

IMPULSE BUYING BEHAVIOUR IN ONLINE FASHION RETAIL: A STUDY OF YOUNG CONSUMERS

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Abstract: The rapid growth of digital commerce has significantly transformed consumer purchasing behaviour, particularly in the fashion retail sector. Online platforms provide convenience, variety, and attractive promotional strategies that often stimulate impulse purchases among consumers. This study examines the factors influencing impulse buying behaviour among young consumers in online fashion retail. The research focuses on elements such as promotional offers, social media influence, website design, and ease of payment. Data were collected from young consumers through a structured questionnaire and analysed using descriptive statistical methods. The findings reveal that digital marketing strategies, time-limited offers, and social media exposure strongly influence impulse buying tendencies. The study provides insights for fashion retailers to design effective marketing strategies to attract young online shoppers.

Keywords: Impulse buying, online fashion retail, consumer behaviour, digital marketing, young consumers.

1. INTRODUCTION

The growth of online retailing has transformed the global fashion industry by providing consumers with easy access to a wide range of products through digital platforms. Online fashion stores offer convenience, variety, competitive pricing, and attractive promotional strategies that influence consumer purchasing decisions. Among these purchasing patterns, impulse buying has become a significant phenomenon in the online retail environment. Impulse buying refers to unplanned purchases made spontaneously without prior intention. In online fashion retail, factors such as flash sales, limited-time offers, social media promotions, and personalized recommendations often trigger impulsive purchases.

Young consumers are particularly susceptible to impulse buying due to their frequent exposure to digital media and online marketing campaigns. Understanding the factors that influence impulse buying behaviour is important for retailers to design effective marketing strategies. This study aims to analyse the key factors influencing impulse buying behaviour among young consumers in online fashion retail.

2. REVIEW OF LITERATURE

Impulse buying behaviour has been widely studied in the field of consumer behaviour and retail marketing. Researchers have examined various psychological, situational, and technological factors that influence spontaneous purchasing decisions, particularly in online retail environments.

Mandolfo and Lamberti (2021)

Mandolfo and Lamberti conducted a systematic literature review on impulse buying behaviour and concluded that impulse purchases are influenced by both internal psychological factors and external marketing stimuli. Their study highlighted the increasing importance of online retail environments in shaping impulse buying tendencies.

Iyer, Blut, and Grewal (2020)

A meta-analysis conducted by Iyer and colleagues examined impulse buying behaviour across multiple studies involving thousands of consumers. The study identified several key determinants of impulse buying, including personality traits, emotions, marketing stimuli, and situational factors such as time and financial resources.

**Zhang et al. (2018)**

Zhang and colleagues investigated online impulse buying behaviour in digital retail environments and found that easy access to products, simplified purchasing processes, and technological advancements significantly increase the likelihood of impulsive purchases.

Solomon (2018)

Michael R. Solomon highlighted that technological advancements and online retail platforms have transformed consumer shopping behaviour. Online shopping environments encourage impulse buying through visual product presentation, interactive interfaces, and simplified checkout procedures.

Kotler and Keller (2017)

Philip Kotler and Kevin Lane Keller emphasized that consumer purchasing behaviour is influenced by psychological, social, and cultural factors. In online retail environments, digital marketing strategies such as promotional offers, targeted advertising, and personalized recommendations significantly influence consumer purchase decisions.

Verhagen and Van Dolen (2011)

Verhagen and Van Dolen examined the impact of online store beliefs on consumer impulse buying behaviour. Their findings revealed that website quality, ease of navigation, and trust in online retailers significantly influence impulse buying decisions.

Recent Studies on Digital Retail and Impulse Buying

Recent studies have emphasized the role of digital marketing strategies, including social media advertising, influencer marketing, and personalized recommendations, in encouraging impulse buying behaviour among consumers. Emotional triggers, promotional campaigns, and visually appealing online platforms significantly increase spontaneous purchasing behaviour in the fashion retail industry.

3. OBJECTIVES OF THE STUDY

The present study is conducted with the following objectives:

- To examine the impulse buying behaviour of young consumers in online fashion retail.
- To analyse the factors influencing impulse buying behaviour such as promotional offers, social media influence, website design, and ease of digital payment.

