

A STUDY ON CONSUMERS' IMPULSIVE BUYING BEHAVIOUR IN ONLINE SHOPPING BASED ON SOCIAL PRESENCE WITH REFERENCE TO M.Com STUDENTS IN ERNAKULAM DISTRICT

Dissertation Submitted to Mahatma Gandhi University, Kottayam in Partial Fulfillment of the Requirement for the Degree of
MASTER OF COMMERCE

Submitted by

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SCHOOL OF COMMERCE AND MANAGEMENT STUDIES

BHARATA MATA COLLEGE

THRIKKAKARA

(2021-2023)

DECLARATION

I hereby declare that the project work titled “ **A STUDY ON CONSUMERS’ IMPULSIVE BUYING BEHAVIOUR IN ONLINE SHOPPING BASED ON SOCIAL PRESENCE WITH REFERENCE TO M.Com STUDENTS IN ERNAKULAM REGION**” is a bonafide record of the project work done by me under the guidance of CA(Dr) Joseph Joy Puthussery, Assistant Professor , School Of Commerce and Management Studies , Bharata Mata College Thrikkakara for the partial fulfillment of the requirement for the award of Master Of Commerce. This project report has not been submitted previously for the award of any degree, diploma, fellowship or other similar titles of any other University or Board.

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CERTIFICATE

This is to certify that the dissertation titled “ **A STUDY ON CONSUMERS IMPULSIVE BUYING BEHAVIOUR IN ONLINE SHOPPING BASED ON SOCIAL PRESENCE WITH REFERNCE TO M.Com STUDENTS IN ERNAKULAM REGION**” submitted by ANJU G.K in partial fulfillment of Master of Commerce to Mahatma Gandhi University, Kottayam is a bonafide record of the work carried out under my guidance and supervision at Bharata Mata College , Thrikkakara Kochin.

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ACKNOWLEDGEMENT

I would like to express my sincere gratitude to God Almighty for enabling me to complete this project on “ **A study on consumers’ Impulsive Buying Behaviour in Online Shopping based on Social Presence with Reference to M.Com Students in Ernakulam District.**”

I would like to express indebtedness appreciation to my research guide CA(Dr.) Joseph Joy Puthussery Asst. Professor School Of Commerce And Management Studies Bharata Mata College Thrikkakara . His constant advice and guidance played the vital role in making the execution of this project. He always give me suggestions that were crucial in making this report as flawless as possible.

I would like to convey my sincere gratitude to Dr Johnson K.M , Principal, Bharata Mata College, Thrikkakara and the Head of the Department of Commerce , Dr Ponny Joseph for their encouragement and support during the course of this study.

Iam also grateful to all the respondents who answered my questions regarding this study which were helpful for the successful completion of this project.

Iam grateful to my parents for their guidance and support . Finally Iam indebted to all of my friends and teachers of Commerce Department without which it would not be possible to complete this project.

ANJU G.K

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**A STUDY ON CONSUMERS' IMPULSIVE BUYING BEHAVIOUR IN ONLINE
SHOPPING BASED ON SOCIAL PRESENCE WITH REFERENCE TO M.Com
STUDENTS IN ERNAKULAM DISTRICT.**

ABSTRACT

Online shopping's explosive rise has completely changed how consumers engage with products and make judgements about what to buy. Impulsive buying behaviour, in which people make impulsive purchases based on emotions and environmental cues, is an intriguing component of this phenomenon. The relationship between impulsive purchasing habits and the idea of social presence in the context of online shopping is explored in this study. The term "social presence" describes how linked people feel to one another on digital platforms, which may have an impact on how they feel and behave. The study was focused on M.com students in Ernakulam District. The data was collected from 100 respondents and it was analysed with the help of SPSS. Both Media Richness and User Experience are the other identified prominent factors.

Keywords: Impulsive Buying Behaviour , Online Shopping, Social Presence , Media Richness , User Experience.

CHAPTER 1
INTRODUCTION

1.1 INTRODUCTION

In the modern times, there is a tendency for purchase of various items/articles through online mode, especially among the youths. This process gained momentum everywhere during Covid and post Covid periods mainly for avoiding physical contacts (Bharti Aggarwal and Deepa Kapoor, 2020). The other major reasons for this tempo are, the inherent desire in the society to go for novel products with competitive price structure and a sort of consumerism to go for purchase of products purchased online by others. The online purchases are often 'impulsive' without proper thoughts, and assessment of the requirements, as a gesture of just imitating others with a preconception that the products delivered against online orders will be of superior quality. Hence, it has its own merits and demerits.

The concept of 'social presence' has been influencing the online marketing of products (Mingming Zhang, 2022). The products/services are being made popular utilizing the social media platforms with the facilities available on such platforms. The customers can understand about the products/services through online reviews/comments of the other customers, photos, demos of the materials through videos, and other publicity support (Lin Y. C. 2018). While providing such support to the customers like this, the social presence also helps the retailers to build a brand image to their products/services. Thus social presence creates a sense of community and social validation for online shoppers, which can enhance their engagement and encourage purchases.

The studies (Kim and Lennon (2013) Mingming Zhang, 2022,) show that the impact of social presence leads to enhancing the possibilities for impulsive buying behavior in online shopping. The social presence creates a sense of social pressure for others to imitate this behavior even in an unplanned manner and situation.

1.2 SIGNIFICANCE OF THE STUDY

In the changed scenario, the Social media platforms play a pivotal role in marketing. In the contemporary marketing scenario there has been an increasing acceptance for utilization of the social presence for online purchases by proper and prompt assessment of the impulsive buying behavior of the society(chen et al;(2020)) there has been a relationship between social presence and impulsive buying behavior. Therefore, by understanding the impact of social presence we can help develop targeted interventions to mitigate this behavior in online shopping context such as providing more accurate product information or providing adequate time delays before making a buy.

1.3 STATEMENT OF THE PROBLEM

Online shopping has increased convenience and acceptability. But, still here the Consumers are prone to impulsive buying which may lead to negative financial results. There is a strong relationship (MingmingZhang, 2022) between the impulsive buying behavior and social presence in online shopping. However, the exact underlying mechanisms in this relationship are still to be understood. Therefore, there is a felt need for study to examine how social presence influences emotional arousal, social validation and the other cognitive and affective factors contributing to impulsive buying behavior in online shopping context.

1.4 OBJECTIVES

- 1:** To examine the relationship between social presence and impulsive buying behaviour in online shopping .
- 2:**To identify the factors that contribute to impulsive buying behavior in online Shopping.

