"A STUDY ON THE INFULENCE OF E-COMMERCE MARKETING STRATERGIES ON IMPUSLIVE BUYING BEHAVIOUR OF ONLINE CUSTOMERS"

Nishanth M, Prof. Sujay C
Student, Professor
BBA Business Analytics Student, Faculty of Management And Commerce
PES University, Bangalore, India

Abstract: Considerations such as website quality, product presentation, pricing, and advertising are included in this investigation of the effect of e-commerce advertising on the impulse buying behavior of online buyers. It focuses on how marketing strategies might influence one's character qualities and lead to impulsive purchases motivated by emotion rather than logic. Key factors in impulsive purchases include things like shopping delight, savings potential, and brand attractiveness. The study categorizes people into five personality traits: extroversion, introversion, agreeableness, and neuroticism. Marketing stimuli are entered into the buyer black box, together with the customer's qualities and decision-making processes. Successful marketing necessitates familiarity with consumer preferences; businesses who put in the time and energy to learn about these preferences can leverage the "four Ps" to their advantage, resulting in substantial profits over time.

Keywords:- e-commerce advertising, online buyers, website quality, impulsive, traits, marketing

Problem Statement:

The primary purpose of this research is to learn more about the complex relationship between impulsive online shopping behavior and e-commerce marketing methods. Researchers have separated the mental and emotional stages of the impulse-buying process in an effort to figure out what drives people to buy things on the spur of the moment. Personality traits, which are thought to be produced by marketing stimuli, play a vital role in this inquiry since they determine whether impulsive purchase inclinations appear in a cognitive or affective fashion.

The study identifies various elements that contribute to impulsive purchases, but consumer behavior emerges as a prominent topic in explaining this phenomenon. Significant components found as influencing impulsive purchasing behavior include the joy obtained from shopping, money-saving deals, possibilities with a limited window of time, and the strength of brand persuasion. Personality traits are thought to play a major impact in consumer choice and action, highlighting the importance of firms getting to know their customers on a deep level. Openness, Extraversion, Agreeableness, Conscientiousness, and Neuroticism, the well-known Big Five model, are utilized to further categorize personality qualities in the study. Openness is associated to preferring to shop in groups, Conscientiousness to making thinking and deliberate selections, and Agreeableness to being more likely to ask for and accept the advise of others.

This study sheds insight on the "buyer black box," or the influence of marketing stimuli on consumer choice. There are two main factors that go into this enigma: buyer persona and decision making procedure. A marketer's success hinges on how well they are able to impact their target audience's decision-making processes through the use of effective stimulus effects. It is emphasized that successful marketing strategies and plans require an in-depth knowledge of consumer behavior

The study highlights that organizations proficient in analyzing customer buying behavior are more adept at adapting their marketing mix, embodied by the four P's - product, price, place, and promotion. This adaptability boosts the efficiency of marketing activities and assists to producing large money in the long run. Smart marketers successfully traverse the complex ecology formed by marketing stimuli, customer traits, and consumer decision processes in order to develop and consolidate their positions in the market.

The study reveals the complex dynamics of impulse buying in the context of online shopping, illuminating the key role played by marketing approaches, customer behavior, and individual characteristics. Insights gained from a thorough examination of these factors can help online marketers create strategies that connect with their target audience and lead to sustainable growth.

Objectives:

•To understand the usage patterns of e-commerce websites by customers

•To understand the awareness regarding discounts and promotions in the e-commerce platform

•To understand the influence of discounts and promotions on the Impulsive buying habits of customers

•To suggest managerial, implicate from the study

Literature Review:

Impulse buying: A systematic literature review and future research directions

Impulse buying, a rapid, unplanned purchase made without reflection, is a growing concern in the retail industry. In the US, it generates $17.78 billion in annual profit, with consumers spending an average of $5400 per year on unplanned purchases. The COVID-19 pandemic has led to an 18% increase in impulse shopping, accounting for 20% of retail sector sales. However, the literature on impulse buying is fragmented, and a comprehensive discussion and analysis of its current dynamics is needed. A structured systematic literature review is recommended to consolidate expanding knowledge and identify gaps, opportunities, and future research directions.

