



## **Effect of Demographic Characteristics of Customers on Online Impulse Buying of Readymade Garments at Selected Districts of Tamilnadu**

**<sup>1</sup>Dr. K. G. Selvan**

Professor and Head, Department of Commerce,  
Vivekananda College of Arts and Science for Women, Trichengode,  
Affiliated to Periyar University, Salem

**<sup>2</sup>Dr. A. Kavitha**

Associate Professor, Department of Commerce  
Vivekananda College of Arts and Science for Women, Tiruchengode  
Affiliated to Periyar University, Salem  
Email: drkavitha@vicas.org

### **ABSTRACT**

With the advent of internet facility and the literacy the online shopping is growing in India from the last decades. The customers with lot of online facilities like online store design, website user friendly, easy navigation of the products, variety of products, visual display, online demos were attracted towards the online purchasing of the products. For framing the effective online promotional strategies the demographic characteristics of the online customers should be analysed for having a long time relationship. The demographic factors like gender, age, marital status and income plays major role in online purchasing of the products. So the study focus on the demographic factors of the customers that influences the online purchasing of the customers. The samples were collected from the college students Thanjavur and Trichy districts of Tamilnadu and the study was conducted.

**Keywords:** Demographic Profile, Online Store Features, Online Product Features

### **INTRODUCTION**

#### **ONLINE IMPULSE BUYING**

As the world became a village with the internet and e commerce have evolved beyond the borders. With Smart phones and user friendly mobile apps makes the habit of online purchasing a common practice among the teenage persons. The young population were attracted by the online features and purchase the product without intension. When the online seller met the customer's requirements, the customer got satisfied and get deep into the online shopping that results in online impulse buying. To understand about the teenage customer's online purchase, they are fond of wide variety of fashionable garments. Going to offline shopping sometimes become costlier due to transport expenses, parking facilities, time spend and annoying purchasing experience makes the customers bad experience. This makes most of the customers to purchase online products that makes them satisfied.

#### **DEMOGRAPHIC CHARACTERISTICS OF CUSTOMERS**

**Gender:** Gender a plays a major role in online shopping, particularly females are fond of online shopping than males. Males mostly prefer offline mode of buying. As the college going female students are attracted mostly by trending fashions. So gender is considered as important factor in online impulse buying.

**Age:** With the age the customers purchase options vary and motive to purchase. The purchasing decisions changes with different age groups. Hence age of a customer affect the buying behaviour.



**Family Type:** An individual's preferences and buying behaviour are influenced by the family members. The purchasing decisions evolve from the individual and completed by the family members. A family men buying is influenced by the spouse and children of the family. Child behaviour is influenced by the parents buying habits and in future resembles his family.

**Income:** Money makes everything strong and creates a ability to purchase whatever liked. The economy condition of the family is decided by the income of the individual or the household income. If the economic position of the individual is not good or stable it will affect the purchase power of the family.

### **ONLINE STORES FEATURE**

**Online Store Design:** The online store provides a platform for the customers to with products and services. The brand success and business longevity depends on the online store design. The online provide a shopping place for the entire world. To attract new customers, new product launch with no schedules online stores design is essential part of online business.

**Website User Friendly:** The user must be put first and their convenient must be considered before design of a website. The language selecting must give a nativity to the user. The colour chosen should not affect the mindset of the customers. The information provided must be simple and easy to understand by the customers. The terms and conditions used in the website must be clear for the buyer.

**Easy Navigation:** The visitor must reach the destination in a fast and efficient way. The website should not navigate to the wrong path. Along with website mobile apps are developed nowadays with the advent of smart phones. The apps should be developed in a simple language. So the customer is empowered in using the website.

### **ONLINE PRODUCT FEATURES**

**Product Variety:** Variety of products attracts more customers. As online platform, customers from different culture, variety of tastes, preferences, and different countries may able to visit the website. So it is necessary to provide a wide range of products in online platform. Online stores make customers more convenient and comfort for surfing products of different ranges.

**Visual Display:** A visual exposure creates curiosity among the customers and directs them towards purchasing of the product. With visual display the customers can match the garments for the type of function want to wear. The visual display not only includes the product and also the price tags, discount rates, offers and other promotional information should be clearly displayed.

**Online Demos:** Online demos create virtual feeling of usage of the products to the customers. Sometimes real time customers can be used for online demos and their opinion can be accountable for the other customer purchase. Online demos display the real functioning of the product and make the customers more interest over the purchase.