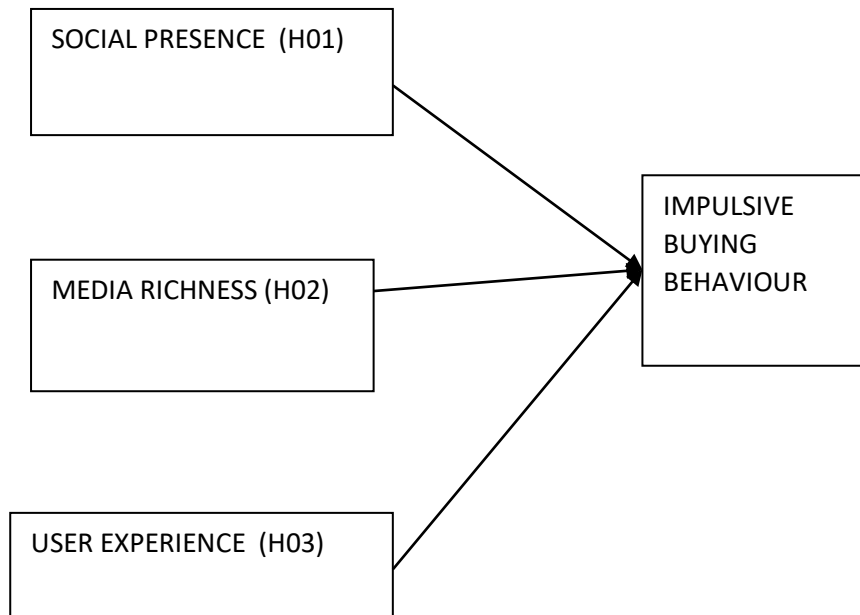
1.5 HYPOTHESIS

H01: There is no significant relationship between Social Presence and Impulsive Buying Behaviour in online shopping.

H02: There is no significant relationship between Media Richness and Impulsive Buying Behaviour in online shopping.

H03: There is no significant relationship between User Experience and Impulsive Buying Behaviour in online shopping.

Fig 1.1 Hypothesized Model



Source : Compiled by the researcher based on extensive review.

1.6 RESEARCH METHODOLOGY:

DATA COLLECTION:

Both primary and secondary data were used for data collection. Primary data were collected from the respondents through Google forms and then electronically summarized through SPSS. Secondary data were collected from various websites, journals and books.

SAMPLE DESIGN:

SAMPLE FRAME:

The data on this subject of study were mobilized from the M.com students in Ernakulam district.

SAMPLE SIZE:

For this study, 130 samples were collected from the M.Com students in Ernakulam district. Out of these 130 samples, after deleting incomplete and mismatched questionnaires, 100 valid questionnaires were retained and ultimately constituted the research sample.

SAMPLING METHOD:

Samples were selected using convenience sampling method from Ernakulam district

1.7 TOOLS USED FOR ANALYSIS:

The primary data collected were statistically coded, processed, classified, tabulated and analysed by using statistical and mathematical tools and techniques like percentages, mean, median, mode and standard deviation. In this study, table and statistical results were derived with the help of the software called Statistical Package For Social Science (SPSS).

1.8 LIMITATIONS

- 1: Time and resources factors are the main constraints for this study.
- 2: The sample size was limited to 100 respondents only.
- 3: The findings of the study are based on the responses of the respondents, which might have their own limitations.
- 4 : It is assumed that the information provided by respondents are true and the chance of bias is minimal.

1.9 CHAPTERIZATION

For the convenience , this study has been divided into four chapters.

Chapter 1 : Introduction

This section gives a brief introduction to the study. It covers significance of the study, Statement of the problem , objectives , hypothesis , research methodology , tools for analysis and limitations of the study.

Chapter 2 : Theoretical Framework and Review of Literature

It include the various theoretical aspects related to the topic and also include the review of previous studies related to this topic.

Chapter 3: Data Analysis And Interpretation

This section covers the analysis of the data collected inorder to obtain the objectives of the Study. The analysis is done with the help of SPSS.

Chapter 4: Findings, suggestions and conclusions

This section covers the findings , suggestions, and conclusions derived from this study.

Bibliography

Appendix

CHAPTER 2

Review of Literature and Theoretical Framework

THEORETICAL FRAMEWORK AND REVIEW OF LITERATURE

2.1 :THEORETICAL FRAMEWORK

Impulsive buying behavior

In the current digital era, online shopping has become one of the preferred modes of buying different products. Here, often, the impulsive purchasing behavior becomes the order of the day. Because of the more customer-friendly approach of the e-commerce platforms, more and more customers are shopping online, considerably impulsive purchases.

The tendency to make unplanned and spontaneous purchases without careful thought or deliberate action is referred to as impulsive buying behavior. It is characterized by a sudden need to purchase something, which is frequently motivated by hedonic or emotional causes rather than a logical assessment of necessities or cost. Impulsive purchasing can happen in a variety of settings, including real-world retail outlets, e-commerce websites, and online marketplaces. (MingmingZhang, 2022)

FEATURES OF IMPULSIVE BUYING BEHAVIOR

- **Spontaneity:** Impulsive purchases are unplanned, and is made spontaneously, without giving much thought or consideration.
- **Lack of planning:** Impulsive customers make purchases without conducting in-depth study or careful consideration of all relevant factors. They might not shop, if read the product reviews, or compare their options properly, before making a purchase.

- Influence of emotions: Impulsive purchase is significantly influenced by emotions. People may buy things in response to feelings like joy, excitement, boredom, or even stress. These emotional triggers are frequently the focus of advertisements and sales promotions to promote impulsive purchasing.
- Inability to control oneself: People with impulsive buying inclinations frequently struggle with self-control when confronted with alluring offers or goods. Even though they are aware that purchasing might not be in their best interests, they struggle to control the temptation to acquire.
- Lack of regard for long-term effects: Impulsive buyers often might not take long-term prospects of their purchases into account. They might disregard various critical elements like the actual necessity of the purchase, its influence on their budget or whether they might later regret on it.
- Post purchase regret: Impulsive purchasing is frequently followed by regret or remorse. Buyers might realize later that their purchase was avoidable or superfluous, unpractical, or over expensive, once the initial ecstasy towards the products subsides.
- Variety-seeking: Impulsive shoppers are frequently prone to inferior quality issues of the products, as their option for purchase outweighs their thrill of novelty and variety of products, often being presented with unusual or temporary offers.

- Influence of peers: Impulsive purchase behavior can be influenced by social variables, such as the influence of friends, family, or social media. There may be peer pressure to purchase after observing others doing so or on obtaining compliments on a particular purchase

FACTORS CONTRIBUTING TO IMPULSIVE BUYING BEHAVIOR IN ONLINE SHOPPING

According to Sihombing, E. S., Budi, I., & Munajat, Q. (2020) the main factors are:

- Convenience: The accessibility of products 24/7 and more customer friendly approach encourage impulsive purchases. Customers may be tempted to make impulsive purchases by the ease for the same.
- Limited-time offers and promotions: In order to create a sense of urgency and promote impulsive purchasing, online sellers frequently flash out limited-time offers, flash sales, discounts, or other promotional deals. These prompt the consumers more prone to make hasty purchases as they fear missing out the great deal, if left for later.
- Product presentation and persuasion strategies: Online retailers use a variety of Persuasion strategies to generate interest in their items, including eye-catching Product photos, thorough product descriptions, attractive packings, customer reviews, personalized product recommendations etc. These marketing techniques prompt more for impulsive purchasing by making the products and its presentation

more appealing – ‘first impression is the best impression’ or love at first sight tactics.

