

A Systematic Review on Customers Shopping Response towards Online Impulsive Buying Behaviour

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ABSTRACT

Purpose: *Online Impulsive buying, which accounts for 40% of sales in developed nations, has a big impact on the current consumer markets. The purpose of this study is to thoroughly investigate the complicated dynamics of this behaviour, comprehending the factors that lead to impulsive purchases and the subtle interactions between customer trust and buy intents. The research is aimed at providing essential insights into the changing digital consumer landscape that is impacted by the interaction of convenience, emotional triggers, and impulsive behaviour. Specifically, it aims to unravel the change from trust to intention to buy and ultimately leading to online impulsive buying.*

Design/Methodology/Approach: *This study depends on secondary sources gathered from a variety of sources, including case studies, journal articles, magazines, books, and internet searches.*

Findings/Result: *Findings reveal that, retailers are strategically using consumers' emotions to drive impulsive purchases through their online shopping habits. Contextual considerations, trust-building programs, and website subtleties all significantly influence decision-making. These results highlight the crucial role that these components play in influencing online impulsive purchases, providing businesses with a framework to encourage impulsive buying, client loyalty, and happiness in the ever-changing world of e-commerce.*

Originality/Value: *This review summarizes findings from the research on the various aspects influencing consumers' online purchasing decisions. It provides a thorough grasp of the factors influencing consumers' online buying behaviour, making it a valuable resource for internet businesses and marketers. Equipped with this understanding, enterprises can devise customized promotional plans intended to enhance spontaneous purchasing, resulting in increased revenue and profitability within the virtual marketplace.*

Type of Paper: *Literature Review*

Keywords: Online impulsive buying, Customer perception, Customer satisfaction, Purchase intention, SWOC analysis.

1. INTRODUCTION :

The shopping process for consumers has been greatly expedited in recent years due to retail innovations including the advent of self-service kiosks, alluring product exchange offers, the widespread usage of credit cards, and the availability of monthly instalment plans. Impulsive, leisurely, and frivolous buying has become a fun and simple activity as a result of the retail landscape's shift. The impulsive buying behaviour is the act of making impulsive purchases that are frequently sparked by outside stimuli, one's own instincts, or unexpected desires. These purchases usually take place outside of a person's predetermined spending limit and purchasing goals. Researchers define impulse buying as an unplanned and unwanted purchase made quickly, frequently on the spot, without careful thought. It is often set off by exposure to a stimulus that causes a quick, strong want to buy. High-arousal emotions and hedonistic reasons are typical of impulse buying

behaviour, while utilitarian factors predominantly influence planned and habitual purchases (Chen W. K. et al.(2020). [1]).

Marketing professionals have often shown a deep fascination with the nuances of consumer behaviour. They work to understand how customers view, interact with, and choose among the wide range of options available to them, including products, brands, and the extent to which external variables like peer groups, families, and salespeople impact their choices. Nowadays, the internet plays a crucial role as the main source of information and is easily incorporated into daily life. Organizations have tapped into the internet's enormous potential as a strategic tool to obtain an advantage over rivals (Hamill. J. (1997). [2]). Consumers who experience an instantaneous, frequently strong, and persistent want to acquire something right away are said to be acting impulsively. This buying drive is hedonically complex and frequently causes conflict in the mind. Additionally, impulsive purchases frequently occur with little thought given to their possible repercussions (Rook, D. W., & Fisher, R. J. (1995). [3]). Impulsive purchases account for over 40% of total sales in economically developed nations and generate approximately \$4 billion in revenue annually. This is a substantial amount of money that comes from approximately 40% of consumers. This figure highlights the significant influence that impulsive purchasing has on the contemporary consumer market and demonstrates the significant financial power that impulsive and unplanned purchases carry (Kacen, J. J., & Lee, J. A. (2002). [4]).

Women have a significant impact on the phenomenon of impulsive buying. Their propensity for dressing well, keeping up with the newest styles, and actively collecting stylish stuff can be linked to this influence. An intriguing interaction between a number of variables, such as one's own fashion inclination and the availability of both money and time indicates that they have a significant effect on the propensity for hedonistic consumption and the feeling of good feelings. This suggests that people's resource allocation and preference alignment especially when it comes to fashion have a big impact on how they behave when they make impulsive purchases and how happy they feel about it (Babin, B. J., & Boles, J. S. (1998). [5]).

Due to its significant influence on consumer preferences and retail dynamics, impulsive buying behaviour is a major concern for vendors and retailers. Customers use impulsive purchasing to satisfy their emotional needs. This suggests that retailers intentionally appeal to the emotions and aspirations of impulsive consumers in order to enhance sales and satisfy customers (Hausman. A. (2000). [6]). The importance of novelty, thrill, and wonder in triggering impulsive purchasing behaviour is highlighted by (Saad, M., & Metawie. (2015). [7]). Retailers use these components to create a retail atmosphere that inspires customers to act spontaneously and impulsively. These tactics are especially important when it comes to internet shopping, as customers follow a unique process. The consumer journey in the world of online buying entails obtaining product information, placing orders, and completing payments before delivery (Arnold, M. J., & Reynolds, K. E. (2003). [8]).

Trust and user-friendly website interfaces are essential for drawing in and keeping online customers. To encourage impulsive spending among online buyers, it is imperative to provide a seamless and secure online shopping experience (Floh, A., & Madlberger, M. (2013). [9]). Physical establishments interior and external environments, sales, and discounts all have a significant role in promoting impulsive purchasing behaviour. These components have the potential to foster enduring consumer relationships and brand loyalty. Retailers may harness the power of impulsive purchasing behaviour, influence consumer preferences, and build enduring brand loyalty by strategically implementing such strategies (Al-Salamin, H., & Al-Hassan, E. (2016). [10]). Trust is an inclination to behave in a way that entails depending on other people and acting in a specific way. This notion of trust includes both behavioural and belief-based components (Poon, P., Albaum, G., & Shiu-Fai Chan, P. (2012). [11]). Remarkably, earlier studies have suggested that trust is the basic building block of all social interactions. Trust is essential and has been shown to be the foundation for interactions between buyers and sellers in the business and marketing domains. This emphasizes how crucial trust is in determining and impacting customer loyalty, behaviour, and the dynamics of business.

2. OBJECTIVES :

- (1) To understand the online impulsive buying behaviour of a customer through their shopping response.
- (2) To study the factors that lead to impulsive buying behaviour when shopping online.

- (3) To understand how social media influences the customer when buying online.
- (4) To list out the SWOC analysis of online impulsive purchasing behaviour.

3. METHODOLOGY :

The primary source of information used in this qualitative research project comes primarily from secondary sources. Using a wide range of sources, including books, scholarly journals, periodicals, websites, and other publications or articles relevant to the topic, the study is based on a thorough evaluation of the literature. Search engines like Google Scholar and ResearchGate were used to find the information needed for this study.