### **OBJECTIVES OF THE STUDY**

- To study the customers demographic factors stimulate the online impulse buying
- To study the online stores features that influence the online impulse buying
- To study the online product features that influence the online impulse buying
- To know about the relationship between customers demographic factors, online stores features, online product features that influence the online impulse buying
- To provide suggestions for promoting the online sales through online impulse buying



### **SCOPE OF THE STUDY**

The study is conducted in the selected districts namely Trichy and Thanjavur districts of Tamilnadu. The target population of the study are the college students accessing the internet frequently. Most of the students are having account in the social media and are influenced by the advertisements. This made them to purchase the readymade garments that result in impulse buying. Since the study is conducted among the college students in the tier II cities, so the results may be applicable in the particular region only.

### **REVIEW OF LITERATURE**

SeemaSaha 2019, says Shopping mood, impulse purchase will, psychological perceptions, online store stimuli and others recommendations were the factors that made consumer involve in impulse purchases. Consumer's psychological perception and their willingness to buy online were positively correlated. With good perception about online commodities the customers will show the willingness to buy products online. The social media websites like Instagram make their websites as platform for online purchase to earn more revenue and capture consumer interest.

Anita Goyal 2010, says 'happiness' act as an internal motivator for the shoppers, but the shopping environment plays a very important role in keeping this tempo that can lead to possibility of impulse buying. Retailers should give special notice to these hygiene factors because lack of some designs and some sizes, unorganized display, uninformed and inattentive retail employees, mismanaged crowds and long billing cues may frustrate an impulse buyer and so is avoidable. For the future research psychological factors may be included.

Ambica Prakash 2016, says store promotions, ambience, support at POP, convenience, displays and visual communications were the important factors lead to impulsive buying. The stores managers should give importance to these factors that induce impulse buying. Impulse buying was affected by gender at the point of purchase. On buying skin care products the consumers show high impulse buying as they concentrate on personal care. For the future study other variables can be included in the larger extent.

Tingting Zou2016,says the website quality namely security, navigability, and visual appeal, hedonic shopping value namely product novelty, fun and escapism and product knowledge namely word of mouth and social norms were studied to learn the online shop owners increase their profit by cheering impulse buying behavior. By maintaining website physically attractive, consider changing created products and improving shop even products' word of mouth results in impulse buying.

Rajeshwari Jain 2016 conducted a research among working women towards impulse buying. Good price or an appealing design, an increase in salary or a promotion in office result in impulse buying of the customers. Online shopping, window shopping or the actual shopping, women are identical with shopping. Whether alone, or with a friend in tow, women and shopping go hand in hand. Buying one item on the list automatically paves a way for the rest of items. Being a woman itself qualifies as a reason for shopping. As the shopaholics that they were never fail to live up to the expectations.

Tibert Verhagen 2011, says for online impulse buying representative delight and merchandise attractiveness were important. So to arouse impulsive buying, online retailers should generate a calm, friendly, knowledgeable, fun site with an attractive collection of information and providing pleasure when customers surf website. As a basic thing, it looks to be sufficient to convey an online store's ease of use to a satisfactory level. So budgets must be allotted for making the online use easy by the customers. Then the research provides a first hint that online stores were selling hedonic goods should



focus on motivating positive change rather than reducing negative effect. By making the shopping experience exciting, enthusiastic and inspiring, positive emotions are triggered with possible impulsive buying as a consequence.

Garima Chaudhary 2016, studies the extrinsic factors that influence the impulse buying of the customers based on the age and the occupation of the customers. As the extrinsic factors the reference groups were found to be influence factor on impulse buying and the lifestyle of the individual was the most influencing intrinsic factors for the impulse buying. There was a strong correlation exist between culture of the respondent and least correlation exist between the quality and the features of the product.

Nishant Arora 2018, says the main aim of impulsive buying by the firms was to promote sales. For this the firms follow strategies like placement of the product, store environment. In impulse buying customer may buy product it might or might not be required. Impulse buying in most of the times correlated with happiness and joy. Also consider to be connected to negative emotions and a decrease the self-confidence. From a marketers point of view keeping the environment of the store in such a way that promotes impulsive buying is increasing customer loyalty.

Supernova Chakraborty Singh 2016, explores there were considerable relationships between college students' impulse buying behavior and in-store form/mannequin display, promotional signage. Though there was window display, floor merchandising available that did not appear to significantly guide to college students' impulse buying behavior. So in-store display and promotional have strong influence among the college students over impulse buying. In-store browsing creates positive feelings that encourage the customers to purchase more than the planned one. Retail store setting, such as promotional signage, window display, store layout therefore, influence consumers' impulse buying by providing information and reminding needs and also producing positive feelings.

