

Consumer Impulse Purchase Behaviour with Reference to Cognitive and Affective Purchase Behaviour of Fashion Products Through Off-Line and On-Line Mode – A Study in Tiruppur District

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Abstract - The Indian retail sector has witnessed remarkable transformation in recent years, driven by digitalization, changing lifestyles, and evolving consumer preferences. The growth of e-commerce alongside traditional brick-and-mortar stores has created a dual-channel retail environment, offering consumers multiple avenues for purchase. Fashion products are inherently dynamic, influenced by trends, personal style, and social factors. These characteristics make them highly susceptible to impulse buying behaviour, where consumers make spontaneous and unplanned purchase decisions. Factors such as attractive displays, discounts, peer influence, and social media exposure significantly contribute to such behaviour. With the advent of online platforms, impulse buying has further intensified through personalized recommendations, flash sales, and easy accessibility.

Key Words: On-line Shopping, Off-line Shopping, Cognitive Purchase Behaviour, Affective Purchase Behaviour, Shopping Convenience.

I. INTRODUCTION

The Indian retail sector has witnessed remarkable transformation in recent years, driven by digitalization, changing lifestyles, and evolving consumer preferences. The growth of e-commerce alongside traditional brick-and-mortar stores has created a dual-channel retail environment, offering consumers multiple avenues for purchase. In textile-driven regions like Tiruppur, this shift is particularly evident, as consumers actively engage in both offline and online shopping for fashion products. Fashion products are inherently dynamic, influenced by trends, personal style, and social factors. These characteristics make them highly susceptible to impulse buying behaviour, where consumers make spontaneous and unplanned purchase decisions.

Factors such as attractive displays, discounts, peer influence, and social media exposure significantly contribute to such behaviour. With the advent of online platforms, impulse buying has further intensified through personalized recommendations, flash sales, and easy accessibility.

Consumer satisfaction plays a crucial role in determining the long-term success of such purchases. While impulse buying may provide immediate gratification, the level of satisfaction derived from these purchases can vary based on the mode of shopping. Offline shopping offers tangible experiences such as touch, trial, and instant ownership, whereas online shopping emphasizes convenience, variety, and price competitiveness.

II. REVIEW OF LITERATURE

Sullivan & Carter (2021) Trust in online shopping Secure, well-structured sites reduce anxiety among first-time buyers; recommendations build confidence. Ensure secure design and encourage word-of-mouth referrals. Taylor & Brooks (2021) Personalized suggestions Customers trust personalized suggestions and are more open to trying new products based on friends/relatives' advice. Use data analytics to segment customers and deliver customized recommendations. Taylor & Roberts (2021) Customer reviews & trust building Consumers trust detailed customer reviews (with images/videos) more than retailer descriptions; such reviews increase purchase intent and loyalty. Implement post-purchase review requests, allow multimedia uploads in reviews, and highlight top helpful reviews on product pages. Walker & Simmons (2021) Video content & product display Videos (unboxing/tutorials) increase confidence and

compensate for lack of tactile experience. Integrate high-quality product videos covering detailed views and tutorials. Walker & Thomas (2021) Website security Customers choose secure, protected payment sites over less secure ones. Build robust encryption, secure gateways, and privacy safeguards. Wilson & Cooper (2021) Promotional strategy & pricing Free shipping is seen as a promotional offer that significantly drives sales; customers often wait for such offers before purchasing. Offer conditional free shipping (e.g., above a certain order value), promote it during peak seasons, and test thresholds for optimal sales impact. Clark & Martin (2022) Store layout Strategic product placement near counters promotes impulse buys. Place popular/customized products near billing counters; use signage and displays. Miller & Davis (2022) Customer service Friendly, knowledgeable staff increase trust, confidence, and buying decisions. Train staff to greet, assist, and recommend effectively. Roberts & Martin (2022) Social proof Customers learn from others' discount tactics and experiences, influencing behaviour. Encourage customer conversations and visible testimonials to enhance trust and social proof. Shiraz Sarosh Patel (2021) A comparative study on Online shopping vs. Offline shopping was conducted and the findings state that online shopping has significantly impacted consumers, especially during Covid-19. IT development, secured payments, return policies, and discounts make online shopping more attractive. However, offline shopping continues to appeal to those seeking social experiences or who perceive better quality in physical stores. Many consumers use online platforms to gather information but still purchase offline. Online shopping is growing in India, but frequency remains lower. Retailers should innovate strategies to increase engagement, target specific segments (especially female customers), and integrate both online and offline strengths to capture wider consumer bases. Tripathi (2023) A Comparative Analysis of Online Versus Offline Shopping: A New Arena Consumers increasingly prefer online shopping due to convenience, time savings, and wider choice. However, concerns remain regarding trust, product tangibility, and security. Well-educated and technologically aware consumers are more inclined toward online shopping. Offline shopping still holds value for physical experience and wholesaler presence. Businesses should address trust and security issues while leveraging the convenience of online platforms. Special focus should be placed on

educated and tech-savvy consumers in India while maintaining hybrid models to balance online and offline strengths.