4. RELATED RESEARCH WORKS :

The main objective of this research is to perform a comprehensive literature review. This review will aid in gaining a better understanding and in-depth analysis of prior research. The study has selected relevant descriptive reviews for inclusion. The accessible literature from journals published between 2011 and 2021 was thoroughly reviewed using keywords such as "Impulsive buying," "Customer perception," "Stimuli," "Types of impulsive buying," "Trust," "Promotions," "Positive mood,"

4.1 DESCRIPTIVE FOCUS:

1. Impulse buying behaviour involves consumers experiencing a sudden urge to make unplanned purchases when encountering products online. Various factors significantly influence this impulse buying phenomenon. Since consumers vary in their tendencies for impulsive buying, this study can offer valuable insights. The research holds significant potential for e-marketers, enabling them to design strategies that can stimulate impulsive buying behaviour and boost product sales. E-retailers can create approaches that directly impact consumers' personal behaviour, such as offering products in bundles and leveraging engaging promotional content like videos. This approach may particularly target financially comfortable consumers and utilize the influence of peer groups. Additionally, this study sheds light on the ethical considerations that play a major role in shaping consumers' perceptions when making impulsive purchases online. (Kumar, S., & Kaur, A. (2018). [12]).
2. According to the study's, online impulsive buying behaviour is positively impacted by the quality of the information, services, and systems. The study also finds that, when taking into account variations in gender and educational attainment, both utilitarian and hedonic values mediate the relationship between online impulsive purchasing behaviour and website quality traits. With an emphasis on the necessity of improving the system, service, and information quality of their websites to promote online impulse buying behaviour, this research has important ramifications for web developers, marketers, and online merchants. (Hashmi H. et al. (2019). [13]).
3. Five major aspects are taken into account in order to analyse the effects of impulse buying: hedonic motivation, website quality, trust, situational circumstances, and variety seeking. People are found to be more likely to make impulsive purchases when hedonic motivation is included in social media marketing. Furthermore, the effectiveness of a website has a big impact on persuading visitors to buy products right away. Customers are also drawn to make impulsive purchases when they have faith in a brand or product. Additionally, the study's conclusions show that situational factors and a customer's demand for diversity also encourage impulsive purchases (Bansal, M., & Kumar, S. (2018). [14]).
4. The results of the study demonstrate the importance of the moderating effect of hedonic motivation, especially when considering the connection between online impulse purchasing behaviour and time scarcity promotion. It is found that this association is significantly stronger at higher degrees of hedonic motivation. Hedonic motivation does not have any clear influence in these relationships, and they have a small effect size. Therefore, the study concludes that when it comes to the price promotion qualities influencing online impulse buying behaviour, hedonic drive is ineligible to function as a moderator. In spite of this, it is evident that price promotion features positively and directly affect online impulse purchases, independent of any moderating effects from hedonic motives. It is clear that time scarcity promotion influences online impulse purchase behaviour more than price promotion attributes when taking into account the moderating effect of hedonic motivation (Bahrah, E. N., & Fachira, I. (2021). [15]).

5. The research findings indicate that a variety of factors may impact a consumer's inclination towards making impulsive purchases. These elements include gift promotions, free returns, free shipping, free website design, and the availability of comprehensive product information. Still, these characteristics have less of an impact than "online comments" and "price discounts." Furthermore, moods and emotions can also have a big impact on what motivates people to make impulsive purchases (Lai, J. (2018). [16]).
6. The study's findings suggest that there are variations in the levels of positive emotions related to shopping and unplanned behaviour depending on the purchasing channels chosen by individuals. These results indicate that individuals who opt for social media as their purchasing channel exhibit a greater tendency for unplanned purchases compared to those who prefer traditional offline channels. Additionally, individuals who make purchases through online shopping websites tend to experience more positive emotions associated with shopping in contrast to those who opt for offline channels (Ata, S., & Sezer, A. (2021). [17]).
7. The main elements and causes that encourage impulsive online shoppers' purchases have been found by this study, such as expediency, socio-emotional trade-offs, and magnetic sales promotions. It was discovered that Rebates and Discounts, especially when combined with Clearance Sales and Promotional offers, were the most potent stimulus for inciting customers to make impulse purchases. These rewards have a big impact on customers' plans to make purchases. In the context of online shopping, customers' impulse buying behaviour may be predicted by using three key factors: expediency, socio-emotional trade-offs, and magnetic sales promotions. These elements are successful in persuading consumers to make impulsive purchases, frequently without the consumers' full knowledge (Singhal M. et al. (2015). [18]).
8. The study indicates a number of significant elements that, especially in the retail fashion industry, operate as triggers for impulsive purchases. The study's findings highlight that interest in fashion, having a good attitude, and having a tendency toward impulse purchases are the main factors influencing this behaviour. On the other hand, it was discovered that factors including hedonism, enjoyment of shopping, and self-worth had little bearing on impulsive purchases. The study's findings also provide significant new information on how these characteristics mediate each other. Positive mood is found to be the only factor mediating the association between shopping satisfaction and impulse buying behaviour (IBB). Positive mood, however, only partially mediates the link between fashion participation, self-esteem, hedonism, impulse purchase tendency, and IBB. This implies that, to varied degrees of mediation, a pleasant mood is a key mediator in the relationship between these variables and impulse buying behaviour (Ahmad M. et al. (2019). [19]).
9. The results of the study show that customer emotional responses are positively shaped by the convenience and simplicity of online purchasing web stores, including aspects like simple navigation and a well-organized layout. These elements help to raise clients' arousal and positive mood during their online purchasing experience. On the other hand, buyers are less likely to feel pleased when navigating and using an online purchasing website, which can result in negative emotional reactions. Furthermore, data and statistics from the study verify that the informativeness of online shopping websites that is, the availability of all information and knowledge required for customers also positively affects online shoppers' emotional reactions. In other words, Customers' emotional experience when they shop online is positively impacted when they can readily obtain the information they need on a website (Habib, M. D., & Qayyum, A. (2018). [20]).
10. The study adds to the body of knowledge by examining the dynamics of users' responses to websites with different levels of quality, especially with regard to how impulsive they are. Higher impulsiveness consumers respond more favourably to high-quality websites and, on the other hand, are more adversely affected by low-quality ones, according to the study. Beyond the objective quality of an e-commerce website, one of the most important factors in understanding the differences in responses to website quality is an awareness of the innate impulsivity of the consumer base. This study also essentially highlights the need of taking into account customers' impulsive tendencies even though overall website quality is still important (Wells, J. D. et al. (2011). [21]).

5. EMERGING ISSUES :

Factors effecting online Impulsive Buying Behaviour

Individual customers' purchasing decisions are impacted by a variety of circumstances, therefore understanding buying behaviour is critical for organizations to succeed in their objectives. Understanding the complexities of consumer purchasing behaviour has been the focus of numerous study projects for decades. This knowledge is essential because it makes better forecasting and insights into consumer behaviour and motivations possible, all of which greatly enhance the effectiveness of corporate operations as a whole (Stavkova, J. et al. (2008). [22]). Impulse buying is the phrase used to describe impulsive purchases that are carried out without any preconceived notion of buying a specific product category or meeting a specific demand. This type of conduct is defined by the lack of pre-shopping goals and happens when a consumer feels an overwhelming impulse to buy something without giving it much thought. It's crucial to remember that buying products that are out of stock and that you are reminded of when you see them are not classified as impulsive purchases (Muruganatham, G., & Bhakat, R. S. (2013). [23]).

