

Impulsive Buying in Online Market

Submitted By: Shamini James

Impulse buying has received considerable attention from marketing researchers and has been studied extensively. With the proliferation of electronic commerce, there is both a need and opportunity to examine impulse buying in an online setting. Over the years, impulse buying has also been made easier by innovations, such as credit cards, telemarketing, and home shopping networks. Because of its prevalence, researchers from different disciplines, such as consumer behavior and psychology, have shown interest in studying this behavior

Moreover, rapid developments in information technology and the availability of 24-hour retailing through the Internet has brought about an increase in online retailing. With the Internet, consumers' buying opportunities have expanded through an increased accessibility to products and services and the increased ease to make purchases.

This research is intended to focus on the phenomenon of online impulse buying and it is planned to examine the e-commerce interface characteristics that are necessary to increase the likelihood of the occurrence of online impulse purchases. More specifically, the proposed research endeavor is intended to address the following two research questions:

- 1: How pricing triggers impulse buying in the online context.
- 2: What are the other promotional strategies and interface characteristics which enhance online impulsive buying?

This research is going to use structured questionnaire for conducting the survey among 500 selected frequent online buyers from Idukki and Kottayam districts of Kerala. The primary data will be collected from these online customers. Secondary data will be mainly drawn from various publications and online business company records .

For the purpose of analysis, Chi-square, Anova test and structured equation model etc. will be used to test the hypothesis and to draw inferences