Past, Present, and Future of Impulse Buying Research Methods: A Systematic Literature Review

This paper explores the assessment of impulse buying (IB) in various consumer settings, including online, offline, and multichannel settings. It discusses past and current methods, and emerging techniques, and suggests metrics borrowed from parallel fields. The review methodology includes literature search, selection, and coding, with limitations related to the literature selection process.

Understanding Online Impulse Buying Behavior in Social Commerce: A Systematic Literature Review

This study examines online impulse buying (IBB) in the context of Social commerce (S-commerce), focusing on website-related, marketing-related, consumer characteristics, and social factors. It proposes a Causal-Chain framework for understanding consumer behavior in this interactive environment, providing insights for businesses and marketers to enhance competitiveness and profits.

E-Commerce: Advantages and Limitations

Electronic commerce, established in the 1960s, has transformed our lives by offering affordable, operational distribution for products and services. It has also facilitated growth in unindustrialized nations and provided cost reduction, revenue generation, and improved customer service. The COVID-19 pandemic has further accelerated its development, with the market expected to see further enhancements. Despite technical and non-technical disadvantages, e-commerce's numerous advantages attract attention from both companies and customers. The rapid evolution of technology and the rise of digital natives, Generation Z, are shaping the future of e-commerce.

Use of E-Commerce in The World of Business

Due to the country's rapidly developing infrastructure, e-commerce services have exploded in popularity, allowing Indonesians to shop online without leaving their homes. By allowing businesses to promote their wares in both digital and physical settings, this technology improves customer satisfaction and competition. Stakeholders, including investors, customers, and governments, are involved in deploying this technology. Despite being largely unused in Indonesia, e-commerce is becoming increasingly important for companies and consumers.

E-commerce trends during COVID-19 Pandemic

The COVID-19 pandemic, which began in China on December 12th, has affected millions globally, with 205 countries infected. The virus has caused 6,366,788 confirmed cases and 383,262 deaths. This article examines the Chinese pandemic and its effects on online business around the world, stressing the need to educate the public and inspire more study of current and future e-commerce trends.

Impact of COVID-19 on digital platforms and change in E-commerce shopping trends

The COVID-19 pandemic has led to increased digital media consumption and social distancing measures. Digital platforms have provided solutions to various problems, including access to e-learning tools, online meetings, entertainment, social media, e-commerce, healthcare sectors, and information. E-commerce has also provided essential goods and services, making people feel secure and independent. However, challenges like restrictions on movement, production, transportation, and distribution persist. A survey found that most people use digital platforms for various purposes, including safety concerns and online shopping.

The Impact of E-Commerce on the Labor Market

The rapid development of ICT solutions, particularly in e-Commerce, has a major effect on the European economy. This research intends to examine the impact of e-Commerce technology on the European labor market, concentrating on building an inclusive labor market that promotes all working age adults to participate in paid work.

The Influence Of E-Commerce Marketing On Impulsive Buying Behavior

This study investigates the influence of various marketing stimuli on online impulsive buying behavior in Southeast Asia. It focuses on the impact of time scarcity promotion and price promotion attributes on impulsive buying behavior. Previous studies have found a supportive association between sales promotion stimuli and consumer purchasing behavior, but the effects of different consumer benefits and hedonic motivations remain underexplored. The study aims to confirm the influence of various marketing stimuli and address the complementing impacts of hedonic motivations in influencing online impulsive buying.

Research Methodology:

The research methodology focuses on understanding the influence of e-commerce marketing strategies on impulsive buying tendency, with a focus on the big five personality traits and cognitive/affective impulsive buying behavior. The study aims to identify the main e-commerce marketing stimuli strategy that affects impulsive buying behavior, determine which personality trait influences impulsive buying behavior more, and evaluate the level of cognitive/affective impulsive purchase behavior among online shoppers.