5.1 Peer group/ Social Media factor influencing the OIBB

Purchase intent is significantly influenced by a number of social capital factors, including social engagement, peer trust, reciprocity, sharing language, and reciprocity language. Through social media, one can make personal relationships and gain credibility for a product or service through good interactions and recommendations from friends or other influencers. Potential customers are influenced and a good brand image is shaped by the use of sharing language, which is visible in user-generated content and online reviews (Xiang, H. et al. (2022). [24]). Electronic word-of-mouth (eWOM) wields a significant influence on high-level impulse buying behaviour, yielding positive effects. The prevalence of such communication channels plays a crucial role in elevating consumer awareness about products and concurrently diminishing uncertainty in their minds. This implies that individuals who occasionally indulge in social media seek insights and experiences from previous consumers, strategically mitigating risks associated with their purchase decisions. In essence, the abundance of eWOM not only facilitates informed consumer choices but also contributes to a reduction in perceived risks, ultimately influencing impulsive purchasing behaviours positively (Husnain, M. et al. (2016). [25]).

Table 1: Show Peer group/ social media influence the Online Impulsive Buying Behaviour

S. No.	Area/Focus of Research	Contribution	Reference
1.	Peer pressure	Peer pressure is the term used to describe the active and passive effects that peers have over an individual's behaviour. Active peer pressure, on the one hand, refers to peers making conscious attempts to persuade others to do particular things. Conversely, passive peer pressure occurs when people avoid taking specific behaviours because they want to be accepted by their peers or because they are afraid of being rejected by them. Peer pressure can therefore take on diverse forms, influencing behaviour by means of both positive reinforcement and the avoidance of negative feedback.	Ungar, (2000). [26]
2.	Social Influence	Consumers' ability to exercise social influence over their peers has a direct relationship with their level of competence and reliability. Furthermore, the s-commerce system may greatly improve customers' capacity to trade social support, which is essential for promoting social influence, by offering support for customisation and social engagement.	Xi, et al., (2016). [27]
3.	Subjective norms	Different peer behaviours have different effects on impulse buying and self-control. This emphasizes	Efendi, et al., (2019).

		how important peers are in influencing consumer behaviour. Teenage friends or classmates seem to be more vulnerable to the impact of their peer groups due to the amount of time and engagement they spend with their peers.	[28]
4.	Two folds	Peer pressure has two folds. First, when other consumers engage in active purchasing, it creates intense competition among purchasers for a finite supply of commodities. The sense of scarcity created by this competition increases the incentive to buy the product on the spur of the moment. Scarcity plays a role in the impulsive online purchasing behaviour of customers. Second, when a product is viewed as "popular," people tend to assume that it must be good because most people think so. As a result, the product's appeal and scarcity together pique customers' interest, which eventually results in impulsive purchasing.	Li, et al., (2021). [29]
5.	Adolescents have more influence of their peers.	Young consumers are frequently linked to social influence and the effects of peer pressure on buying habits. They may appear to make impulsive purchasing decisions and depend on the support of their peers. This is a very common occurrence in young people and teenagers.	Gopal, et al., (2022). [30]
6.	Real-time Recommendations	The social networking website context amplifies the impact of peers on hasty buying decisions. Social media platforms offer a vast and user-friendly forum for people to express their thoughts, insights, and suggestions about goods and services.	Huang, (2016). [31]
7.	Live -Streaming	The emergence of e-commerce, especially on social media sites like Facebook and Instagram, has changed the face of online purchasing. Social media integration with eCommerce has spawned creative marketing techniques like live streaming that improve communication between customers and sellers. It is believed that as the number of people using social media grows, so will live-streaming shopping, which will lead to an increase in customers' impulsive purchasing behaviour.	Zahari, et al., (2021). [32]
8.	Five factors Model	The study examined at how five factors—variety seeking, environmental circumstances, trust, and hedonic motivation—affect impulsive purchases. Results showed that people are more likely to make impulsive purchases when social media marketing triggers hedonic motivation. Positive impressions of a website's quality also increase the possibility that users would make purchases right away. Customers are more likely to buy impulsively when they have faith in the platform or seller, which promotes last-minute decisions free from prior planning. The study also discovered that customers' tendency to make impulsive purchases is influenced by situational factors and variety seeking. Basically, impulse buying is the process of making instantaneous or spontaneous	Al-Zyoud, (2018). [33]

		purchases under the impact of external variables that lead consumers to make impulsive selections.	
9.	Brand Ambassadors	Influencers on social media have a big impact on the attitude-behaviour gap, which encourages impulsive purchasing among customers. The study shows how impulsive behaviour is affected by the communities of digital celebrities, indicating the significant influence that social media influencers have over purchasing decisions. The results highlight the value of using social media influencers to engage with consumers in ways that go beyond conventional marketing techniques.	Lina, et al., (2022). [34]
10.	Sense of security	Many customers seem to think that doing their shopping online encourages impulsive purchases. The thrill comes from the possibility of finding unusual things on the internet. Additionally, a powerful inducement to make more online purchases is a sense of confidence in online transactions, especially when facilitated by secured payment systems. Moreover, the impact of social media is apparent as customers indicate a high propensity to make purchases that correspond with their unique purchasing preferences when they come across pertinent material on these platforms.	Mahalakshmi, (2019). [35]
11.	Social Media Advertisement	clients' propensity for online impulse purchases is influenced by the favourable effect of perceived personalization on the perceived relevance of social media advertisements. The outcomes also demonstrate how perceived personalization shapes people's opinions about the novelty, value, and relevancy of social media advertisements.	Dodoo, N. A., & Wu, L. (2019). [36]
12.	Peer credibility and competence	Peer credibility and competence have a considerable impact on two different forms of social influence that have the power to dramatically alter customer behaviour. Basically, peers' credibility and experience become important variables that can affect how customers are affected by people in their social networks. Furthermore, it underscores the mediating function of the interchange of informational and affective social support among consumers, stressing the complex character of social impact in a consumer environment.	Hu, et al., (2019). [37]
13.	The interactive features	The interactive features provided by social media sites, like rating, reviewing, commenting, and feedback, which enable users to make well-informed judgments about what to buy. Notably, this influence is especially noticeable among female customers, who are more likely to decide quickly and impulsively when thinking about making a purchase.	Yue & Razak, (2018). [38]
14.	Fear of Scarcity	Excessive social media use is a major factor in the relationship between scarcity messaging and impulsive purchasing among Indonesian	Elisa, et al (2022). [39]

		consumers. In particular, increased consumer concern under the difficult COVID-19 pandemic circumstances seems to amplify the effect of scarcity messaging as an external trigger on compulsive and impulsive buying inclinations.	
15.	Heterophily and Homophily	The growth of social media customers is now more vulnerable to being influenced by social media influencers to make impulsive purchases. Their ability to build parasocial bonds with their followers will determine how successful these influencers are. Influencers can cultivate two-sided parasocial ties that satisfy their followers' needs for emotional and informational support by using a clever combination of heterophily and homophily. By creating content that meets the requirements of followers—whether they be informational or emotional—this strategy effectively encourages impulsive buying. Social media influencers essentially use these individualized connections to influence their audience's hasty purchases.	Hu, et al (2023). [40]

5.2 Website features influencing the Online Impulsive Buying Behaviour.

In order to encourage customers to make impulsive purchases, online businesses must pay close attention to the aspects of website quality. The results show that simplicity of use is the most important factor influencing online impulse purchase behaviour among these variables. Factors like the website's intuitive operations and information clarity fall under the category of ease of use. This suggests that the possibility of impulsive purchases can be greatly increased by creating websites with easy-to-navigate content and simple user interfaces (Turkyilmaz, C. A., Erdem, S., & Uslu, A. (2015). [41]). A website's quality is crucial in the e-commerce industry since it influences customers' impressions, which in turn affects their decisions to buy. The significance of website quality in enhancing consumer purchase intentions has attracted the interest of academic scholars and industry practitioners (Ongsakul, V. et al. (2021). [42]).