4. STATEMENT OF THE PROBLEM

The study adopts a descriptive research design to examine the impulse buying behaviour of young consumers in online fashion retail. Both primary and secondary data were used for the study. Primary data were collected through a structured questionnaire administered to 120 respondents who frequently purchase fashion products through online platforms. The respondents were selected using the convenience sampling technique. The questionnaire included demographic questions and statements related to factors influencing impulse buying behaviour, measured using a five-point Likert scale. Secondary data were gathered from academic journals, books, and online research articles related to consumer behaviour and digital retail. The collected data were analysed using percentage analysis, mean score ranking, and the Wilcoxon Signed-Rank Test to determine the significance of factors influencing impulse buying behaviour among young consumers.

5. RESULTS AND DISCUSSION

Demographic Profile of Respondents

Gender

The data shows that 58% of the respondents are female and 42% are male. This indicates that female consumers show a higher level of engagement in online fashion shopping compared to male consumers.

Age

The analysis indicates that 70% of respondents belong to the 18–25 age group, while 20% belong to the 26–30 age group, and 10% are above 30 years. This suggests that younger consumers are the most active participants in online fashion shopping.

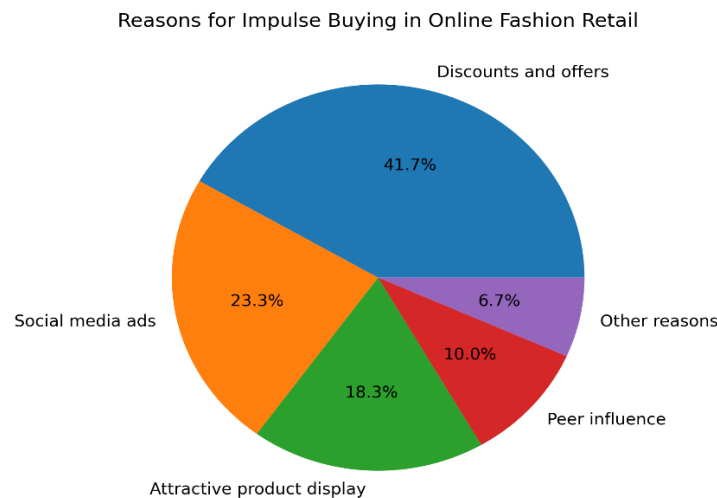
Educational Qualification

The data reveals that 62% of respondents are undergraduate degree holders, 23% have completed higher secondary education, and 15% possess postgraduate qualifications. This indicates that educated young consumers frequently engage in online fashion purchases.

Occupation

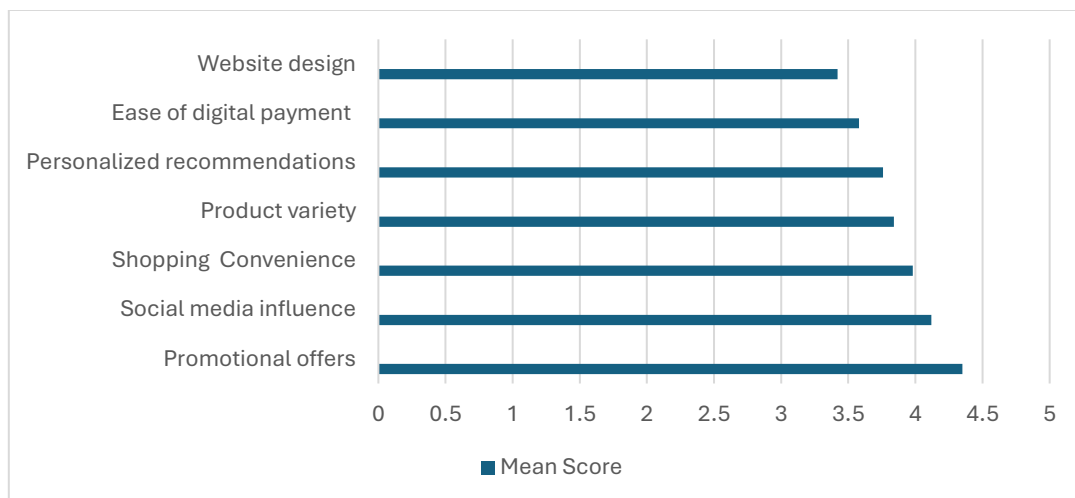
The majority of respondents (68%) are students, while 20% are employed full-time, 8% are part-time employees, and 4% belong to other occupational categories. This suggests that students are the major group participating in online fashion retail.

