

“THE IMPACT OF ONLINE IMPULSIVE BUYING BEHAVIOUR TOWARDS GENERATION Z”

(With special reference to the consumers of Chennai city only)

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ABSTRACT

As Generation Z is in its growing stage, they are diverted on track to be a well-educated generation and moving towards the adulthood category building a character with a liberal attitude and open-mindedness to emerging social trends. Gen Z is expected to restructure the retail industry and the marketers' actions are concentrated more on satisfying the growing generations. Hence, it is important to analyze Generation Z's online impulsive buying practices. Respondents belonging to the Generation- Z who are living in Chennai city were contacted for the study.

Key words: Generation – Z, online shoppers, buyer behavior, impulse buyer...

INTRODUCTION

Impulsive buying is a practice where customers buy goods and services without any prior planning. When a customer decides to buy at the spur of the moment, here the triggering factors is an emotions and feelings. Impulsive buying cannot be categorized into any specific products and are be seen in products such as chocolates, clothes, accessories, mobile phones, and in big-ticket items such as cars, jewelry, etc. Making an unplanned purchase is generally termed as Impulsive buying. Marketers make use of this behavior of customers to boost their sales volume. Generation Z (Gen Z) refers to the generation born between 1997-2012 and belongs to the age group of 10 years to 25 years. Gen Z is the generation that has been raised and is being raised on the internet. Thus, they have often been termed 'Digital Natives'. As they are very much influenced by social media this has laid down the path for them to contribute a major share towards unplanned shopping. Gen- Z is attracted more towards likes and comments on social media to the unboxing video or unveiling of products posted online. The marketers are analyzing the pulse of the younger blood and offer products that are of real value as Generation Z are informed customers.

OBJECTIVES OF THE STUDY

- To study the demographic profile of Generation Z in Chennai city.
- To analyze the impact of demographic profile on Generation Z online impulsive shopping behavior.
- To identify the motivating factors that influence respondents towards impulsive buying while shopping online.

LIMITATIONS OF THE STUDY

This study is not free from limitations. Primary data has been collected through a structured questionnaire and the results of the study suffer from the limitations of such instruments of data collection. Adequate representation had been given only to respondents in Chennai city and is concentrated only on Generation Z.

REVIEW OF LITERATURE

Angela Hausman (2000) examined the multi-method investigation of consumer motivation in impulsive buying behavior using qualitative and quantitative data. Impulse buying processes are considered an alternative to planned decision making and consumers use these techniques keeping that in mind. If the impulse is a reason for information overload, consumers tend to reduce the information processing demands by restricting their search either too limited products or to various features of a larger number of products. **F.Roy Baumeiste (2002)** has put forward that misfiring self-control and relenting to temptation increase impulsive buying practices among the customers. He states that the ability of humans to alter one's responses is an important feature of the human psyche.

Dabija, D. C., & Lung, L. (2019) explored the conception of online impulsive buying behaviour among 263 respondents. The result shows that 22% of the respondents are online impulsive buyers and the main feature that emerged as the reason for online impulsive purchases are hedonic shopping, change in decisions, unplanned shopping, and response to inner thoughts.

The concept of 'Response to stimulus' was studied and is widen to add stimulus apart from the product are also the reason for impulsive purchase.

Coley (2003) investigate online impulsive buying behavior using TAM and found that there is a positive relationship between consumers' impulsiveness and online shopping behavior, it suggests that the marketers should focus on website designing to attract more impulsive buyers. It also indicates that online shoppers are well informed and are sure and confident about what they buy, they are also not influenced by their surroundings. They feel that online shopping ensures privacy and they are more comfortable while doing online shopping when compared to in-store shopping.

METHODOLOGY

This is a descriptive and analytical study based on both primary and secondary data. Primary data was collected from Generation Z online shoppers in Chennai city. The study was carried out for a period of March – June 2022.

SAMPLING DESIGN

The primary data was collected from 250 respondents between the age group 17-25 years in Chennai city through a structured questionnaire. The secondary sources were collected from the information published in journals, books, and research articles.

ANALYSIS OD DATA

TESTING OF HYPOTHESIS

Chi-Square Test was used to find the association between gender and unplanned online shopping.