Table 2: Show website features influence the Online Impulsive Buying Behaviour.

S. No.	Area/Focus of Research	Contribution	Reference
1.	Well-designed website.	Customers with high levels of impulsivity have a stronger propensity to react favourably to an expertly designed website. In contrast, their responses are typically more negative when they come upon a subpar website. Thus, even though an e-commerce website's overall quality is important, understanding the impulsiveness that exists within the customer base is essential to understanding the dynamics that underlie varied responses to different website quality levels.	Parboteeah, et al., (2009). [43]
2.	Effect of website quality in customer satisfaction	An individual's overall opinion regarding the purchasing experience is significantly shaped by their interaction with a service site and subsequent sense of satisfaction. This constructive interaction—which is made possible by a beautifully designed, high-quality website—goes beyond simple functionality and helps to create a welcoming environment for online buying. When a user is satisfied, it acts as a catalyst, creating a good	Widagdo & Roz (2021). [44]

		attitude that has a big impact on their decision to buy later.	
3.	Visual appeal	Visually appealing websites are more likely to grab users' attention and create positive feelings in them. A well-designed website's practical advantages can expedite client encounters by cutting down on the time and effort needed to locate particular services. Additionally, these practical advantages may stimulate consumers to make impulsive purchases.	Chen, et al., (2019). [45]
4.	Online cues	The three factors of perceived product availability, visual appeal, and website usability work together as important online cues that greatly impact and promote impulse buying. One important consideration is how easy a website is regarded to use, which includes how straightforward and natural the online purchasing experience is. Users are more likely to make impulsive purchases on websites that are easy to navigate because it reduces obstacles and promotes making decisions quickly.	Liu, et al., (2013). [46]
5.	E-Wallet.	Users are more likely to conduct impulsive, unplanned transactions when they positively identify and feel satisfied with using e-wallets. Because it frequently results in the fast fulfilment of desires, this phenomenon can be beneficial for consumers and improve their overall shopping experience. Consumers can strike a balance between enjoyment and financial restraint by making more informed judgments by acknowledging the possibility of impulsive purchases motivated by favorable e-wallet experiences.	Lee, et al., (2023). [47]
6.	Sense of comfort and confidence.	The possibility of making impulsive purchases online is directly correlated with a website's quality. It follows that customers are more likely to make impulsive purchases when they are pleasantly impacted by the excellent websites offered by online businesses. An excellent e-commerce website instils confidence and comfort in users, encouraging spontaneous purchasing. A greater proportion of impulsive internet buyers can be attributed to improvements in confidence and less uncertainty. When they are positively influenced by an attractive website that online businesses provide, they are more likely to make impulsive purchases.	Hasim, et al., (2018). [48]
7.	Surfing activity	Online reviews provide consumers with perceived utilitarian and hedonistic value, which enhances their browsing habits. This surfing activity ultimately influences consumers' impulse buying behaviour by having a beneficial effect on their propensity to make impulsive purchases. Furthermore, this study suggests that those who are highly impulsive also favor the hedonic value in online reviews, while others who are less impulsive emphasize the utilitarian worth more. For customers with higher levels of impulsivity,	Zhang, et al., (2018). [49]

		browsing has a more noticeable impact on the impulse to buy.	
8.	Online reviews	customer reviews from the past are crucial in predicting whether an internet business will succeed or fail. This phenomenon is ascribed to the regular encounter of online customers with these reviews during their website visits, and the consequent influence of these reviews has a direct bearing on their propensity to engage in online impulse buying behaviour.	Hong,et al., (2021). [50]
9.	Pop-up advertisements	Pop-up advertisements have a significant impact on the target audience's intention to buy. These advertisements appear out of nowhere on websites, drawing users' attention and creating a sense of urgency that leads to rash purchases. In addition, the continuous display of pop-up advertisements improves recall of crucial product attributes including features, costs, and other pertinent information, which reinforces their influence on purchase intent.	Balhareth, (2023). [51]
10.	Online promotion activity	A significant amount of online promotion activity creates a unique shopping experience for mobile users. In this environment, a number of situational factors, including promotion components, the social context, features of the mobile website, and time and budgetary constraints, work together to shape consumer behaviour.	Liu & Zhang (2019). [52]
11.	Seasonal offers	Customers are often filled with a sense of urgency and excitement during flash sales because of their exclusive deals and limited-time offerings. Customers are stimulated by the unique environment created by the anticipation of a limited-time offer, which makes their shopping experience more dynamic and engaging. When compared to typical or routine transactions, flash sales are more enjoyable because of this additional stimulation.	Dsilva & Elangovan, (2021). [53]
12.	Use of credit cards	The direct association between credit card usage and impulsive purchases exhibits a notable positive impact on compulsive buying behaviour. Additionally, this influence indirectly affects compulsive purchases, mediated by both credit card usage and impulsive buying tendencies. Credit cards facilitate easy and unrestricted access to transactions, providing users with the flexibility to make purchases in various situations. Consequently, the uncontrolled utilization of credit cards poses a significant risk of fostering compulsive buying habits, emphasizing the need for effective control measures.	Cuandra & Kelvin, (2021). [54]
13.	Internet celebrities (ICs)	Internet celebrities (ICs) have gained importance in the changing landscape of consumer behaviour as a key element encouraging impulsive purchases. This phenomenon highlights a paradigm change in which the endorsements and suggestions of influencers	Chen, et al., (2021). [55]

		(ICs) hold substantial weight in consumer decision-making. The point where spontaneous purchase and IC endorsement collide presents a new scenario where trust becomes crucial.	
14.	Mobile shopping Apps	Improving mobile applications' usefulness, usability, and interaction has been found to be a crucial component affecting how satisfied and happy consumers feel with them. Increased user satisfaction is anticipated to result from these improvements, which will ultimately strengthen the tendency toward impulsive purchasing. It is not only directly related to user pleasure but also acts as a mediator in the relationship between the entire user experience and the functioning of a mobile augmented reality app when people find it easy to use.	Do, et al., (2020). [56]
15.	Website security	Customers are more likely to feel secure and at ease while browsing and making purchases on a website that they believe to be reliable and secure. A sense of trust is fostered by assurances on the security of financial and personal data, which allay worries about possible threats. Because they feel more secure, users may be more likely to make impulsive purchases because there may be less hesitancy and friction during the purchasing process.	Narimanfar & Ashtiani, (2021). [57]