- Social influence: Online platforms such as social media have a big impact on Impulsive buying behavior. The social pressure and fear of missing out (FOMO) that might result from seeing other people's posts, reviews, or recommendations regarding a certain product or brand can lead people to make hasty purchases.
- Personalization and targeted marketing: Online merchants frequently employ targeted marketing techniques that are tailored to the browsing and purchasing habits or demographics of customers. By creating a sense of exclusivity or significance to the individual, tailored recommendations and personalised offers may encourage impulsive purchases.
- Ease of payment: One-click shopping, saved payment information, and streamlined checkout procedures remove extra steps, which makes it simpler for customers to make impulse purchases.
- Emotional States: Moods and emotional states have a major have to play a major role in impulsive buying. Making impulsive purchases can be a technique for people to control their emotions or get rapid gratification when they are bored, stressed, excited, or have a self-gratification urge.

- Return procedures and free or discounted delivery: Consumer-friendly return procedures and free or discounted shipping can contribute to impulse purchases. People are more likely to buy things on impulse, if they are aware that they can return those products easily or can get free shipping.

SOCIAL PRESENCE

In a mediated or online setting, social presence is the perception of being present and interconnected with others. Despite physical distance, it is the perception and experience of connecting with others in a way that replicates face-to-face communication. Social presence in online interactions include experiencing a sense of co-presence, being aware of others, and being somewhat interactive. (Liu et al. 2018)

FEATURES OF SOCIAL PRESENCE:

- Perceived intimacy: It is the perceived closeness, emotional connection, and personal importance in a social engagement. It is a component of social presence that is frequently present. Personal language, self-disclosure, emotional sharing, and empathic communication are all ways to promote intimacy.
- Sensory Richness: A communication medium's sensory richness affects social presence. It describes how much information is provided by a medium in terms of the senses, including the visual, aural, and tactile. Face-to-face encounters, which have a higher sensory richness, can improve social presence by enabling people to pick up on nonverbal signs and have more immersive interactions.

- Co-presence: Even when people are physically apart, social presence requires having a shared environment and feeling like you are "together" with them. It suggests that there is a sense of community and social interaction present.
- Awareness of others: People who have a strong sense of social presence are aware of other people's presence and actions in the online world. They see other people as participating actively, which fosters a sense of involvement and social connection.
- Interactivity: High levels of interactivity amongst people are indicative of social presence. It suggests engaged participation, responsiveness, and active communication. Text-based communication, audio, video, and other multimedia components are just a few of the channels via which people can interact.
- Expression of emotions: Being social requires that, throughout online conversations, emotions be expressed and felt. Strong social presence enables people to recognize and respond to the emotional displays of others as well as to convey their feelings effectively.
- Mutual awareness: A shared awareness of others' presence and activity promotes social presence. It entails appreciating the contributions, viewpoints, and interests of others in order to foster a sense of belonging.
- Personalization: When people can express their own personalities and identities in the online world, their social presence is improved. This can be accomplished through customizing user profiles and avatars, as well as by using distinctive language and communication techniques.

USES OF SOCIAL PRESENCE

Social presence has got wide uses across various domains , some of them are as follows:

1:Online communication and collaboration : Platforms for online communication and Cooperation frequently incorporate social presence. During virtual meetings, video conferences, and remote team collaborations, it enables people to feel more connected and involved. Through video conferencing solutions, social cues like gestures and facial expressions are communicated to improve presence and communication.

2:Online learning and education: Social presence is essential for building a feeling of community among students and teachers in the world of online learning. Interactions and group conversations are facilitated by discussion boards, online classes, and live video sessions, which enhances learning outcomes and student engagement.

3:Virtual reality and augmented reality: A key component of both virtual reality (VR) and augmented reality (AR) experiences is social presence. Social presence improves the immersive nature of these technologies by giving users the impression that they are physically present in the virtual world or engaging with virtual items.

4:Online customer support and e-commerce: To improve the customer experience and foster trust, social presence is used in the context of e-commerce through live chat assistance, chatbots, and personalised interactions. It is especially evident in online markets where buyers and sellers are given the opportunity to engage directly via chat platforms.

5:Social media and networking: The fundamental building block of social media platforms is social presence. It makes it possible for users to connect with friends, relatives, and people who share their interests, promoting conversations and social connections.

6:Telemedicine and distant Healthcare: The importance of social presence in telemedicine and distant healthcare services is rising. Video consultations with medical specialists improve patient outcomes by fostering a more intimate and sympathetic experience.

7: Online gaming and virtual communities: Social interaction is common in both of these types of contexts. Gamers communicate with one another through voice chat, in-game avatars, and chat, which fosters a strong sense of community.

8:Social Robotics: In social robotics, where robots are created to interact with people in socially aware and sympathetic ways, social presence is a crucial element. This improves the user's perception of and acceptance of robots in a variety of areas, such as healthcare and customer service.

2.2 REVIEW OF LITERATURE

Lee et al;(2022) conducted a study entitled "Social Presence and Impulsive Buying in Social Commerce: The Moderating Role of Self-Construal" . This study looked at the moderating influence of self-construal, or a person's independent or interdependent self-view, in the relationship between social presence and impulsive buying behaviour. The findings demonstrated that individuals who had an interdependent self-construal were more likely to be impacted by social presence in their impulsive buying activity. The feeling of social presence may have a greater impact on impulsive purchasing behaviours for persons who value social contacts and interdependence.

Khan et al. (2021) conducted a study on "The Role of Social Presence and Website Quality in Shaping Consumers' Impulse Buying Behaviour" . This study investigated how

social presence and website quality influence consumers' impulsive buying behaviour. The findings demonstrated that social presence has a favourable effect on impulsive buying. A mediating factor that increased the impact of social presence on impulsive buying behaviour was the website's effectiveness.

Wells et al (2021) conducted a study on “The Impact of Social Presence on Impulsive Buying Behaviour: An Experimental Study” This experimental study looked at how different levels of social presence affected impulsive buying in an online shopping environment. The results demonstrated that higher levels of social presence attained through online shopping communities or interactive features—were linked to an increase in impulsive buying. People's perceptions that they were in a social environment with real or virtual companions had an impact on their impulsive buying.

Yang et al. (2020) conducted a study on “The Impact of Social Presence and Trust on Impulsive Buying Behaviour in Social Commerce” .This study looked into how impulsive buying in social commerce settings was affected by social presence and trust. The findings demonstrated that social presence and trust both had a favourable influence on impulsive buying behaviour. Consumers' improved perception of a social environment as a result of their social presence and their increased trust in social commerce platforms and other users encouraged impulsive buying.

Chen et al. (2020) conducted a study on the topic “The Influence of Social Presence on Impulsive Buying Behaviour: The Moderating Role of Self-Regulatory Focus” This study looked at the relationship between social presence and self-regulatory focus (promotion vs.prevention-focused) in relation to impulsive buying behaviour. The findings demonstrated that social presence had a greater impact on impulsive purchasing for those with a promotion focused self-regulatory orientation.

