

# An Analytical Study of Impulse Buying Behavior in E-Commerce Brands with Reference to Flipkart

**Ms. Rehnuma Khan**

Assistant Professor, Department of Management Studies  
Ramsheth Thakur College of Commerce and Science, Kharghar, Navi Mumbai

[Rehnumakhan@rtccs.edu.in](mailto:Rehnumakhan@rtccs.edu.in)

**Abstract:** *The impulse buying behavior involves unplanned and unexpected purchases driven by emotional and situational factors, which have been shaped due to the rapid evolution of technology. E-commerce has revolutionized the consumer purchasing pattern by providing convenience, accessibility, and personalization of the online shopping experience.*

*Digital platforms, such as Flipkart, enable impulse purchasing via mechanisms such as flash sale deals, discounted prices for a brief period, recommendation systems, and simple payment processes. In contrast to brick-and-mortar stores, online shopping portals continuously expose consumers to a broad array of items and increase the chances of impulsive purchases.*

*In the digital domain, impulse purchases depend on elements such as web page layout, promotional activities, buyer emotions, and ease of use. Advanced technologies, including artificial intelligence and data analysis, contribute to this phenomenon by customizing the information for individual users.*

*The purpose of this study is to explore impulse purchase behaviors in the context of e-commerce, with particular emphasis on Flipkart.*

**Keywords:** An analytical study of impulse buying behavior in e-commerce brands: with reference to flipkart

## I. INTRODUCTION

### Introduction to Impulse Buying Behavior in E-Commerce.

The impulse buying behavior involves unplanned and unexpected purchases driven by emotional and situational factors, which have been shaped due to the rapid evolution of technology. E-commerce has revolutionized the consumer purchasing pattern by providing convenience, accessibility, and personalization of the online shopping experience.

Digital platforms, such as Flipkart, enable impulse purchasing via mechanisms such as flash sale deals, discounted prices for a brief period, recommendation systems, and simple payment processes. In contrast to brick-and-mortar stores, online shopping portals continuously expose consumers to a broad array of items and increase the chances of impulsive purchases.

In the digital domain, impulse purchases depend on elements such as web page layout, promotional activities, buyer emotions, and ease of use. Advanced technologies, including artificial intelligence and data analysis, contribute to this phenomenon by customizing the information for individual users. The purpose of this study is to explore impulse purchase behaviors in the context of e-commerce, with particular emphasis on Flipkart.

A typical framework of impulse buying behavior in e-commerce includes the following elements:



**Factors Stimulating Impulse Buying:**

1. **Sense-based Factors:** Visual stimulus from websites, discounts, advertisements, and suggestions of goods
2. **Mental Factors:** The psychology, emotions, and mood of customers.
3. **Situational Factors:** Urgency, availability, and convenience.
4. **Technical Factors:** Access through smartphones, secure payments, and quick checkouts.
5. **Behavior Post-Purchase:** Feeling satisfied, regretful, or intending to make another purchase.

Present-day e-commerce sites employ advanced techniques like artificial intelligence, data analysis, and machine learning to forecast consumer preferences and trigger impulsive consumer behavior.

Although the innovations lead to improved sales and consumer experience, the following question emerges: Can Consumers Recognize Impulse Buying?

