

A Study of Indian customers' impulsive buying behavior of cosmetics through cybershopping

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Abstract -For the past 60 years, impulse buying has attracted the attention of researchers and practitioners. Through compiling the numerous research projects done in the fields of customer behavior and cybershopping, this study aims to provide a complete description of Indian customers' impulse buying habits when they purchase cosmetics online. The study suggests and empirically supports a research paradigm that addresses impulsive online consumer purchasing behavior. This study was conducted to determine how different situational factors affect everyone's likelihood of making impulse purchases. The various situational factors taken into account are categorized as demographic factors (gender, age, income, marital status etc.), cosmetic buying behavior factors (kind of cosmetics used, brand loyalty, factors influencing the purchase intention like advertisements, word of mouth etc., cost, size of the product), marketing factors that affect impulse buying behavior (online shopping, advertisement, sales promotion, country of origin etc.), For this, data was collected through a questionnaire with 273 respondents and analyzed, as well as one-on-one consumer interviews were conducted. The construct "desire to buy impulsively" was significantly positively correlated with situational factors such as advertisements, promotions, and money available, etc. Additionally, the findings showed that age was significantly negatively associated with impulsive purchase behavior while gender had no impact on this activity. The study's findings give both theorists and marketers valuable information about the burgeoning organized retailing industry's potential for a bright future.

Keywords : impulse buying, cosmetic industry, cyber shopping, customer perception

INTRODUCTION

In India's largest cities, hypermarkets, multiplex malls, and mega marts are the new faces of the country's modern retail landscape. With several domestic and foreign businesses joining the market, the retail sector

in India has emerged as one of the most dynamic and quickly expanding sectors. According to AT Kearney's global retail development index, which ranks thirty emerging nations, India is ranked fifth among them. In India, organized retail is anticipated to increase significantly over the next five years, largely due to changing lifestyles, rising disposable income, and advantageous demographic segmentation. When it comes to their shopping habits, Indian consumers have undergone a radical shift, and impulse buying is now a highly recognizable characteristic. Impulse buying has aroused the interest of researchers and organizations, which have tried to understand the psychological underpinnings of this behavior, as well as "impulse temptations", to boost sales. In the cyber realm, which includes social media platforms, apps, and websites, the paper focuses on cosmetics impulse buying behavior.

MOTIVATION

In daily life, impulsive buying behavior can be observed. These behaviors can be studied using data on demographic characteristics as well as factors that influence impulsive buying behavior. We were curious to learn more about this behavior, especially in the wake of the pandemic. The primary driving force was to comprehend the cosmetics industry and observe how consumers perceive them. Impulsive buying behavior can be seen in both genders, which led us to study the impulsive buying of cosmetic products.

LITERATURE REVIEW

In a literature review, several papers are examined with the goal of understanding consumers' impulsive purchasing patterns. Each article offered a distinct angle on the topic of cosmetics purchases made on the

spur of the moment, focusing on various factors depending on the context.

Ravi Shankar Bhakt (2013) had shown that both internal and external stimuli affect people in a variety of settings. (1)

Chandan Parsad, et al had primarily focused on the antecedents of impulsive shopping, which include characteristics such as sensation-seeking and impulse buying tendency, shoppers' resources, and marketing stimuli(2). Pei-Tzu Wu* and Cheng-Jong Lee (2016) determined that unmarried working females with university degree are prone to impulsive shopping (3). Prof. Nilesh Anute, Dr. Anand Deshmukh, Prof. Amol Khandagale (2015) in their study in Pune city, concluded that most of the cosmetic buyers are from 15 to 30 age group and buy mostly Indian brands.(4). Loyalty can be demonstrated in terms of product quality and brand. Customers placed a higher value on product quality and a lower value on product packaging depending on the parameters. The amount of income determines the cost of a purchase.

The study by Yanga et al, showed that the use of an environmental marketing approach will strengthen consumer engagement when creating a sustainable marketing model.(5) Li, Deng, and Moutinho's 7 findings suggest that customers' interest in experiences will have a significant impact on impulsive buying(6) Surprisingly, most marketing management studies have up to this point ignored customers' potential impulsive motivation and decision-making elements, which are created by interactions among products, situations, and experience. In order to achieve two-way contact with consumers and achieve a more successful marketing goal, this study will integrate brand image, consumption scenario, and experiential marketing. It will also convey consistent product information through marketing activities. The need for a better self-image is comparatively what drives impulsive purchasing behavior in the cosmetics sector. The shopper's impulse buying is influenced by a variety of factors, including the shopping environment, the shopper's personal characteristics, the product itself, and the diverse demographic and socio-cultural aspects.