Tan Rich Sun 2015 says a good store environment would support customers to frequently visit the store. This can be achieved through effective marketing activities, well-trained salespeople, and promotional activities that have high influence value. So, customers were more possible to purchase unplanned products due to attritional value of the marketing activities. Unique store environment, good sales personnel with product knowledge and skills, strategic product placement, attractive promotional ideas and affordable price strategies induce and enhance the buying behavior of the customers. As shopping has become a recreational activities for the stressful working women's the retailers should design the shop in a way that give pleasure to women customers.

YasharKazempour 2017 identifies with rising the effect of store factors, the willingness for Impulsive buying behavior will also increase, and by increasing of an effect of personal factors, the willingness for Impulsive buying will decrease. The personal factors, influential store, promote the impulse buying of the customers.

UmairAkram2018, identifies scarcity, serendipity have strong influence over the impulse buying of the customers. The other hedonic factors like social shopping, adventure shopping, vale shopping were major factors of impulse buying. For the future study can be extended through behavior-based drivers, such as personal traits, culture dimensions, and motivational factors to understand Online Impulse Buying. Pro-environmental consumer behaviors and production should be established for the future research. Even though a prosperous literature that focuses different dimensions of marketing knowledge and sustainability aspects separately is available, more insights for sustainability through social marketing were needed.



Nadira Bessouh 2015, says situational factors, hedonic needs motive the customers' reactions and trigger impulse buying. Customers always search of novelty, stimulation and surprise. The point of sale atmosphere influences the consumer's behavior so a tool of differentiation and positioning is needed. Pleasant atmosphere, amount of money spent in stores increases the number of impulse purchases. The concept of situational elements and the variables related to products was new factor for the study. The target population for the study was attracted by cheap products and not conscious of low investment and low value products. Here purchasing conditions, like bargaining, make impulse purchase more exciting and rewarding for the customers. As smart buyers, buying on impulse was a way for them to have a good time, forget uncomfortable feelings and moodiness please themselves.

Dr. Shweta Choudhary 2014, says Indian customers were emotionally driven by product itself and the retailers were following various promotional campaigns for attracting the general public and converting them into customers. As individual traits for the study considered were emotions, age, addiction in shopping, stress, gender, income, culture that drive impulse buying. The study also discuss on the drawbacks of impulse buying were no control over the budget, wrong decision on purchasing, hampers rational thinking and wastage of products after purchasing. To overcome this planned buying, list of necessary items, no tempting with visual displays, children may be avoided during the shopping as they were highly targeted by the shopkeepers.

Parmar Vishnu 2013, says consumers were more possibly to buy impulsively on seeing free product and price discounts, offers by the store. The income level, visual merchandising, a well decorated, pleasant and calm store environment along with colourful surroundings motivate the customers not just to buy unintentionally and also construct enthusiasm inside the consumer's minds. By setting a well-designed window displays and visual merchandising play an important in consumer's impulse buying. Proper placement of products, packaging, displays of products with an improved presentation of products and store consumers get attracted to purchase of the product.

## **RESEARCH METHODOLOGY**

**Research Design:** A research design gives a blueprint about the study. To avoid confusion during the study research design is essential. It gives the target population, type of sampling, sample size and the statistical tools for the research.

**Population of the Study:** The target population for the study are the college students from Trichy and Thanjavur districts of Tamilnadu.

**Sample Size Determination:** The sample size for the study is 100 respondents obtained by directly visiting the college area at Trichy and Thanjavur districts of Tamilnadu.

**Simple Random Sampling:** The Simple Random sampling is a sampling technique in which all the respondents have equal chances to take part in the study. Here the college students were given equal chance for giving their opinion. The survey is conducted by distributing the questionnaire in Google forms format and opinions were collected.

