

**A Study On The Impact Of Mobile Shopping App Attributes On Online Impulse Buying Behavior Of Consumers With Significance To Gender**

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**Abstract**

With the rapid advancement of technology, smartphones and mobile applications (apps) have become a significant element of modern life. Considering "mobile applications" have the qualities of entertainment, usefulness, information, socializing, and intellectual stimulation, they have evolved into a new and inventive marketing tool. With the evolution of Mobile Shopping Apps, there has been a surge in online purchases that is growing by the day. The impact of Mobile Shopping Apps attributes on online impulse purchase decisions is explored in this study, as well as their relative significance to gender.

**Keywords:** *online impulse buying, mobile shopping apps, attributes, consumers, technology, information, psychological emotion, marketing, gender*

**Introduction**

Everything is going mobile, as has been obvious for several years. And this is truer for merchants than for anyone else. The mobile revolution has altered how retailers communicate with their clients. Furthermore, the rise of mobile has had an impact on and modified the purchasing behavior of clients. Mobile app shopping has turned into one of the most prominent e-commerce retail fields. Shopping applications may provide the same immersive experience as a physical store, with the added benefit of being accessible at any time. Consumers can control their relationship by finding ways to save money, determining how to order, where to pick up or deliver products, and by participating in loyalty programs or other benefits provided by the company. Thanks to the convenience that applications provide, applications have become the main technology for brands to develop their identity and interact with customers. Consumers can now use mobile shopping Apps to buy things like apparel, cosmetics, medicines, electronics, vacation packages, movie tickets, and even online tutorials and doctor consultations, among other things, and to stay in touch with online mobile shopping Apps while at work, traveling, at home, or anywhere else.

In India, eCommerce began in 1999, when rediff.com began selling things through its website. Indiatimes.com was founded in 2000, following rediff.com. Flipkart, a product-based corporation, began operating as an online bookstore in India in 2007. Myntra.com began selling customized products online in 2009 and then expanded to include lifestyle and fashion items. Snapdeal first entered the Indian market in 2010, offering a platform for daily product discounts, and then developed into a full-fledged eCommerce company in September 2011. In June 2013, Amazon launched its operations in India, initially offering electronic items before expanding to include fashion, home

needs, beauty, and healthcare. It is now the world's largest online store, with 25 million products, (eCommerce\_India\_2014). It is the only store that offers same-day delivery and, for the first time in India, a cash-on-delivery option, which is the most popular payment method among Indian consumers.

The ease of use of mobile devices stimulates impulses to buy things right away, in addition to making browsing and purchasing quite simple. After being exposed to interesting cues such as price discounts, limited-time offers, and attractive product displays, consumers tend to make purchases spontaneously. Buying online frees customers from obstacles that may be encountered in physical stores, which may increase the likelihood of impulse purchases. E-commerce is constantly updating mobile applications so that shoppers can shop anytime, anywhere, and stimulate their impulse buying tendency.

The mobile commerce world is developing at a revolutionary rate, 87 percent of buyers conduct online product searches before purchasing. Marketers expect mobile shopping apps to become the primary channel for online shopping. 67 percent of smartphone users admit to window shopping for enjoyment, according to Mobile Shopping Statistics (m-Commerce Statistics,2021). 70% of them will return and make a purchase using their smartphone within the first hour of seeing the product, and around 77 percent of these online customers make impulse purchases.

## **Review Of Literature**

Mobile shopping applications are the fastest-growing app category, and their importance will continue to grow as consumers seek a more convenient method to purchase on their mobile devices. Responsive web design and mobile-friendly frameworks have significantly improved the quality of mobile websites. When they are still discovering products, accessing a mobile site via browser makes it easy for them to compare different options and switch between sellers. They can add products to their cart and checkout just as they would on a computer. The shopping application should be easy to use to find and select the right products, have smooth payment and business processes, and most importantly, customize the user experience as much as possible. The following dimensions are used to determine the attributes of mobile shopping Apps in this study:

### **2.1 Convenience:**

The Internet, (Vonkeman, Verhagen, and Dolen,2017), has revolutionized shopping. People can now buy their favorite products from all over the world with just one click. Furthermore, because of the large number of products that are delivered around the world, technology has made logistics much easier and more significant (Liu, Y., Li, H., & Hu, F.,2013). 'Convenience and variety seeking' are important motivating reasons for internet shopping, (Rohm and Swaminathan,2004). One of the most major advantages of internet buying is convenience (Bruno, V., Tam, A., & Thom, J.,2005). When making an online purchase vs a traditional transaction, consumers may easily compare pricing. As a result, another benefit of online buying is the ability to compare prices. The convenience of shopping at any time and having packages of items delivered to one's doorstep is the key motivation for online purchases, (Robinson, Riley, Rettie, and Wilsonz, 2007).