Sanjeev Prashar ET AL identified and ranked the factors that influence impulse buying behaviour among Indian shoppers. This study, conducted in one of the world's top five retail markets, adds to existing knowledge on shoppers' impulse purchasing

behaviour. As a result, a variety of factors influence this spontaneous and unplanned shopping behaviour, demonstrating how merchandising display and in-store influences have a greater impact in the Indian context than promotional stimuli and socialisation. Retail marketers in India can use this as a guideline when developing consumer-attraction strategies which will help in impulse buying.(7).

Anant Jyoti Badgaiyan, and Anshul Verma showed that all of the selected situational variables had a significant impact on impulsive buying behaviour. In terms of the construct 'urge to buy impulsively,' the findings revealed a significant positive relationship with situational variables such as money availability, friendly store employees, and credit card use. Furthermore, the findings revealed that gender had no effect on impulsive purchasing behaviour, whereas age had a significant negative association with impulsive purchasing behaviour.(8)

Yang Zhao et al showed impulsive online purchasing has become more common in e-commerce and social commerce studies. Marketing and affective stimuli are two factors that contribute to impulsive purchases on websites. Furthermore, the study advises practitioners on how to use information technology to encourage online impulsive purchasing. The level of economic development modifies the relationship between several factors such as website visual appeal, ease of use, price, promotion, pleasure, and positive emotion, and online impulsive purchasing.(9)

Anjana S S study contributed to a better understanding of cosmetics consumption, which is inextricably linked to cosmetics purchases. Five factors influence customer purchasing decisions: product quality, product pricing, brand name, product packaging, and advertising. Purchasers are having difficulty making a decision due to the high level of competition.(10)

RESEARCH OBJECTIVES

- 1) This study seeks to examine the extent of impulsive buying behavior of cosmetic products and how customers perceive and how often they tend to purchase them through cyber shopping.
- 2) To study the factors that influence the impulse buying behavior of a customer.
- 3) The increase in product sales and the difference between clicks per minute and actual purchases.

METHODOLOGY

The questionnaire is based on purposive sampling and has a set of 20 questions which have targeted every aspect of the research as well as all the factors that are taken into consideration .The scope is limited to both small towns and big towns, with the major focus group being from Bengaluru. Most of the research is also done by one to one face interview. There were 270 valid respondents.

MEASUREMENT STANDARD OF VARIABLE

The study's questionnaire was changed in accordance with both domestic and international scales and is based on a research framework. The content is based on the impulsive purchasing habits of Indian consumers in both the domestic and foreign markets. Scoring is based on Likert scale with 5 being strongly agree and 1 being strongly disagree, and also there are MCQ based questions .The question is divided into three sections. With information like personal information like gender , age , income , current city etc. The target group taken is mainly between the age group of 15 to 40 years , people who are technologically well versed .Both the male and female genders were targeted with major responses from the

female sector. SPSS tool was used to test the reliability of the questionnaire .

RESULTS

The majority of data analysis is done by the SPSS software. The measure of reliability of consistency of the questionnaire, the cronbach alpha of the questionnaire is 0.632.(which is of moderate reliability).

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.632	.561	3

The research calculates Cronbach's α to test the reliability of the variables. Reliability is an accuracy statement defined as the extent to which a device yields consistent or error-free results. To maintain internal coherence Cronbach's Alpha should be greater than 0.6 .The reliability for the current questionnaire is 0.632 .Below mentioned is the item total statistics

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Pandemic situation increased your impulsive buying of cosmetic products? Strongly agree =5 agree=4 neutral=3 disagree=2 Strongly disagree=1	6.53	3.341	.701	.659	.079
Do advertisements change your perception of products? Strongly agree =5 agree=4 neutral=3 disagree=2 Strongly disagree=1	6.36	3.244	.704	.659	.066
Cosmetics are chosen on the basis of brand. Strongly agree =5 agree=4 neutral=3 disagree=2 Strongly disagree=1	4.87	8.393	.044	.002	.896

The user generated content for the following is 0.632 so the UGC is reliable .