### **Hypothesis for the study**

- H1: There is no significant relationship between gender and online impulse buying of the customers
- H2: There is no significant relationship between age and online impulse buying of the customers
- H3: There is no significant relationship between family type and online impulse buying of the customers
- H4: There is no significant relationship between income and online impulse buying of the customers



## DATA ANALYSIS

Gender	Frequency	Percentage
Male	63	63.0
Female	37	37.0
Total	100	100.0
Age	Frequency	Percent
17	24	24.0
18	25	25.0
19	26	26.0
20	25	25.0
Total	100	100.0
Family	Frequency	Percent
Joint Family	24	24.0
Nuclear Family	27	27.0
Self Support	25	25.0
Other	24	24.0
Total	100	100.0
Income	Frequency	Percent
<15000	30	30.0
15000-20000	22	22.0
20000-25000	24	24.0
>25000	24	24.0
Total	100	100.0

### Interpretation

**Gender:** The table is about the percentage analysis of Gender of the respondents. The Male respondents were 63 and the female respondents were 37. The percentage of male respondents were 63.0% and the female respondents were 37.0%

**Age:** The table shows that 24 respondents were at the age of 17 and its percentage is 24.0%, 27 respondents were at the age of 18 and its percentage is 27.0%, 26 respondents were at the age of 19 and its percentage is 26.0%, 25 respondents were at the age of 20 and its percentage is 25.0%.

**Family Type:** The table is about the percentage analysis of family type of the respondents. 24 respondents belong to joint family and its percentage is 24.0%, 27 respondents belong to nuclear family and its percentage is 27.0%, 25 respondents were self support and its percentage is 25.0%, 24 respondents belong to other category and its percentage is 24.0%.

**Income:** The table is about the percentage analysis of Income of the respondents. Income of 30 respondents were <15,000 and percentage was 30.0%, Income of 22 respondents were between 15,000 – 20,000 and percentage was 22.0%, Income of 24 respondents were between 20,000 – 25,000 and percentage was 24.0%, Income of 24 respondents were >25,000 and percentage was 24.0%.

### Descriptive Statistics

ONLINE ATRIBUTES	Mean	Std. Deviation
ONLINE STORE DESIGN	3.08	1.475
WEBSITE USER FRIENDLY	3.93	1.139



EASY NAVIGATION	3.57	1.312
PRODUCT VARIETY	4.12	.844
VISUAL DISPLAY	3.24	1.450
ONLINE DEMOS	4.10	.990
ONLINE IMPULSE BUYING	3.68	1.294
CUSTOMER SATISFACTION	4.13	.895

### Interpretation

Mean value of Online Store Design 3.08, Website User Friendly 3.93, Easy Navigation 3.57, Product Variety 4.12, Visual Display 3.24, Online Demos 4.10, Online Impulse Buying 3.68, Customer Satisfaction 4.13

### CHISQUARE

#### GENDER VS ONLINE FEATURES

Relationship between Gender and online features of online impulse buying of readymade garments

#### Hypothesis

H0: There is no significance relationship between the gender and online features of online impulse buying of readymade garments

#### Chi Square Analysis of Relationship between Gender and online features of online impulse buying of readymade garments

Sl. No.	ONLINE ATRIBUTES	Chi Square Value	df	Sig.
1.	ONLINE STORE DESIGN	5.917 <sup>a</sup>	4	.205
2.	WEBSITE USER FRIENDLY	20.024 <sup>a</sup>	4	.001
3.	EASY NAVIGATION	5.978 <sup>a</sup>	4	.438
4.	PRODUCT VARIETY	7.295 <sup>a</sup>	4	.038
5.	VISUAL DISPLAY	7.266 <sup>a</sup>	4	.299
6.	ONLINE DEMOS	7.941 <sup>a</sup>	4	.035
7.	ONLINE IMPULSE BUYING	6.910 <sup>a</sup>	4	.151
8.	CUSTOMER SATISFACTION	10.173 <sup>a</sup>	4	.189

*\*significant at 0.05 % level*

### Interpretation

Based on the analysis, the significant value of the feature product variety and website user friendly is less than the 'P' value (0.05%). So there is a significant relationship between Gender and product variety, website user friendly of online impulse buying of readymade garments.

### AGE VS ONLINE FEATURES

#### Relationship between Age and online features of online impulse buying of readymade garments

#### Hypothesis

H0: There is no significance relationship between the age and online features of online impulse buying of readymade garments

Chi Square Analysis of Relationship between age and online features of online impulse buying of readymade garments



Sl. No.	Factors	Chi Square Value	df	Sig.
1.	ONLINE STORE DESIGN	15.884 <sup>a</sup>	12	.798
2.	WEBSITE USER FRIENDLY	12.641 <sup>a</sup>	12	.007
3.	EASY NAVIGATION	11.572 <sup>a</sup>	12	.509
4.	PRODUCT VARIETY	7.952 <sup>a</sup>	12	.508
5.	VISUAL DISPLAY	11.860 <sup>a</sup>	12	.481
6.	ONLINE DEMOS	17.048 <sup>a</sup>	12	.431
7.	ONLINE IMPULSE BUYING	10.438 <sup>a</sup>	12	.280
8.	CUSTOMER SATISFACTION	6.353 <sup>a</sup>	12	.460
<i>*significant at 0.05 % level</i>				

### Interpretation

Based on the analysis, the significant value of the feature website user friendly is less than the 'P' value (0.05%). So there is a significant relationship between age and website user friendly of online impulse buying of readymade garments.