5.3 Trust influencing the Online Impulsive Buying Behaviour.

Establishing consumer confidence is heavily dependent on the legitimacy of the message distributed by digital influencers as well as the platform or media that delivers it. This trust becomes a crucial component affecting impulsive buying behaviour in the world of Social Networking Sites (SNSs), where digital influencers have a significant amount of power. The perceived validity and dependability of the material given by influencers is referred to as message credibility. Customers are more likely to form a favourable opinion of the goods or services being pushed when they believe the messaging that influencers are trying to convey (Shamim, K., & Islam, T. (2022). [58]. Brand awareness has a significant impact on consumer trust and perceived risk in the context of social commerce. Popular companies are more likely to inspire consumer trust, which lends them legitimacy and dependability in the context of social commerce. Because they are more familiar with these companies, consumers are less afraid to interact with a recognizable and trustworthy company, which reduces perceived risks. In a social commerce setting, a well-known brand's simple existence acts as a strong endorsement, allaying worries and boosting trust in prospective customers (Han, M. C. (2023). [59].

Table 3: Show the Trust factor influence Online Impulsive Buying Behaviour.

S. No.	Area/Focus of Research	Contribution	Reference
1.	Online trust	When it comes to online purchases, trust is best understood as customers' willingness to overlook certain flaws as long as they have high hopes for the online retailer's future activities. In light of the favourable expectation for the online store's dependability, honesty, and ability to live up to expectations in future exchanges, it denotes a readiness to ignore apparent weaknesses or uncertainties in the current transaction. This trust-based dynamic plays a critical role in determining how customers view the	Kimery & McCord, (2002). [60]

		online business, how they make decisions, and how secure they feel. Trusted customers are more inclined to make purchases because they have faith that their future contacts with the online store will consistently meet their expectations and provide great experiences that will outweigh any current restrictions.	
2.	Web shopping and trust	The actions customers take to purchase goods or services online are collectively referred to as web shopping. Consumer decisions to conduct online transactions are largely influenced by trust, which is a key component of the online buying experience. The words flow naturally from one another, demonstrating the trust and dependability users have in the online stores where they shop and browse. Building trust is essential for online retailers because customers want to feel confident in the safety of their transactions, the value of the goods or services, and the legitimacy of the website as a whole.	Shim, et al., (2013). [61]
3.	Intention to purchase online.	Relying exclusively on behavioural metrics may not always be as beneficial as planned actions, such as building trust in online purchase. If businesses focus on building trust in the online purchasing process, they can better capture the customer's mind and encourage more deliberate, preference-driven purchases. Constraints may force customers to make hasty purchases rather than real ones.	Funke & Day, (1976). [62]
4.	Brand orientation	Numerous online businesses in the e-commerce space match their corporate name to their brand. In this case, when consumers are more likely to make impulsive online purchases, the trust that comes with corporate and brand names acts as a stand-in for comprehensive product information. This emphasizes how important brand orientation is for building trust and encouraging rash purchases.	Ward & Lee, (2000). [63]
5.	Quality orientation	A major factor in building trust and, in turn, encouraging impulsive purchasing behaviour is the focus placed on quality oriented. Consumers can develop trust in an online store when they sense that the company is dedicated to providing high-quality goods and services. Because they are assured of receiving high-quality products, buyers in the shopping enjoyment sector are prompted to make impulsive online purchases as a result of this trust, which in turn makes them feel more confident and satisfied.	Gehrt, et al., (2007). [64]
6.	Previous experience with Online purchases	Trust is built on good experiences in the past with an online platform: trustworthy product details, easy payment processing, fast delivery, top-notch customer support, and strong privacy and security protocols. Impulsive purchasing occurs when clients are comfortable, trusting, and confident in their online purchases.	Burke, (2002). [65]
7.	Connection between buyers and sellers	In the world of internet purchasing, trust is an essential component that holds the transactional connection between buyers and sellers together. The three main pillars of this trust are predictability, fairness, and	Doney & Cannon, (1997). [66]

		dependability. Furthermore, trust is seen as a financial calculation in which values are deduced from actual relationship maintenance expenses and the relationships that are established and maintained.	
8.	Online social network	In the field of social computing, the idea of trust in online social networks has gained prominence. It can be applied to a wide range of situations, such as friend referrals, e-commerce, and trust-based access control systems. The formation and evaluation of trust are critical in these various situations, which reflects the increasing understanding of the significance of trust in influencing user interactions and enabling dependable connections in the digital sphere.	Zhao & Pan, (2014). [67]
9.	Ethics and Trust	When customers have faith in a company or brand, they are more comfortable making impulsive and hasty purchases. The establishment and maintenance of this trust are facilitated by ethical business practices. For example, genuine and transparent product information, reasonable prices, and dependable customer support all help to create a favourable impression of the brand.	Van, et al., (2009). [68]
10.	Price sensitivity	A sense of value and dependability is fostered in customers when they see a price reduction or obtain a free voucher, leading to an implicit faith that they are getting a good bargain. Since consumers feel more secure in making a purchase when they think they are receiving a good deal, the impression of affordability plays a critical role in influencing impulsive buying decisions. In addition to encouraging impulsive purchases, the pricing strategy's trust element builds a favourable relationship between the customer and the brand, which may encourage repeat business and long-term loyalty.	Syahrini & Arif, (2019). [69]
11.	Online reviews	The impulsive nature of purchases is frequently determined by various important factors, and consumer behaviour has a considerable impact on the online buying scene. One important factor is how entertaining people think online reviews are. Reviews that are interesting and positive can thrill and satisfy readers, which may lead them to make impulsive purchases. The reputation of the reviewer is also a crucial consideration. Because a great reputation lends legitimacy to the information presented, consumers are more likely to act impulsively and believe evaluations from reliable and trustworthy sources.	Chen & Ku, (2021). [70]
12.	Hedonic factor	The drive for instant gratification and pleasure is known as hedonic motivation, which makes impulsive purchases a desirable way to satisfy emotional needs. But trust gives customers a sense of comfort and confidence by lowering the perceived dangers connected to rash purchases. These variables work together to foster an environment that is favourable to impulsive purchasing because customers are more inclined to follow their impulses when they are driven by pleasure and have faith in the businesses engaged in the transaction.	Lavuri, et al., (2022). [71]

13.	Situational factor	Retailers who provide easy credit lines or discounts associated with obtaining a charge card might have a beneficial impact on consumers' financial perceptions. Customers feel free to spend in this setting because of these situational considerations. Furthermore, as emotion and browsing have a significant influence on impulsive purchases, businesses should constantly prioritize building trust and fostering a positive shopping experience.	Foroughi, et al., (2012). [72]
14.	Advertisement	Social media advertising uses the interactive elements, eye-catching visuals, and in-the-moment interaction of the platform to stimulate impulsive purchasing. Impulsive buying is not only promoted but also effortlessly integrated into the user experience on social media due to the combination of persuasive advertising strategies, frictionless purchasing alternatives, and social influence.	Chawla, (2020). [73]
15.	Fairtrade	Knowledge of Fairtrade (FT) is an essential component for both product involvement and antecedent trust. Customers' degree of engagement with the product and their level of faith in Fairtrade has a positive impact on their readiness to pay more for Fairtrade goods. Consumer product involvement is highly influenced by the degree of trust that people have in the Fairtrade movement.	Aksoy & Ozsonmez, (2019). [74]

5.4 Positive emotions' impact on impulsive purchases

Shopping can be made more enjoyable when people are in a good mood, which increases their susceptibility to impulsive purchases. Making impulsive purchases is one method that customers who are in a pleasant emotional environment could try to maintain or even improve their cheerful disposition (Ahmad, M. B. et al,(2019). [75]). Individuals with a high need for cognition (NC) who were in a pleasant mood reported a higher chance of repercussions and more favourable attitudes than those in a negative mood. Furthermore, respondents in happy moods evaluated a marginally higher likelihood of positive consequences and a lower likelihood of negative repercussions in comparison to subjects in negative moods (Wegener, D. T et al,(1994). [76]).

