increasing rapidly at a high pace. Online shopping sites are one of the platforms that are becoming a major influencer in persuading customers to buy things online impulsively. Customers were more likely to buy items and services online during the Pandemic when the lockdown was imposed across the country, and it was also found they were also drawn to products and services that were not on their list but were purchased at that very moment.

Keywords: Online shopping sites, Impulse Buying behavior, Pandemic, Customers

1. Introduction

1.1 Impulse buying behavior of the consumer:

Impulsive buying is when you buy something on the spur of the moment rather than planning before of time. In other terms, impulsive purchasing refers to a spontaneous decision to buy a service or a product. Retailers are striving to turn browsers into spenders with the help of various in-store influencers. Since the 1950s, there has been researching in the topic of consumer research was conducted to better understand the idea of impulsive purchasing. Impulsive shopping is unplanned shopping done in response to a trigger an external trigger, such as spotting a particular product in a store. Impulsive purchasing is triggered by internal motivation. Highly impulsive buyers are more prone to act without thinking, to be emotionally drawn to the item, and to want it now in gratification. Impulsive buying is a psychological phenomenon that is exacerbated by the culture of consuming, which leads to purchasers succumbing to temptation and purchasing anything without regard for the repercussions. The impulsive purchase has been linked to feelings of sadness and worry, and it must be managed psychologically. Impulsive buying is linked to a personality trait that causes a person to make impulsive purchases as a habit. Impulsive shoppers are primarily social people concerned about their social image and standing. They choose impulsive shopping to impress

others and to seem beautiful so that others think well of them. Buyers frequently make spontaneous purchases to lighten their moods. Impulsive customers are unconcerned about the consequences of their behavior.

1.2 Online impulse buying behavior of consumers during the pandemic situation:

In the world of e-commerce, impulse purchases are common. In today's world, impulsive buying is so frequent that it accounts for around half of all client expenditure. Technology presents customers with limitless potential for impulse purchases by enabling faster, smarter, and more convenient purchasing options. As a result of the pandemic, people are compelled to stay indoors and spend more time on the internet.

The pandemic outbreak at the start of 2020 drastically altered how consumers used items and their perceptions of them. Consumer traits (i.e., impulsive buying tendency, shopping enjoyment propensity, consumer mood), as well as situational elements (i.e., individual circumstance, website quality, merchant incentive activities, and product qualities), were investigated in relation to online impulse buying. The study discovered that, first and foremost, there were three widely agreed assumptions about the elements that influence online impulsive buying, including impulse buying inclination, customer mood, and retailer incentive activities.

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2. Literature review

S.No	TITLE	AUTHOR	YEAR	FINDING
1.	A Study of the Online Impulse Buying Behavior during COVID-19 Pandemic	Chandan Thakur Ashwini Diwekar B. Jagadeshwar Reddy Niteesh Gajjala	2020	This research looks at the phenomenon of an impulse purchase during pandemics, as well as the elements that contribute to it.
2.	The Effects of Flow on Consumer Satisfaction through E-impulse Buying for Fashion Products	Park, Shin-Young, Park, Eun-Joo	2013	The findings revealed that e-shopping mall attributes had a significant impact on e-impulse buying, which was mediated by the consumer flow experience and influenced by consumer satisfaction. The path model showed that shopping center qualities promoted flow, flow influenced e-impulse buying, and e-impulse buying influenced consumer satisfaction.
3.	Online personalized recommended product quality and e-impulse buying: A conditional mediation analysis	Richard Amoakoa, Samuel AduGyamfi, Eric Amankwa, Collins Opoku Antwi, Emmanuel Debrah, Yuan Chun Jiang, Seth Ampadu	2020	This study investigates whether online shoppers' E-impulse buying behavior is influenced by individualized product quality recommendations.
4.	A moderated mediation model for e-impulse buying tendency, customer satisfaction and intention to continue e-shopping	Yogesh K Dwivedi, Nripendra P. Rana, Anuj Sharma, Satyanarayana Parayitam, Pooja Goel	2021	The research indicates how the global COVID-19 epidemic and subsequent lockdown prompted customers to do more online purchasing, potentially leading to e-impulse purchases.
5.	The role of atmospheric cues in online impulse-buying behavior	Maria Madlberger, Arne Floh	2013	This research investigates on the stimulus-organism-response (S-O-R) model to incorporate impulse-buying behavior, which is crucial in electronic shopping but has received little attention in e-commerce research.
6.	Consumer traits and situational factors: Exploring the consumer's online impulse buying in the pandemic time	Ika Febrilia, & Ari Warokka	2021	The study discovered that, first and foremost, there were three widely agreed assumptions about the elements that influence online impulsive buying, including impulse buying inclination, customer mood, and retailer incentive activities. Second, other characteristics such as shopping enjoyment, individual circumstances, website quality, and product features were not considered.