Liu et al. (2018) conducted a study on “Social Presence and Impulsive Buying Behaviour: A Moderated Mediation Model’. The study looked at the mediating role of emotional arousal in the relationship between social presence and impulsive buying behaviour while taking into account the moderating effect of self-control. The results demonstrated that emotional arousal served as a mediator for the beneficial effects of social presence on impulsive purchasing behaviour. Furthermore, the relationship was self-control-mediated, demonstrating that persons with weak self-control were more susceptible to the influence of social presence on impulsive buying.

Wang et al. (2016) conducted a study on “The Influence of Social Presence on Impulsive Online Buying: The Moderating Role of Personal Characteristics’. In this study the moderating impact of personal characteristics as well as the impact of social presence on impulsive online shopping behaviour were assessed. The findings demonstrated that social presence had a favourable effect on impulsive purchasing behaviour. It was also found that some personality traits, such as self-control and susceptibility to social influence moderated this relationship, demonstrating that people with low self-control and high susceptibility to social influence were more likely to behave impulsively when exposed to social cues.

2.3 Review of Variables

IMPULSIVE BUYING BEHAVIOUR

Impulsive buying behaviour has been researched and defined by several academics. Impulsive buying behaviour refers to the consumer's thoughts and feelings at the time of the purchase. This kind of purchasing behaviour is not influenced by feelings. (Rook and Fisher 1995). In addition to defining impulsive buying in terms of an unplanned purchase, emotional stimulation, and the timeliness of the behavior, which is understood as the tendency to make decisions quickly (Piron 1991) also distinguished between experiential and non-experiential impulsive buying. Later research, however, made it clear that impulsive purchases were often accompanied by emotional responses. (Piron 1991).

Customers' perceptions of a product's utility and hedonism may be strongly influenced by external environmental stimulation, which may then influence their desire to make impulsive purchases. It is evident that the more confident consumers are in a product's utility, the more likely they are to purchase it, further encouraging impulsive spending. (Parboteeah et al 2009).

TABLE 2.2.1 Measure of Impulsive Buying Behaviour

SL NO	MEASURES	REFERENCE
1	I often buy things spontaneously.	ROOK & FISHER (1995)
2	Sometimes I am reckless about what I buy.	
3	I buy things according to how I feel at the moment.	
4	I see it , I buy it describes me	
5	Just do it describes the way I buy things.	

SOURCE: from existing literature.

SOCIAL PRESENCE IN ONLINE SHOPPING

Short et al. (1976) defined social presence as "the salience of the interactants and their interpersonal relationship during a mediated conversation." They claimed that social presence was technologically determined and that social presence varied across various mediums. Walther (1992) criticised this technology-driven conception of social presence and put forth the idea that social presence is the perception that users have when utilising media that other people are interacting with them. Based on this idea, Rogers and Lea (2005) defined social presence as a person's experience of another person's warmth, social touch, familiarity, and closeness. This perception results from a person's sense of social recognition and belonging, which is brought about by their community connection.

H01: There is no significant relationship between Social Presence and Impulsive Buying Behaviour in online shopping.

TABLE 2.2.2 Measures of Social Presence

SL NO:	MEASURES	REFERENCE
1	There is a sense of human contact in the website.	Short et al; (1976)
2	There is a sense of personness in the website.	
3	There is a sense of sociability in the website.	
4	There is a sense of human warmth in the website.	
5	There is a sense of human sensitivity in the website	

Source : From existing literature.

MEDIA RICHNESS

The concept of media richness theory was first presented by (Daft et al. in 1987). It is described as "the capacity of the medium to develop a common and shared meaning between the broadcaster and the receiver of the message." Following that, Daft et al. (1987) offer a theoretical framework for evaluating a particular communication medium based on its ability to carry rich information. Rich communication media can promote mutual communication and information exchanges between information sender and receiver by sending high-quality and diversified information.

H02: There is no significant relationship between Media Richness and Impulsive Buying Behaviour in online shopping.

Table 2.2.3 Measure of Media Richness

SLNO	MEASURES	REFERENCE
1	Give feedback to customers' request for product information.	Chen et al; (2004)
2	Ability to clarify ambiguous issues about the product.	
3	Can tailor the message to personal requirements.	
4	Product comparison is possible	
5	Can give and receive timely feedback	

SOURCE : From existing literature.

USER EXPERIENCE

User experience is a broad term that can apply to everything from how well a user can navigate a product to how simple it is to use to how relevant the content provided is, among other things.

H03: There is no significant relationship between User Experience and Impulsive Buying Behaviour in online shopping

Table 2.2.4 Measure of User Experience

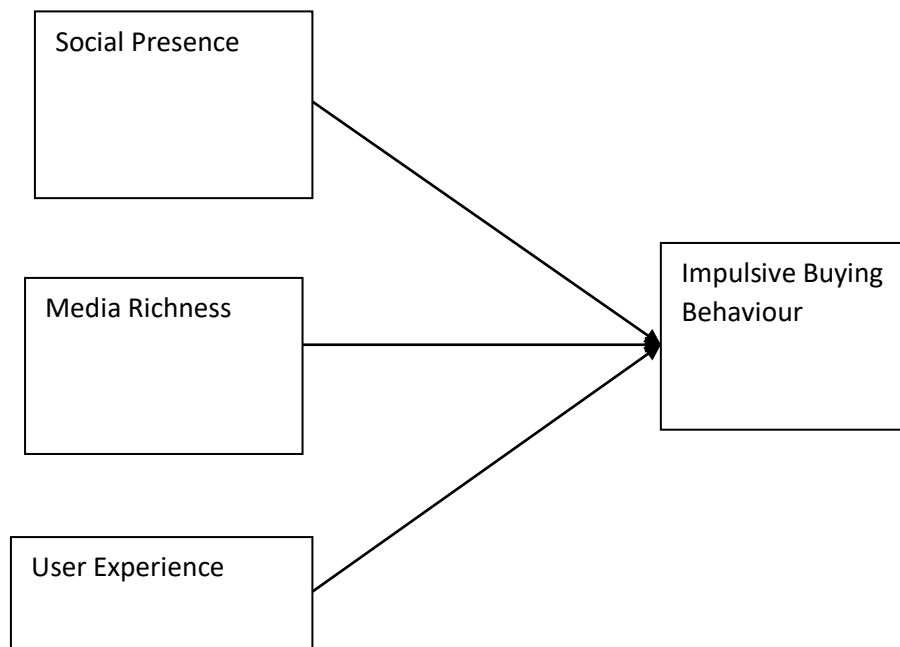
SL NO:	MEASURES	REFERENCE
1	Site loads its pages quickly.	Short et al;(1976)
2	It is flexible to interact with this site.	
3	I find the website easy to use.	
4	I can easily navigate through this site.	
5	This site makes it easy to find what I want.	

Source : From existing literature.

2.4 MODEL FOR VALIDATION

Based on the above identified variables and review the following model was developed for validation.

Fig 2.1 Model for validation



Source : Compiled by the researcher based on extensive review.

CHAPTER 3

DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

This chapter deals with the analysis of the data collected . The data is analysed in three different stages . The first section is the profile analysis which includes a brief analysis which includes a brief analysis of the Demographic profile of the sample respondents. In the second section the descriptive analysis and the reliability test of the measures are done. In the third section the hypothesis formed at the outset were tested and also the set model was validated.