### **2.2 Ease of Use**

The perceived ease of use of a mobile shopping app refers to how simple it is to browse through an online store (T. Verhagen, W. van Dolen, 2011). According to previous studies, if a mobile shopping App is easy to use, it might improve users' pleasant feelings, increasing the likelihood of impulse purchases. In other words, a customer who has trouble navigating a mobile shopping App is less likely to be happy with a purchase made on the site. As a result, it is believed that a customer will be more satisfied if a mobile shopping App is simple to use. If users perceive technology as difficult to operate, their acceptance of it will be affected. Users will be able to utilize the search tool to find anything that is accessible through the app. Not only products, but also content, help, FAQs, and

account pages are included (Zhichao Liu, Zhouwei Lu\*, 2017). The search feature, website navigation, operation interaction, payment system, and other elements all have an impact on usability. It should also provide consumers with a basic and unobtrusive navigation menu, a search tool, and access to a shopping cart, in addition to the main content.

### **2.3 Product Availability**

The inclusion of a large choice of items in an online store to cater to a wide range of potential consumers' buying preferences is referred to as product availability. Shopping apps provide an abundance of product information, which in turn has increased impulse purchases. Each product listed on a purchasing app like Amazon, includes a link to the manufacturer, a list of customer reviews, and even similar products. All of this data makes buying very easy. Consumers can also go online to learn more about a product before making a purchase. If consumers can't find the products they desire, they'll be unsatisfied, which will reduce the possibility of another (impulse) purchase in the future, (Yong Liu a, Hongxiu Li b, Feng Hu c,2013). As a result, product availability in terms of impulse purchases at stores has been extensively researched. Online shopping apps also collect information and use it to offer more items for the user to buy in addition to the already purchased items. The huge choice of products offered may be the most irresistible reason for buyers to shop online, (Lim Pei Ling  $\alpha$  & Dr. Rashad Yazdanifard,2015). Mobile shopping apps also attract the shoppers as consumers feel the product is a must-have at that particular moment and greatly affected consumer behavior (Liu & Hsu 2017).

### **2.4 Visual Appeal**

Visual appeal is the use of fonts and other visual components (such as images) to enhance the overall appearance of the website. The style should be similar to a category page, with high-resolution product photos, prices, and short descriptions. The product page should feature all of the product's photos in addition to the product information. Users should be able to scroll between the images and tap the one they want to enlarge to see it in greater detail. If the product has variable qualities, such as size or color, the product page should show all of the possibilities and allow consumers to move between them. User satisfaction and the effectiveness of mobile shopping apps have an indirect effect on impulse behavior which may get influenced by the visual appeal of the apps, (Yong Liu a, Hongxiu Li b, Feng Hu c,2013). Users are less likely to rate a mobile shopping App as visually appealing if it is difficult to navigate. Furthermore, it is believed that when a person shops in a visually appealing mobile shopping app rather than a poorly structured mobile shopping app, they form a positive opinion about their unplanned impulse buying, (Lim Pei Ling  $\alpha$  & Dr. Rashad Yazdanifard,2015).

### **2.5 Impulse Buying Behavior**

Online mobile shopping apps have increased impulse buying due to the wealth of information they provide the consumer. Food items, clothing, jewelry, and electronics are all examples of impulsive purchases (Rook, 1987). The majority of it is based on irrational thinking. Marketers today are looking for ways to take advantage of consumer behavior to increase sales. Impulse buying is a purchasing activity that signifies instantaneousness in a purchase. Individuals engage in online impulse purchase behavior enabled by e-commerce with a minimum amount of time and effort (Beatty & Ferrell, 1998).

The process of impulsive buying begins with browsing without any intention of purchasing a specific item. While browsing, their exposure to various external stimuli urges consumers to make an impulse purchase. They may be satisfied or regretful after making an impulse buy (Beatty & Ferrell, 1998; Rook, 1987; Rook & Fisher, 1995). When it comes to impulse purchases, customers may show two responses. After being exposed to a stimulus, a customer may have an unexpected, unplanned, or impulsive urge to acquire a goods or it could also be an exterior factor, such as decoration, a website interface, or advertising data, or an internal factor, such as a personality attribute (Beatty and Ferrell, 1998). The buyer is exposed to an increasing amount of information every day that influences their

purchasing decision. There are more marketing stimuli and information during online shopping, which unintentionally impact buyers' desire to buy anything.