7.	Impact of the COVID-19 Pandemic on Online Consumer Purchasing Behavior	Shengyu Gu, Beata Slusarczyk, SevdaHajizada, Irina Kovalyova and Amina Sakhbieva	2021	The study showed that Introversion was found to have a weak link with the following two factors: promptness in decision making and consistency in online purchasing behavior. Because customers become less e-commerce-averse and more uneasy when making judgments, the link between these factors diminished. Consumers that shop online has also grown in experience. During the COVID-19 period, there was a shift in factors impacting online customer purchase behavior, according to this study. Overall, it indicated that promptness in decision making was becoming increasingly crucial in online shopping.
8.	A Comprehensive Structural Equation Modeling for E Impulse Buying	Shalini Singh & Hemraj Verma	2018	The major goal of this research is to provide a complete model for the antecedents of impulsive purchasing urges (UBI) that eventually lead to E impulse buying, as well as to assess the extent to which moderating variables affect this model.
9.	A Study on Consumer Behaviour Towards Online Shopping.	Bijil Jacob Biju	2021	The study showed Customers are only partially satisfied with internet buying, according to research. Some facility corrections can completely satisfy clients. Customers can save time by purchasing on online shopping sites because they provide a large platform for them to shop on. Sites can gain a high place in the minds of clients by eliminating online frauds. Customers expect speedy delivery of high-quality products, and a large selection of products and competitive prices are two of the primary factors that draw people to online shopping. As these two fields develop, more people will be drawn in. In the minds of customers, online purchasing plays a significant influence.
10.	Online reviews and impulse buying behaviour: the role of browsing and impulsiveness	Kem Z.K. Zhang, Haiqin Xu, Sesia Zhao, Yugang Yu	2018	This study shows minimal research on how they may influence online impulse purchase behavior. This paper's goal is to make theoretical and empirical linkages between them.

11.	Effect of the COVID-19 Pandemic on Consumers' Impulse Buying: The Moderating Role of Moderate Thinking	Shuyang Wang, Yun Liu, Yingying Du, & Xingyuan Wang	2021	From the standpoint of individual consumers, this study looked at the influence of the COVID-19 pandemic on impulse buying, as well as the underlying mechanisms and boundary conditions.
12.	Urge to Buy Impulsively (UBI)	Beatty and Ferrell,	1998	According to the research, having a spontaneous desire to buy while encountering an object in the environment is a state of mind. Then, after experiencing UBI, customers attempt to satisfy their impulsive need by purchasing that thing.
13.	An exploration of e-impulse buying	Shalini Singh & Hemraj Verma	2018	This study is based in nature, revealing various major insights on the triggers of e-impulse buying in a comprehensive manner. It gives researchers, academicians, and online strategists with knowledge that helps them improve their strategies.
14.	Examining the Influence of Atmospheric Cues on Online Impulse Buying Behavior across Product Categories: Insights from an Emerging E-Market	Sarah, Farah Hasan, Chai Lee Goi, Fayrere Chieng & Khan Md Raziuddin Taufique	2020	The goal of this study was to learn more about millennials' online impulse purchase behaviour across a variety of product categories.
15.	Flow and social capital theory in online impulse buying	Li-Ting Huang	2016	Following the stimulus-organism-response (SOR) paradigm, social capital theory, and flow theory, this study investigates the impact of affective and reactionary components, as well as two mediators of consumers' online impulsive buying behaviour in social commerce.
16.	Analysis of Factors influencing Impulse Buying behavior towards e-tailing sites: An application of S-O-R model	Md Wasiul Karim, Mohammad Abdul Matin Chowdhury, Md Abdullah Al Masud, Md. Arifuzzaman	2021	This study shows that by using the S-O-R model, they can aim to clearly define the components that influence impulse buying behavior on e-commerce sites.
17.	Clicking the boredom away - Exploring impulse fashion buying behavior online	Anita Radon, Sara Hjelm-Lidholm, Malin Sundström	2019	The study contributes by shedding new light on the relevance of boredom in impulsive shopping, as well as providing insights for future research into the problem on a larger scale.