III. NEED FOR THE STUDY

The retail sector in Tiruppur has rapidly evolved with the growth of both offline and online shopping platforms. Fashion products, driven by trends and emotions, are highly susceptible to impulse buying influenced by promotions, social media, and store appeal. Although impulse buying is widely researched, limited studies focus on the satisfaction derived from such purchases, especially across different shopping modes. Consumer satisfaction is vital for repeat purchases and loyalty, yet it may vary between offline (experience-based) and online (convenience-based) environments. Hence, this study is needed to analyze and compare satisfaction levels from impulse purchases in both modes and provide insights for improving retail strategies.

IV. STATEMENT OF THE PROBLEM

Impulse buying behaviour has increased significantly in the fashion segment due to the availability of both offline and online shopping channels. While offline shopping offers physical experience and instant purchase, online shopping provides convenience and variety, leading to differences in satisfaction levels. In Tiruppur, despite active consumer participation in both modes, there is a lack of clear evidence on which mode provides greater satisfaction in impulse purchases. Factors influencing satisfaction, such as price, quality, and post-purchase experience, are also not well understood. Therefore, the problem is to compare consumer satisfaction towards impulse buying in online and offline modes and identify the key influencing factors.

V. OBJECTIVES OF THE STUDY

- ❧ To identify the factor influencing the consumers towards impulse buying behaviour through offline shopping or online shopping.
- ❧ To evaluate the Cognitive Purchase Behaviour and Affective Purchase Behaviour among the consumers towards impulse buying behaviour through offline shopping or online shopping.

VI. METHODOLOGY

The study is primarily a descriptive in nature, its aim is to present a clear picture of consumer behaviour, including frequency of purchase, preference patterns, influencing factors, and post-purchase satisfaction. It seeks to measure consumers' perception regarding various dimensions such as price, convenience, trust, security, product quality, service quality, delivery

efficiency, return policies, personal interaction, and immediate possession of goods. Study Area: Tirupur District viz., Avinashi, Dharapuram, Kangayam, Madathukulam, Palladam, Tirupur, and Udumalpet in the Tirupur district were identified. Sample Size: Female – 384; Male: 384 therefore the final total sample accounts for 768.

VII. RESULT

Table 1

Sl.no	Area of residence	No of respondents	Per cent
1.	Rural	248	34.02
2.	Semi-urban	232	31.82
3.	Urban	249	34.16
	Total	729	100.00
Sl.no	Gender	No of respondents	Percent
1.	Male	361	49.52
2.	Female	368	50.48
	Total	729	100.00
Sl.no	Age in years	No of respondents	Percent
1.	Up to 25 years	194	26.62
2.	26-35 years	187	25.65
3.	36-46 years	176	24.14
4.	Above 47 years	172	23.59
	Total	729	100.00
Sl.no	Marital status	No of respondents	Per cent
1.	Married	350	48.02
2.	Unmarried	379	51.98
	Total	729	100.00
Sl.no	Type of family	No. of respondents	Per cent
1.	Joint	364	49.94
2.	Nuclear	365	50.06
	Total	729	100.00

Data Source: Primary

Cognitive behaviour of the consumers purchasing through online and offline

Table 2

		cognitive online					cognitive offline		
Sl.no	Variables	Total	Mean Value	rank	SD	Total	Mean Value	rank	SD
1	Comparison of products	316	3.053	1	1.409	413	3.104	1	1.389
2	Concerned purchase decision same times I	316	3.050	2	1.417	413	3.016	2	1.445
3	Dedicative thinking before buying	316	3.047	3	1.414	413	2.983	3	1.423

4	Intention to buy	316	3.006	4	1.477	413	2.978	4	1.448
5	Quality it price is less	316	2.968	5	1.479	413	2.944	5	1.415
6	Carefully consider whether I need	316	2.914	6	1.457	413	2.939	6	1.398
7	Comparison of pricing offers	316	2.863	7	1.426	413	2.929	7	1.414

Data Source: Primary

Affective behaviour of consumers purchasing online and offline.

