



MOTIVATIONAL FACTORS OF WOMEN MILLENNIAL CONSUMERS IN IMPULSIVE BUYING BEHAVIOUR ON ONLINE SHOPPING DURING PANDEMIC

Dr.V.Meera, Associate Professor, Department of B.Com (BPS) Nallamuthu Gounder Mahalingam, College, Pollachi, Tamilnadu, India : vmeera73@gmail.com

ABSTRACT:

The era of COVID-19 is one of the biggest crises in modern world and came as a huge shock for healthcare professionals, governments, businesses, and people around the world. Many countries and legislators were taking bold and strict measures for preventing the virus' further wide spread and a collapse of the healthcare system. As people have to stay at home and practice social distancing, many businesses and industries are facing serious issues. On the other hand, the spread of digital technologies and the internet allows humans to still connect and communicate – and companies are able to interact with their customers despite being physical distant. The wide range of technology further allows brands and merchants to still sell their products to their clients and maintain their business activities. Impulse Buying plays a role as a mediator in this research. The objective of this research is to investigate how utilitarian shopping value, self-indulged shopping value, and online advertising influence the cognitive dissonance of customers. 50 response data have been collected from consumers. This study, will conduct the motivational factors of the women millennial consumers on online shopping. The pandemic has reshaped the way businesses operations and for the country's e-commerce industry, the crisis has presented an accumulation of opportunities to evolve and thrive.

Key Words: *Impulsive, women millennial, online, pandemic*

INTRODUCTION:

India is growing fast, and people are using the internet as the evolution of human society. The improvement in communication processes and digital convergence open innovative opportunities and challenges for marketing. Subsequently, the internet has moved ahead to play a significant role in the consumer decision-making process. The internet is the most exceptional non-store measures, which are typically used by today's consumers for shopping. Also, businesses begin using the internet, which reduces marketing costs and cutting the price of the products and services in competitive markets. Internet moderates consumers' deals with products and services, and it creates a substantial impact.

Over the past few decades, the rise of the internet has developed a large global group in exchanging of products and services. Other key benefits of the Internet are to transmit, converse and circulate adequate information, to sell the product or service, to get feedback and also to carry out satisfaction surveys with the end-users. Now a days, new generation consumers utilize the internet not only to acquire the product online but also for comparing prices, product characteristics and after-sale service benefits.

The internet has become the most potent medium all over the world, offering an extensive collection of products and services with round the clock availability. Current advancement of the internet and its extended benefits has made a substantial impact on the universal marketing surroundings. The internet could develop most of the business by reaching targeted

users through e-commerce. The COVID 19 is online business booming era as the usage of the internet, which is the most effective cyber medium have been developed globally.

MILLENNIAL CONSUMERS:

Millennials have become online “super buyers” during the COVID-19 lockdown and are receiving an average of 50% more deliveries every week than the over-55s, a new survey of 2,000 consumers has revealed. Despite being vocal supporters of environmental sustainability, millennials received an average of seven online deliveries a week during the lockdown, according to research carried out by Census wide for In Post. In contrast, people aged 55 and over only received an average of three online deliveries a week.

The research highlighted that surprisingly, younger shoppers made far less eco-conscious decisions during lockdown than their older counterparts, perhaps the convenience of online shopping makes them far more likely to order more than one item or make more impulse purchases.

Despite this, encouragingly, when asked going forward how their attitude might have changed post lockdown, the survey found 43% of millennials were more likely to consider the environmental consequences of their deliveries in the future as opposed to just 28% of 55+ year olds – and that included thinking more about the impact of more traffic on the roads, packaging and recycling consequences in buying online.

One might conclude that this is just the aspirational goals of a dreamy eyed idealistic generation, especially as their environmental ideals didn’t reflect their actions during the lock down. However, it could also be fair to conclude it is simply the result of a lack of delivery options on offer, which often don’t give an eco-conscious choice and have home delivery being the default.

IMPULSIVE BUYING BEHAVIOUR:

Impulsive buying is the tendency of a customer to buy goods and services without planning in advance. When a customer takes such buying decisions at the spur of the moment, it is usually triggered by emotions and feelings.