18.	The state of online impulse-buying research: A literature analysis	Tommy K.H. Chan, Christy M.K. Cheung & Zach W.Y. Lee	2017	The study shows that they used the Stimulus-Organism-Response (SOR) framework to identify and classify the components that influence online impulse purchase. Then, to describe the interrelationships between the three essential parts of online impulsive buying, they created a conceptual framework. Finally, they explored future study directions and research implications.
19.	Do Website Quality, Fashion Consciousness, and Sales Promotion Increase Impulse Buying Behavior of E-Commerce Buyers?	Allysha Tiffany Wiranata & ArgaHananto	2020	This study was done to look at the elements that influence impulse buying in the context of apparel/fashion product purchases. In addition, the purpose of this research was to look into the function of sales promotions in moderating the relationship between website quality and impulse purchases.
20.	Boosting impulse buying behaviour in marketing management : customer satisfaction perspective	Elfindah Princes	2019	This study shows from the standpoint of customer pleasure, this study examines impulse buying behavior. Being impulsive has long been associated with irresponsible behavior, poor performance, and haphazard activity, all of which can lead to major disappointment.

3. Research methodology

3.1 Research Problem

Even though research on consumer preference for online buying has been conducted, the online impulse purchase behavior of consumers during this pandemic crisis has not been well explored because it is recent and ongoing. Covid has also influenced consumer behavior and it has been changed and it might be impulse buying behavior. Therefore, this research wants to explore all that.

3.2 Research Objectives

The main objectives of the research are :

- * To examine the online impulse buying behavior of the consumer during this Pandemic
- * To examine the impulse buying behavior across the different product categories during this pandemic situation.

3.3 Research Design

Quantitative Research designs are used in this study. Here,

the quantitative research design is used to collect the data through the Survey method which will be used for statistical analysis.

3.4 Hypothesis

- * HO = There is no significant difference in online impulse buying behavior across different product categories during the pandemic.
- * H1 = There is a significant difference in online impulse buying behavior across different product categories during the pandemic.

3.5 Sampling Design:

Sample Population: General Population

Sampling Unit: All Age groups

Sampling Technique: Convenience Sampling

Sampling Size: 101

3.6 Data Analysis Procedure and Tools

Data from potential respondents will be collected &

entered into SPSS, where an ANOVA analysis test will be used to revile the study findings.

3.7 Data type

Primary data collection methods have been used to conduct this research paper.

Secondary data collection method has also been used to conduct this research paper.

3.8 Data collection method

Online Survey method through Google form. The survey form has been distributed among the General age group.

4.Data Analysis

Table 1: Frequency Chart of Age Group of Respondents

What is Age Group?	
18-35 years	48
35-50 years	28
50 & above	25
Total	101

Table 2: Frequency Chart of Age Group of Respondents

What is Your Gender?	
Female	51
Male	45
Others	5
Total	101

Table 3:Frequency Chart of Occupation of Respondents

What is your Occupation?	
Student	38
Businessperson	31
Employee	22
Others	10
Total	101

Table 4 : Frequency Chart of Annual Family Income of Respondents

Do you like Online Shopping?	
Yes	88
No	13
Total	101

Table 5 :Frequency Chart of likeness of online shopping

What is Your Annual Family Income in INR?	
0-5,00,000	31
5,00,000-10,00,000	27
10,00,000-20,00,000	20
20,00,000 & above	23
Total	101

Table 6 : Frequency Chart of Purchase Spontaneously of Respondents

Do you purchase spontaneously?	
Yes	69
No	32
Total	101

Table 7 : Frequency Chart of Purchases during lockdown

Have you purchased anything without planning online during the lockdown?	
Yes	53
No	31
Maybe	17
Total	101

Table 8 : Frequency Chart of Purchases spent more than planned of Respondents

Have you spent more than you had planned to buy?	
Yes	69
No	32
Total	101

Table 9 :Frequency Chart of "I often buy online things spontaneously" of Respondents

I often buy online things spontaneously	
Strongly Agree	33
Agree	24
Strongly Disagree	14
Disagree	15
Neutral	15
Total	101

Table 10: Frequency Chart of "I often buy online things without thinking" of Respondents

I often buy online things without thinking	
Strongly Agree	27
Agree	17
Strongly Disagree	20
Disagree	27
Neutral	10
Total	101

Table 11 : Frequency Chart of "sometimes I feel like buying things on the spur of the moment" of Respondents

Sometimes I feel like buying things on the spur of the moment	
Strongly Agree	24
Agree	27
Strongly Disagree	23
Disagree	17
Neutral	10
Total	101

Table 12 : Frequency Chart of "If I see something online, I wanted I instantly buy it" of Respondents

If I see something online, I wanted I instantly buy it	
Strongly Agree	30
Agree	19
Strongly Disagree	13
Disagree	25
Neutral	14
Total	101

Table 13: Frequency Chart of product category have you purchased spontaneously during pandemic online of respondents

Which product category have you purchased spontaneously during the pandemic online?	
Fashion	31
Grocery	12
Electronics	22
Pharmacy	8
Food & More	12
Cosmetics & Personal Care	16
Total	101