**II. REVIEW OF LITERATURE**

1. **Stern (1962)** categorized impulse purchase into four categories namely pure impulse purchases, reminder impulse purchases, suggestion impulse purchases, and planned impulse purchases. This research provided an impetus towards formulating a theoretical framework on impulsive behavior and pointed out that impulse buying is not entirely impulsive but may also be driven by contextual cues.
2. **Donthu and Garcia (1999)** explored online customer behavior and the underlying drivers that impact consumers' decision-making while purchasing products online. It was observed that factors such as convenience, price sensitivity, and accessibility are some of the main determinants of online shopping behavior. Customers find online websites more appealing due to their convenient nature and competitive prices.
3. **Rook (1987)** impulse buying was characterized as a quick, compelling, and hedonic experience where the hurried nature of the decision process hinders rational assessment of the buying situation. It is important to note that impulse buying is largely driven by emotions rather than cognitive processes.
4. **Beatty and Ferrell (1998)** established an all-inclusive theory about the factors contributing to impulsive purchases through the study of both internal and external forces. Among other factors, time availability, money availability, and personal hurriedness were considered the major determinants of impulsive behavior, while consumers exhibiting high levels of impulsiveness are likely to be influenced by situational cues, such as promotions and eye-catching displays.
5. In their unifying study on impulse purchases conducted in online environment, Jyoti Tandon et al. (2024) identified several major precursors and the outcomes of such behaviors. Among others, website prompts, ease of purchasing and psychological impulses were recognized as major precursors, while satisfaction and buyer's remorse emerged as consequences. Objectives of the study:

The main goal of this research is to conduct the analysis of impulse buying among consumers on e-commerce platforms, especially on Flipkart. This research is aimed at examining the role played by marketing techniques, technology-based features and psychological processes that encourage people to make unplanned and spontaneous purchases.

In contemporary times, consumer behavior has changed greatly due to new technologies. It is quite different from the conventional one, because, in the online space, there is constant exposure to promotions, offers, recommendations and so forth. These factors stimulate rapid decision making without deep consideration of products purchased.

**The specific objectives of this study are as follows:**

1. To understand the concept and nature of impulse buying behavior in e-commerce.
2. To examine the factors influencing impulse buying among Flipkart users.
3. To analyze the impact of advertising techniques such as discounts, flash sales, and festive offers on consumer decisions.



4. To evaluate the role of digital payment options such as UPI and EMI in inspiring urge purchases.
5. To study the psychological triggers such as fear of missing out (FOMO), excitement, and instant serenity that influence buying behavior.
6. To assess customer satisfaction levels after impulse purchases.
7. To understand the relationship between marketing strategies and consumer buying behavior.
8. To provide suggestions for ethical and effective marketing practices.

**Significance of the study:**

**1. Understanding Consumer Behavior:**

This research will assist in understanding the dynamics of impulse purchase of consumers in the case of e-commerce, considering the increase in online purchases

**2. Role of E-Commerce Platforms:**

The research throws light on how e-commerce platforms like Flipkart play a significant role in influencing consumer behavior by offering discounts and personalized advice.

**3. Support for Marketing Strategies:**

The findings from this research can assist marketers in developing a marketing strategy that attracts more consumers and increases sales.

**4. Improvement in User Experience:**

This research will assist e-commerce platforms in understanding the significance of design and navigation of websites in impulse purchase decisions.

**5. Insight into Consumer Psychology:**

The research explains the emotional and psychological factors that lead to unplanned buying decisions in an online setting.

**6. Consumer Awareness:**

The research helps consumers gain awareness about their behaviors as they indulge in impulse purchases.

**7. Academic Contribution:**

This study adds value to existing research in the field of consumer behavior and e-commerce, particularly in the Indian context.

**8. Future Research Scope:**

The research will act as a basis for future researchers who wish to conduct studies on impulse buying behavior or any other related topic.

**III. RESEARCH METHODOLOGY**

**1. Research Design**

An ideal exploratory design will have its own merits, drawbacks and a way to measure how long the process of reasoning and consumption should take; it is designed in such a way so as to guarantee that the desired information is acquired through proper means. It should be easy. A good experimental design is just as effective as the exploratory design that directs analysis data. There are two basic types of research designs used in this project:



## **2. Data Collection Methods**

### **1) Primary data**

Primary data were collected by framing a questionnaire. A set of survey was prepared, and questionnaires in Google Forms were circulated to selected publics to know their views.

### **2) Secondary data**

The secondary data were collected from articles published in internet, websites, blogs and journals.

## **3. Sampling Techniques**

The data collected are original in nature. It is first-hand information. Samples of 79 respondents of business through the internet were selected. The researcher adopted a simple random sampling method.