Section 1

3.1 DEMOGRAPHIC PROFILE OF THE RESPONDENTS

3.1.1 GENDER

Gender	Frequency	Percentage
Male	31	31
Female	69	69
Total	100	100

Source: Primary Data

Table 3.1.1 presents the frequency of gender of respondents. It can be concluded that from the total of 100 respondents , 69% were female and 31% were male.

3.1.2 MONTHLY INCOME

Income	Frequency	Percentage
10000-20000	22	22
20000-30000	26	26
30000-40000	18	18
40000-50000	11	11
Above 50000	23	23

Source: Primary Data

Table 3.1.2 presents the monthly income of respondents . It can be concluded that from the total of 100 respondents, 22% falls in the category of Rs 10000-20000, 26% falls in the range of Rs 20000-30000, 18% falls in the range of Rs 30000-40000, 11% falls in the range of Rs 40000-50000 and the rest 23% falls above Rs 50000.

3.1.3 FREQUENCY OF SHOPPING ONLINE

Frequency of SHOPPING ONLINE	Frequency	Percentage
Rarely (once a year)	10	10
Occasionally(1-3 times a year)	18	18
Sometimes(once in a month)	24	24
Frequently(2-3 times a month)	23	23
Very Frequently (more than 3 times in a month)	25	25
Total	100	100

Source: Primary Data

Table 3.1.3 shows the frequency of shopping online by the respondents. Out of 100 respondents 24% of respondents shop online once in a month, 23% of the respondents shop frequently, 25% of the respondents shop very frequently, 18% of the respondents shop occasionally and the rest 10% shop rarely.

3.1.4 TYPE OF PRODUCTS BOUGHT IMPULSIVELY

Products	Frequency(each out of 100)	Percentage
Clothing and accessories	90	90
Food and groceries	51	51
Electronics and gadgets	52	52
Books	39	39
Home décor and furnishings	50	50

Source: Primary Data

Table 3.1.4 shows the products that are impulsively brought by consumers. Among them Clothing and accessories are the products which are bought most impulsively. Books are bought least impulsively.

SECTION 2

3.2 RELIABILITY ANALYSIS

A reliability test was carried out using Cronbach's Alpha, which measure the internal consistency of research constructs and the result is exhibited in Table 3.2.1. The Alpha value for the four factors are above 0.7, the threshold suggested by Nunnally (1978). Thus it can

be concluded that the Scale has internal consistency and reliability. In the other words, the item that are used in it measures what are intended to measure.

Table 3.2.1
Cronbach's Co-efficient Alpha –IBB,MR,USEX,SP

Factors	No: of items	Cronbach's Alpha
Impulsive Buying Behaviour	5	0.860
Media Richness	5	0.884
User Experience	5	0.707
Social Presence	5	0.853

Source: Author's calculation

3.3 DESCRIPTIVE ANALYSIS 1

3.3.1 IMPULSIVE BUYING BEHAVIOUR

Impulsive buying behaviour has been researched and defined by several academics. impulsive buying behaviour refers to the consumer's thoughts and feelings at the time of the purchase. This kind of purchasing behaviour is not influenced by feelings. (Rook and fisher1995). In addition to defining impulsive buying in terms of an unplanned purchase emotional stimulation, and the timeliness of the behavior, which is understood as the tendency to make decisions quickly (Piron 1991) also distinguished between experiential and non experiential impulsive buying. Later research, however, made it clear that impulsive purchases were often accompanied by emotional responses. (Piron 1991).

Table 3.3.1 Measure of Impulsive Buying Behaviour

Measures	Item acronym	Mean	Mode	SD
I often buy things spontaneously.	IBB1	3.71	4	1.104
Sometimes I am reckless about what I buy.	IBB2	3.19	4	1.187
I buy things according to how I feel at the moment.	IBB3	3.86	4	1.005
I see it, I buy it describes me.	IBB4	3.36	4	1.337
Just do it describes the way I buy things.	IBB5	3.33	3	1.264

Source: Primary Data

The mean , mode and SD for IBB1, IBB2, IBB3 and IBB4 are given in the table 3.3.1. The mean for IBB3 is highest and for IBB2, mean is lowest. Mode for IBB1, IBB2, IBB3 and IBB4 is four and for IBB5 is three. Standard Deviation is lowest for IBB3 and highest for IBB2. From this we can conclude that respondents are more likely to buy things according to how they feel at that moment, but at the same time they are not much likely to buy recklessly.

3.3.2 SOCIAL PRESENCE

Short et al. (1976) defined social presence as "the salience of the interactants and their interpersonal relationship during a mediated conversation." They claimed that social presence was technologically determined and that social presence varied across various mediums. Walther (1992) criticised this technology-driven conception of social presence and put forth the idea that social presence is the perception that users have when utilising media that other people are interacting with them. Based on this idea, Rogers and Lea (2005) defined social presence as a person's experience of another person's warmth, social touch, familiarity, and closeness. This perception results from a person's sense of social recognition and belonging, which is brought about by their community connection.

Table 3.3.2 measure of social presence

Measure	Item Acronym	Mean	Mode	SD
There is a sense of human contact in the website.	SP1	3.89	4	0.863
There is a sense of personness in the website.	SP2	3.88	4	0.834
There is a sense of sociability in the website.	SP3	3.97	4	0.832
There is a sense of human warmth in the website.	SP4	3.76	4	1.026
There is a sense of human sensitivity in the website	SP5	3.83	4	0.933

Source: Primary Data

Mean, mode and SD of SP1, SP2, SP3, SP4 and SP5 are given in table 3.3.2. From this table it is understood that majority of participants agree that there is a sense of Social Presence in online shopping sites as all the items have mean nearing four. The highest mean was reported for SP3 which indicates that there is a sense of sociability in the website and the lowest mean is reported for SP4. Mode of every item is four. Standard deviation is least for SP3 and highest for SP4.

3.3.3 MEDIA RICHNESS

The concept of media richness theory was first presented by (Daft et al. in 1987). It is described as "the capacity of the medium to develop a common and shared meaning between the broadcaster and the receiver of the message." Following that, Daft et al. (1987) offer a theoretical framework for evaluating a particular communication medium based on its ability to carry rich information. Rich communication media can promote mutual communication and information exchanges between information sender and receiver by sending high-quality and diversified information.

Table 3.3.3 Measure of Media Richness

Measure	Item Acronym	Mean	Mode	SD
Give feedback to customers' request for product information.	MR1	4.40	4	0.711
Ability to clarify ambiguous issues about the product.	MR2	4.24	4	0.740
Can tailor the message to personal requirements.	MR3	4.17	4	0.817
Product comparison is possible	MR4	4.11	4	0.803
Can give and receive timely feedback	MR5	4.35	4	0.783

Source: Primary Data

Table 3.3.3 shows the mean, mode and standard deviation of MR1, MR2, MR3, MR4 and MR5. Highest mean is reported for MR1 which indicate that the site give feedback to customers' request for product information. and the least mean is reported for MR4.

