

A Study of Antecedents of Online Impulsive Buying in Delhi

Anshika Rajvanshi¹, Deepanshu Malhotra²

¹Assistant Professor, IIMT

²Student, IIMT

Abstract: *New changes in the environment leads to various up gradations in chasing the consumers. Due to the pandemic the work from home culture become prominent and people are taking cautions to make the purchase as well. This scenario has boosted the platform for consumers. Now consumers are becoming more elegant and their shopping intentions shift dramatically from conventional to online. The study aimed to explore the factors which lead to impulsive Buying towards online shopping. EFA was applied to the find out the factors which leads to impulsive buying. 4 factors were identified including atmospheric factors, situational factors, cognitive and affective factors. The population of research includes 250 respondents belongs to corporate professionals & students aged between 20 to 40 yrs. The implications of the study found that companies promoting online shopping must try to take care of the above said factors. The quality of information, instructions and product features will allow the consumers to compare the apparel features which increase the value of the online marketer website.*

Key words: Online Shopping, Impulsive Buying, Situational Factors, Cognitive Factors, Atmospheric Factors, Affective Factors