## **4. Research Tools and Techniques**

1. The research will employ the structured questionnaire as the primary method of collecting primary data.
2. The questionnaire shall include questions that have close-ended answers to facilitate analysis and to get accurate answers.
3. Data will be collected using Google Forms, which will make it easier to collect data from internet users.
4. Simple statistics such as percentage analysis, charts, and graphs will be used in analyzing and presenting the data.
5. These statistics will help understand consumers' behavior regarding impulse buying at ecommerce websites such as Flipkart.

## **5. Variables in SCM Research**

- Independent Variables:  
Factors influencing impulse buying such as discounts, promotions, website design, ease of payment, and product recommendations.
- Dependent Variable:  
Impulse buying behavior of consumers.
- Control Variables:  
Age, gender, income level, and frequency of online shopping.

## **6. Validity and Reliability**

- Validity:  
The questionnaire is designed carefully to ensure that it measures the actual factors influencing impulse buying behavior in e-commerce accurately.
- Reliability:  
Stability of responses is maintained by using clear, simple, and consistent questions so that similar results can be obtained if the study is repeated.

## **7. Ethical Considerations**

- Participation in the survey is completely voluntary.
- Respondents' privacy and personal information are kept confidential.

## **8. Data Analysis**

- The collected information is categorized and presented systematically through tables.
- Various statistical methods including percentage analysis are employed to study the results.



- The use of graphs and diagrams help in depicting the results visually.
- The analysis helps in recognizing patterns and factors influencing impulse buying behavior among consumers.

**9. Limitations**

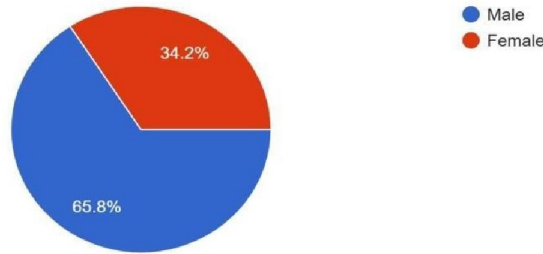
While research methodology provides structured approaches, limitations exist:

- The study is limited to a specific sample size, which may not represent the entire population of Flipkart users.
- The research focuses only on Flipkart and does not include relational analysis with other e-commerce platforms.
- The data collected is based on respondents’ personal opinions and experiences, which may involve bias.
- Time restrictions may limit the extent of analysis and data collection.
- Rapid changes in digital marketing strategies and consumer trends may affect the significance of findings over time.
- The study does not examine offline impulse buying behavior.

**IV. DATA ANALYSIS AND INTERPRETATION**

**1. Gender**

Gender  
79 responses

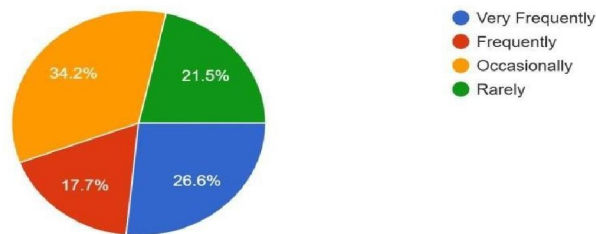


Gender	Response
Male	65.8%
Female	34.2%

**INTERPRETATION** The results indicate that there are 65.8% males and 34.2% females among the respondents, which indicates greater engagement of men in the survey. This implies that male shoppers are more active online than female shoppers although female shoppers are not behind.

**2. How often do you shop on Flipkart?**

How often do you shop on Flipkart?  
79 responses



Options	Percentage
Very Frequently	26.6%
Frequently	17.7%
Occasionally	34.2%
Rarely	21.5%

**INTERPRETATION** The findings show that 34.2% of respondents shop sometimes on Flipkart, whereas 26.6% do so very often. In addition, 21.5% shop rarely, while 17.7% shop often.