Impulse purchases are often accompanied by mental and emotional distress. Before going shopping, customers suffer extreme emotional swings, which leads to impulse purchases (Rook & Fisher, 1995). Customers choose online shopping for a variety of reasons, one of which is that the APP or website provides a wealth of information. Consumers would be entertained by the app's rich content, which would affect their buying experience. The website might be used by online shoppers to acquire up-to-date information. When the information is matched, it improves the customer's shopping experience and makes them happy. People who are exposed to a lot of data are more stimulated and excited, which leads to more impulse purchases (Rook & Fisher, 1995).

## **2.6 Gender**

Gender is an indicator of a personality trait that shows how to tackle challenges. This variable enables us to provide specific information regarding its influence on impulse purchases. It is possible to say that there is some uncertainty or contradictory reactions about the consequences of this variable. Gender has a huge impact on impulse buying. Females are more inclined towards impulse purchase than males as they are considered to be more emotional and are easily attracted to new things, (Bashar et al., 2013; Rana and Tirthani, 2012). The frequency of internet purchasing differs between male and female shoppers. Males are more likely than women to make impulse purchases when they see something they want, whereas women weigh the benefits and drawbacks of a product and anticipate a future need, (Dittmar et al., 1995). Women have traditionally been in charge of shopping because they are better aware of products and stores, allowing them to develop shopping lists and keep to them. Men are more likely to make impulse purchases, particularly for high-tech products, gadgets, and sports equipment (Dittmar and Beattie, 1995). Cosmetics appeal to women, but sporting goods appeal to men, with no significant difference. Gender, on the other hand, did not affect customers' impulse buying behavior (Banerjee and Saha, 2012), and among the senses, it was 'sight' that influenced consumer buying behavior. Impulse buying was found inconsistent with gender, implying that males and females have identical chances of making impulse purchases (Badgaiya and Verma, 2015).

## **Research Design**

### **3.1 Research Objectives**

The study explores the impact of mobile shopping App attributes on consumers' online impulse purchase behavior and determines their relative significance to gender. To achieve this objective, we divided it into further into sub-objectives:

1. To study the impact of attributes of mobile shopping apps on online impulse purchases;
2. To study online impulse buying behavior with its relative significance to gender.

### **3.2 Method of Research**

This study aims to determine the relationship between attributes of mobile shopping apps and consumer's online impulsive purchase decisions with regard to gender. The survey instrument is a structured questionnaire, and the study is conducted using a quantitative design. Consumers who experienced an online mobile buying experience were given questionnaires in this study.

**3.3 Sampling size:** A total of 296 participants are included in the study. There are 296 valid surveys gathered in total.

**3.4. Survey Instrument:** The quantitative data was collected using a standardized questionnaire using a 5-point Likert scale for measuring the variables.

### **3.5 Statistical Techniques to be used:**

- To check the tool's reliability, Cronbach's alpha and Pearson's correlation testing are used to demonstrate the questionnaire's validity.

- Correlation analysis is used to determine the relationship between the independent variables. Multiple linear regression analysis is used to determine the influence of independent variables on the dependent variable.
- To study the differences in impulse buying behavior between males and females, an independent sample t-test is used.
- SPSS 21.0 is used to conduct the analysis.

**3.6 Hypothesis Testing:**

- A. H1: There is a significant impact of attributes of mobile shopping apps on online impulse buying behavior.
- B. H2: Gender influences online impulse buying behavior.

**Data Analysis**

The information gathered from the respondent via a questionnaire is categorized and summarized. For descriptive analysis, correlation analysis, and testing hypotheses, SPSS software is employed.

**4.1 Reliability Analysis**

The research is based on a questionnaire created specifically for this study. Apart from demographic data, the survey questionnaire has five sections (Appendix 1). Attributes of mobile shopping apps such as Convenience, Ease of Use, Product Availability, and Visual Appeal are the independent variables in the first four components. The dependent variable, i.e., impulse purchase behavior, is projected in the fifth section of the questionnaire. These Independent and Dependent variables are used to determine the relationship between mobile shopping app attributes and consumers who shop online and make impulsive purchase decisions.

Skewness is calculated as part of the descriptive analysis to determine the error in the data and to ensure that the data's normalcy is intact. The mean and standard deviation helps to recognize the correctness of the data set.

