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Challenges Faced By Impulsive Buying Behaviour In Online Shopping

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Abstract:

This study explores the challenges associated with impulsive buying behavior in online shopping, highlighting its impact on both consumers and businesses. The convenience of digital platforms, personalized advertisements, and promotional strategies often trigger unplanned purchases, leading consumers to experience financial difficulties, regret, and reduced satisfaction. For businesses, impulsive buying can result in inconsistent sales, increased product returns and weakened customer loyalty. Understanding these challenges is essential to develop strategies that encourage responsible consumer behaviour and promote sustainable online retail practices.

Key Words: personalized Advertisements, increased Product returns, unplanned purchases.

Introduction:

Online Shopping has transformed the way of consumers purchase goods and services, offering unparalleled convenience, variety, and accessibility. With just a few clicks, customers can compare prices, read reviews, and make purchases without leaving their homes. The rapid growth of e-commerce platforms such as Amazon, Flipkart, e-Bay, and Myntra has not only transformed traditional retail models but has also significantly influenced consumer buying patterns. Among these behavioural changes, impulsive buying has emerged as a key in the digital marketplace. Impulsive buying is defined as an unplanned, spontaneous purchasing decision made immediately before the transaction, often prompted by emotions rather than rational appraisal. While impulsive buying contributes positively to short-term sales growth and revenue generation for online retailers, it also presents several challenges. From the business perspective, although impulsive buying can increase conversion rates, it also results in higher return rates, reduced customer loyalty and difficulties in maintaining sustainable consumer relationships. Moreover, the ease of digital transactions and availability of credit card payment options can exacerbate impulsive tendencies, leading to over consumption and poor financial management among frequent online shoppers. Understanding the factors that influence impulsive buying and the challenges it creates is crucial for both consumers and online retailers. Hence, studying the challenges associated with impulsive buying in online shopping is essential to promote sustainable consumer behaviour and ensure a more ethical and balanced e-commerce environment.

Review of Literature:

Lavanya and Kettiramalingam (2024)[1], investigates the factors influencing the buying behavior of online share traders in Coimbatore, focusing on demographic factors such as age, education, marital status, and income, as well as market knowledge and techno-savvy skills. The main objective to analyze how these factors affect online trading decisions, risk appetite, and returns on investment. Findings reveal that younger, tech-savvy individuals with moderate market knowledge and risk appetite dominate online trading in Coimbatore. The study concludes that understanding these demographic and psychographic factors can enhance the trading performance of online investors, suggesting that tailored educational programs on market dynamics and technology could further boost investor success. **Manikandan and Rajandran (2024)**[2], investigated that the consumer buying behaviour towards gold Jewellery in Nagapattinam District, Tamil Nadu. The data were analyzed using multiple regression analysis, revealing significant relationships between the independent and dependent variables, such as buying behaviour. The findings indicate that cultural influences, demographic variables, branding and marketing strategies, and geographical context significantly impact consumer preferences and purchase decisions regarding gold Jewellery. The study concludes the offers valuable insights for jewellery retailers in understanding consumer behaviour and developing targeted marketing strategies tailored to the unique characteristics of the Nagapattinam District market. **Nur Rizqi Febriandika, Alfinna Putri Utami et.al (2023)**[3], examined that the TikTok's Shop boosts TikTok's huge potential as an e-commerce platform that encourages sellers and buyers to increase the number of transactions. This study aims to examine the factors that influence online impulse buying on TikTok's in Indonesia through the constructs of brand .The results show that customer satisfaction and brand review play an important role in increasing brand expectation. At the same time, sales promotion has no impact on brand expectation. This study conclude that religiosity and brand expectation can reduce online impulse buying behavior. Brand expectation is the most dominant variable in reducing online impulse buying behavior on TikTok's. **Serhat Ata and Abdulaziz Sezer (2021)**[4], entitled the article that Consumer behaviours have great importance for marketers. The study has aimed to investigate how consumers' life satisfaction shapes consumers' impulse buying behavior and whether there is a difference between the descriptive and main variables in line with this relationship according to consumers' online or offline purchasing behaviour. These findings could help future studies aimed at researching the effect of different variables on impulsive behaviours. This study was carried out in a short period due to time and cost constraints. One of the study's limitations is that the study data were obtained only from the participants in Duzce province (Turkey).