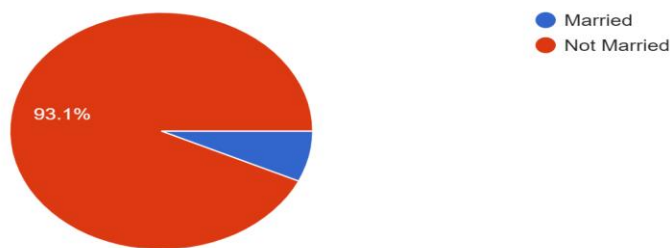
FINDINGS

- The demographic variables used in this study are marriage ,age and occupation level.
- Out of the 274 respondents we have 64 female respondents and 36 male respondents We have targeted all age groups from 15 to 45 and above major people are between 15 -25 years of age , second highest are people from the age group of 26 to 30 Around 93 percent of the people are unmarried while the remaining 7 percent are married
- Most of the people are students so they are dependent people and do not wish to disclose their incomes.

DEMOGRAPHICS

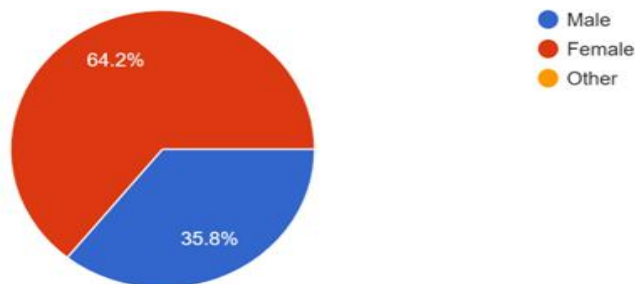
What is your marital status?

274 responses



Gender

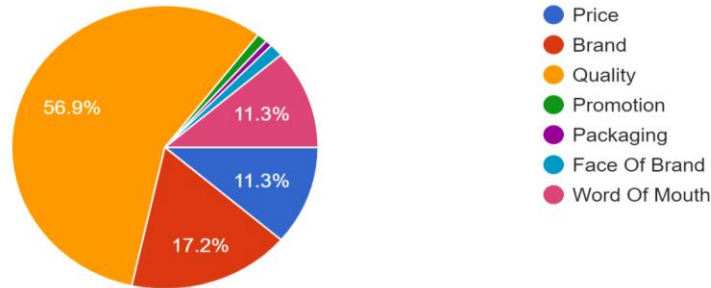
274 responses



- There is a lot of disparity between the different types of cosmetics that are there , there are around 40% people who use organic cosmetics. 21.5% with Ayurvedic cosmetics , 16.4% chemical used products which indicate that people are more impulsive towards the organic products nowadays and the organic products are catching peoples eye to a great extent.
- Majority of people focus on the peer group while choosing a brand (32.8%), around 28.5% focus on advertisement. Around 25.2% of people buy according to their family which indicates that word of mouth advertising can help to increase revenues and help in regulating the perception of Indian customers .
- Around 56.9% of the people focus on quality and 17.2% focus on brand , while 11.3% focus on word of mouth , 11.3% on price Quality holds the supremacy in defining the indian customers perception towards beauty products as they are not willing to take further risks as depicted under

Rank from 1 -7 the factors that influence your purchase:

274 responses

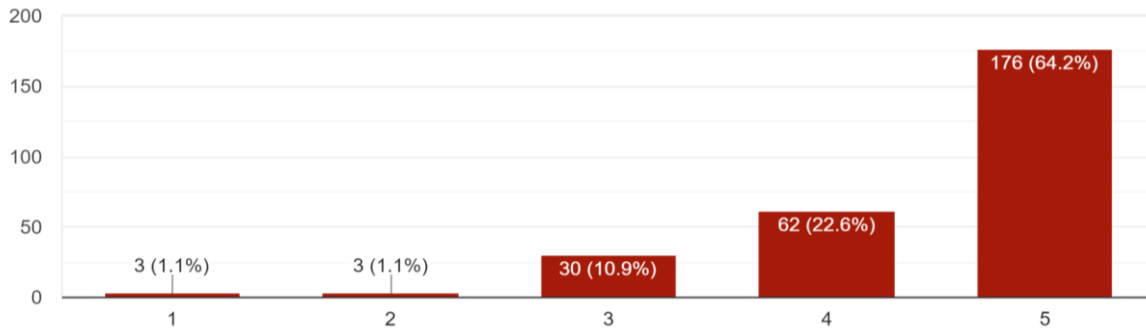


- Around 51.5% of the people have sometime or the other regretted buying a product , around 27.4% of the people have marked Yes for the regrets while 21.2% have marked no for the same . Impulsive buying exists because more than 50 percent of the people have regretted buying the products which were not well thought of or well researched
- Around 64% of the respondents believe that there should be cosmetic products available in different sizes and shapes and hence there is a higher chance of customers getting attracted to these and buying them impulsively.

Cosmetic Products should be available in different sizes or volumes. Strongly agree =5

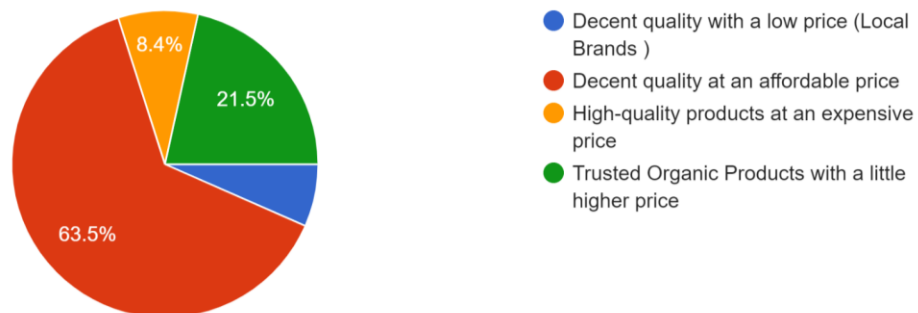
agree=4 neutral=3 disagree=2 Strongly disagree=1

274 responses



How do you decide and purchase the product (on the basis of cost)?

274 responses

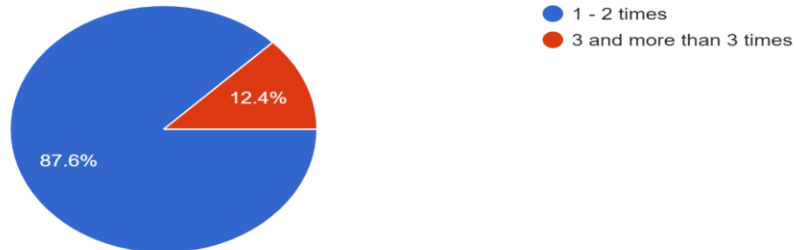


- 68.6% of the respondents believe that they buy cosmetic products when they actually need the cosmetic products, while 12.8% of the respondents believe that they purchase cosmetics for a particular occasion or festive season. Most of the respondents believed that (56.2%) online repetitive purchase is more trustworthy.

Around 87.6% of respondents believe that advertisements changed the perception of products hence there is a higher chance of customers getting attracted to these and buying them impulsively.

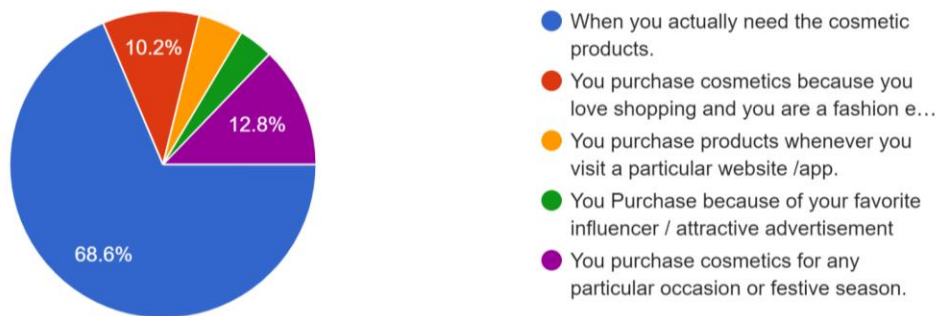
Do advertisements change your perception of products? If Yes..... How many times do you tend to buy products through advertisements and online shopping in a month?

274 responses



When do you buy cosmetic products?