Table 4: Shows how positive mood/emotions impact impulsive buying

S. No.	Area/Focus of Research	Contribution	Reference
1.	Positive mood	Online impulsive buying behaviour is influenced by positive emotions, which are set off by captivating and alluring promotions. Promotions can elicit feelings of excitement, pleasure, or satisfaction in consumers, which can lead to impulsive purchasing decisions motivated by the need to preserve or improve their happy emotional state.	Tu, et al., (2017). [77]
2.	Creativity	The association between physical workspace characteristics and employees' creativity is significantly mediated by the activation of happy mood. Interestingly, those who are in an activated pleasant mood are far more likely to be able to benefit from the positive effects of a physical workspace on creativity. On the other hand, a decreased happy mood in this relationship does not show the same degree of relevance as a mediator.	Lin & Chang, (2020). [78]
3.	Emotional	Emotionally intelligent individuals know when their own	Hejase, et

	intelligent	emotions are low and try to make up for it. This is where the relationship between self-motivation and purchasing, especially impulsive buying, takes an interesting turn. Remarkably, a lot of consumers might not even recognize that when they go shopping, it serves as a purposeful catalyst for inspiration during dark moments.	al. (2018). [79]
4.	Utilitarian products	Good moods make people more impulsive online, especially when they're buying utilitarian products, and they also tend to keep their levels of impulsivity higher. People with high social values are more susceptible to this effect.	Arruda, et al., (2023). [80]
5.	Emotional balance	A steadier and in control decision-making process is enhanced by emotional balance. People who are emotionally balanced are less prone to be influenced by impulsive or temporary feelings. In the context of impulsive buying, where the choice to make a purchase is frequently motivated by irrational emotions, this consistency is vital.	Al-Masri, (2020). [81]
6.	Mood clarity, mood healing and mood monitoring.	Mood clarity is strongly influenced by the interaction of regulatory focus motives, namely mood healing and mood monitoring. Hedonic purchasing values are impacted when people search for happy experiences to improve their mood, engage in mood-repairing behaviours, and simultaneously assess their emotional states. This dynamic relationship exerts significant influence over the impulsive purchasing tendencies of individuals. The correlation between mood clarity and regulatory focus motives clarifies the complex relationships between psychological variables and consumer behaviour. It also illuminates the complex processes by which moods influence impulsive buying behaviour in the context of hedonic shopping values.	Parsad, et al., (2021). [82]
7.	Salespersons' retail service quality	When people are feeling good about themselves, they have a higher propensity to be Impulsive buying than when they are feeling bad. Mood acts as a complete mediator for purchase amount, directly influencing Impulsive buying. The Salespersons' Retail Service Quality (SRSQ) also have an effect on IB. Mood serves as a partial or complimentary mediator for both buy and store-visit intentions, highlighting the complex relationship between successful sales service, emotional states, and ensuing customer behaviours.	Pornpitak pan, et al., (2017). [83]
8.	Pre and post purchase mood	Pre-purchase emotions and the innate propensity for impulsive purchases both have a favourable impact on consumers' impulse buying habits. People are more likely to make impulsive purchases when they are in a favourable pre-purchase mood, which is defined by enhanced emotions or excitement. In a similar vein, a tendency to make impulsive purchases acts as a separate motivator for this kind of conduct. It's interesting to note that impulse buying had no appreciable effect on post-purchase mood, while being positively associated with pre-purchase mood and tendencies.	Ozer & Gultekin, (2015). [84]
9.	Mood and time pressure	People are more likely to make impulsive purchases when they are feeling positive and experiencing feelings	Bahrainiza d &

		such as joy or enthusiasm. Impulsive purchases are also influenced by time constraints, such as having little time to think issues through before making a decision. The beneficial effects of time constraints and mood on impulsive purchases highlight how emotional states and outside influences influence consumer behaviour. According to these results, which demonstrate the dynamic interaction of situational and psychological factors, impulsive purchasing habits are largely fostered by favourable moods and time limitations.	Rajabi, (2018). [85]
10.	Retail environment.	Impulsive purchase is directly influenced by the retail environment, and this effect is strengthened when favourable emotional reactions are created. Impulsive buying is encouraged when a store's ambiance is deliberately chosen to arouse good feelings, such as coziness, beauty, or sensory appeal. The direct influence shows that a store's atmosphere and physical characteristics can both independently encourage impulsive buying. Furthermore, the indirect channel through positive emotional responses highlights how the store environment's ability to generate strong emotional responses greatly increases the risk of impulsive buying, underscoring the complex function that ambiance plays in influencing consumer behaviour.	Sultan, et al., (2018). [86]

5.5 Hedonic motivation and its impact on impulsive purchases:

The relationship between social influence and hedonic incentive strongly influences behavioural intention, and payment habit plays a key mediating role in this process. Hedonistic motivation, which is motivated by the desire for pleasure and enjoyment, interacts with social influence to reflect how outside influences affect personal choices. This combined force influences behavioural intention directly as well as through the ingrained payment patterns of individuals (Khatimah,H. et al,(2018).[87]). The desire for pleasure and satisfaction, or hedonic motivation, is a major factor in determining whether or not people would utilize augmented reality apps on their phones. Hedonic motivation has a significant and beneficial impact, indicating that users are more inclined to interact with applications when they are looking for pleasurable and satisfying experiences (Mallari, E. F. I., et al, (2023). [88]).

Table 5: Shows how Hedonic motivation impact impulsive buying.