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
CON	296	1	5	2.83	1.008	-.094	.142	-1.276	.282
PA	296	1	5	3.28	1.102	-.462	.142	-1.078	.282
VA	296	1	5	2.66	1.017	.058	.142	-.688	.282
EOU	296	1	5	2.57	1.026	.133	.142	-1.078	.282
IMP	296	1	5	2.60	.983	.220	.142	-1.097	.282
Valid N (listwise)	296								

A normality test is used to determine the skewness in the questionnaire. The above table demonstrates that the data was found to be regularly distributed, as the skewness value ranged from -2 to +2, satisfying the criteria. The values above allow us to proceed with the research and the questionnaire. To find the reliability of the data that we are taking into account, the value of Cronbach alpha above 0.7 talks about the acceptance and reliability of the questionnaire with the respective independent and the dependent variable. It allows us to use the questionnaire for further study.

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.962	.964	5

The reliability of the questionnaire has been verified using the Cronbach alpha value, which is 0.962, which is greater than 0.7 and thus permits acceptance of the reliability criterion.

**Correlations**

		CON	PA	VA	EOU
CON	Pearson Correlation	1	.900**	.896**	.806**
	Sig. (2-tailed)		.000	.000	.000
	N	296	296	296	296
PA	Pearson Correlation	.900**	1	.761**	.629**
	Sig. (2-tailed)	.000		.000	.000
	N	296	296	296	296
VA	Pearson Correlation	.896**	.761**	1	.883**
	Sig. (2-tailed)	.000	.000		.000
	N	296	296	296	296
EOU	Pearson Correlation	.806**	.629**	.883**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	296	296	296	296

\*\* . Correlation is significant at the 0.01 level (2-tailed).

It is crucial to check the discriminant of the variables used to check the correlation among the responses. For that, we have used Pearson's correlation testing to prove the validity of the questionnaire. When inter-variable correlation is greater than 0.3, it satisfies the condition and hence is approved by the terms of validity. The table shows a positive correlation between the variables. Among the correlation of the variables, the strong positive correlation is between convenience and product availability i.e., .900. It means there is a significant relationship between convenience and product availability. The correlation value among other variables is above 0.3 which signifies a strong positive relationship among the variables.

**Hypothesis Testing**

A. H1: There is a significant influence of Mobile shopping apps attributes on Impulse Buying Behavior.

The hypothesis has been evaluated and verified using a Multiple Linear Regression analysis, which will assist us to determine the factors' dependence on the dependent variable. The Model summary is included in the table below, and it summarizes what's in the analysis as a whole. The overall significance is determined by R, R<sup>2</sup>, adjusted R<sup>2</sup>, and the standard error, as shown in the table below.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.824 <sup>a</sup>	.680	.675	.488

a. Predictors: (Constant), EOU, PA, CON, VA

The Adjusted R square value will assist us in determining the dependent variable's quality. The value is 0.680 which explains that the prediction is good. Adjusted R square is the coefficient of

determination and helps to identify the intentions of the independent variables. The difference between R square and adjusted R square is negligible, indicating a GOOD FIT.

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	146.888	4	36.722	154.351	.000 <sup>b</sup>
Residual	69.233	291	.238		
Total	216.120	295			

a. Dependent Variable: IMP

b. Predictors: (Constant), EOU, PA, CON, VA

An analysis of variance showed that the impact of attributes of mobile shopping apps on online impulse buying behavior is significant,  $F(4, 291) = 154.351, p = .000 < .05$ , indicating that the model chosen is the best fit. This proves that there is a significant influence of attributes of Mobile shopping apps on Impulse Buying Behavior.

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.320	.231		1.385	.167
1 CON	-.373	.103	-.223	-3.604	.000
PA	.335	.088	.264	3.811	.000
VA	.600	.089	.505	6.721	.000
EOU	.366	.088	.287	4.153	.000

a. Dependent Variable: IMP

The independent variable for the standardized and unstandardized coefficients must be 0.000 for the model to be significant. As can be seen, the significant value for features of mobile shopping apps is 0.000, which is less than the optimum requirement of 0.05. This demonstrates that the dependent and independent variables have a significant relationship.

**B. H2: Gender influences online impulse buying behavior.**

An Independent Sample t-test is used to look into the differences in impulse purchase behavior between males and females.

**Group Statistics**

	Gender	N	Mean	Std. Deviation	Std. Error Mean
IMP	1	140	2.67	1.014	.086
	2	156	2.53	.953	.076

**Independent Samples Test**

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
IM	2.537	.112	1.20	294	.230	.137	.114	-.088	.362
P			1.19	285	.232	.137	.115	-.088	.363
			8	661					

An independent-samples t-test was conducted to determine if there are differences in online impulse buying behavior for males and females. There was not a significant difference in the scores for males (M=2.67, SD= 1.014) and females (M= 2.53, SD= 0.953);  $t(294) = 1.202$ ,  $p = 0.230$ . The p-value is 0.230, which is larger than .05, indicating that there is no significant difference between males and females when it comes to impulse buying. Hence, gender does not influence impulse buying behavior.