274 responses



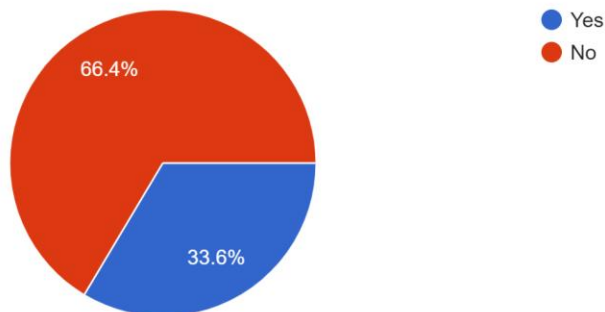
On an average around 55.8% of respondents have 1-2 items always Out of 1-2 items in the cart , around 1 they end up purchasing. Which indicates how people have been addicted to cybershopping and the offers

Respondents (86.1) % indicated that they have purchased around 1-2 products because of advertisements that they didn't require, hence there is a higher chance of customers getting attracted to these and buying them impulsively.

Country of origin and the pandemic is not a major factor for impulsive purchases while offers attract a lot of people for the purchase that they don't need .

Did the pandemic situation increase your impulsive buying of cosmetic products?

274 responses



While studying for impulsive buying of cosmetics spoke to many people which gave different perspectives depending on different situations. The many factors are used to generate the findings. Both genders and a variety of age groups participated in the survey. The maximum range that we discovered is approximately 15 to 25 and from different occupations.

QUALITATIVE DATA

There are various factors which are taken into consideration in this paper while making the questionnaire. Different people have different perspectives on different options in the questionnaire and in the interviews as well.

Questions:	Maximum Opted Option:
What kinds of cosmetic products do you use?	Organic
Which factor influences you the most while choosing a brand?	Peer group
Which is the factor that influences your Purchase	Quality
Do you have any regrets about buying products that you should not have bought but bought due to impulsive purchases?	Sometimes
How do you decide and purchase the product (on the basis of cost)?	Decent quality at an affordable price
Cosmetics are chosen on the basis of brand. Strongly agree =5 agree=4 neutral=3 disagree=2 Strongly disagree=1	Agree
Which is your most trusted brand ? (Brand loyalty)	Other
Cosmetic products should be available in different sizes or volumes. Strongly agree =5 agree=4 neutral=3 disagree=2 Strongly disagree=1	Strongly Agree
When do you buy cosmetic products?	When you actually need the cosmetic products
Did the pandemic situation increase your impulsive buying of cosmetic products?	No

Do you believe more in online shopping than in offline shopping?	Online Repetitive purchase
Do advertisements change your perception of products? If yes, how many times do you tend to buy products through advertisements and online shopping in a month?	1 - 2 times
On average, how many items are there in your cart?	1-2
And how many of the above-mentioned items do you really end up purchasing?	1
How often have you purchased products that you didn't require but still purchased because of an advertisement?	1-2
Choose the correct choice: 1) Are you influenced by the country of origin of the products? 2) Do offers attract you to purchase the products? (Eg: Combopacks /Promotions/Sales)	1)No 2) Yes

CONCLUSION

Modern economic, marketing, and psychological theories are unable to fully explain the underlying

cause and motivation behind customers' impulsive purchases. According to Yang, Huang, and Feng's (2011) study, there are numerous stimulus programs used in the cosmetics industry, which highlights the

complex aspects that influence customers' impulsive purchases. The results of this study suggested that impulsive buying behavior exists in the cosmetic industry in which advertisements, offers and sizes of the products play a significant role. The research findings indicate that people focus on online repetitive purchase.

Customer buying behavior is influenced by quality, brand loyalty, advertising size and volume of the product. The study's findings suggested that brand perception or consumer behavior have little to do with how much a customer enjoyed interacting with a business in the past. Because brand image associations among consumers are passive and dependent on outside stimuli, only their judgment of consumer value through experience will lead them to make impulsive purchases.

The study touches on various common data points of 270 respondents that have a significant common trend for the same.

FUTURE SCOPE OF WORK

- To comprehend the impulsiveness of customers better, some factors including personality traits and socio-cultural attributes could be investigated in greater detail.
- The study can also be conducted by focusing on new age groups, demographic groups, etc.
- The major factor of customers turning towards impulsive shopping is something that is still open to further discussion.
- Through this project still we are not able to carry the in depth analysis of human psychology.

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