The mode of every item is four. SD is lower for MR1. The mean of every other value is above four which indicate that there is a high degree of Media Richness.

3.3.4 USER EXPERIENCE

User experience is a broad term that can apply to everything from how well a user can navigate a product to how simple it is to use to how relevant the content provided is, among other things.

Table 3.3.4 Measure of User Experience

Measure	Item Acronym	Mean	Mode	Standard Deviation
Site loads its pages quickly.	USEX1	3.60	4	1.172
It is flexible to interact with this site.	USEX2	4.06	4	0.862
I find the website easy to use.	USEX3	4.16	4	0.707
I can easily navigate through this site.	USEX4	4.13	4	0.825
This site makes it easy to find what I want.	USEX5	4.19	5	0.849

Source : Primary Data

Table 3.3.4 shows the mean , mode, standard deviation of USEX1, USEX2, USEX3, USEX4, and USEX5. Highest mean is reported for USEX5 which indicate that consumers are easily able to find what they want from the site.

3.4 DESCRIPTIVE ANALYSIS 2

3.4.1 ONE SAMPLE T TEST FOR INDEPENDENT AND DEPENDENT VARIABLES

The mean score of 4 main variables are calculated and compared with the second quartile (i.e Central value or Q2). The opinion of the respondents is treated as poor or very poor when the mean is less than the second quartile . It is treated as average when the mean score is equal to second quartile . The responses of respondents are treated as good or very good when the mean score is above the second quartile (Jojo , 2008). The below table shows the criteria fixed in this regard.

Table 3.4.2 Criterias for comparison – Mean score and Central Value

Mean score	Opinion
Less than Q1(<2)	Very Low
Between Q1 and Q2(2-3)	Low
Equal to Q2(=3)	Medium
Between Q2 and Q3(3-4)	High
More than Q3(>4)	Very High

To check whether the response of respondents significantly differ from the moderate or neutral state of response , one sample T test were carried out - second quartile.

Table 3.4.2 One Sample T Test

Measure	Item Acronym	Mean Value	Q2	T Value	P Value	Inference
Impulsive Buying Behaviour	IBB	3.490	3	5.161	0.000	High
Social Presence	SP	3.866	3	12.118	0.000	High
Media Richness	MR	4.254	3	19.652	0.000	Very High
User Experience	USEX	4.028	3	16.898	0.000	Very High

Source : Compiled by the researcher

- Based on the above table the mean score of Impulsive Buying Behaviour is 3.49. It is statistically significant from Q2(3). Based on the developed scale, the value falls between Q2 and Q3(3-4). The value is denoted as high. There exists a high level of Impulsive Buying Behaviour among consumers at the time of online shopping.
- From the above table ,the mean score of Social Presence 3.866. It is statistically significant from Q2(3). Based on the developed scale, the value falls between Q2 and Q3(3-4). The value is denoted as high. There exists a high level of

Social Presence in online shopping sites.

- From the above table ,the mean score of Media Richness is 4.254. It is statistically significant from Q2(3). Based on the developed scale, the value falls between Q3(>4) . The value is denoted as very high. There exists a very high level of Media Richness in Online shopping sites.
- From the above table ,the mean score of User Experience is 4.028. It is statistically significant from Q2(3). Based on the developed scale, the value falls in the range Q3(>4) . The value is denoted as very high. There exists a very high level of User Experience in Online shopping sites.

SECTION 3

3.5 HYPOTHESIS TESTING AND MODEL VALIDATION

3.5.1 CORRELATION ANALYSIS

Correlation analysis is carried out before conducting regression analysis in order to quantify the strength of relationship between variables. It tests the linear relationship between the variables. Each correlation appears twice: above and below the main diagonal. The correlation on the main diagonal are the correlation between each variable itself.

Table 3.5.1 Correlation between independent and dependent variable

Variable	IBB	SP	MR	USEX
ImpulsiveBuying Behaviour	1			
Social Presence	0.460**	1		
Media Richness	0.326**	0.514**	1	
User Experience	0.323**	0.231*	0.515**	1

Source: Compiled by the researcher

**Correlation is significant at 0.01 level.

*Correlation is significant at 0.05 level.

The correlation coefficients between the Independent Variables like Social Presence , Media Richness , User Experience and Dependent Variable Impulsive Buying Behaviour are shown In the table 3.5.1. The correlation coefficient should be in the range of -1 to 1. A correlation is statistically significant if its P value<0.005 and P value <0.01. From the above table we can understand that there exists positive correlation between all variables .

The correlation between various variables are as follows:

- The correlation between Impulsive Buying Behaviour and Social Presence is 46%
- The correlation between Impulsive Buying Behaviour and Media Richness is 32.6%
- The correlation between Impulsive Buying Behaviour and User Experience is 32.3%
- The correlation between Social Presence and Media Richness is 51.4%

- The correlation between Social Presence and User Experience is 23.1%
- The correlation between Media Richness and User Experience is 51.5%

3.5.2 REGRESSION ANALYSIS

Regression analysis is conducted to measure the influence of SP, MR, and USEX on IBB. The independent variables are SP, MR and USEX and dependent variable is IBB. The main objective of regression analysis is to explain the variation in one variable (called dependent variable) based on the variations in one or more other variables (independent variables). If multiple independent variables are used to explain the variations in a dependent variable, it is called as multiple regression model.

Table 3.5.2 Model Summary

Model	R	R square	Adjusted R square	Standard Error of estimate	Durbin Watson
1	0.519 _a	0.269	0.246	0.82437	1.936

a : Predictors(constant),User Experience, Social Presence, Media Richness

b : Dependent Variable : Impulsive Buying Behaviour.

R square is the percent of variance in the dependent variable uniquely or jointly by the independent variable. The R square and adjusted R square will be same when used for the case of few independents. The R square and Adjusted R square shown in table 3.5.2 is almost the same. Hence adjusted R square value is used for interpreting the results.

Table 3.5.2 shows that 82.4% variation in IBB and is explained by SP, MR and USEX. For Durbin-Watson statistic tests for autocorrelation as rule of thumb, the value should be

between 1.5 and 2.5 to indicate independence of observations (Garson 2010). The value of test is 1.936, which indicate the independence of observation.

Table 3.5.3 ANOVA of regression Model

Model	Sum of square	DF	Mean Square	F	sig
Regression	23.990	3	7.997	11.767	0.000*
Residual	65.240	96	0.680		
Total	89.230	99			

a : Dependent Variable : Impulsive Buying Behaviour

b : Predictors(constant), User Experience , Social Presence , Media Richness

*denotes significance at 5% level.

ANOVA table showing the regression model in Table 3.5.3 shows that the model is statistically significant at 5% significance level (F=11.767).

Table 3.5.4 Coefficient of Regression Analysis

Factors	Item Acronym	Standardised Beta coefficient (β)	Sig.(P value)
Social Presence	SP	0.400	0.000*
Media Richness	MR	0.086	0.031*
User Experience	USEX	0.227	0.013*

Source: Compiled by researcher

*denotes significance at 5% level.