**Findings & Conclusion**

The study determined that mobile shopping apps attributes have a significant impact on online impulse purchasing behavior. Online mobile shopping apps have increased impulse buying due to the wealth of information they provide to their consumers. It was also discovered that gender does not affect spontaneous purchases. In addition, the findings of this study show that gender does not influence online impulse purchase behavior.

Apart from being a trend, online shopping has now become a way of life for many people. They can buy everything they want at any moment just by clicking mobile shopping websites. Online mobile shopping encourages impulse purchases more than offline purchasing. The research of impulse purchasing behavior is beneficial to online businesses since it allows them to make more money and expand their business. According to the findings, mobile shopping apps have a clear link to online impulse purchases. As the quality of mobile websites increases, the likelihood of impulse purchases rises. When someone downloads a mobile shopping app, they are creating an intimate direct channel to communicate with them. This presents a massive opportunity to reach, influence, and convert shoppers better than ever before.

Furthermore, it was discovered that gender had no bearing on spontaneous purchases. It means that both men and women are equally susceptible to impulse purchases. Even though some research demonstrates that consumers' spontaneous purchase behavior is influenced by their gender. According to some, males are more impulsive in their shopping behavior than females, while others show that females are more impulsive than males. The results of this study could become a roadmap for online retailers to make their business successful.

**Implication**

Mobile shopping applications will continue to evolve with the needs and demands of consumers and, over time, can become an integral part of the retail industry. It is important to note that impulse buying only refers to the purchase of items that are not necessary and were not originally planned. Online advertising reinforces this by prompting consumers to buy the products they like best but are not ready to buy at the moment. How the Internet works and how it is synchronized, many browsers



and other online platforms can collect the interests of users when they are online. This information is then utilized to create a customized marketing and advertising materials for each user. This research will provide a comprehensive understanding of how online mobile shopping apps work and how key factors such as convenience, product availability, visual attractiveness, and ease of use influence online buying behavior. The findings of this study suggest that mobile shopping app attributes are dynamic aspects in the evolution of e-marketing. Companies can figure out their marketing strategies for mobile shopping apps and improve the store's SEO to cash in on these impulse purchasers.

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## ANNEXURE - I

### Questionnaire

1) **Gender:**

1a) Male:

1b) Female:

2) **Age:**

2a) 15-25yrs:

2b) 26-35yrs:

2c) 36-45yrs:

2d) >45yrs:

3) **Preferred Online Shopping App:**

3a) Amazon:

3b) Flipkart:

3c) Snapdeal:

### 5- point Likert scale for the measurement of the variables

SN	VARIABLE	Strongly Disagree (1)	Disagree (2)	Uncertain (3)	Agree (4)	Strongly Agree (5)
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4) **Convenience(C):**

01	Detail information is available while shopping from online Apps.
02	I can buy the products anytime 24 hours a day while shopping from online Apps.
03	Mobile shopping apps allow consumers to browse goods without burden.

5) **Product availability (PA):**

01	There are a sufficient variety of products available for me on online shopping Apps.
02	I can easily find the products from online shopping Apps which are the latest in trends or on offer/discount.
03	I can easily find the right products from online shopping Apps which I am interested in.

**6) Visual appeal (VA):**

01	Online shopping Apps display visually pleasing designs.
02	Online shopping App's videos, images, and animation, and other forms are stimulating.
03	The layouts of online shopping Apps are attractive and engaging.

**7) Ease Of Use (EOU):**

01	Online shopping Apps help in navigating the product easily and simply.
02	Online shopping Apps provide a safe environment to have a secure payment transaction.
03	It is easy to choose and make comparisons with other products while shopping from online Apps.

**8) Impulse Buying Behavior (IMP):**

01	I often buy things intuitively rather than deliberately.
02	"Buy now, think about it later" describes me.
03	I buy things according to how I feel at the moment.
04	If I see something I want, I buy it
05	As I browse the online shopping Apps, I had the urge to purchase items other than my specific shopping goal.
06	Promotion Campaigns like "Today's deal", "Mahabhachat week" etc... urge me to buy impulse.
07	The visually pleasing design of the website urges me to buy impulse.
08	Comparison of different brands/products on websites urge me to buy impulse.
09	There are a sufficient variety of products available for me on online shopping websites that urge me to buy impulse.
10	I would feel excited when I purchase something on an online shopping website on impulse.
11	Promotional schemes in social media – urge me to buy impulse
12	Attractive website layout urges me to buy impulse