Table 3

SL.N O	Variables	AFFECTIVE ONLINE				AFFECTIVE OFFLINE			
		Total	Mean Value	rank	SD	Total	Mean Value	Rank	SD
1	Impulsive buying may not be need-based	316	3.044	1	1.411	413	3.106	1	1.424
2	Never felt guilty of impulse buying	316	3.003	2	1.397	413	3.087	2	1.401
3	Highly satisfied with my sudden purchase	316	2.965	3	1.396	413	3.937	3	1.478
4	Excited offer (never compare with other stores)	316	2.936	4	1.401	413	3.437	4	1.442
5	Find interesting offers	316	2.927	5	1.440	413	2.995	5	1.434
6	Struggle to leave nice things	316	2.924	6	1.405	413	2.978	6	1.383
7	Temptation of buying (Bit careless in buying things)	316	2.879	7	1.433	413	2.915	7	1.394

Data Source: Primary

Table 4

c	Occasions to shopping	Online	Percent (%)	Offline	Percent (%)
1.	Clearance stock	47	14.87	59	14.28
2.	Limited-time-only sales	54	17.08	69	16.70
3.	Emboldening a description of the actual product on sale	58	18.35	70	16.94
4.	Festival discount	57	18.03	74	17.91
5.	New arrivals	47	14.90	62	15.01
6.	During discount	53	16.77	79	19.16
	Total	316	100	413	100

Data Source: Primary

Table 5

Sl.no	Factors influencing shopping	Online	Percent (%)	Offline	Percent (%)
1.	Price	29	9.18	40	9.68
2.	Trust	26	8.22	44	10.65
3.	Product reviews	32	10.12	47	11.40
4.	Brand conscious	35	11.11	39	9.44
5.	Time-saving	31	9.81	42	10.16
6.	Convenience	46	14.55	27	6.54
7.	Prompt delivers	27	8.54	44	10.65
8.	Price comparison	29	9.18	47	11.40
9.	Friend, reference	27	8.54	41	9.92
10.	Rare product	34	10.75	42	10.16
	Total	316	100	413	100

Data Source: Primary

COGNITIVE PURCHASE BEHAVIOUR

Table 6

Variables	COGNITIVE ONLINE				COGNITIVE OFFLINE			
	Total	Mean Value	Std. Dev	rank	Total	Mean Value	Std. Dev	rank
Comparison of products	316	3.053	1.409	1	413	3.104	1.389	1
Concerned purchase decision same times I regret	316	3.050	1.417	2	413	3.016	1.445	2
Dedicative thinking before buying	316	3.047	1.414	3	413	2.983	1.423	3
Intention to buy	316	3.006	1.477	4	413	2.978	1.448	4
Quality it price is less	316	2.968	1.479	5	413	2.944	1.415	5
Carefully consider whether I need	316	2.914	1.457	6	413	2.939	1.398	6
Comparison of pricing offers	316	2.863	1.426	7	413	2.929	1.414	7

Data Source: Primary

AFFECTIVE PURCHASE BEHAVIOUR

TABLE 7

Sl.N O	Variables	AFFECTIVE ONLINE				AFFECTIVE OFFLINE			
		Total	Mean Value	rank	SD	Total	Mean Value	Rank	SD
1	Impulsive buying may not be need-based	316	3.044	1	1.411	413	3.106	1	1.424
2	Never felt guilty of impulse buying	316	3.003	2	1.397	413	3.087	2	1.401
3	Highly satisfied with my sudden purchase	316	2.965	3	1.396	413	3.937	3	1.478

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5	Find interesting offers	316	2.927	5	1.440	413	2.995	5	1.434
6	Struggle to leave nice things	316	2.924	6	1.405	413	2.978	6	1.383
7	Temptation of buying (Bit careless in buying things)	316	2.879	7	1.433	413	2.915	7	1.394

Data Source: Primary

Table 8

Sl.NO	Variables	Reference Group online				Reference Group offline			
		Total	Mean Value	Rank	SD	Total	Mean Value	Rank	SD
1	I feel uncomfortable to	316	3.0443	1	1.35621	413	3.0631	2	1.40592
2	I often buy more than I need when I shop with my	316	2.9652	2	1.41491	413	3.0315	3	1.37462
3	I feel the urge to buy when I am	316	2.9810	3	1.40282	413	2.9540	4	1.40956
4	I often buy more than I need when I shop with my	316	2.9051	4	1.37685	413	3.0799	1	1.45326

Data Source: Primary

VIII. FINDINGS SUMMARY

Majority of the respondents are Urban (34.16 percent); Majority of the respondents are Female (50.48 percent); Majority of the respondents are Up to 25 years (26.62 percent); Majority of the respondents are Unmarried (51.98 percent); Majority of the respondents are Nuclear (50.06 percent). While considering an online purchase, 7.68 per cent of the consumers purchase once a week The Majority of the respondents and when considering the frequency of purchases made offline, it was understood that 10.01 per cent of consumers purchase

