

Factors Influencing the Working Women's Online Impulsive Buying Behaviour in Bhopal District of Central Madhya Pradesh

Dr. Sunil Sharma

Associate Professor, Department of Management, Millennium Institute of Technology & Science, Bhopal, Madhya Pradesh, India

Abstract

Online impulse purchase is an important factor that could benefit online retailers and advertising agencies. In social media marketing contexts, terms like "personalization of advertisements", "advt value", "website aesthetics", and consumer "information-sharing concerns" are being utilised, and methods are also being framed accordingly. However, little study has examined the potential link between the aforementioned characteristics and the online impulse buying behaviour of working women. The current study provides insight into how these social media elements affect women consumers' propensity for online impulse purchases, an area of special significance in online business contexts. This study proposes and evaluates a conceptual framework that takes into account a number of variables to assess Gorakhpur District working women's propensity for online impulse purchases. The survey's findings demonstrated the effectiveness of personalised ads, ad value, and website design in predicting customers' tendency for making impulsive online purchases. Additionally, it demonstrated the unfavourable relationship with customer privacy worries. The study's conclusion has various management and academic ramifications.

Keywords: *Impulsive buying, privacy concerns, personalized advertisements, working women, website aesthetics, information sharing, advertising value.*

1. Introduction

In this highly competitive market, being able to sustain a place in customers' mind and profitability becomes the focus of a business. Customer is always the core of a business, therefore consumer buying behavior is an essential key component to [1]. Growth in consumer spending is given a rise due to increasing affluence, blooming of retail strategy and the ease in technology accessibility [2]. Today, shopping has mostly meant for sense of pleasure and self-fulfilment, arising the growth and significance of impulse buying behavior [3].

Issue may arise during economic downturn as consumers tend to be cautious in spending during recession [4]. Yet the fact that some business boomed during recession proves it in another way, by capitalizing on timely technology or latched on to powerful trends that defy the recession. Tupperware and Coleman are well-demonstrated businesses which are able to gain benefit from recession. [5] This is supported by [6], that economic downturn is not going to stop consumer spending. The key is to study the needs of consumers thoroughly and adapt the strategies to the market trend.

1.1 Problem Statement

Problem Statement Impulse buying is not only extraordinary phenomenon, it actually influences retailer's profit even accounts up to 80% of the sales revenues [7]. A study shows that more than half of shoppers in malls were found to buy impulsively, indicating that impulse buying is significant to retailers' profit [8]. It gives opportunities to the marketers to trigger the impulse buying among consumers in order to boost up the overall sales revenues, hence confirm that impulse buying behavior contributes a major role for modern retailers [9]. As discussed that it is easier for consumers to buy impulsively, it is worthwhile to investigate in details how these marketing factors trigger impulse buying and which one exerts the greatest influence [10]. The rate of female labor force participation has increased to 54.3% in 2016, implicates that women's participation is more than half of the total workforce (Department of Statistics Malaysia, 2016). Increased access to education and employment opportunities are improving the social status and economic independence of women [11]; The Malaysian Economy in Figures, 2016). Females being involved in impulse buying is higher to males on average too [12]. Given the facts that economic growth is resulted by increase in number of working women, thus being economic independent leads to increase in their purchasing and spending power, which impels economical changes of a country [13]. Showing these facts, it would be foolish to underestimate the female consumer [14]. Various studies have been conducted on

this particular issue in western countries, however there is limited literature in the context of Malaysia. Therefore, there is a considerable gap in the existing literature. It may give different result due to culture differences as culture would vastly affect the empirical result of this research [15].

2. Review of Literature

[16], The extent to which a person is predisposed to “make unplanned, impulsive, and unthinking purchases” is the impulse buying inclination”. [17], “A rapid and immediate purchase with no pre-buying intentions to purchase a certain type of product or to complete a specific buying job”. In other words [18], impulse buying refers to situations in which a person has a sudden desire to purchase something. [19] Identified numerous characteristics that can help explain the notion of impulse buying. Most impulse purchases are unintended. Next, impulsive buying is a behavior generated by exterior inducements. Further, impulse purchases are made instantly, with little thought given to information finding or weighing following options. In past studies, impulsive buying inclination is recognized as a consumer attribute that regulates consistent responses to external inducements. Impulse buying may be enhanced as a trait in social media backgrounds, including an online social situation where individual experiences are personalized. It gets imperative because researchers believe that impulse buying is strongly linked to impulse purchase [20] Whether personalized advt influences consumers’ online impulse purchases are based on present research showing that the self and impulse purchasing are nearly related. [21] “Self-concept, “self-identity”, “cultural values”, and other aspects of the self have influenced impulse buying. The capital of individual information allows the formation of social media ads that benefit advanced targeting options. Thus, it represents a promising roadmap via which online buying can be yielded for online stores. These sellers can benefit from these targeting options, ensuring that the social media advertisement presented to individuals are relevant in ways other advertising formats cannot match [22]. Given that social media (Technologies et al., 2019) allows people to express themselves more freely, it is expected that consumers’ personalized social media advertisements will impact consumers’ online impulsive buying bent in this research. This study investigates what aspects of personalization impact working women’s online impulse buying tendencies.