Consumers with greater physical resources or interest in a product category are more likely to engage in impulse buying, whereas those who lack necessary resources such as time and money engage less in impulse buying.

ONLINE SHOPPING:

Process of Online Shopping:

The process of online shopping is much simple and provides buyers with ample opportunity to make the purchase. It reminded the traditional purchase by sitting with the technology just by the usage of the internet. The following are the necessary steps involved to make an online purchase from any website. On prior knowledge with the website, the buyer can purchase directly or can avail the help of the search engines for this purpose. The users can search the product in product categories and select their required product. The next step is to register with email id or mobile number with a password. They can select the items which are to be purchased and drop them to the shopping cart and carry on with the shopping.

Then, type the shipment terms and enter the address to deliver the consignment. The mode of payment and billing address for purchasing the product should be selected, and the payment is to be made confirming the order. In this, step modification and cancellation of the orders are also possible. Before the product reaches the hands of the consumers, the status of the product in transit is communicated at each stage. Finally, the product gets delivered, and in case of any dispute, the replacement can be made with reason within the stipulated time mentioned in the website.

ONLINE SHOPPING DURING PANDEMIC:

2020 will be reminded in history, because of Corona Virus Disease 2019 (COVID-19) that has influenced our lives in every field. COVID19 is a novel virus that came in the month of December 2019, in Wuhan. The very first case of Corona Virus Disease in India noticed in January. Our country went into complete lockdown from 23rd march. On 23 March, the first day

of the lockdown, almost services and factories were suspended. Shetty et al. (2020) discussed that due to COVID-19, in contrast to the previous years, the recession is projected to trigger the fall of oil prices, the collapse of the tourism industry, the hospitality industry, the energy industry and decrease in consumerism. We have known that how people take this critical time of loneliness results in enormous improvements to their shopping habits overnight.

People are changing what they purchase, where, and how, from conventional buying to online shopping. It increased the shopping through websites and mobile apps. Due to increasing risk of corona virus, customers are avoiding public places which increasing customers' attraction towards online shopping. Now, E-Commerce Companies have to make better policies to meet changing needs of shoppers. According to market research done prior to the Corona Virus, Growth of India's market in electronic commerce is increasing at a faster rate (approximately 200 U.S. dollars by the year 2026). Recent developments since the epidemic indicate that target can accomplished much faster than initially expected, spurred by an increase in shoppers attracting online deliveries despite concerns of potential infections, if they go out from their homes.

REVIEW OF LITERATURE:

Bhatti et al. (2020) discussed in the study that there is a influence of Corona virus on the whole online business of the world. The nature of business has changed due to this pandemic. According to the research more than 50%, shoppers are avoiding to go for offline shopping and crowded places.

Neger and Uddin (2020) mentioned in their study that less time consuming, convenient mode of payment and other organizational factors influence the online purchasing behavior.

Vishnu and Raheem (2013), Pakistani consumers are more likely to buy impulsively when they see free product and price discounts offers by a store in case of FMCGs. The income level, window displays and visual merchandising have significant influence on consumer's behavior, especially, a well decorated, pleasant and calm store environment along with colorful surroundings. In addition, there is a difference between male and female impulse buying behavior where female consumers tend to be more impulsive. The findings of this study is also backed up by other researches done by V. (2014), Thakor and Prajapati (2012) and Verma and Verma (2012) where the findings is similar for different product categories and demographic characteristics.

Vyas (2015), Consumers subconsciously assign subjective values to package based on their color, shape and basic materials. Thus, different packaging elements have functional implications on users' mind. Also, different demographic variables like gender, age group, professional involvement and educational status influence the response in packaging. Packing helps consumer to choose, get an impression about the product and repurchase the product. It influences consumer response towards Pradhan: Study on Impulsive Buying Behaviour among Consumers product, lead to impulsive buying and differentiate the brand. Packaging strategies exert an influence on time taken for purchase, brand promotion and communicate about the brand.