S. No.	Area/Focus of Research	Contribution	Reference
1.	Hedonic incentives	Hedonic incentives, which include aspects like idea, satisfaction, and adventure, have a beneficial impact on impulsive purchasing behaviour. Every dimension has a unique influence on how consumers make decisions. Adventure-driven motivations allude to a need for fresh and thrilling encounters, which leads to rash buying of novelty-oriented goods. Gratification motives, which are linked to impulsive purchasing behaviours, are the desire of pleasure and instant gratification. The attraction of imaginative or creative products is reflected in idea-related reasons, which lead to impulsive purchases motivated by the need for something fresh and original.	GÃ¼ltekin, (2012). [89]
2.	Gamification	A combination of gamification dynamics, electronic word-of-mouth, and enjoyment	Aghdaie, (2021).

		significantly affects the propensity for impulsive purchasing in the context of consumer behaviour. More specifically, gamification relies heavily on aspects like status, rewards, self-expression, and charitable actions to improve user experience and promote enjoyment. This increased pleasure then serves as a stimulant for compulsive purchasing behaviours.	[90]
3.	Lifestyle and hedonic pleasure	The attraction of hedonistic shopping, which is motivated by the need for enjoyment and emotional fulfilment, has a big influence on impulsive purchases. When people shop online, they combine lifestyle decisions with the need for instant gratification because they want to feel both useful and satisfied emotionally. Comprehending the complicated details of the middle-class consumer sector in the digital marketplace is vital for marketers to customize their methods.	Ustanti, (2018). [91]
4.	Positive emotions	Positive emotions operate as a mediator between hedonic shopping motivation and impulse buying. Stated alternatively, hedonic purchasing incentive is translated into impulsive buying behaviour largely through the influence of happy emotions. Customers with higher hedonic purchasing motivation are more likely to feel good and have more impulse buying inclinations. Furthermore, there is a direct correlation between fashion participation and an increase in impulsive buying, suggesting that fashion engagement itself acts as a separate catalyst for impulsive purchasing behaviour. In the context of hedonistic purchasing and fashion engagement, an understanding of these complex relationships helps to illuminate the subtle motivations underlying consumer impulse purchase.	Andani & Wahyono, (2018). [92]
5.	Store environment	The effect of store environment on consumer satisfaction varies according to the context of the purchase; hedonistic and utilitarian environments exhibit different effects. In particular, the environment within stores becomes the most important factor in explaining consumer happiness in hedonistic purchasing, whereas product placement becomes the most relevant factor in utilitarian shopping situations. As a result, one important finding is that various store atmospheric cues have different effects on customer satisfaction in various shopping contexts. This emphasizes how crucial it is to customize environmental elements to suit customers' unique requirements and preferences in various kinds of shopping experiences.	Calvo-Porrall & Lévy-Mangin, (2021). [93]
6.	Situational factors	Situational factors have a significant and favorable impact on college students' impulsive buying and hedonic shopping motivation in Manado City's mall. These outside factors serve as triggers,	Mamuaya & Tumiwa, (2017). [94]

		increasing the desire for enjoyable shopping experiences while also encouraging impulsive purchasing behaviours. Situational circumstances both directly contribute to impulsive purchasing behaviour and heighten the attraction of hedonic shopping, demonstrating the relationship between the two. This dynamic relationship highlights the role that external settings play in influencing college students' purchasing habits. It also highlights the complex interaction that exists between situational factors, hedonic shopping incentive, and impulsive buying in Manado City's retail environment.	
7.	Price discounts	Price reductions and promotional support have a definite, favorable, and considerable effect on hedonic shopping motivation. Customers are directly stimulated to seek out hedonic purchasing experiences when they come across alluring promotions and price reductions. A strong incentive that amplifies the allure of hedonistic purchases is the possibility of saving money or getting more value. This direct correlation highlights how economic incentives influence consumer behaviour and how powerful price-related elements are in enhancing the hedonic purchasing experience. Therefore, companies can successfully tap into and boost consumers' hedonic spending incentives by properly implementing discounts and promotions.	Anggarwati, et al., (2023). [95]
8.	Serendipity, trust, experience	Serendipity, the delightful surprise of finding unanticipated goods, piques curiosity and leads to rash choices. A sense of security is created by having faith in the brand or product, which lowers reluctance and encourages spontaneous purchasing. Furthermore, customers are propelled into a state of increased engagement and spontaneity during the flow experience, which is marked by immersive and pleasant interactions, which encourages impulsive buying behaviour. Together, these components establish a favorable setting where the chance finding, reliability, and immersive experience heighten the attraction of rash purchases, illustrating the complex interaction between psychological variables and consumer behaviour in the context of impulsive buying.	Bao & Yang, (2022). [96]
9.	Website attributes	When considering other aspects of websites, the effect of the user experience is the most significant factor on the hedonic motivation of consumers. Hedonistic motivations in online shopping are greatly influenced by a smooth and entertaining online experience. Furthermore, the association between impulsive buying behaviour and website attributes—such as web experience, quality, and content—is significantly mediated by hedonic incentive. Users' hedonic motives are stimulated	Hiranrithikorn & Banjongprasert, (2022). [97]

		when they are engrossed in a satisfying and pleasurable online experience, which in turn influences their propensity for impulsive purchases. This complex web of connections highlights how important online surroundings are in influencing consumers' impulsive purchasing behaviour as well as hedonic motivation.	
10.	Sales promotion attributes	Sales promotions exert a profound influence on hedonic shopping, triggering impulsive buying behaviours. The allure of discounted prices, limited-time offers, or special deals creates a sense of urgency and excitement, enhancing the overall hedonic experience for shoppers. This heightened emotional state, fueled by the perception of gaining value, intensifies the desire for impulsive purchases. The urgency and perceived benefits of the sales promotion contribute to impulsive buying tendencies, as consumers are motivated to seize the opportunity and fulfill immediate gratification. Thus, sales promotions play a dual role, enhancing the hedonic appeal of the shopping experience and catalyzing impulsive buying through a potent combination of psychological and economic incentives.	Liao, et al., (2009). [98]

6. CURRENT STATUS :

Online impulse buying has significantly increased due to factors such as social media influence, targeted advertising, easiness of one-click shopping, and other factors. Impulsive buying has increased due to the convenience of internet transactions and the growing rush that comes with speedy rewards. Retailers use scarcity tactics, time-limited sales, and tailored recommendations to intensify impulsive decision-making. Financial consequences are a concern when buyers may exceed their budget. Online marketers must prioritize the convenience of their customers. Ensuring safe online transactions is essential, with a particular emphasis on protecting consumer data by implementing strict privacy protection guidelines.

7. IDEAL SOLUTION FOR CURRENT STATUS :

Convenience and data security should be given top priority by marketers to improve online impulsive purchasing behaviour. The DPIIT's (Department of Promotion of Industry and Internal Trade) must propose a better policy which aims to establish a regulator, formulate an e-commerce law, and impose penalties, covering both Indian and foreign-funded platforms. It emphasizes healthy competition with brick-and-mortar establishments and requires internet retailers to keep client information up to date. Strict guidelines for personal information protect privacy is much needed. Customers use social media to look for product reviews and information. They must be cautious of deals and discounts and choose reliable websites. In recently scenario, impulsive purchases can be influenced by building a strong online presence and trust.

8. RESEARCH GAP :

This study delves into the factors influencing trust and its connection to online impulsive buying behaviour. Previous research highlights social influence, website quality, hedonic motivation, and trust as key drivers of impulsive buying. Unlike existing literature, this study positions trust as a mediating factor. In the current context, making careful online purchases is crucial and transforming impulsive buying into a rewarding experience.

9. RESEARCH AGENDA :

Internet marketers, researchers, online companies, and customers all have a keen interest in impulsive buying behaviour. It's critical to comprehend the key elements in the contemporary digital world that

lead consumers to make hasty purchases. The impulsive purchasing decisions of consumers are shaped by various factors, including social impact, website quality, trust, pricing, and advertisements. These factors are indicative of the changing nature of online market.