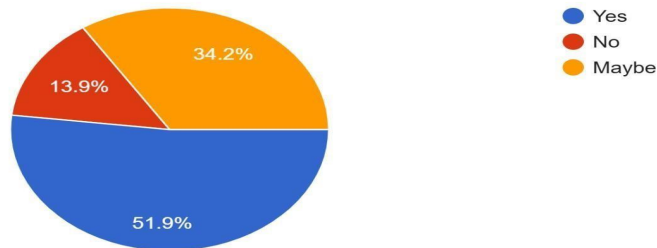
This proves that the majority of respondents are frequent users of Flipkart and are exposed to discounts and advertisements.

The frequency of exposure is likely to lead to impulse buying, because frequent browsing leads to emotional involvement and understanding of the products.

### 3. Have you ever made an unplanned (impulse) purchase on Flipkart?

Have you ever made an unplanned (impulse) purchase on Flipkart?

79 responses



Options	Percentage	Responses
Yes	51.9%	Yes
No	13.9%	No
Maybe	34.2%	Maybe

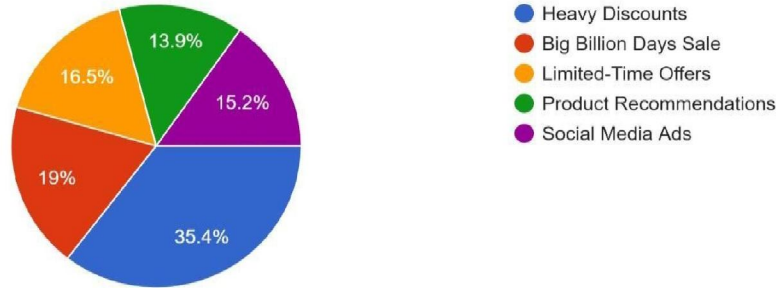
**INTERPRETTION-** Unplanned purchases are made by 51.9 percent of those interviewed in Flipkart, whereas 34.2 percent chose “Maybe,” and 13.9 percent claimed that they do not indulge in any form of unplanned purchases. The high percentage of respondents who answered “Maybe” implies that this kind of buying is very common among the customers.



**4. What mainly influences your impulse purchases on Flipkart?**

What mainly influences your impulse purchases on Flipkart?

79 responses



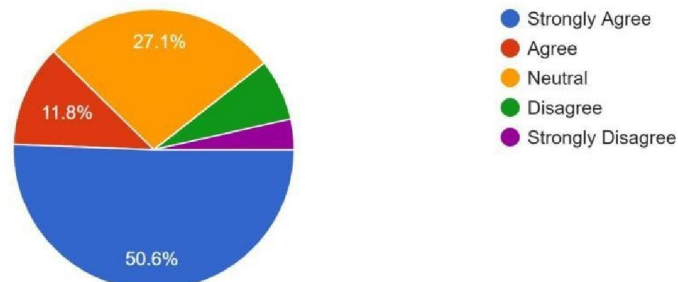
Options	Percentage
Heavy Discount	35.4%
Big Billion Days Sale	19%
Limited-Time Offers	16.5%
Product Recommendations	13.9%
Social Media Ads	15.2%

**INTERPRETATION** - Discounted prices (35.4%), which is considered to be the primary factor leading to impulsive buying behavior, clearly demonstrates the high level of influence consumers have on price cuts. In addition, the role of sale events known as Big Billion Days (19%), together with limited time offers (16.5%), is quite significant due to criticality created by these events. On the contrary, social media ads (15.2%) and recommended products (13.9%) have less effect on consumers' purchasing behavior.

**5. Do festive sale encourage you to buy more?**

Do festive sales (e.g., Big Billion Days) encourage you to buy more?