The research questions include identifying the main e-commerce marketing stimuli strategy that affects impulsive buying behavior, determining which personality trait influences impulsive buying behavior more, and evaluating the level of cognitive/affective impulsive purchase behavior among online shoppers. The type of research is descriptive, aiming to understand online customers' attitudes and opinions.

A total of 14 items were included in the questionnaires used for the research. The first segment, "Demographics," sought to learn the respondent's demographics so that they may be related to other criteria in the survey. Statistics of the people In this part, we asked for demographic details such as respondent's age, marital status, occupation, and education.

The second section of the poll asked in-depth questions about the respondents' typical internet shopping behaviors, such as "How often do you make purchases using online shopping sites?" Online purchasing frequency, The average monthly cost of shopping online, The most popular tool for making purchases on the web

Top recommendation for online shop based on quality, presentation, pricing, and specials

The fourth question is a series of questions designed to learn about product categories and online transactions (such as preferred methods of payment for frequent online purchases).

Data analysis was performed using JMP software and IBM SPSS. MANOVA, and correlation. Correlation coefficients were used to measure the relationship between variables, while regression analysis investigated the relationship between dependent and independent variables. Correspondence analysis proposed a multivariate statistical technique for displaying or summarizing data in two-dimensional graphical forms.

Data Analysis & Interpretation

Correlation Analysis

Correlation analysis is used to understand extends of the relationship between two factors whether the relation is positive or negative or whether the correlation is significant or not

Correlation between Cognitive Tendency with that of Purchasing Decision (Price deals/offers, Don't want to miss the product, Less availability in the conventional stores, Immediate need-based, Top Deals with exchange)

H0: there is no significance correlation between Cognitive items with that of Purchasing Decision (Price deals/offers, Don't want to miss the product, Less availability in the conventional stores, Immediate need-based, Top Deals with exchange)

H1: there is a significance correlation between Cognitive items with that of Purchasing Decision (Price deals/offers, Don't want to miss the product, Less availability in the conventional stores, Immediate need-based, Top Deals with exchange)

Correlation table of cognitive items and impulsive buying decision

		Purchasing Decision
Cognitive	Pearson Correlation	0.712
	Sig. (2-tailed)	0.00
	N	206
Affective	Pearson Correlation	0.551
	Sig. (2-tailed)	0.00
	N	206

*Significance at 0.05% Level

The table shows correlation coefficient between Cognitive items and Purchasing Decision

As the 'r' value for cognitive (r=0.712, sig 0.00), affective (r=0.551, sig 0.00) therefore the null hypothesis is rejected it was found that all above factors had a positive and significant correlation between each other

The above results shows that there is a perfect correlation between Cognitive items and Purchasing Decision

Correlation between Purchasing Decision with that marketing Stimuli strategy (Web store quality, product display and pricing promotion offers)

H0: there is no significance correlation between Purchasing Decision with that marketing Stimuli strategy (Web store quality, product display and pricing promotion offers)

H1: there is a significance correlation between Purchasing Decision with that marketing Stimuli strategy (Web store quality, product display and pricing promotion offers)

Correlation table of impulsive buying decision and pricing promotion offers

	Purchasing Decision	
Web Store Quality	Pearson Correlation	0.447
	Sig. (2-tailed)	0
	N	206
Product Display	Pearson Correlation	0.432
	Sig. (2-tailed)	0
	N	206
Pricing & Promotion Offers	Pearson Correlation	0.409
	Sig. (2-tailed)	0
	N	206

*Significance at 0.05% Level

The table shows correlation coefficient between Purchasing Decision and Marketing Stimuli

As the 'r' value for Web Store Quality (r=0.447, sig 0.00), Product Display (r=0.432, sig 0.00), Pricing & Promotion Offers (r=0.409, sig 0.00) therefore the null hypothesis is rejected it was found that all above factors had a positive and significant correlation between each other

The above results shows that there is a perfect correlation between Cognitive items and impulsive buying decision

Multiple Regression Analysis

Multiple Regression Analysis Multiple Regression analysis is applied to learn more about the relationship between several independent or predictor variables and a dependent or criterion variable. The researcher intended to compare the marketing stimuli strategies with that of impulsive buying tendencies such as cognitive and affective.