### FAMILY TYPE VS ONLINE FEATURES

Relationship between family type and online features of online impulse buying of readymade garments

#### Hypothesis

H0: There is no significance relationship between the family type and online features of online impulse buying of readymade garments

### Chi Square Analysis of Relationship between family type and online features of online impulse buying of readymade garments

Sl. No.	Factors	Chi Square Value	df	Sig.
1.	ONLINE STORE DESIGN	15.884 <sup>a</sup>	12	.299
2.	WEBSITE USER FRIENDLY	12.641 <sup>a</sup>	12	.897
3.	EASY NAVIGATION	11.572 <sup>a</sup>	12	.665
4.	PRODUCT VARIETY	7.952 <sup>a</sup>	12	.826
5.	VISUAL DISPLAY	11.860 <sup>a</sup>	12	.482
6.	ONLINE DEMOS	17.048 <sup>a</sup>	12	.663
7.	ONLINE IMPULSE BUYING	10.438 <sup>a</sup>	12	.845
8.	CUSTOMER SATISFACTION	6.353 <sup>a</sup>	12	.591
<i>*significant at 0.05 % level</i>				

### Interpretation

Based on the analysis, the significant value of online features is greater than the 'P' value (0.05%). So there is no significant relationship between family type and online features of online impulse buying of readymade garments.

### INCOME VS ONLINE FEATURES

Relationship between income and online features of online impulse buying of readymade garments

#### Hypothesis

H0: There is no significance relationship between the income and online features of online impulse buying of readymade garments



Chi Square Analysis of Relationship between income and online features of online impulse buying of readymade garments

Sl. No.	Factors	Chi Square Value	df	Sig.
1.	ONLINE STORE DESIGN	17.672 <sup>a</sup>	12	.150
2.	WEBSITE USER FRIENDLY	14.362 <sup>a</sup>	12	.932
3.	EASY NAVIGATION	11.152 <sup>a</sup>	12	.555
4.	PRODUCT VARIETY	9.119 <sup>a</sup>	12	.740
5.	VISUAL DISPLAY	12.222 <sup>a</sup>	12	.365
6.	ONLINE DEMOS	20.681 <sup>a</sup>	12	.499
7.	ONLINE IMPULSE BUYING	9.047 <sup>a</sup>	12	.849
8.	CUSTOMER SATISFACTION	6.232 <sup>a</sup>	12	.693

*\*significant at 0.05 % level*

### Interpretation

Based on the analysis, the significant value of online features is greater than the 'P' value (0.05%). So there is no significant relationship between income and online features of online impulse buying of readymade garments.

### ANOVA

#### Gender VS Online Features

H0: There is no significance relationship between the gender and online features of online impulse buying of readymade garments

ONLINE FEATURES		Sum of Squares	df	Mean Square	F	Sig.
ONLINE STORE DESIGN	Between Groups	.376	1	.376	.171	.680
	Within Groups	214.984	98	2.194		
	Total	215.360	99			
WEBSITE USER FRIENDLY	Between Groups	.085	1	.085	.065	.799
	Within Groups	128.425	98	1.310		
	Total	128.510	99			
EASY NAVIGATION	Between Groups	.157	1	.157	.090	.765
	Within Groups	170.353	98	1.738		
	Total	170.510	99			
PRODUCT VARIETY	Between Groups	3.056	1	3.056	4.436	.038
	Within Groups	67.504	98	.689		
	Total	70.560	99			
VISUAL DISPLAY	Between Groups	2.031	1	2.031	.965	.328
	Within Groups	206.209	98	2.104		
	Total	208.240	99			
ONLINE DEMOS	Between Groups	5.478	1	5.478	5.866	.017
	Within Groups	91.522	98	.934		
	Total	97.000	99			
ONLINE IMPULSE BUYING	Between Groups	2.007	1	2.007	1.201	.276
	Within Groups	163.753	98	1.671		
	Total	165.760	99			
CUSTOMER SATISFACTION	Between Groups	2.617	1	2.617	3.344	.071
	Within Groups	76.693	98	.783		
	Total	79.310	99			



### Interpretation

Based on the analysis the gender and online features of online impulse buying, the significant value of Product Variety and Online Demos are less than the 'P' value (0.05%). So the null hypothesis is rejected. Hence there is a significant relationship between gender and Product Variety, Online Demos of online impulse buying.