85 responses



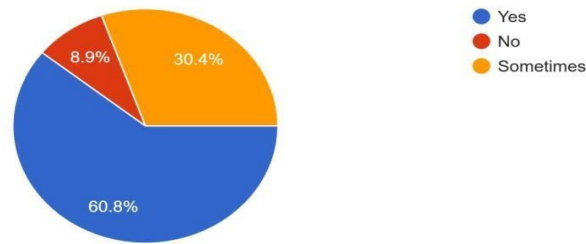
Options	Percentage
Strongly Agree	50.6%
Agree	11.8%
Neutral	27.1%
Disagree	7.1%
Strongly Disagree	3.5%

**INTERPRETATION** - The data shows that festive sales strongly impact purchasing behavior, with 51.9% strongly agreeing and 11.4% agreeing that they encourage more buying. While 26.6% remain neutral, only a small percentage disagree (6.3%) or strongly disagree (3.8%). Overall, festive sales like Big Billion Days are effective in driving increased consumer purchases.

### 6. Do payment options like EMI or UPI make you more likely to buy impulsively?

Do payment options like EMI or UPI make you more likely to buy impulsively?

79 responses



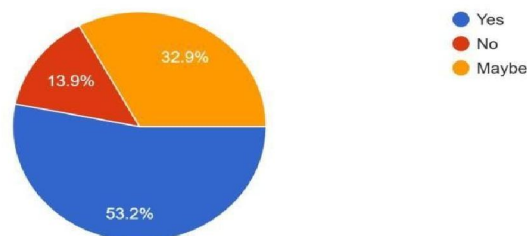
Options	Percentage
Yes	60.8%
No	8.9%
Sometimes	30.4%

**INTERPRETATION-In** terms of statistics, 60.8 percent respondents believe that payment facilities such as EMI and UPI make it more probable for them to purchase on impulse. On the other hand, 30.4 percent respondents state that payment options may influence them occasionally, whereas 8.9 percent of the respondents remain unaffected.

### 7. Do push notifications and price drop alerts influence your purchase decisions?

Do push notifications and price drop alerts influence your purchase decisions?

79 responses



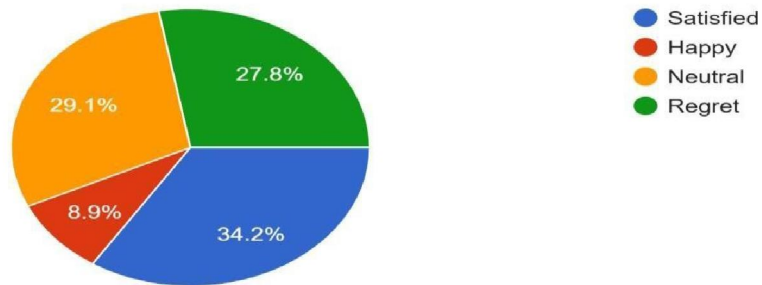
Options	Percentage
Yes	53.2%
No	32.9%
Maybe	13.9%

**INTERPRETATION-** According to the data, 53.2% are influenced by notifications and price drop messages, while 32.9% feel affected sometimes. Only 13.9% are not influenced by notifications at all. All in all, notifications can be regarded as good marketing tools because they increase awareness and stimulate impulsive purchases.

**8. After making an impulse purchase, how do you usually feel?**

After making an impulse purchase, how do you usually feel?

79 responses



Options	Percentage
Satisfies	34.2%
Happy	8.9%
Neutral	29.1%
Regret	27.8%

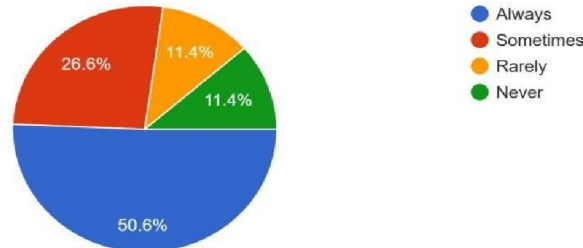
**INTERPRETATION:** The data shows that 34.2% of respondents feel satisfied after an impulse purchase, while 29.1% feel neutral and 8.9% feel happy. However, 27.8% experience regret, revealing that impulse buying leads to mixed emotions, with satisfaction being more common but regret also significant.



**9. Do you check reviews before making an impulse purchase?**

Do you check reviews before making an impulse purchase?