Once a month Majority of the respondents are the amount spent on shopping. Online consumers: 11.66 per cent of the consumers spend more than Rs. 20000 and The Offline purchasing consumers account for 17.83 per cent of purchases for less than Rs. 5000. Majority of the respondents are 34.43 percent prefer offline shopping mode. Majority of the respondents are the distribution of websites used for online

purchases. The findings reveal that 14.72 percent of the respondents prefer E-bay The Majority of the respondents are Unorganized stores malls (36.26 per cent). Majority of the respondents are the tenure of purchase through online shopping. 35.7percent of the consumers purchase online for a period of 1-5 years. Majority of the respondents are 2 spent 7- 9 hours over the internet (21.7 percent)

Majority of the respondents are the internet during bedtime (28.4 percent). the cognitive behaviour – offline of the consumers, seven statements were taken; the first, second, and third ranks were secured by the statements “comparing the products”, “concerned about the purchase decision, the same time I regret it”, “dedicated thinking before buying” with a mean value of 3.1041, 3.0169, 2.9831 respectively. The fourth, fifth, sixth, and seventh ranks were secured by the statements of “Intentions to buy”, the quality it the price is less”, “carefully consider whether I need”. comparison of pricing offers” with a mean value of 2.9782, 2.9443, 2.9395 and 2.9298 respectively.

The affective dimension was analyzed through seven statements. The first three ranks were secured by the following factors: “Impulsive buying may not be need base, never felt guilty of impulsive buying, Highly satisfied with my sudden purchase with a mean value of 3.0433, 3.0032, 2.9652. The fourth, fifth, sixth and seventh ranks were secured by the statements of “excited offer (never compare with other sources)”, “finding interesting offers”, “struggle to leave nice things”, and “temptation of buying”, with a mean value of 2.9367, 2.9272, 2.9241, and 2.8797 respectively. The mean values of the affective (offline have the same ranking as the affective (online), which helps to understand that the respondents' opinions remain common on both the statements selected and included for the study.

IX. SUGGESTION

Consumer purchase behaviour varies widely based on individual preferences, motivations, and decision-making styles. Among these, impulse buyers tend to make spontaneous purchases when they encounter a desired product, often driven by prior interest or sudden attraction without detailed evaluation. In contrast, decisive buyers carefully plan their purchases, waiting for price reductions or product improvements before committing. Emotional or prestige buyers are influenced by status and social recognition, often purchasing early to gain visibility within their peer groups. Economic buyers, on the other hand, are price-sensitive and prefer to buy products at discounted rates, usually after the initial demand declines.

With the expansion of both online and offline retail environments, these behavioural patterns have become more prominent. Online shopping offers convenience, variety, and personalized recommendations, but concerns regarding product quality, misleading reviews, and post-purchase dissatisfaction remain significant. Consumers are often advised to exercise caution while making online purchases due to the risk of imperfect information. In contrast, offline shopping provides a more reliable and satisfying experience, allowing consumers to physically examine products, compare alternatives, and make informed decisions, thereby reducing post-purchase regret.

At the same time, both online and offline retailers actively encourage impulse buying through various strategies. E-commerce platforms use AI-driven

recommendation systems, personalized suggestions, and trending product displays to stimulate unplanned purchases. Similarly, offline retailers rely on skilled sales personnel, attractive displays, and in-store promotional techniques to influence buying decisions. Thus, understanding the interplay between different types of buyers, shopping modes, and satisfaction levels is essential for developing effective retail strategies and enhancing overall consumer experience.

X. CONCLUSION

The study on impulse buying behaviour in online and offline shopping with special reference to Tirupur district has revealed that consumers exhibit distinct patterns across both channels. While impulse buying is a common consumer trait, the triggers that lead to unplanned purchases vary between the digital and physical retail environments. This comparative analysis provides a deeper understanding of how demographic, psychological, and environmental factors influence consumer decisions.

Impulse buying is found to be heavily influenced by intangible elements such as recommendations, emotional triggers, financial incentives, and browsing behaviour. Recommendation systems, customer reviews, and loyalty programs emerged as the strongest predictors of impulse buying. Consumers are primarily driven by tangible and experiential factors such as merchandise attractiveness, store layout, product display, and service quality. Browsing in-store and interpersonal interactions with sales staff strongly influence impulse purchases. Although emotions also play a role, their impact is weaker compared to product- and service-related aspects.

The comparative findings clearly highlight that online impulse buying is psychologically driven, while offline impulse buying is experientially driven. For retailers in Tirupur, this suggests the need for distinct strategies online platforms should enhance personalized recommendations, reviews, and loyalty programs, whereas offline retailers should strengthen visual merchandising, improve service quality, and create engaging store layouts to encourage spontaneous purchases.

It demonstrates that impulse buying is a multi-dimensional phenomenon shaped by cognitive,

affective, financial, reference, and emotional factors. Practically, it provides retailers with actionable insights to strengthen their marketing approaches according to the nature of the shopping platform. The study concludes that while the drivers of impulse buying differ between online and offline modes, both contexts offer significant opportunities for retailers to influence consumer decisions and enhance sales outcomes.

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