1. What are the factors influencing impulsive purchasing behaviour?
2. Do trust have any influence on online impulsive buying?
3. How does the social media influences online buying behaviour?
4. Whether subjective norms influence the customer perception while buying online and does it lead to online impulsiveness?

10. ANALYSIS OF RESEARCH AGENDA :

a. Factors influencing impulsive buying behaviour:

The complex nature of impulsive buying is a problem for market researchers. The intricate interactions between the variables driving impulsive purchases have a synergistic effect that increases sales turnover in the end. For merchants and marketers, this phenomenon is helpful as it highlights how crucial it is to comprehend and utilize the intricacy of impulsive purchasing behaviour in order to succeed in business (Sumetha, M., & Vasanthi, S. (2016). [99]).

b. Trust element affecting online impulsive buying:

Impulsive purchases are predicted by an individual's level of trust in internet retailers. Impulsive buying is more common among clients who believe that internet platforms are reliable. As a crucial factor in their decision-making process, trust promotes dependability and security in online transactions. Marketers may take advantage of this understanding by giving trust-building initiatives top priority in their online stores, fostering an atmosphere that favors impulsive buying among the student population (Adriansyah, M. A., & Rahman, M. T. (2022). [100]).

c. Social media influences online buying behaviour:

Online shopping has been popular due to the extensive integration of social media platforms on mobile devices, which has changed e-commerce. Social media retailing gives customers an immersive experience by enabling in-depth evaluations and comparisons of desired goods and services with competing ones. Users improve their decision-making process by utilizing the abundance of customer input. This dynamic is further amplified by online communities, which facilitate the exchange and reception of a wide range of shopping experiences. Customers can now make well-informed decisions and feel more engaged in the community thanks to this networked environment, which also makes online purchasing more socially and participatory (Ebrahimi, P., et al., (2023). [101]).

d. Subjective norms influence the customer perception while buying online.

One important factor contributing to impulsive purchasing behaviours is subjective norms, which refer for societal influences and expectations. It affects people's intentions to make impulsive purchases when they believe that their friends or society norms support such actions. Impulsive purchasing actions may stem from a desire to live up to imagined societal standards. Proximal behavioural control, which expresses a person's confidence in their capacity for spontaneous buying, also influences purchasing intentions. For marketers looking to impact impulsive purchasing behaviour in their target market, comprehending and addressing these variables is crucial.

11. FINAL RESEARCH PROPOSAL :

Based on a thorough analysis and review of the relevant literature, this article advises investigation exploring Customer Reactions to Online Impulsive Buying.

- (a) **Proposed title:** Customers' Shopping Response towards Online Impulsive Buying Behaviour
- (b) **Geographical area of study:** Dakshina Kannada District, Udupi District and Bengaluru urban.
- (c) **Target respondents of the study:** Consumers who buy online.

12. SWOC ANALYSIS OF ONLINE IMPULSIVE BUYING BEHAVIOUR OF A CUSTOMER :

SWOC analysis provides a complete overview of the factors inducing online impulsive buying behaviour, helping companies plan and address both strengths and weaknesses in the dynamic e-

commerce landscape.

Table 6: The SWOC Analysis of online impulsive buying behaviour of a customer.

<p>Strengths:</p> <ul style="list-style-type: none"> a. Online platforms provide a suitable shopping experience, allowing users to make purchases anytime, anywhere. b. Customers have easy access to a wide range of products with just a few clicks. c. Data analysis allow personalized product references, increasing the possibility of impulsive purchases based on individual preferences. d. Online retailers can employ attractive promotional strategies, such as flash sales and limited-time discounts, to stimulate impulsive buying behaviour. 	<p>Weaknesses:</p> <ul style="list-style-type: none"> a. Customers miss the physical inspection of products, leading to potential dissatisfaction upon receiving the purchased item. b. The vast collection of options online can overwhelm customers, making it challenging to make well-planned decisions. c. Lack of face-to-face interaction reduces the emotional connection between the buyer and the product, which may affect customer satisfaction. d. Customers may hesitate to make impulsive purchases due to concerns about online safety and the security of their financial information.
<p>Opportunities:</p> <ul style="list-style-type: none"> a. Companies can make use of influencers and social media networks to reach followers' impulsive purchasing tendencies. b. Real-time feedback and reviews can influence impulsive buying behaviour positively, building trust and credibility. c. Customer data can be used to identify patterns and trends, enabling businesses to tailor their strategies to trigger impulsive purchases. d. As mobile devices become more common, systems should be optimized for mobile commerce to take advantage of spontaneous purchase opportunities. 	<p>Challenges:</p> <ul style="list-style-type: none"> a. Customers may be less satisfied with impulsive purchases because of the problems related with returning or refunding them due to the online nature of transactions. b. Post-purchase regret is a common outcome of impulsive buying, particularly when consumers discover they made rash decisions without giving them enough thought. c. Strong competition in the online marketplace may make it hard to stand out and capture impulsive buyers amid numerous alternatives. d. Ad-blocker usage and banner blindness are on the rise, which could lessen online advertising's ability to encourage impulsive purchasing.

(SOURCE: Compiled by the Researcher)

13. SUGGESTIONS :

To further encourage impulsive purchasing, marketers should place a high priority on improving the data security and simplicity of online transactions. Stressing the need of putting strong privacy protection policies into place is crucial to gaining and retaining client trust. Furthermore, balancing levels of competition is ensured by encouraging regulatory agencies such as DPIIT to create a regulator, create comprehensive e-commerce legislation, and implement penalties. This strategy protects consumer interests while also promoting healthy competition. To influence and maintain impulsive purchases in the present environment, it will be essential to maintain a strong online presence and build trust through open and honest procedures.

14. LIMITATIONS :

Online impulsive buying behaviour have varied opportunities but, it also comes with challenges. In comparison with physical stores, the dependence on virtual interactions can reduce the amount of sensory stimulation, which could have an impact on the triggers of impulsivity. The development of trust is also impacted by the digital sphere, which raises questions regarding the protection of personal data. Retailers still have difficulties in comprehending the many variables that impact impulsive

purchasing, including cultural differences. Online trends are cyclical, which means that companies have to be flexible and quick to adjust. In conclusion, the necessity of responsible marketing tactics in the online retail industry is underscored by ethical issues when utilizing impulsive conduct for financial gain.

15. CONCLUSION :

Impulsive online purchasing accounts for about 40% of all sales in economically developed countries, greatly influencing today's consumer marketplaces. Retailers intentionally appeal to consumers' dreams because they understand the emotional demands that motivate hasty purchases. The quality, knowledge, and complex details of a website are important factors that impact customers. E-marketers must employ strategies that emphasize situational factors, trust-building, and hedonic motivations in order to effectively encourage spontaneous purchases. Furthermore, online buying experiences are greatly impacted by elements like ease of use, emotional reactions, and well-designed websites. Recognizing differences in emotional states, channels of purchase, and impulse buy triggers gives marketers a thorough insight and allows them to customize strategies that appeal to a range of consumer demographics.

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