79 responses



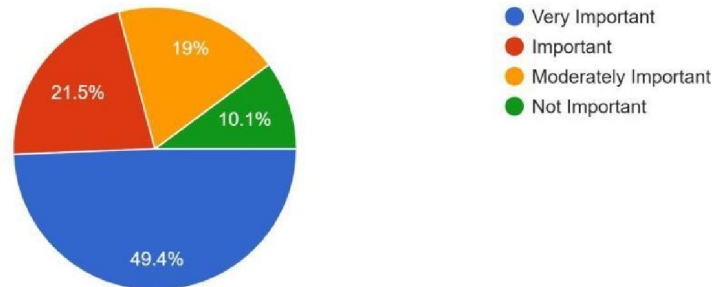
Options	Percentage
Always	50.6%
Sometimes	26.6%
Rarely	11.4%
Never	11.4%

**INTERPRETATION:** Most consumers still check reviews even when buying impulsively 50.6% always and 26.6% sometimes while only 22.8% rarely or never do. This shows impulse purchases aren't purely illogical, as many buyers seek social proof to reduce risk.

**10. How important are discounts in your decision?**

How important are discounts in your buying decision?

79 responses



Options	Percentage
Very Important	49.4%
Important	21.5%
Moderately Important	19%
Not Important	10.1%

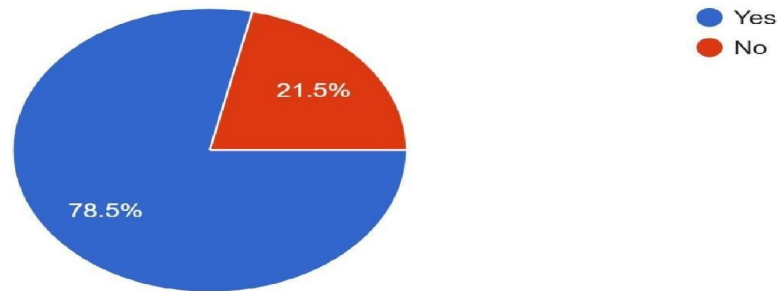


**INTERPRETATION:** According to the results of the questionnaire, the main challenges in managing the supply chain were identified. The highest ranked challenges include transportation delays (37; 44%), high costs (31; 36.9%), and supplier reliability (29; 34.5%). Coordination problems (14; 16.7%) and workforce availability (9; 10.7%) had the lowest rankings.

**11. Would you recommend Flipkart to others?**

Would you recommend Flipkart to others?

79 responses



Options	Percentage
Yes	78.5%
No	21.5%

**INTERPRETATION:** The analysis of the data indicates that a major number (78.5%) of the people are willing to suggest Flipkart to others, while 21.5% would not.

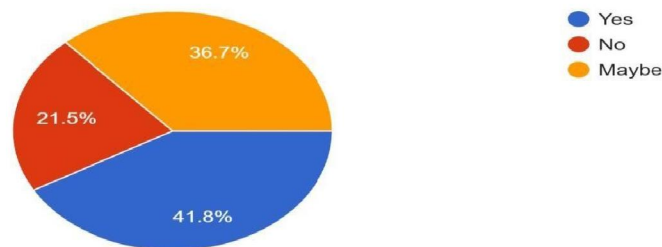
These statistics indicate high levels of consumer satisfaction and good brand perception. The higher percentage of suggestions reflects confidence in the brand and satisfactory shopping experience.

In general, positive word of mouth can lead to higher consumer involvement and impulsiveness.

**12. Do you evaluate supplier performance regularly?**

Have you ever purchased a product only because it was on Deal of the Day?

79 responses



Options	Percentage
Yes	41.8%
No	21.5%
Maybe	36.7%

**INTERPRETATION** - A substantial proportion of customers is affected by the “Deal of the Day”— 41.8% made purchases based on them, while 36.7% claimed that they were affected to some extent. Just 21.5% remained unaffected, which implies that such offers encourage impulse purchases.