Multiple Regression Analysis of Cognitive Impulsive Buying Tendency with Marketing Stimuli Strategy To find the above stated relationship, the independent variable is marketing stimuli strategies and the dependent variable is cognitive impulsive buying tendency of the respondents. The objective is to find the extent of relationship if exists between these two variables. In the marketing stimuli strategy there are three variables such as web store quality, product display and pricing and promotion offers which are separately studied with their relationship with the cognitive tendency.

• To test the significant relationship between Cognitive impulsive buying tendency with marketing stimuli strategy like Web store quality, Product display and pricing & promotion offers.

Hypothesis

Ho_1: There is no significant relationship between Purchasing Decision with

Web store quality factor.

$H1_1$: There is a significant relationship between Purchasing Decision Web

store quality factor.

Ho_2: There is no significant relationship between Purchasing Decision with

Product display factor.

$H1_2$: There is a significant relationship between Purchasing Decision with

Product display factor.

Ho_3: There is no significant relationship between Purchasing Decision with

Pricing and promotion offers factor.

$H1_3$: There is a significant relationship between Purchasing Decision with

Pricing and promotion offers factor.

Sl.no	Variable	Standardized Beta Coefficient	T	Sig	Hypothesis
1	Web Store Quality	.150	1.628	.105	$H1_1$
2	Product Display	.395	7.246	001	$H1_2$
3	Pricing and Promotion Offers	.336	3.635	001	$H0_3$

Dependent variable: Purchasing Decision

F=45.516, P=0.00, R^2 = .403, adjusted R^2 = .394

The table reports the multiple regression results for Cognitive impulsive buying tendency predicted by Marketing stimuli strategy like Web store quality, product display and Pricing promotion offers. The R2 for the regression model was found to be 0.635.

This indicate that 63.5% of the variance in dependent variable, Cognitive impulsive buying tendency was explained by Marketing stimuli strategy like Web store quality, product display and Pricing promotion offers. It also shows that adjusted $R^2 = .394$, which means that any time another independent variable is added to this model, the R^2 will increase (even if only slightly).

This regression model results in the ANOVA which is reported by F – ratio = 45.51 (p<0.00). This indicates that the regression model for impulsive buying tendency is significant

On examining the standardized beta coefficient, it was found that most of the variable in the Marketing stimuli strategy like Web store quality (T = 1.6, sig .105) and Product display (T = .395, sig .001) are significantly related. Hence, this result support alternative hypothesis of $H1_1$, $H1_2$ and it was found that pricing and promotion offers were not significant (T = 0.75, sig. 0.46). Thus, the null hypothesis is accepted and there is no significant relationship between cognitive impulsion and pricing and promotion offers. It means that the respondents are influenced by web store quality and by product display and not so much by pricing and promotion offers.

Multivariate Analysis of Variance (MANOVA)

The one-way MANOVA is used to determine whether there are any difference between independent group on more than one continues dependent variable

Multivariate Analysis of Variance (MANOVA) between Purchasing Decision of the respondents with impulsive buying tendency, Personality traits and marketing stimulus strategy

The factors that are considered for comparison using MANOVA are customer's impulsive buying tendency, Personality traits and different marketing stimulus strategies based on the buying decision of the respondents. To test the hypothesis, Multivariate Analysis of Variance (MANOVA) has been used as there are more number of inter correlations between the dependent variables Individual tests such as the independent sample 't' test of One Way ANOVA ignore the correlations among the independent variables and in the presence of multi co linearity among the dependent variables, MANOVA is more powerful than the separate univariate tests

Moreover, this technique is selected over Independent Samples T – Test or ANOVA because the multivariate formula for 'F – static' was based not only on the sum of squares between and within groups as in ANOVA but also on the sum of cross products. It takes covariance into account as well as group means among the dependent measures.

Ho: There is no significant difference in customer's purchasing decision and response to marketing stimulus strategies with respect to the age of the respondents.