Table 14: Frequency Chart of Online Shopping website do you prefer to buy items spontaneously of respondents

Which Online Shopping website do you prefer to buy items spontaneously?	
Flipkart	22
Amazon	20
Nykaa	22
Bigbasket	14
Swiggy	9
Others	14
Total	101

Table 15 : Bar Chart of mode of payment do you prefer while doing impulsive online purchases of respondents

What mode of payment do you prefer while doing impulsive online purchases?	
Cash on Delivery	21
Debit	25
Credit	19
Pay later	15
EMI	18
Others	3
Total	101

Table 16: Frequency Chart of "Are you often satisfied with your impulse (without planning) online purchases" of respondents

Are you often satisfied with your impulse (without planning) online purchases?	
Yes	48
No	19
Maybe	34
Total	101

Statistical & Hypothesis Analysis

- HO = There is no significant difference in online impulse buying behavior across different product categories during pandemic.
- H1 = There is a significant difference in online impulse buying behavior across different product categories during pandemic.

ANOVA Analysis

ANOVA					
Which product category have you purchased spontaneously during the pandemic online?					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	28.035	4	7.009	2.187	.036
Within Groups	307.608	96	3.204		
Total	335.644	100			

ANOVA Effect Sizes ^{a,b}				
		Point Estimate	95% Confidence Interval	
			Lower	Upper
Which product category have you purchased spontaneously during the pandemic online?	Eta-squared	.084	.000	.170
	Epsilon-squared	.045	-.042	.135
	Omega-squared Fixed-effect	.045	-.041	.134
	Omega-squared Random-effect	.012	-.010	.037
a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.				
b. Negative but less biased estimates are retained, not rounded to zero.				

5. Interpretation

Since calculated p value (0.036) is less than 0.05, so null hypothesis is rejected, and alternate is accepted.

Inference:

Since the value is significant, so we can conclude that there is online impulse buying behavior during the ongoing pandemic situation.

6. Findings

After collecting and analyzing the data collected during this survey, I have found the following solutions for the objectives specified

- To examine the online impulse buying behavior of the consumer during the Pandemic

- After studying and analyzing the data, I have found out most of the respondents preferred online purchases during the pandemic.
- Most of the respondent purchases were spontaneous.
- Most of the respondents were mostly female who purchased impulsively.
- Most of the respondents were students, Businessperson & Employees.
- It shows that most of the customers preferred the online mode of payment rather than offline mode of payment.
- To examine the impulse buying behavior across the different product categories during pandemic.
- According to the data that I have collected during the research, I have analyzed that most respondents have purchased impulsively Fashion, Electronics & Cosmetics & Personal care categories during the pandemic.
- Some of the respondents preferred to purchase Food & More without planning during the lockdown.
- The analysis showed that the respondents rarely purchased "Pharmacy" category products without planning during the pandemic.
- The analysis showed that most of the online shopping websites were preferred to buy different products categories during the pandemic.

7. Conclusion

This study examines the online impulse buying behavior of the consumer during the Pandemic. It basically means how the pandemic has affected the online impulsive buying behavior of the consumers. This study also examines the impulse buying behavior across the different product categories during pandemic. It means how the pandemic has affected the buying behavior across the different product categories.

The parameters were to buy things spontaneously, to buy things recklessly, to buy something instantly, to buy things on the spur of the moment & to buy things without planning along with the product categories purchased impulsively by the customers.

It was found out in this research that People have significantly purchased most of the products without planning and in the spur of the moment. Most of the customer's purchases were reckless and were somewhat satisfied with their purchases.

We can conclude that the online impulse buying behaviour of the consumer during the pandemic was hugely affected. The impulsive purchases have increased to some extent than it was before the pandemic. Mostly the FMCG products, Cosmetics & Personal Care & Food & More

product categories were purchased on the spur of the moment without planning. It also showed that the type of online shopping website also played an important.

8. Implications

This paper explains the relationship between Online impulse buying and pandemic situations. The implication of this paper is that the sample size is around 101 respondents and therefore does not have a diverse understanding. Though this study offers a better understanding of the topic and provides an insight into the development of this area i.e., Online impulse buying behavior. Even though different papers on consumer preference for online buying have been conducted, the online impulse purchase behavior of consumers during this pandemic crisis has not been well explored because it is recent and ongoing.

Covid has also influenced consumer behavior and it has been changed and it might be impulse buying behavior. Therefore, this research paper wanted to explore all that. The findings will help the marketers to understand the pattern of the customer buying behavior and will help in increasing their profitability by changing their marketing strategies likewise. The researchers can use the results to design their further studies regarding the same topic. This research can be used in conducting the online buying behavior of the customers that may have an influence on online impulse buying behavior.

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