

Impact of Customer's Satisfaction towards Impulsive Buying Behaviour on Online Shopping

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Abstract:

The study examines the relationship between customer satisfaction and impulsive buying behaviour in the online shopping. With the rapid growth of e-commerce, understanding the factors that influence purchase decisions has become increasingly important for businesses. Findings reveal that customer satisfaction driven by website usability, product appeal, trust, convenience, and service quality significantly contributes to impulsive buying tendencies. Satisfied customers are more likely to experience positive emotions, reduced hesitation and increased engagement, all of which stimulate unplanned purchases. The study concludes that enhancing overall customer satisfaction not only strengthens customer loyalty but also encourages impulsive buying behaviour, highlighting the need for online retailers to create seamless and enjoyable shopping environments.

Key Words: Customer Satisfaction, Unplanned Purchase, Website usability, Impulsive buying behaviour

Introduction:

Online shopping is the biggest part of customer attraction as well as customer satisfaction. Online shopping is the fastest growing platforms. Online shopping offer convenience, variety and personalized experiences that encourage customers to spend more time engaging with digital stores. In this dynamic environment, impulsive buying behaviour has unplanned purchase decisions has become increasingly common. Unlike traditional retail settings, online shopping environments provide continuous disclosure to targeted advertisements, real-time promotions, and seamless checkout processes that can easily start impulsive purchases. Customer satisfaction has emerged as a key determinant of online consumer behaviour. Satisfaction with factors such as website design, product quality, delivery efficiency, customer service and overall platform usability plays a vital role in shaping consumers' attitudes and emotional responses. Customer's satisfaction not only enhances trust and loyalty but can also elevate a consumer's mood, reduce perceived risk, and increase openness to unplanned buying decisions. The idea of online shopping is to lead customers to a convenient way of shopping.

Review of Literature:

Ajay Kumar (2024)¹, investigated the various factors influencing consumer satisfaction in online purchases. A comprehensive review of existing literature forms the foundation of this study, elucidating the intricate web of factors encompassing website usability, product quality, delivery efficiency, customer service, and return policies. Employing a structured questionnaire, data was gathered from a diverse sample of online shoppers, encompassing different demographics and purchase preferences the findings has suggested that while factors like website interface and product quality significantly influence satisfaction levels, consumer

segments, emphasizing the importance of tailored approaches in enhancing consumer contentment. This study's implications extend beyond academia, offering valuable insights and recommendations to businesses aiming to optimize the online shopping experience. **Nahil Abdallah, et al (2021)²**, has examined that the effects of online shopping on improving customer satisfaction in retail establishments. The study entailed an ethical construction of a questionnaire keeping in view the research topic and tasks at hand. The construction of the survey was done keeping multiple touch points in consideration. Extensive research was done to identify the most prominent issues in the online shopping. Websites offering online shopping must have good customer services and user-friendly applications or websites to be easily accessible to the public and therefore making them prefer online shopping over in-person shopping. The study also revealed that online shopping has a variety of consequences (age and gender) and according to the analysis, online shopping assists in good quality, access, and comfort, resulting in increased customer satisfaction. **Rajeswari (2015)³** this study titled “A Study on Customer Satisfaction towards Online Shopping in Chennai City” has been undertaken to understand the factors influencing customers’ online shopping decisions and how these factors affect customer satisfaction. A well-structured questionnaire was designed and administered to collect samples across Chennai. Due to the need for a variety of respondents who have had previous experience with online shopping, judgment sampling technique was chosen. The study has been undertaken with reference to a sample size of 105 respondents. After collecting the data, the data was classified, tabulated and codified. Necessary statistical tools such as Percentage Analysis and Chi Square tests have been used to interpret the data. The results of this study may be of great use to businesses which are looking to expand into or venture into the online shopping environment.

Statement of Problem:

Online shopping has become an essential part of modern consumer behaviour. As competition among online retailers increases. Online Shopping Customers have to tend to develop trust, loyalty, and a positive attitude toward an online platform. However, while customer satisfaction is widely recognized for enhancing repeat purchases, its relationship with impulsive buying behaviour. Online shopping environments frequently incorporate features such as personalized recommendations, discounts, ease of navigation, and fast delivery options, all of which may increase consumer satisfaction.

Methodology:

The Objective of the study has to identify the Customer Satisfaction towards impulsive buying behaviour on online Shopping. The data was collected from 200 respondents through structured questionnaire under stratified random sampling method. The study was analyzed under various statistical tools like simple percentage, Ranking Method and chi square test.

Research Hypothesis:

H₀: There is no significant association between Socio Economic profile of the respondents and Customer Satisfaction towards Impulsive buying behaviour on online Shopping.