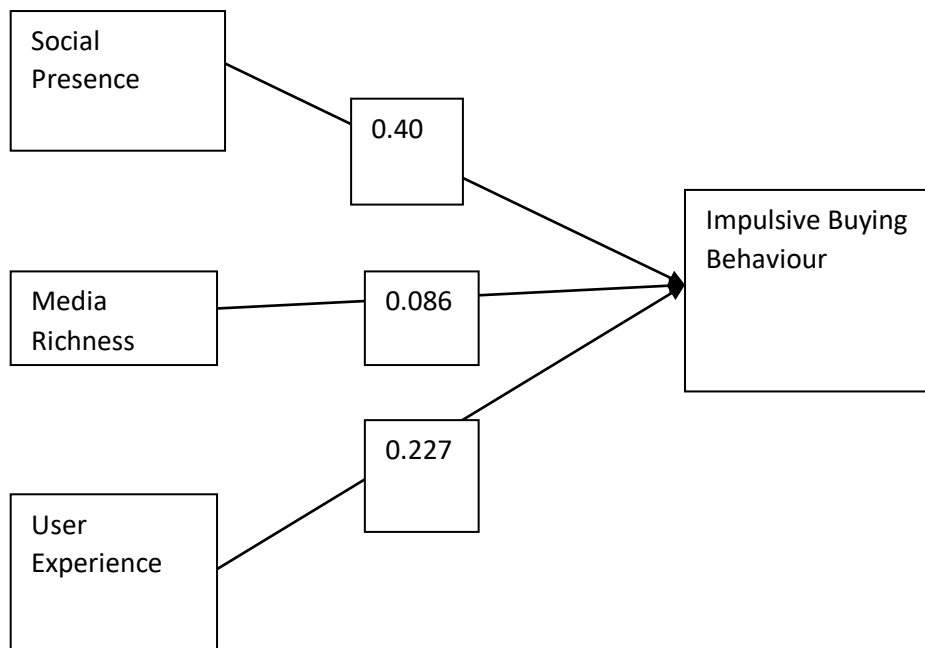
Table 3.5.4 present the standardized Beta coefficient values and the significant values of independent variables Social Presence, Media Richness and User Experience. The independent variables Social Presence(SP), Media Richness (MR), User Experience (USEX) are significant at 5% significance level. Therefore it is clear that these three Independent variables have significant effect on Impulsive Buying Behaviour. (IBB) **Hence H01, H02, and H03 are rejected.**

From the standard Beta coefficient values of the independent variables , we can understand that all independent variables have positive effect on Impulsive Buying Behaviour.

The beta coefficient give a measure of contribution of each variable to the model, higher the beta value, greater the effect of independent variable on the dependent variable. Among the independent variables, Social Presence has the greatest effect.

3.5.3 VALIDATED MODEL

Figure 3.1 Validated Model



Empirically validated model in figure 3.1 shows that Social Presence ($\beta = 0.40$) has the highest beta coefficient, followed by User Experience ($\beta = 0.227$) and Media Richness ($\beta=0.086$). The beta coefficient of all independent variables are statistically significant at 5 percent significance level ($P<0.05$). Based on the above model, it is understood that the 3 null hypothesis are rejected and there exists a strong relationship between all independent variables on dependent variable.

Based on the standardised beta coefficient given in the above table the following Interpretations can be made:

- H01: Social Presence – Impulsive Buying Behaviour: since the P value is 0.000 the beta coefficient of the variable is significant and the coefficient (0.40) being positive proves that there exists a positive relation between Social Presence and Impulsive Buying Behaviour. In short Social Presence has positive relationship of 40 percent over Impulsive Buying Behaviour.
- H02: Media Richness – Impulsive Buying Behaviour: since the P value is 0.331 the beta coefficient of the variable is significant and the coefficient (0.086) being positive proves that there exists a positive relation between Media Richness and Impulsive Buying Behaviour. In short Media Richness has positive relationship of 8.6 percent over Impulsive Buying Behaviour.
- H03: User Experience – Impulsive Buying Behaviour: since the P value is 0.013 the beta coefficient of the variable is significant and the coefficient (0.227) being positive proves that there exists a positive relation between User Experience and Impulsive Buying Behaviour. In short User Experience has positive relationship of 22.7 percent over Impulsive Buying Behaviour.

3.6 SUMMARY

This chapter deals with analysis of data collected. The data was analyzed in three different stages. The first section displays the profile analysis which includes a brief analysis of the demographic profile of the respondents. In the second section the reliability of the measures were tested and found satisfactory. Descriptive analysis of the measures were done as two sections. – Descriptive analysis 1 and Descriptive analysis 2. Descriptive analysis 1 include analysis of each measures belonging to particular to the particular variable. Whereas in Descriptive analysis 2, one sample T test were carried to check whether the responses of the respondents significantly differ from moderate or neutral state of responses. The Linear regression analysis of the measures was done in the third section and hypothesis formed at the outset were tested.

It was found that the Independent variables Social Presence, Media Richness and User Experience have effect on Dependent Variable Impulsive Buying Behaviour.

CHAPTER 4
FINDINGS , CONCLUSION AND SUGGESTIONS

4.1 INTRODUCTION

The emergence of the internet and the expansion of e-commerce platforms in recent years have fundamentally changed how customers shop. Online shopping offers ease, access to a large selection of goods, and quick price comparison. The ease of access has, however, also increased consumers' propensity to make impulsive purchases. In the context of online buying, social presence—a psychological phenomenon plays a key role in influencing customer behaviour. This study looks at how social presence affects consumers' impulsive purchasing tendencies when they purchase online and also to identify the other factors contributing to impulsive purchases.

Social presence fosters a sense of social acceptance and belonging, which sets off emotional reactions. When consumers believe that others in their social circle are acting similarly to them or when they are looking for approval from their peers through their purchases, they are more prone to make impulsive purchases.

Online shopping gives customers access to a variety of goods and services around-the-clock from the convenience of their homes. Because it requires comparatively little effort and time to browse, search, and buy items online, it is more tempting to make impulsive purchases.

This study focus on M.Com students in Ernakulam region so as to know their impulsive Purchases in online shopping based on Social Presence.

4.2 Objectives of the study

The study was done with following objectives:

- 1: To examine the relationship between social presence and impulsive buying behaviour in online shopping .
- 2: To identify the factors that contribute to impulsive buying behavior in online Shopping.

4.3 Findings of the study:

The following are the major findings of the study.

4.3.1 Demographic Findings

1. Majority of the respondents are female as compared to males.
2. Majority of the respondents have monthly family income around 20000-30000.
3. Majority of respondents shop very frequently i.e more than 3 times in a month.
4. Majority of the respondents bought clothing and accessories impulsively as compared to other products

4.3.2 Descriptive Findings

Reliability Test was carried out and it shows that Alpha values for all the 4 factors above 0.7. Thus it can be concluded that the Scale has internal consistency and reliability. In other words, the items that are used in it measure what are intended to measure.

1 : Impulsive Buying Behaviour

- Majority of the respondents are of the view that they are likely to buy things according to how they feel at that moment.
- They are also of the opinion that they often buy things spontaneously.
- The mean score of every item is above three which indicates that respondents are more prone to make impulsive purchases.

