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A COMPARATIVE ANALYSIS OF IMPULSE BUYING BEHAVIOUR IN ONLINE VS. OFFLINE RETAIL

M.Srisha[1] ,III yr B.Com G, Saveetha College of Liberal Arts and Sciences, SIMATS, Srisham1026.sclas@saveetha.com

Kaviya [2] , I yr B.Com G, Saveetha College of Liberal Arts and Sciences, SIMATS, vilsonkaviya@gmail.com

Dr.L.N.Jayanthi[3] Research Guide, Department of Commerce General, Saveetha College of Liberal Arts and Sciences, SIMATS, djayanthibabu@gmail.com

Abstract

Aim: The main purpose of this study is to conduct a comparative analysis of impulse buying behaviour in online and offline retail environments, identifying the key drivers and differences in consumer behaviour... **Material And**: Where I have referred many research articles previously submitted related to my topic and I have used a self-prepared Questionnaire with the help of the Google Forms and collected the response from the customer about their opinion in their satisfaction level regarding banking services. I have used MS Excel and SPSS IBM Version 27 for analyzing the data with the help of the Independent T Test, One-way Anova and Chi square. Where the analysis and table charts have been shown below in figures. **Results and Discussion**: With the help of the Response collected from the customer we evaluated the satisfaction level of the customer with the help of MS Excel and SPSS tools where this analysis helped to identify the significant value in relationship between Maintenance of server and online and physical impulse buying behaviour with gender; p value is 0.002, Where these values have been analyzed with the help of the Independent T Test in the SPSS tools IBM Version 27. Chi square Test used to analyze how often you make an impulse purchase when shopping online the significant p= 0.020. And **. Conclusion**: Impulse buying behaviour differs notably between online and offline retail. Online purchases are driven by convenience, promotional triggers, and a wide product selection, appealing especially to younger consumers. In contrast, offline impulse buying is influenced by sensory experiences, immediate gratification, and social interactions, with variations observed in

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product categories based on gender

Introduction

Scholars and marketers have been particularly interested in impulse purchase behaviour, especially as digital commerce has grown. The availability of a tactile shopping experience and the capacity to engage with objects all contribute to impulse buying. (Stern 1962). Furthermore, social interactions within the store environment, such as sales people influence and peer presence, play an important role in driving accidental purchases .Digital marketing methods, persona(Rana et al. 2019) lized recommendations, and easy checkout processes, on the other hand, encourage online impulse purchase. E-commerce companies use AI algorithms to study user behaviour and recommend relevant products, increasing the possibility of impulsive purchases(Wyckoff, Colecchia, and Organisation for Economic Co-operation and Development. Committee for Information, Computer, and Communications Policy 1999) Flash discounts, limited-time specials, and targeted ads all contribute to impulsive decision-making. Dawson & Kim (2009) Furthermore, the convenience of internet shopping, as well as the capacity to make purchases instantaneously without regard for geography, have a substantial impact on customer impulse buying behaviors Furthermore, trust and security concerns in online transactions can inhibit impulsive spending, but the perceived credibility of brick-and-mortar establishments can encourage spontaneous purchases.(Schupp and Wöhner 2020; Steenkamp and Sloot 2018)(Underhill 2009)(Mesiranta 2009)Despite these distinctions, both online and offline shopping environments use intentional tactics to encourage impulse purchases.. This study adds to the growing body of research on consumer behaviour, offering useful insights for firms, governments, and academics interested in the changing dynamics of retail consumption. (Rook and Fisher 1995)(PaulPeter and Olson 1996)**Keywords:** Impulse Buying Behaviour, Online Retail, Offline Retail, Digital Commerce, Sensory Stimulation , Promotional Triggers ,Digital Marketing, Personalized Recommendations, In-Store Promotions, Consumer Behaviour

Material And Method

This study uses a cross-sectional methodology to compare impulse buying behaviour in online

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and offline retail contexts. The University of Saveetha College of Liberal Arts and Sciences oversaw the research. Participants were separated into two groups: Individuals in Group A had extensive internet buying experience, whereas those in Group B primarily purchased goods in physical stores. A systematic questionnaire was used to collect quantitative data on the factors impacting impulse buying behaviour in both situations. A total sample size of 100 participants was chosen using stratified random sampling to provide a representative mix across demographic groups. The questionnaire addressed issues such as promotional influence, ease of access, product presentation, time sensitivity, emotional triggers, and purchasing convenience. Descriptive statistics were utilized to summarize sample characteristics, while inferential statistics, including Independent T-tests and correlation analyses, were applied to explore relationships between variable.