H01: Personalized social media advt negatively influence the working women’s online impulsive buying behaviour.

H11: Personalized social media advt positively influences working women’s online impulse buying behaviour.

Since after Clover started the study of impulse buying in the 1950, more and more researchers contributed to this area of study [23] extended research by exploring the precursors of impulse buying and examining how in-store

browsing, influences impulse buying behavior. Impulse buying in most circumstances is activated or triggered by the external cues, as the initiator of impulse. Thus, it is now important to understand the effect of various external factors which are not in controlled of the customer, on customer impulsivity [24]. The fundamental framework of impulse buying began with [25] study where buying behavior has been classified into planned, unplanned and impulse. Planned buying requires information searching and rational analysis, which takes longer time. In contrast, unplanned buying needs not advance planning. While impulse buying is different from the unplanned buying in terms of quick decision making. For impulse buying behaviour, it involves experiencing a sudden, strong, and irresistible urge to buy [25]. Meanwhile, [25] further identifies impulse buying behavior into few types which includes pure, planned and reminded and suggestion impulse buying. Suggestion impulse buying was introduced by Han and his colleagues. He modified the [25] classification mix in context of fashion products and hence suggestion impulse buying also named as fashion-oriented impulse buying. Planned impulse buying is purchase decisions made based on certain conditions including low price promotion of the product. Reminded impulse buying happens when shopper gets reminded the lack of certain goods, in the store. Suggestion impulse buying refers to purchase decision resulting from self-suggestion that the product is needed whereas pure impulse buying is sudden purchase which shoppers do not follow the usual purchase pattern [26]. Consumers are generally not search for information and evaluate when having impulse buying. They browse products and start to have product awareness. During the time, they are exposed to various external stimuli which possibly able to trigger their desire to make purchases impulsively. [27] There are various definitions on impulse buying, from the past, as an emotional, irrational, unplanned purchase that is characterized by relatively rapid decision-making without reflection and a subjective bias in favor of immediate possession till now, as sudden and spontaneous purchase decision with no prior intention to buy the specific product. As impulse buying behavior has become a significant issue, it is vital for retailers to focus on better understanding the consumers’ mind in order to stay advantage in this competitive industry.

3. Methodology

3.1 Procedures

It is empirical research where a quantitative survey was directed for data collection. A well- structured online survey was undertaken with all measures assessed on a “Five-Point Likert Scale”, measuring agreement levels from 1 to 5, with 1= “Strongly Disagree” and 5= “Strongly Agree”. The survey was conducted with the help of Google Forms targeting technology-savvy

working women who actively indulge in the online buying process. The study applied a convenience sampling technique, and an online questionnaire was shared via different social media platforms and e-mails with five hundred working women. The survey was for thirty days, and four hundred forty-eight responses were finally received. Initially, the demographic data was collected; secondly, the working women respondents were enquired about their general social media usage pattern. Finally, the respondents answered their perception of personalized social media advertisements, impulse buying behaviour, website aesthetics, and information sharing concerns.

3.2 Participants

The investigation focused on understanding the online impulse buying preferences and behaviour of working women from India's Gorakhpur District of Eastern Uttar Pradesh. The segment of women has actively adopted online buying due to its numerous benefits like 24x7 accessibility, price efficiency, product availability, convenient delivery, etc. (Hirst & Omar, 2007; Nazir, 2018). Among all respondents (N=480), the age respondents ranged from (Figure 2) 21-50, with 37% of responses received from women between 31-40 and 35.6 as their mean age. In terms of qualification (Figure 3), 8% of them were PhD (N Ph.D=36), 63% of them were Post Graduates (N PG=304), 29% of them were Graduates (N Grad=137), and 1% were undergraduates. In terms of occupation (Figure 4), 21% were Govt. employees (N Govt=100), 25% were from private service (N Pvt=121), 20% were from professional background (N Prof= 95), 27% were business women (N Business=129) and 7% were working students (N Stud=35).