2: Social Presence

- Majority of the respondents agree that they feel a human contact in the website.
- Since the mean score of every item is above 3, the respondents agree that they feel a sense of Social Presence in online shopping sites which makes them more impulsive in purchases.

3: Media Richness

- Majority of the respondents are of the opinion that they are able to get feedback for their request for product information.
- At the same time they are of the view that they are able to clarify ambiguous issues about the product.
- The mean value of every item is above 3 the respondents agree that there exists a high degree of Media richness that makes them more tempted to make impulsive purchases.

4: User Experience

- The respondents are able to find whatever they want easily from shopping sites.
- They are also of the opinion that they are able to use the website easily.
- Since the mean score of every item is above 3 it indicates that the respondents are able to have good user experience which also contributes to impulsive purchases.

4.3.3 Regression Analysis

Regression analysis was conducted to measure the influence of SP, MR and USEX on IBB. The independent variables are SP, MR and USEX. The dependent variable is IBB. Following are the results:

1. The correlation coefficient between independent variables (Social Presence, Media Richness and User Experience) and dependent variable (Impulsive Buying Behaviour) show a positive correlation.
2. The R square and adjusted R square were almost the same. The adjusted R square shows that 82.4% variation in IBB and is explained by SP, MR and USEX.
3. Durbin-Watson statistic test value is 1.936.
- 4: The model is statistically significant at 5% level with F value at 11.767.
- 5: The beta coefficient of Social Presence, Media Richness and User experience are statistically significant at 5% level. ($p < 0.05$).
- 6: Social Presence is found to have major positive on Impulsive Buying Behaviour. It is evident from the beta coefficient of 40 percent, followed by User Experience and Media Richness.

4.3.4 T test

The findings related to T test are as follows:

- There exists a very high level of influence of Media Richness and User Experience on Impulsive Buying.
- There exists a high level influence of Social Presence on Impulsive Buying.

4.4 Theoretical Contribution

This study examines the relationship between Social Presence and Impulsive Buying Behaviour and also identifies the factors contributing to Impulsive Purchases through the validation of theoretical model. For further research, there is a need to search for additional measures and constructs to improve the validity of the model. Findings of the study might be useful for students and academicians as an input for doing similar nature of research in academic field in future.

4.5 Scope of further study

The study is limited to only shortlisted factors influencing Impulsive Buying Behaviour. So further studies can explore the additional factors influencing the same.

4.6 Suggestions

To address and manage impulsive purchases it is advisable to make a shopping list so as to avoid unnecessary purchases influenced by social presence. At the same time consumers should be able to distinguish between needs and wants. Need should be given more priority as compared to wants. When tempted to make an impulsive purchase, wait a predetermined amount of time (for instance, 24 hours) before completing the transaction. This gap will allow you to evaluate the need for the purchase. If any social media platforms creates impulsiveness, it is suggested to reduce the exposure to such contents so as avoid overspending. We have to be aware of the influence of Social Presence on our purchasing decisions. While making purchases we have to give priority to its utility rather than earning social status.

4.7 CONCLUSIONS

‘A Study on Consumers Impulsive Buying Behaviour In Online Shopping Based On Social Presence with reference to M.Com students In Ernakulam District’ was done to identify the relationship between Social Presence and Impulsive Buying Behaviour. In addition to this ,factors contributing to Impulsive Buying Behaviour like Media Richness and User Experience are identified.

For the ease of study , the study is divided into 4 chapters namely Introduction, Review of literature and Theoretical Framework, Data Analysis and Interpretation and finally findings , suggestions and conclusions.

First chapter deals with introduction to topic, statement of the problem, significance of the study , objectives, hypothesis set for the study and includes the limitations faced during the study

Second chapter gives the theoretical aspects related to this study and also include review of identified variables.

Third chapter deals the analysis of the collected data and also its interpretations. The data Was analyzed in three different stages. The first section displays the profile analysis which includes a brief analysis of the demographic profile of the respondents . In the second section the reliability of the measures were tested and found satisfactory. Descriptive analysis of the measures were done as two sections. – Descriptive analysis 1

and Descriptive analysis 2. Descriptive analysis 1 include a nalysis of each measures belonging to particular to the particular variable. Whereas in Descriptive analysis 2, one sample T test were carried to check whether the responses of the respondents significantly differ from moderate or neutral state of responses. The Linear regression analysis of the measures was done in the third section and hypothesis formed at the outset were tested. It was found that the Independent variables Social Presence , Media Richness and User Experience have effect on Dependent Variable Impulsive Buying Behaviour.

Fourth chapter deals with findings, suggestions , and conclusions of this study. Findings include demographic findings , descriptive findings and regression analysis Findings. The study makes significant contribution to the existing literature by examining the factors contributing to impulsive purchases. It was found that majority of respondents bought things impulsively due to the influence of Social Presence, Media Richness and User Experience.

This study gives an overview regarding the impulsive buying of consumers in online shopping , and how social presence plays a crucial role in such purchases. It was found that female respondents are more prone to such impulsive purchases and clothing and accessories are the products which are bought more impulsively. Along with social presence, media richness and the experience of the users in such shopping sites also tempts the consumers to buy impulsively. So by providing a rich media and user experience more and more customers can be attracted to such shopping sites.

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APPENDIX

**A STUDY ON CONSUMERS IMPULSIVE BUYING BEHAVIOUR IN ONLINE SHOPPING
BASED ON SOCIAL PRESENCE WITH REFERENCE TO M.Com STUDENTS IN
ERNAKULAM REGION.**

1: Gender :

Male

Female

Others

2: Monthly Family Income

10000-20000

20000-30000

30000-40000

40000-50000

Above 50000

3: How often do you shop online?

Rarely(once a year)

Occasionally(1-3 times a year)

Sometimes(once in a month)

Frequently(2-3 times a month)

Very frequently(more than 3 times in a month)

For the following statements , please choose the options given below to state your agreement / disagreement

IMPULSIVE BUYING BEHAVIOUR

MEASURES	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I often buy things spontaneously.					
Sometimes I am reckless about what I buy.					
I buy things according to how I feel at the moment.					
I see it ,I buy it describes me.					
Just do it describes the way I buy things.					

SOCIAL PRESENCE

Measures	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
There is a sense of human contact in the website.					
There is a sense of personness in the website.					
There is a sense of sociability.					

There is a sense of human warmth in website.					
There is a sense of humansensitivity in website					

MEDIA RICHNESS

Measures	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Give feedback to customers request for product information.					
Ability to clarify ambiguous issues					
Can tailor the message to personal requirements.					
Product comparison is possible					
Can give and receive timely feedback.					

User Experience

measure	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Site load its pages quickly.					
It is flexible to interact with this site.					
I find the website easy to use					
I can easily navigate through this site.					
This site makes it easy to find what I want.					

What type of products you buy impulsively.

products	Yes	No
Clothing and accessories		
Electronics and Gadgets		
Foods and groceries		
Books		
Home décor and furnishings		