The significant value of the factors Online Store Design, Website User Friendly, Easy Navigation, Visual Display, Online Impulse Buying, and Customer Satisfaction are greater than 'P' value (0.05%). Hence there is no significant relationship between these factors and online features of online impulse buying.

### Age VS Online Features

H0: There is no significance relationship between the age and online features of online impulse buying of readymade garments

ONLINE FEATURES		Sum of Squares	df	Mean Square	F	Sig.
ONLINE STORE DESIGN	Between Groups	1.188	3	.396	.178	.911
	Within Groups	214.172	96	2.231		
	Total	215.360	99			
WEBSITE USER FRIENDLY	Between Groups	11.352	3	3.784	3.101	.030
	Within Groups	117.158	96	1.220		
	Total	128.510	99			
EASY NAVIGATION	Between Groups	1.259	3	.420	.238	.870
	Within Groups	169.251	96	1.763		
	Total	170.510	99			
PRODUCT VARIETY	Between Groups	.093	3	.031	.042	.988
	Within Groups	70.467	96	.734		
	Total	70.560	99			
VISUAL DISPLAY	Between Groups	2.146	3	.715	.333	.801
	Within Groups	206.094	96	2.147		
	Total	208.240	99			
ONLINE DEMOS	Between Groups	3.350	3	1.117	1.145	.335
	Within Groups	93.650	96	.976		
	Total	97.000	99			
ONLINE IMPULSE BUYING	Between Groups	.477	3	.159	.092	.964
	Within Groups	165.283	96	1.722		
	Total	165.760	99			
CUSTOMER SATISFACTION	Between Groups	3.770	3	1.257	1.597	.195
	Within Groups	75.540	96	.787		
	Total	79.310	99			



### Interpretation

Based on the analysis the age and online features of online impulse buying, the significant value of Website User Friendly is less than the 'P' value (0.05%). So the null hypothesis is rejected. Hence there is a significant relationship between age and Website User Friendly of online impulse buying.

The significant value of the factors Online Store Design, Easy Navigation, Product Variety, Visual Display, Online Impulse Buying, and Online Demos and Customer Satisfaction are greater than 'P' value (0.05%). Hence there is no significant relationship between the factors and online features of online impulse buying.

### Family Type Vs Online Features

H0: There is no significance relationship between the family type and online features of online impulse buying of readymade garments

ONLINE FEATURES		Sum of Squares	df	Mean Square	F	Sig.
ONLINE STORE DESIGN	Between Groups	8.279	3	2.760	1.279	.286
	Within Groups	207.081	96	2.157		
	Total	215.360	99			
WEBSITE USER FRIENDLY	Between Groups	1.374	3	.458	.346	.792
	Within Groups	127.136	96	1.324		
	Total	128.510	99			
EASY NAVIGATION	Between Groups	4.176	3	1.392	.803	.495
	Within Groups	166.334	96	1.733		
	Total	170.510	99			
PRODUCT VARIETY	Between Groups	1.374	3	.458	.635	.594
	Within Groups	69.186	96	.721		
	Total	70.560	99			
VISUAL DISPLAY	Between Groups	7.720	3	2.573	1.232	.302
	Within Groups	200.520	96	2.089		
	Total	208.240	99			
ONLINE DEMOS	Between Groups	1.016	3	.339	.339	.797
	Within Groups	95.984	96	1.000		
	Total	97.000	99			
ONLINE IMPULSE BUYING	Between Groups	3.681	3	1.227	.727	.538
	Within Groups	162.079	96	1.688		
	Total	165.760	99			
CUSTOMER SATISFACTION	Between Groups	2.640	3	.880	1.102	.352
	Within Groups	76.670	96	.799		
	Total	79.310	99			

### Interpretation

Based on the analysis the family type and online features of online impulse buying, the significant value of the factors Online Store Design, Website User Friendly, Easy Navigation, Product Variety, Visual Display, Online Impulse Buying, Online Demos and Customer Satisfaction are greater than 'P' value (0.05%). Hence there is no significant relationship between the family type and online features of online impulse buying.