A methodical methodology was used to prepare Group A members, ensuring a complete awareness of impulse buying behaviours in the online retail sector. Google Forms was the major data collecting platform, allowing for a structured questionnaire that addressed customer impulsiveness, digital marketing influence, and user experience.. The Google Forms link was distributed via email and mobile messaging applications, with individualized invites that explained the study's aims and emphasized voluntary participation. Reminder messages were delivered to improve response times and data accuracy. Privacy and anonymity were prioritized, and participants were given clear information about data security procedures. This sampling technique resulted in a strong dataset for investigating impulse purchase behaviour in online shopping

Group B focused on offline retail impulse buying behaviour. Participants were recruited from a variety of retail settings, including supermarkets, shopping malls, and standalone retailers. Prior to participation, participants provided informed consent. Structured questionnaires and semi-structured interviews were used to collect data, allowing for a more in-depth knowledge of in-store characteristics that influence impulse purchase, such as store ambiance, salesperson influence, and product placement. This study intends to provide value to the subject of consumer behaviour by evaluating purchase habits, external influences, and psychological triggers

Statistical Analysis

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Three essential tools were used in the statistical analysis of this study to determine the association between customer preferences, examining the dynamics of online versus in-store shopping .The IBM SPSS Statistics program version 27 was used for the analysis. First, the relationship between categorical variables was evaluated using the chi-square test Next, the independent t-test was employed to compare the means of the two groups, analysing variations in impulse buying frequency between individuals who shop online versus those who prefer brick-and-mortar stores. Finally, a one-way ANOVA was conducted to explore differences in impulse purchasing behaviour across different consumer segments, providing insights into how factors such as age, gender, or shopping habits influence impulsive spending patterns. With the aid of IBM SPSS, these statistical methods were used in an effort to provide a thorough and comprehensive analysis that would advance our understanding of the complex relationship that exists between customer preferences, examining the dynamics of online versus in-store shopping.

Results

Figure 1: This bar graph represents how often you make an impulse purchase when shopping online. based on mean age, including ±2 standard deviations and a 95% confidence interval. **Figure 2**: This bar graph illustrates often do in-store promotional displays or limited-time offers trigger an impulse buy based on mean age, incorporating ±2 standard deviations and a 95% confidence interval

Table 1 presents the Chi-Square test results analysing the preference of gender regarding often do you make an impulse purchase when shopping online. The Pearson Chi-Square significant value is $p = 0.020$ (<0.05), indicating a statistically significant association. Table 2 provides the results of an Independent T-Test measuring how often in-store promotional displays or limited-time offers trigger an impulse buy . The test confirms that the assumption of equal variances is met, with a p-value of 0.002 (<0.005). The t-values for equal and non-equal variance assumptions are 0.840 and 0.356, respectively, with significance values of 0.403 and 0.755,

Discussion

The statistical analysis provided useful insights on the connection between gender preferences,

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customer loyalty, and service quality in the retail industry. Table 1 employs the Chi-Square test to examine how gender influences the preference for additional charges in banking. The relationship between gender and these preferences is statistically significant, as indicated by the Pearson Chi-Square value of $p = 0.020$ (<0.05). This underscores the importance of incorporating gender-specific perspectives when assessing how banking procedures impact customer satisfaction. Turning to Table 2, the results of the Independent T-Test on trust in physical stores reveal key insights. The assumption of equal variances is confirmed, with a significant p-value of 0.002 (<0.005). The t-values for equal and non-equal variance assumptions are 0.840 and 0.356, respectively, with significance values of 0.403 and 0.755. The One-Way ANOVA results in Table 3 validate findings by demonstrating a statistically significant impact of service quality on customer recommendations. The significant p-value ($0.026 < 0.05$) suggests that customers who perceive high service quality are more likely to recommend the store or service provider

Limitation of the study

When comparing impulse purchase behaviour in online and offline retail settings, various factors may influence the comprehensiveness of the findings. The use of self-reported data poses potential biases, as participants may provide socially desired responses or falsely recollect their hasty purchases. Furthermore, the study's cross-sectional approach captures consumer behaviour at a single point in time, which limits its capacity to account for changing buying habits, seasonal trends, or external influences such as promotional campaigns and technology improvements. The sample's demographic composition, while diversified, may not fully represent all consumer groups, limiting the generalizability of the findings. Furthermore, the underlying psychological or cultural elements that drive impulse buying decisions may have been underexplored, allowing potential for future research to go deeper into these areas