Methodology:

The objective of the study is to identify the problems faced by impulsive buying behaviour on online shopping. This study is to identify the challenges faced by consumers as a result of such behaviour. It focuses on understanding how digital marketing strategies, website design, promotional offers, and ease of online transactions trigger unplanned purchases. The study also examines the consequences of impulsive buying, including post-purchase regret, financial strain, dissatisfaction, and return-related issues. By analyzing these aspects, the research aims to provide insights that can help consumers make more informed purchasing decisions and assist online retailers in adopting more ethical and sustainable marketing practices.

Sampling Design and Data Collection:

The data was collected from 180 respondents through structured questionnaire under stratified random sampling method. The study was analyzed under various statistical tools like simple percentage, Ranking Method and chi square test.

Research Hypothesis:

H_0: There is no significant association between Socio Economic profile of the respondents and problems faced by impulsive buying behaviour on online shopping.

Analysis and Interpretation:

Table 1: Socio-economic profile of the respondents:

Variable		Frequency	Total
Age	Below 20 Years	25	13.89
	20-30 Years	70	38.89
	30-40 Years	49	27.22
	Above 40 Years	36	20.00
	Total	**180**	**100.00**
Gender	Male	82	45.56
	Female	98	54.44
	Total	**180**	**100.00**
Marital Status	Married	75	41.67
	Unmarried	85	47.22
	Divorced	7	3.89
	Widow/Widower	13	7.22
	Total	**180**	**100.00**
Educational Qualification	Up to School	27	15.00
	Under graduate	75	41.67
	Postgraduate	57	31.67
	Diploma	21	11.67
	Total	**180**	**100.00**
Occupation	Business	20	11.11
	Salaried	38	21.11
	Students	45	25.00
	Professional	26	14.44
	Agriculturist	14	7.78
	Home Maker	18	10.00
	Retired	19	10.56
	Total	**180**	**100.00**
Annual Income	Less than 3Lakhs	75	41.67
	Rs.3 Lakh – Rs.5 Lakh	77	42.87
	Rs.5 Lakh- Rs.10 Lakh	26	14.44
	Above 10 Lakh	2	1.11
	Total	**180**	**100.00**
	Rural	58	32.22

Place of residence	Semi-Urban	88	48.89
	Urban	34	18.89
	Total	**180**	**100.00**
Number of members in the family	Less than 3	49	27.22
	Three to Five	72	40.00
	More than 5	59	32.78
	Total	**180**	**100.00**
Earning member in the family	One	53	29.44
	Two	58	32.22
	Three and above	69	38.33
	Total	**180**	**100.00**
Type of the family	Nuclear family	87	48.33
	Extended family	55	30.56
	Joint family	38	21.11
	Total	**180**	**100.00**

Source: Primary Data

Table No1 shows the socio economic profile of the respondents. Among 180 respondents 39 percent of the respondents were in the age group of 20-30 years.54 percent of the respondents are female.47 percent of the respondents are unmarried. 42 percent of the respondents are under graduates. 25 percent of the respondents are students. In the case of Annual Income 43 percent of the respondents belongs to Annual group of Rs.3 Lakh to Rs.5 Lakh. 49 percent of the respondents were in the place of residence in semi-urban area.38 percent of the respondents have three to five members in the family. 38 percent of the respondent's families had two earning members.48 percent of the respondents were in family type in the nuclear family.