ASSOCIATION BETWEEN GENDER AND UNPLANNED ONLINESHOPPING

Null hypothesis (Ho): There is no association between gender and unplanned online shopping

Alternative hypothesis (H1): There is an association between gender and unplanned online shopping

Table No. 1
Cross-tabulation between Gender and unplanned online shopping

Gender	Unplanned online shopping		Total
	Yes	No	
Female	82	83	165
Male	59	26	85
Total	151	109	250

SOURCE: PRIMARY DATA

Table No. 2
Chi-Square Test for Gender and unplanned online shopping

Dependent variables	Pearson Chi-Square value	df	Asymptotic Significance (2-sided)	Inference
Gender	8.042	1	0.016	Rejected

SOURCE: PRIMARY DATA

Since the asymptotic value (0.016) is lesser than the significant value (0.05), the null hypothesis is rejected. Hence there is an association between gender and unplanned online shopping.

RANKING OF PRODUCTS THAT ARE BOUGHT SPONTANEOUSLY ONLINE

Henry Garrett’s ranking technique was used to rank the products that are bought spontaneously online

Table No. 3
GARRETT VALUE

Garrett's Value			
Rank	$100(R_{ij}-0.5)/N_j$	Percent position	Garret value
1	$100(1-0.5)/6$	8.33%	77
2	$100(2-0.5)/6$	25%	64
3	$100(3-0.5)/6$	41.67%	55
4	$100(4-0.5)/6$	58.33%	47
5	$100(5-0.5)/6$	75%	37
6	$100(6-0.5)/6$	91.67%	23

Table No. 4

RANKING OF PRODUCTS THAT ARE BOUGHT SPONTANEOUSLY ON ONLINE

Products bought spontaneously on online	Weighted Mean	Rank
Clothing & accessories	66.40	1
Beauty & personal care products	61.26	2
Food & groceries	57.55	3
Mobile accessories/electronics	53.51	4
Home & kitchen products	53.05	5
Furniture	49.05	6

SOURCE:PRIMARY DATA

Table No 4 reveals that clothing & accessories (66.40) was assigned Rank 1, Rank 2 was assigned to beauty & personal care products (61.26), Rank 3 was assigned to food & groceries (57.55), Rank 4 and Rank 5 was assigned to mobile accessories/electronics (53.51) and home & kitchen products (53.05) followed by Furniture (49.05).

FINDINGS

ASSOCIATION BETWEEN GENDER AND UNPLANNED ONLINE SHOPPING

Chi-Square Test was used to find the association between gender and unplanned online shopping. Since the asymptotic value (0.016) is lesser than the significant value (0.05), the null hypothesis is rejected. Hence there is an association between gender and unplanned online shopping.

RANKING OF PRODUCTS THAT ARE BOUGHT SPONTANEOUSLY ONLINE

Henry Garrett’s ranking technique was used to rank the products that are bought spontaneously online. By applying Henry Garrett Method, clothing & accessories (66.40) was assigned Rank 1, Rank 2 was assigned to beauty & personal care products (61.26), Rank 3 was assigned to food & groceries (57.55), Rank 4 and Rank 5 was assigned to mobile accessories/electronics (53.51) and home & kitchen products (53.05) followed by Furniture (49.05).

SUGESSTIONS

- Prepare the shopping list prior to start buying things and stick to the list without deviating.
- Estimate your budget before getting into the site and try to buy things with the budget without spending any extra money.
- Think twice before buying things as you really need them and it is of some use to you if you are still confused get out of the site and revisit after some time or days to realize its importance.
- Never save your card details on any online site as the extra time taken by you to enter the card details each time may help you to overcome impulsive buying.
- Switch off the notification facility for all the online shopping applications, as daily offers and discounts may not pop up regularly.

CONCLUSION

Generation Z is emerging as an active online consumer as they are digitally connected and well-up skilled users of technology in the current marketplace. By 2020 these tech-savvy contributes around 40% of overall consumer shopping. Their power and intelligence have made them market wiz among the whole population who possess the ability to gather a wide range of information and consumer education about the various market extensions. Generation Z is the major contributor to molding the future of online shopping. Even though they are well versed in using the technology but are very less strong in controlling their hedonic happiness. Generation Z has registered a higher contribution toward online impulsive shopping as they are moving toward adopting the lifestyle of their influencers. Mostly they tend to buy things that pop up while they are surfing and are attracted to the eye-catching deals and offers. The availability of easy credit among the salaried person is also a major trigger of online impulsive purchases. Generation Z should realize the actual usage of products that they buy and have control over all their online purchases.

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