Future Research

While this study gives useful insights into impulse purchase behaviour on both online and offline retail platforms, numerous areas require more exploration Furthermore, investigating the impact of socio-demographic factors such as age, income, and geographical location on impulse buying inclination will provide a more comprehensive picture of consumer behaviour.. Further research

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could also incorporate psychological and emotional components, such as the impact of trust, satisfaction, and loyalty, to provide a more comprehensive understanding of consumer impulsivity. Addressing these gaps would add to the greater scholarly conversation while also providing useful insights for merchants looking to improve both online and offline shopping experiences.

Tables And Figures

Table.1 Table displaying Chi Square for often do you make an impulse purchase when shopping online. Regarding Gender. help in determining whether two variables have a significant link; a significant result is shown when the Pearson chi square significant value is less than 0.001, or 0.000**.

	Pearson chi square	Likelihood ratio	Linear by linear association
Value	12.847a	15.458	0.920
df	12	12	1
Sig (2 tailed)	0.020	0.023	0.050

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Table.2 displaying the results of an independent T test often do in-store promotional displays or limited-time offers trigger an impulse buy. This assumption of variances has been tested, and the resultant p value 0.002 of shows that the assumption of two variances being equal is met. (0.002*) <0.005. is the significant p-value

	Independent Samples Test	
	Equal variances assumed	**Equal variances not assumed**
Sig.	**.002**	
t	**0.840**	**0.356**
Sig. (2-tailed)	**0.403**	**0.755**

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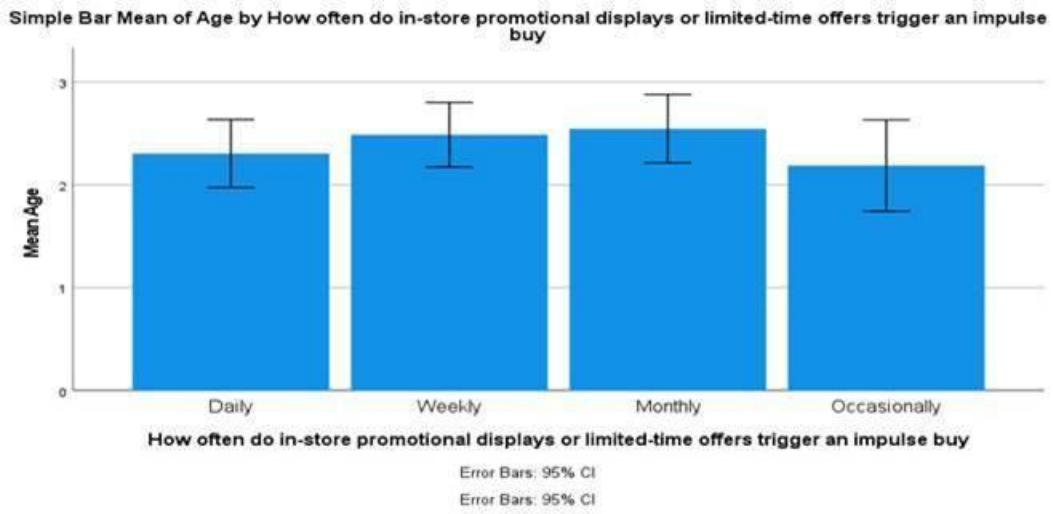
Mean Difference	**0.429**	**0.429**
Std. Error Difference	**0.511**	**1.205**



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Conclusion

The comparison of impulse purchase behaviour in online and offline retail environments reveals distinct patterns impacted by ease, accessibility, and sensory engagement. The ease of access, targeted ads, and convenience of one-click transactions encourage online buyers to make impulse purchases. In contrast, offline customers are motivated by sensory cues, in-store promotions, and the instant satisfaction of physically purchasing things. This study emphasizes the importance for businesses to carefully incorporate convenience and experiential components into both digital and physical purchasing channels. Enhancing online platforms with tailored recommendations and seamless user experiences, as well as optimizing in-store surroundings with interactive displays and engaging design, can assist businesses in effectively catering to different customer needs