Analysis and Interpretation:

Table 1: Socio-economic profile of the respondents:

Variable		Frequency	Total
Age	Below 20 Years	25	12.50
	20-40 Years	76	38.00
	41-50 Years	56	28.00
	Above 50 Years	43	21.50
	Total	200	100.00
Gender	Male	94	47.00
	Female	106	53.00
	Total	200	100.00
Marital Status	Married	89	44.50
	Unmarried	87	43.50
	Divorced	9	4.50
	Widow/Widower	15	7.50
	Total	200	100.00
Educational Qualification	Up to School	31	15.50
	Under graduate	85	42.50
	Postgraduate	62	31.00
	Diploma	22	11.00
	Total	200	100.00
Occupation	Business	25	12.50
	Salaried	41	20.50
	Students	47	23.50
	Professional	29	14.50
	Agriculturist	15	7.50
	Home Maker	21	10.50
	Retired	22	11.00
	Total	200	100.00
Annual Income	Less than 3Lakhs	83	41.50
	Rs.3 Lakh – Rs.5 Lakh	84	42.00
	Rs.5 Lakh- Rs.10 Lakh	31	15.50
	Above 10 Lakh	2	1.00
	Total	200	100.00
Place of Residence	Rural	62	31.00
	Semi-Urban	102	51.00
	Urban	36	18.00
	Total	200	100.00
Number of the family	Less than 3	64	32.00
	Three to Five	74	37.00

	More than 5	62	31.00
	Total	200	100.00
Number of earning member in the family	One	59	29.50
	Two	70	35.00
	Three and above	71	35.50
	Total	200	100.00
Type of the family	Nuclear family	101	50.50
	Extended family	59	29.50
	Joint family	40	20.00
	Total	200	100.00

Sources: Primary Data

Table No1 indicates the socio economic profile of the respondents. Among 200 respondents 38 percent of the respondents were in the age group of 20-40 years.53 percent of the respondents are female. 44 percent of the respondents are married. 42 percent of the respondents are under graduates. 24 percent of the respondents are students. In the case of Annual Income .42 percent of the respondents belongs to Annual group of Rs.3 Lakh to Rs.5 Lakh. 51 percent of the respondents were in the place of residence in semi-urban area. 37 percent of the respondents have three to five members in the family. 35 percent of the respondent’s families had two and three and above earning members in the family. 50 percent of the respondents were in family type in the nuclear family.

Table No: 2 Customer Satisfaction towards Impulsive Buying Behaviour on online Shopping

Level of Satisfaction	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total Score	Rank
	1	2	3	4	5		
Free return and refund policies	19	76	68	31	6	529	1
Wide Variety of product categories	23	75	60	38	4	525	2
24/7 Shopping Availability	29	57	84	27	3	518	3
Stock Availability of desired items	31	72	59	25	13	517	4
Loading Speed of the Website Lapp	33	66	69	25	7	507	5
Attractive Website layout	41	68	48	35	8	501	6
Free Shipping or delivery charges	46	71	44	29	10	486	7
Recommendation from social media Influencers	47	68	51	26	8	480	8
Flash Sales and time offers	47	71	52	20	10	475	9
Review and Rating by other buyers	54	67	45	20	14	473	10
Seasonal discount and Coupons	54	63	46	31	6	472	11
Availability of detailed product description	40	76	65	16	3	466	12
Availability of multiple payment option	96	53	40	8	3	369	13

Sources: Primary Data

Table No 2 Shows the Customer Satisfaction towards impulsive buying behaviour on online Shopping. The top-ranked is given to free return and refund policies, which was followed by Wide Variety of product categories. The third rank is given to 24/7 Shopping Availability, fourth rank is given to Stock Availability of desired items, Fifth rank is given to Loading Speed of the Website Lapp, Sixth rank is given Attractive Website layout, Seventh rank is given to Free Shipping or delivery charges, eighth rank is given to Recommendation from social media Influencers, Ninth rank is given to Flash Sales and time offers, Tenth rank is given to Review and rating by other buyers, Eleventh rank is given to Seasonal discount and Coupons, twelveth rank is given to Availability of detailed product description and Last rank is given to Availability of multiple payment option.

Table 3

Result of hypothesis Testing

Hypothesis	Chi Square Test (level of significant on 5%)		Degree of freedom	Result
	Chi-Square Value	P Value		
H01: Age and Customer Satisfaction towards Impulsive Buying Behaviour on online Shopping.	25.7	0.059	16	Accepted
H02: Gender and Customer Satisfaction towards impulsive buying behaviour on online Shopping.	11.5	0.021	4	Rejected
H03: Place of residence and Customer Satisfaction towards impulsive buying behaviour on online Shopping	15.3	0.053	8	Accepted

The Chi Square analysis shows that age and place of residence have no significant relationship between Customer Satisfaction towards Impulsive Buying behaviour on online Shopping. Hence the null hypothesis is accepted. The Study has suggested that Customers across Different age group and place of residence display similar satisfaction level that influences their impulsive purchasing tendencies.

Gender shows that significant relationship between Customer satisfaction towards impulsive buying behaviour on online Shopping. This may implies that male and female customers differ in how satisfaction impacts their likelihood of making impulsive online purchases.

Conclusion:

Customer satisfaction plays a significant role in shaping impulsive buying behaviour in online shopping. When customers perceive an online platform as reliable, user-friendly, and enjoyable, their overall satisfaction increases and this satisfaction enhances the likelihood of making spontaneous purchases. Elements such as convenient navigation, appealing product displays, personalized recommendations, fast delivery, and responsive customer service further strengthen positive emotions that trigger impulse buying. In essence, higher customer satisfaction not only fosters trust and loyalty but also creates a shopping environment where impulse decisions occur more naturally. Therefore, businesses aiming to boost impulsive purchases should prioritize delivering seamless, satisfying, and emotionally engaging online shopping experiences.

Reference:

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