H1: There is a significant difference in customer's purchasing decision and response to marketing stimulus strategies with respect to the age of the respondents.

As mentioned above, the hypothesis was studied using MANOVA. The variables that entered the MANOVA model are purchase decision of respondents, impulsive buying tendencies, Personality traits and marketing stimulus in online shopping. The purchase decision of respondents as fixed factor and the remaining variables as dependent variables.

There are four different test statistics namely, Pillai's trace, Wilk's Lambda λ, HotellingLawley's trace, Roy's Greatest Root, each with its own associated F statistic. Pillai's Trace is the most robust of the four tests since it is least sensitive to departures, from the assumptions (Olson, 1976; Johnson, & Wichern, 2002) and Hotelling's Trace is the most common and traditional test, where the independent variable is formed of two groups.

Wilk's Lambda is the most common and traditional test when there are more than two groups formed by the independent variables and Roy's Largest Root is seldom used. A perfect fit model will generate all the four test statistic give identical F values while in this model all four statistics has produced different F values.

Multivariate Analysis of Variance (MANOVA) between purchasing decision Marketing Stimuli strategy (Web Store Quality, Product Display and Pricing and Promotion Offers)

Effect	Particulars	Value	F	Hypothesis df	Error df	Sig.
Impulsive Buying Decision	Pillai's Trace	1.1	2.9	12	603	0
	Wilks' Lambda	0.214	3.4	12	526	0
	Hotelling's Trace	2.32	3.8	12	593	0
	Roy's largest Root	1.64	8.2	4	201	0

*Significance at 0.05% level of significance

On examination of the above table, it is seen that F – value (=2.14; p = 0.000) is significant at 0.05 level. Hence, in this case, the researcher performed further follow-up tests such as the tests of between-subject effects.

Since the results of the MANOVA are significant, the 'Tests of Between Subjects Effects' (univariate results) are examined to determine whether the independent variables are significant for Impulsive buying tendency and marketing stimulus. Table shows the results of the tests of between subject effects.

Findings

This chapter narrates the findings, discussions, managerial implications and conclusion with reference to the study undertaken by the researcher

Correlation Analysis

a)   Relationship between purchasing decision with that of marketing stimuli strategies and personality trait factors

Findings of correlation between purchasing decision and marketing stimuli strategies

- There is a perfect Correlation between Purchasing Decision And Cognitive impulsive buying tendency
- There is a perfect Correlation between Purchasing Decision And Affective impulsive buying tendency
- There is a perfect Correlation between Purchasing Decision And Marketing Stimuli

Multiple Regression Analysis

Regression for Marketing Stimuli Strategies with that of Purchasing decision of Online Shopping Customers It was found that most of the variable in the Marketing stimuli strategy like Web store quality, and Product display are significantly related with the Purchasing decision This model is statistically significant. It means that the respondents are influenced by attractions and promotions in web store quality and by product display when compared to the pricing and promotion offers.

Suggestions

In order to get useful results, researchers plan their studies and formulate hypotheses. The goal of this research is to identify the factors—personality traits and E-commerce marketing strategies—that contribute to impulse buying among consumers who shop online. Data is analyzed in dimensions to determine the study's final outcome. Review of the relevant literature suggests that title entirely because the majority of the previous research has found actual results associated with either personality attributes or with buying on impulse; or marketing tactics including consumer behavior. those who answered the survey.

•The results of the study explains that the majority of the respondents are cognitive impulsive than affective impulsive in their purchase decision making

Bangalore consumers are able to indulge because of their increasing disposable income and the growing sway of the social media. Online shopping in India is expected to expand as the country's population grows more tech savvy and more people get interested in the latest trends. People these days are either asleep or online. The content of any internet marketer's advertising mantra, not its form, is what ultimately determines whether or not consumers will make a purchase. E-commerce marketing strategies have taken off as a new way to reach consumers since the Internet's widespread adoption. No other marketing strategy has demonstrated the kind of staggering expansion that digital marketing has. From the standpoint of consumers' device usage, the most prominent trends of digital marketing in the near future will be the widespread use of smartphones and the rise of mobile applications and messaging.