Reasons for Impulse Buying



The pie chart illustrates the major reasons that trigger impulse buying behaviour among young consumers. The results indicate that discounts and promotional offers account for the largest share of impulse purchases. Social media advertisements and attractive product displays also significantly influence consumers to make spontaneous purchases. Other factors such as peer influence and miscellaneous reasons contribute to impulse buying to a lesser extent.

Ranking of Factors Influencing Impulse Buying Behaviour



The figure illustrates the ranking of factors influencing impulse buying behaviour among young consumers in online fashion retail based on mean score analysis. The results show that promotional offers have the highest influence on impulse buying behaviour, followed by social media influence and shopping convenience. Other factors such as product

variety, personalized recommendations, and ease of digital payment also contribute to impulse purchases. Among the factors analysed, website design is identified as the least influencing factor affecting impulse buying behaviour.

Wilcoxon Signed-Rank Test

To examine whether the identified factors significantly influence impulse buying behaviour among young consumers, the Wilcoxon Signed-Rank Test was applied. This non-parametric test is suitable for analysing ordinal data obtained from Likert-scale responses and helps determine whether the median value of the responses significantly differs from the neutral value.

In this study, the neutral value of the Likert scale is 3, which represents a neutral opinion. The test evaluates whether the median response for each factor influencing impulse buying behaviour is significantly greater than the neutral value.

Hypothesis

H0: The factors do not significantly influence impulse buying behaviour among young consumers.

H1: The factors significantly influence impulse buying behaviour among young consumers

Factors	Mean Score	Test Statistic (Z)	p-value	Result
Promotional offers	4.35	-4.62	0.000	Significant
Social media influence	4.12	-4.21	0.000	Significant
Shopping convenience	3.98	-3.88	0.000	Significant
Product variety	3.84	-3.45	0.001	Significant
Personalized recommendations	3.76	-3.18	0.002	Significant
Ease of digital payment	3.58	-2.74	0.006	Significant
Website design	3.42	-2.11	0.035	Significant

Table: Wilcoxon Signed-Rank Test Results

Interpretation

The Wilcoxon Signed-Rank Test results indicate that all the identified factors significantly influence impulse buying behaviour among young consumers in online fashion retail. The p-values for all factors are less than the significance level of 0.05, which leads to the rejection of the null hypothesis.

Among the factors analysed, promotional offers show the highest level of influence on impulse buying behaviour, followed by social media influence and shopping convenience. Factors such as product variety and personalized recommendations also significantly contribute to impulse buying behaviour.

Although ease of digital payment and website design show relatively lower mean scores, the statistical results indicate that they still have a significant influence on consumer behaviour. The findings suggest that marketing strategies, convenience, and digital shopping environments play a crucial role in stimulating impulse buying behaviour among young consumers.

6. CONCLUSION

The present study examined the impulse buying behaviour of young consumers in online fashion retail and analysed the factors that influence such behaviour. The findings reveal that impulse buying is a common phenomenon among young consumers who frequently engage in online fashion shopping. The analysis shows that a significant proportion of respondents admit to making spontaneous purchases while browsing fashion products on digital platforms.



Among the various factors analysed, promotional offers emerged as the most influential factor, indicating that discounts, flash sales, and special promotional campaigns strongly encourage consumers to make unplanned purchases. Social media influence and shopping convenience were also identified as major contributors to impulse buying behaviour, highlighting the role of digital marketing strategies and easy accessibility of online shopping platforms. Factors such as product variety and personalized recommendations further stimulate consumer interest and increase the likelihood of impulsive purchases.

Although ease of digital payment and website design were found to have comparatively lower influence, they still play an important role in facilitating smooth online transactions and improving the overall shopping experience. The results of the statistical analysis also confirm that the identified factors significantly influence impulse buying behaviour among young consumers.

Overall, the study highlights the growing importance of digital retail environments in shaping consumer purchasing behaviour. Online fashion retailers can utilize these insights to design effective promotional strategies, enhance social media engagement, and improve customer experience in order to increase sales and consumer satisfaction. Understanding impulse buying behaviour will help retailers remain competitive in the rapidly evolving digital fashion marketplace.

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