### Income Vs Online Features

H0: There is no significance relationship between the income and online features of online impulse buying of readymade garments

ONLINE FEATURES		Sum of Squares	df	Mean Square	F	Sig.
ONLINE STORE DESIGN	Between Groups	9.842	3	3.281	1.532	.211
	Within Groups	205.518	96	2.141		
	Total	215.360	99			
WEBSITE USER FRIENDLY	Between Groups	1.392	3	.464	.350	.789
	Within Groups	127.118	96	1.324		
	Total	128.510	99			
EASY NAVIGATION	Between Groups	4.558	3	1.519	.879	.455
	Within Groups	165.952	96	1.729		
	Total	170.510	99			
PRODUCT VARIETY	Between Groups	1.837	3	.612	.856	.467
	Within Groups	68.723	96	.716		
	Total	70.560	99			
VISUAL DISPLAY	Between Groups	8.760	3	2.920	1.405	.246
	Within Groups	199.480	96	2.078		
	Total	208.240	99			
ONLINE DEMOS	Between Groups	1.220	3	.407	.408	.748
	Within Groups	95.780	96	.998		
	Total	97.000	99			
ONLINE IMPULSE BUYING	Between Groups	5.002	3	1.667	.996	.398
	Within Groups	160.758	96	1.675		
	Total	165.760	99			
CUSTOMER SATISFACTION	Between Groups	3.288	3	1.096	1.384	.252
	Within Groups	76.022	96	.792		
	Total	79.310	99			

### Interpretation

Based on the analysis the income and online features of online impulse buying, the significant value of the factors Online Store Design, Website User Friendly, Easy Navigation, Product Variety, Visual Display, Online Impulse Buying, Online Demos and Customer Satisfaction are greater than 'P' value (0.05%). Hence there is no significant relationship between the income and online features of online impulse buying.

### SEM MODEL

Structural Equation Model for Demographic Characteristics of Customers on Online Impulse Buying of Readymade Garments

H0: The Model is Good Fit



#### Test for Model Fit

Test for Model Fit	Values
Chi Square Value (CMIN)	19.265
Degrees of Freedom (df)	5
CMIN/df	2.853
Chi Square Probability Value	0.002
Goodness of Fit Index (GFI)	.951
Adjusted Goodness of Fit Index (AGFI)	.724
CFI	.926
Root Mean Square Residual (RMR)	.141
<b>RMSEA</b>	<b>.017</b>

#### Interpretation

The model for online impulse buying behaviour with respect to demographic characteristics and online stores features, online product features which assumed was proved statistically with the usage of chi – square test. The ratio of CMIN/ df value is less than 3 indicates the model is good fit. Chi-square Probability value at 5% level of significance shows that the null hypothesis is accepted which implies that the model is good fit.

The GFI (Goodness of Fit) value is .951 and AGFI (Adjusted Goodness of Fit Index) value is .724 is nearing to one indicates that the model is a good fit. The CFI value .926 is nearing to one show the model is good fit. The Root Mean Square Residual (RMR) is the square root of the average squared amount by which the sample variances and covariance's differ from their estimates. The residual value is less than 5% level of significance; hence the model is a good fit.

#### FINDINGS

Among the demographic characteristics gender and age were predominant with respect to online impulse buying. There is a significant relationship between Gender and product varieties, website user friendly. There is a significant relationship between age and website user friendly of online impulse buying of readymade garments.

Family type and Income does not play major role among the customers on online impulse buying. The gender has an effect on Product Variety, Online Demos and age has an effect on Website User Friendly. But family type and income does not have any effect on online impulse buying. Structural Equation Model analysis shows the model is good and the demographic factors play a major role on the online features of online impulse buying of readymade garments.

#### SUGGESTIONS

Among the four factors considers for the study gender and age have a major impact on the online impulse buying. The online features namely website user friendly, online demos, product variety were the major online features that influence the online impulse buying of the customers. To begin with, it is recommended to provide more variety of products for the online customers to promote the sales. Secondly, customers must have a feel of direct touching of the garments. So online demos must be made in such a way that customers have the actual touching of the product on seeing the online demos. Finally, the website must be user friendly. So that a normal customer with minimum online knowledge can able to purchase the product. The customer must feel self-supportive on surfing the online store and able to place the order easily. More facilities like cash on delivery, credit facilities, and easy monthly instalments with transparent interest rates attract more customers towards online stores.