Studies of this nature provide a valuable resource for helping people grasp the real-world ramifications of a topic. Knowing the consumer in-depth is the essential for an E-commerce marketer, hence, the results of the study provides a good idea about the personality attributes of online buying consumers. Content marketing and personalization choices could be made in light of the personality features. Consumers, it is acknowledged, are more prone to cognitive impulsivity than emotional impulsivity. As a result, it is acknowledged that consumers who shop online tend to be more analytical than emotional. As a result, they are able to choose a product with confidence. It is well known that while making purchases on the web, buyers place a higher value on the security of a company's website than on special deals.

Because consumers' decisions are not solely based on emotive impulsivity, it follows that E-Commerce marketers need to be more deliberate when choosing their marketing techniques.

Marketers can use the study's findings to great effect by tailoring their E-commerce market stimulation methods. "As more and more competition is prevailing in the online platform, the real-time need for the online stores is for the E-Commerce marketers to set smart marketing campaigns after understanding the consumer impulsive attitude."

Conclusion

Bangalore consumers are able to indulge because of their increasing disposable income and the growing sway of the social media. Online shopping in India is expected to expand as the country's population grows more tech savvy and more people get interested in the latest trends. People these days are either asleep or online. The content of any internet marketer's advertising mantra, not its form, is what ultimately determines whether or not consumers will make a purchase. E-commerce marketing strategies have taken off as a new way to reach consumers since the Internet's widespread adoption. No other marketing strategy has demonstrated the kind of staggering expansion that digital marketing has. From the standpoint of consumers' device usage, the most prominent trends of digital marketing in the near future will be the widespread use of smartphones and the rise of mobile applications and messaging.

Studies of this nature provide a valuable resource for helping people grasp the real-world ramifications of a topic. Knowing the consumer in-depth is the essential for an E-commerce marketer, hence, the results of the study provides a good idea about the personality attributes of online buying consumers. Content marketing and personalization choices could be made in light of the personality features. Consumers, it is acknowledged, are more prone to cognitive impulsivity than emotional impulsivity. As a result, it is acknowledged that consumers who shop online tend to be more analytical than emotional. They choose a product after doing their research. Another well-known fact regarding online purchasing is that trustworthiness of a store's website is more important to customers than deals and discounts.

Because consumers' decisions are not solely based on emotive impulsivity, it follows that E-Commerce marketers need to be more deliberate when choosing their marketing techniques.

Marketers can use the study's findings to great effect by tailoring their E-commerce market stimulation methods. "As more and more competition is prevailing in the online platform, the real-time need for the online stores is for the E-Commerce marketers to set smart marketing campaigns after understanding the consumer impulsive attitude."

References

Abdelsalam, S. S. (2020). Understanding online impulse buying behavior in social commerce: a systematic literature review. *IEEE Access,*.

Bahrah, E. N. (2021). The Influence of E-Commerce Marketing on Impulsive Buying Behaviour. *Advanced International Journal of Business, Entrepreneurship and SMEs,*.

Bănescu, C. E. (2022). The Impact of E-Commerce on the Labor Market. *Sustainability*.

Bhatti, A. A. (2020). E-commerce trends during COVID-19 Pandemic. *International Journal of Future Generation Communication and Networking*.

Galhotra, B. &. (2020). Impact of COVID-19 on digital platforms and change in E-commerce shopping trends. *I-SMAC (IoT in social, mobile, analytics and cloud)(I-SMAC)*.

Kedah, Z. (2023). Use of e-commerce in the world of business. *Startupreneur Business Digital (SABDA Journal),*.

Mandolfo, M. &. (2021). Past, present, and future of impulse buying research methods: A systematic literature review. *Frontiers in Psychology*.

Redine, A. D. (2023). Impulse buying: A systematic literature review and future research directions. *International Journal of Consumer Studies*.

Taher, G. (2021). E-commerce: advantages and limitations. *International Journal of Academic Research in Accounting Finance and Management Sciences*.