Cho and et al. (2014), in-store browsing and positive mood of consumers are the strongest influential predictors of impulse buying behavior. Consumers with positive mood inspire them to travel more sections and aisles in-store and encourages individual consumers to have referenced groups of companies (friends, peers, family members) with them in shopping trip in order to increase the level of consumers, making them excited and elated, and responding more favorably to the surroundings and products evaluation stimulus exposure.

Azim (2013), customers having high deal proneness attitude and exploratory, at the presence of good dynamic store environment makes more impulse purchases. And to increase the impulse buying behavior of people, retailers have to give a good atmosphere to their customers inside the store, and must know about different customers' tendency towards the sales promotions in order to attract the right customers.

Bashir and et al. (2013), the impact of Cultural Values and Lifestyle on Impulse Buying Behavior in case of Pakistan is positive. There is a significant relationship among all the variables of cultural values and life styles. The results also suggest that impulse buying behavior is predicted by security, life satisfaction, gender role, financial satisfaction, in group contact and lifestyle variables of cultural values and lifestyles of Pakistani consumers.

Ekeng and et al. (2012), demographic characteristics have a significant influence on impulse buying. Impulse buying differs significantly between male and female shoppers where the phenomenon is more common among female shoppers due to their likeness and spontaneous attraction to fancy products. Similarly, age of shoppers and impulse buying behavior are inversely related because adolescents have no responsibility of raising families and they do not bother about the way they spend money even if it is unplanned as compared to older people. In addition, an increase in income of consumers makes them prodigal in spending and may influence to buy products unplanned. More educated consumers are likely to shop impulsively as they are influenced by their position and placement in society.

Saraswat and et al. (2012), middle income group in Noida city, India is more likely to do impulsive buying because of economic reasons as promotional offers help in getting monetary benefits. Different dynamics of advertisement like advertisement of product in print and visual media, advertisement by celebrities, advertisement using 3-D effect, hoarding and pamphlets of product and event organized by the organization positively affect majority of respondents into Journal of Business and Social Sciences Research (JBSSR), Vol. 1, No. 2 220 impulse buying. This reflects a pivotal relationship between respondents' impulse buying behaviors and impact of advertising campaign used in practice to enhance impulse purchase decisions.

Chen (2008), product type plays a major role in impulse buying among young generation in Taiwan. Impulsive buying tendency and involvement with clothing products are positively associated with traditional store shopping, but not online.

Melissa Faisal and et al (2020) This study has identified that social shopping and idea shopping are two major factors contributing to impulsive online behavior among Generation Y in Malaysia. As a conclusion, the researcher recommends Generation Y to be responsible for themselves especially in doing social and idea shopping online. Over spending during online purchases was triggered by social and idea (the idea that the products is unique and different from other people) shopping can cause a challenge in future if one does not realize this. Thus, Generation Y should create an effective financial planning to divide their expenditures and savings in order to ensure that they do not overspend and eventually could possibly drag them towards debt.

It is envisaged that online marketers should focus on the satisfaction of the customers to retain them and also should offer new attractive schemes day by day to attract new customers. (Jayaprakash, Ganeshkumar, & Mythilil, 2016) The encouraging factors and the sales promotion activities they implement are a major factor for the satisfaction and loyalty a customer has to the shopping site, thereby building a trust to the shopping site they rely upon. A company must understand that customer loyalty cannot be generated effectively through the same rates of satisfaction gained by different customer sectors. For individuals who have greater involvement, satisfaction is one of the best predictors of customer loyalty, whereas those who have lesser involvement with the effect of satisfaction is far smaller (Casteneda, 2018).

Apart from this, the personal factors of the customers also play a major role in their urge to buy from a particular shopping site. The personal factors include the economic wellbeing of the customer, his family influence and the time they are ready to spend for each of their purchases. It is assumed that even however impulsive buying behavior is an unprompted occurrence, however, its sources are expected to be engrained in the in-depth well-being of the monetary strength of the individual (Badgaiyan & Verma, 2015)

Jesline James and et al (2019). The significant aspect of the study is examined, the urge to buy impulsively and its relationship with numerous situational factors/ variables. This highlights the relationship of the situational factors (independent variables) with that of the urge to buy impulsively (dependent variable) are directly proportional except for least cases

Balamurugan (2016) explored the factors in web shopping which has sway on building the trust among youthful customers. The information was gathered from 216 youthful customers organized and self-regulated overview. Thereafter effects of the investigation delineated that web store route, plan structure, item/administration subtleties on web store, value correlation, client service, web store data; unwavering quality of data, opportune data on web stores has huge impact on trust of the buyers towards web-based shopping.