Table 1: Educational qualification of the working women

Educational Qualification	Percentage
Post Doc	8
Post-Graduation	62
Graduation	29
Non-graduate	1

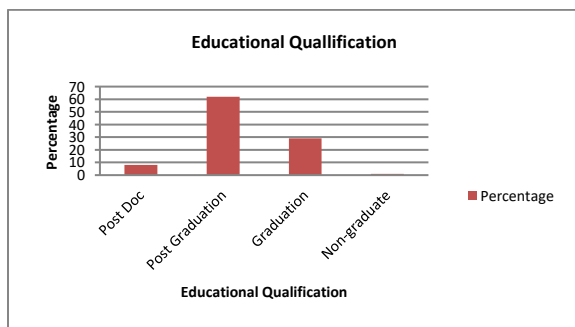


Figure 1: Educational qualification of the working women
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Table 2: Educational qualification of the working women

Age	Percentage
21-30	34
31-40	37
41-50	29

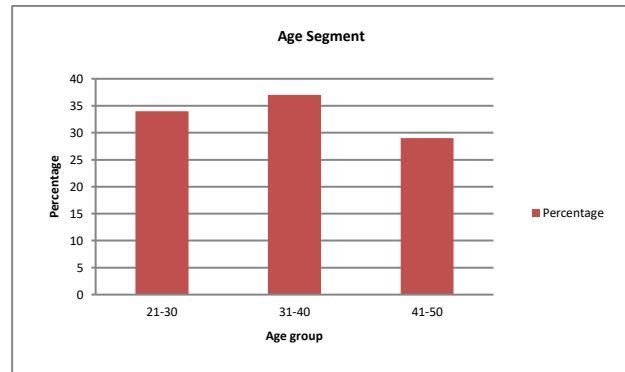


Figure 2 Age segment of the working women

Table 3 Occupations of the women

Occupational Class	Percentage
Govt. Service	21
Pvt. Service	25
Professionals	20
Business	27
Students	7

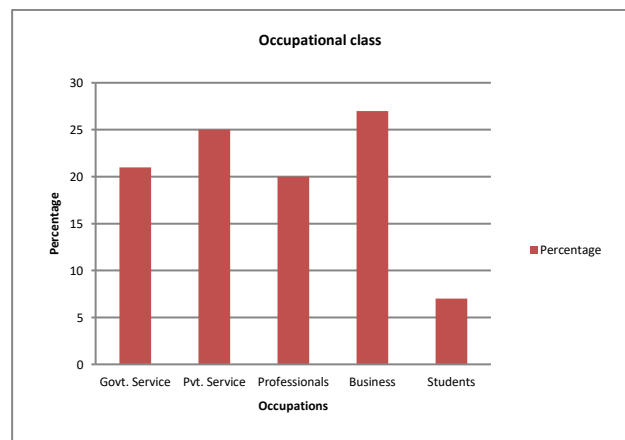


Figure 3 Occupations of the women

Table 4 Statistical data

Descriptive Data Statistics					
	N	Min	Max	Mean	Std. Dev
Personalized_SMAAds	480	1	5	4.41	1.420
Ad_Value	480	1	5	3.40	1.328
Impulse_behaviour	480	1	5	4.53	1.304
W_aesth	480	1	5	3.83	1.215
Info_sharing_c concern	480	1	5	3.33	1.502
Valid N (listwise)	480				

4. Discussion

In order to support the relationships between consumers' perceptions of personalised ads, ad value, website aesthetics, information sharing concerns, and working women's online impulsive purchase behaviour in the social media context, this research proposes a conceptual model. The results showed that personalised social media marketing have a big impact on how working women behave when making impulsive purchases online. The value of advertisements considerably affects how women make spontaneous purchases online. The acceptance is influenced by a positive relationship between website aesthetics and the women's online impulse buying behaviour. Additionally, information sharing concerns have a detrimental impact on the online impulsive purchase behaviour of working women, which leads to the acceptance of null hypothesis H04. Aside from the theory that personalised social media positively linked with the value of advertisements, website design was also thought to negatively correlate with worries about information sharing. Website design had a weak negative correlation with information-sharing worries and a weak positive correlation with ad value. These findings thus offer good theoretical insights demonstrating that working women's online impulse purchase tendency is negatively influenced by information sharing while being positively influenced by personalised social media advertisements, website aesthetics, and Ad value.

5. Conclusion

This research article offers a general overview of the research study's history and reviews of related studies that have already been done. With their increasing purchasing power, it is clear that working women are having a significant impact on the global economy. This

study seeks to produce findings that could be helpful for follow-up research and as a resource for other researchers.

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