## CONCLUSION

Since in the recent years online stores made the customers to purchase their requirements easily by one click. This results in the impulse buying of the customers and unknowingly purchasing the products. The geographical factors have a strong influence on the online impulse buying. So it is concluded the promise regarding the product made in the online store must be fulfilled, that results in the customer satisfaction.

## LIMITATIONS OF THE STUDY

- The study was conducted only in the selected districts of the Tamilnadu.
- The respondents chosen for the study were college students between a certain ages.
- The results may vary depends on area and type of respondents.

## FUTURE SCOPE

Further research can be conducted by selecting various age groups of customers and working officials, family members. Also the demographic factors and online features can be widened with large scope for better results and new horizons.

## REFERENCES

1. Ambica Prakash, "Dimensions of point of purchase factors in impulsive buying of women's skincare cosmetics in India", Journal of Business and Retail Management Research (JBRMR) Vol. 10 Issue 2 April 2016
2. Anita Goyal, "Can Search for Happiness Lead to Impulse Buying? A Multi-method Investigation of Happiness' as an Internal Motivator to Impulse Buying", Journal of Business and Retail Management Research (JBRMR) Vol. 5 Issue 1 October 2010
3. Dr. Shweta Choudhary, "Study of Impulse Buying Behavior of Consumers" International Journal of Advance Research in Computer Science and Management Studies Volume 2, Issue 9, September 2014 pg. 1-4
4. Garima Chaudhary, "A Study of the Influence of Extrinsic Factors on Consumer Buying Behavior", Volume 6, Issue 10, October 2016 ISSN: 2277 128X , International Journal of Advanced Research in Computer Science and Software Engineering
5. Nadira Bessouh, "Factors Influencing Impulse Buying of Algerian Shoppers" International Journal of Science and Research (IJSR) ISSN ,Volume 4 Issue 3, March 2015
6. Nishant Arora, "Impulsive Buying As Leverage" International Journal of Advance Research, Ideas and Innovations in Technology. ISSN: 2454-132X, Volume 4, Issue 1
7. Parmar Vishnu, "Factors Influencing Impulse Buying Behavior" European Journal of Scientific Research ISSN: 1450-216X / 1450-202X, Vol. 100 (3): 67-79, May 2013
8. Rajeshwari Jain, "Impulse Buying Behavior amongst Working Women – With Respect to the City of Ahmedabad" IJISSET - International Journal of Innovative Science, Engineering & Technology, Vol. 3 Issue 1, January 2016. www.ijiset.com, ISSN 2348 – 7968
9. Seema Saha, "Impact of Digitization on Impulse Buying – What Makes the Customer Bite the Bait" International Journal of Innovative Technology and Exploring Engineering (IJITEE) ISSN: 2278-3075, Volume-8 Issue-7, May, 2019
10. Supernova Chakraborty Singh "Understanding of Factors Related to Impulse Buying Behaviour of Consumers in the Shopping Malls of Jaipur City", Volume-6, Issue-1, January-February-2016 International Journal of Engineering and Management Research Page Number: 423-429
11. Tan Rich Sun, "The Review of Physical Store Factors That Influence Impulsive Buying Behavior" International Journal of Management, Accounting and Economics Vol. 2, No. 9, September, 2015



12. Tibert Verhagen, "The influence of online store beliefs on consumer online impulse buying: A model and empirical application" *Information & Management*, Journal Home Page: [www.elsevier.com/locate/m](http://www.elsevier.com/locate/m), *Information & Management* 48 (2011) 320–327
13. Tingting Zou, "Online Impulse Buying Behavior amongst Undergraduate Students in Tianjin, The People's Republic of China", *Global Journal of Emerging Trends in e-Business, Marketing and Consumer Psychology (GJETeMCP) An Online International Research Journal* (ISSN: 2311-3170) 2016 Vol: 2 Issue: 2
14. Umair Akram, "Factors Affecting Online Impulse Buying: Evidence from Chinese Social Commerce Environment", *Sustainability* 2018, 10, 352
15. Yashar Kazempour, "The Impact Of Situational Factors (Store, Personal) On Urge To Buy Impulsively And Impulsive Buying Behavior" *European Journal of Business and Innovation Research*, Vol.5, No.4, pp.12-27, August 2017

#### Websites

1. <https://www.frontiersin.org/articles/10.3389/fpsyg.2022.939786>
2. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9270160/>
3. [www.researchjournali.com](http://www.researchjournali.com)
4. <https://rockcontent.com/blog/user-friendly-website/>
5. <https://www.jstor.org/stable/45147416>