**Suggestions and Recommendations :**

✓ **Promote Ethical Marketing Practices**

Flipkart should practice transparency in terms of prices, discounts, and duration of offers. The absence of Misleading promotions will build trust, boost brand reputation, and foster long-term relationships with customers.

✓ **Improve Personalized Suggestions**

AI analysis of consumer behavior (including browsing history, purchases, and preferences) will help Flipkart provide personalized recommendations. Such personalization will increase engagement and make impulse purchases more likely.

✓ **Boost Post-Purchase Activities**

Improving customer service after purchase, including reliable delivery updates, smooth return policies, and customer satisfaction, may prevent buyers' remorse and encourage repurchasing.

✓ **Employ Urgency Marketing Appropriately**

Urgency marketing strategies such as flash sales and countdown timers should be used responsibly. Excessive use may erode customer trust, whereas moderate use will maintain excitement without putting pressure on consumers.

✓ **Target Impulse-Driven Categories**

Impulse-oriented categories such as electronics, clothing, and household goods should be the target of promotional activities and consolidated offers.

✓ **Enhance Reviews and Ratings**

Verifying user reviews and ratings, eliminating false information, and encouraging user-generated content will improve trust and hasten purchase decisions.

✓ **Increase the Advantages of Online Payments**

Providing rewards such as cashback and interest-free installments may help reduce transaction barriers and prompt spontaneous purchasing decisions.

**IV. CONCLUSION**

The research article “An Analytical Study of Impulse Buying Behavior in E-Commerce Brands with Reference to Flipkart” studies the factors that influence impulse buying in the Indian e-commerce industry. Due to technological advancements, consumers are now making purchases in an impulse mode because of ease and visibility in the digital world.

According to the survey of 79 participants, impulse buying behavior is extremely common in the case of customers using Flipkart websites. Promotional activities, including discounts, flash sales, and other festive offers such as Big Billion Days, make it easier for them.

Methods like UPI payments and EMI offer incentives for speedy purchases through minimizing payment hassles. Psychological triggers such as fear of missing out, scarcity cues, and countdowns also contribute immensely to impulse purchases. Personalization, attractive visuals, and ease of use also factor into the decision-making process.



Even though customers may be unable to make well-informed choices, they normally take into account the product review before buying any product. Good post-sale practices that involve quick delivery and easy returns enhance customer loyalty.

In summary, the combination of marketing strategies, psychology, and technology convenience makes the Indian e-commerce landscape very conducive for such acquisition behaviors.

#### REFERENCES

1. Rook, D. W. (1987). The buying impulse. *Journal of Consumer Research*, 14(2), 189–199.
2. Stern, H. (1962). The significance of impulse buying today. *Journal of Marketing*, 26(2), 59–62.
3. Hausman, A. (2000). A multi-method investigation of consumer motivations in impulse buying behavior. *Journal of Consumer Marketing*, 17(5), 403–426.
4. Chan, T. K. H., Cheung, C. M. K., & Lee, Z. W. Y. (2017). The state of online impulse buying research: A literature analysis. *Information & Management*, 54(2), 204–217.
5. Chung, N., & Li, H. (2013). The impact of website quality and social media marketing on online impulse buying. *Journal of Retailing and Consumer Services*, 20(4), 382–390.
6. Jeffrey, S. A., & Hodge, R. (2007). Factors influencing impulse buying during online promotions. *Journal of Marketing Theory and Practice*, 15(2), 153–164.
7. Wells, J. D., Parboteeah, V., & Valacich, J. S. (2011). Online impulse buying: Understanding the interplay between consumer impulsiveness and website quality. *Journal of the Association for Information Systems*, 12(1), 32–56.
8. Zhang, Y., Winterich, K. P., & Mittal, V. (2010). Power distance belief and impulsive buying behavior. *Journal of Marketing Research*, 47(5), 945–954.
9. Flipkart Official Website. (2024). About Us. Retrieved from <https://www.flipkart.com>
10. Reserve Bank of India. (2024). Digital Payments in India. Retrieved from <https://www.rbi.org.in>