Dr. G. R. Gayathiri and et al this study emphasis on the factors which influence the impulse buying behaviour of consumers, and this study concludes that the attitude on impulse buying towards on online is increasing day by day. The rate of growth of impulse purchase increases rapidly in post COVID scenario, which paves the way for the prospective consumers to make their future purchase decision online.

STATEMENT OF THE PROBLEM:

When traditional shopping becomes difficult, or may even be scary, people are increasingly inclined to shop online. The COVID-19 pandemic forced everyone to change the way they shop. As the lockdown continued, supply chains tightened, cleaning supplies were increasingly hard to come by, and everyone was scrambling to find basic food staples and necessities. their shopping habits have been permanently changed by the pandemic.

It is difficult for the online seller to identify the customers wants and needs, since potential customers are large in number. It is important to identify the motivational factors that influence the impulsive buying behaviour of the women millennial consumers to prefer online shopping during pandemic. Therefore, the study is undertaken by the researcher.

OBJECTIVES OF THE STUDY:

The objective is

To explore the motivational factors of women millennial consumers on online impulsive buying behaviour during pandemic

AREA OF THE STUDY:

The area of study is in Pollachi. Data is collected from the women millennial respondent in and around Pollachi.

RESEARCH METHODOLOGY:

This study is carried out on the basis of both primary and secondary data.

Primary Data:

Primary data were collected by means of interview and systematically prepared questionnaire. That questionnaire contains age, educational qualification, income and the information regarding motivational factors of impulsive buying behaviour.

Secondary Data:

Secondary data has been collected from various Books, Journals and Websites.

SAMPLE DESIGN:

The researcher had selected 50 samples from the women millennial respondents in Pollachi. Convenient sampling has been used. The data were collected through interview and questionnaire.

LIMITATIONS OF THE STUDY:

1. The area of the study covers only Pollachi.
2. The study was made up only the women millennial consumers.
3. The study was only made up of the users of online shopping.

FRAMEWORK OF ANALYSIS:

The collected data were analyzed through Percentage method.

MOTIVATING FACTORS IN IMPULSIVE BUYING BEHAVIOUR ON ONLINE SHOPPING DURING PANDEMIC

MOTIVATIONAL FACTORS	No. of Respondent	%
No need to go outside	8	16
Reliability	2	4
Pandemic Situation	15	30
Availability of Cash	2	4
Mood of Consumer	4	8
Easy buying process	3	6
Available of rare products	1	2
Time Saving	3	6
Offers and Gifts	1	2
Convenience	4	8

Store Environment	3	6
Reference Group	2	4
Easy Buying Process	2	4

The above table shows that the motivational factors of women millennial consumers in impulsive buying behaviour on online shopping during pandemic. In this regard, the pandemic situation has been the first by the respondent and the second position is 'No need to go outside'. The least position is availability of rare products and offers and gifts. This is because of most of the respondents can't go to outside because of pandemic situation, so they access online shopping and buying products impulsively.

CONCLUSION:

This study motivational factors of the women millennial consumers in impulsive buying behaviour through online shopping during pandemic made by the researcher only in Pollachi. It is the opinion that, though there are a number of products available in the online market, but most of the respondent using this online only for the pandemic situation not for other reasons. In this pandemic situation, Because of these consumers buying behavior changes, e-commerce has continued to grow and many brands have been pivoting their business strategies to remain competitive. During the COVID-19 pandemic, impulse buying resulted in shortage of essential supplies when the outbreak was at its maximum level. The occurrence of different circumstances and various external and internal sources can motivate and lead consumers toward impulsive buying.

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