Table No 2: Problems Faced by Impulsive Buying behaviour

Problems Faced by Impulsive Buying behaviour.	**Strongly Agree**	**Agree**	**Neither agree nor disagree**	**Disagree**	**Strongly Disagree**	**Total Score**	**Rank**
Poor or defective product quality	91	43	32	11	3	748	1
Overspending leading to financial strain and clutter	45	63	45	22	5	661	2
Privacy risks from forced personal data sharing	33	72	54	16	5	652	3
Hard to judge product quality before Purchase	38	60	59	15	8	645	4
Payment Loss and recovery issues	41	55	55	19	10	638	5
Risk of scams and fake sellers	34	65	45	28	8	629	6
Product not matching description/dissatisfaction	20	63	69	21	7	608	7
Return, refund and cancellation difficulties	21	70	48	33	8	603	8

Delivery delays or out of stock issues	26	58	57	21	18	593	9
High shipping and hidden charges	12	71	58	33	6	590	10

Source: Primary Data

Table No2 opinions the problems faced by impulsive buying behaviour in online shopping. The top-ranked is given to the poor or defective product quality, followed by overspending leading to financial strain is given to the second place. The third rank is given to the Privacy risks from forced personal data sharing, fourth rank is given to the hard to judge product quality before purchase, fifth rank is given to the payment loss and recovery issues, sixth rank is given to the risk of scams and fake sellers, seventh rank is given to the product not matching description/dissatisfaction, Eighth rank is given to the Return, refund and cancellation difficultities,nith rank is given to the Delivery delays or out of stock issues and last rank is given to the High shipping and hidden charges.

Table 3

Result of hypothesis Testing

Hypothesis	Chi Square Test		Degree of freedom	Result
	Calculated Value	Table Value		
H01: Age and problems faced by impulsive buying behaviour on online shopping.	161.5	173.00	144	Accepted
H02: Gender and problems faced by impulsive buying behaviour on online shopping.	83.4	65.17	48	Rejected
H03: Educational Qualification and problems faced by impulsive buying behaviour on online shopping	231.8	173.00	144	Rejected
H04: Earning members and problems faced by impulsive buying behaviour on online shopping.	121.3	119.87	96	Rejected

Age:

The Calculated value of $\chi 2$=1.581 is greater than the table value 173.00 at 5percent of level of Significance. Hence the null hypothesis accepted. So, there is no significant association between the Age and Problems faced due to impulsive buying behaviour in online shopping.

Gender:

The Calculated value of $\chi 2$=83.4 is less than the table value 65.17 at 5 percent level of significance. Hence the null hypothesis is rejected. So, there is significant association between the gender and problems faced due to impulsive buying behaviour in online shopping.

Educational Qualification

The Calculated Value of $\chi 2$=231.8 is less than the table value 173.00 at 5 percent level of siginifinace.Hence the null hypothesis is rejected.So,there is significant association between the Educational Qualification and Problems faced due to impulsive buying behaviour on online shopping.

Earning Members in the family

The Calculated value of $\chi 2$=121.8 is less than the table value 119.8 at 5 percent level of siginifinace. Hence the null hypothesis is rejected. So, there is significant relationship between the Earning members in the family and problems faced due to impulsive buying behaviour on online shopping.

The chi square test was conducted to examine the association between Socio Economic profile of the respondents and problems faced due to impulsive buying behaviour on online shopping. The result indicates that age has no significant association with the problems faced impulsive buyers, whereas gender, educational qualification and earning members in the family shows the significant relationship. This implies that problem arising from impulsive buying behaviour differ significant across gender, educational qualification, earning members in the family but not through the age group.

Conclusion:

Impulsive buying behavior in online shopping attitudes considerable challenges for both consumers and businesses. Consumers frequently struggle with overspending, financial pressure, and post-purchase regret due to the convenience of online platforms, persuasive advertisements, and instant purchasing options. For businesses, such behavior can result in irregular sales trends, increased return rates, and decreased customer satisfaction over time. Hence, fostering consumer awareness, promoting responsible spending habits, and implementing ethical marketing practices are vital to achieving a more sustainable and balanced online shopping environment.

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