

IMPULSIVE BUYING BEHAVIOUR OF CUSTOMERS OF FOOD TECH COMPANY IN TIRUNELVELI CITY

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Abstract *Impulsive buying is the tendency of a customer to buy goods and services without planning in advance. When a customer takes such buying decisions at the spur of the moment, it is usually triggered by emotions and feelings. The launch of Food tech companies like Zomato induces the people's craving and make them buy food online. This article aims to study the Impulsive Buyer Behaviour of customers in Zomato and hopes to understand the buying behaviour of customers who choose online food ordering system. 80 respondents who are the customers of Zomato are selected as samples by using convenience sampling method.*

Keywords *Impulsive Buying, Customer, Zomato, Food Tech Company, Online Food Ordering System*

INTRODUCTION

Impulse buying is often assumed to be unplanned. Unplanned and impulsive purchases have been considered similar in the literature (Stern, 1962), but they are not the same. Unplanned purchases do not necessarily represent impulse purchases. Some purchases may be unplanned because they were somehow left out in earlier purchases but may not involve strong hedonic aspect which is a precursor for a purchase to be categorized as impulse (Amos, Holmes & Keneson, 2014). On the similar lines, Kacen and Lee (2002) observed that impulsive buying behaviour involves prompt convincing and motivating hedonic purchase action; in which the decision regarding buying the product does not depend on the deep thought process. It is simply fulfilling one's desire.

Objective

- To know about the buying behaviour of the customers in Online Food Ordering Platform.
- To analyse the impact of demographic factors on Impulsive Buying Behaviour of customers in Zomato.

LITERATURE REVIEW

Rathore and Chaudhary (2018) in their study highlight the fact that youngsters are mostly poised to use online food ordering services. The study also reveals that the price of the products, discounts and special offers have the most influencing factor on online food ordering process.

Kimes (2011) in her study states that Electronic ordering frequency varies by age and gender. Younger customers are more likely use online, mobile or text ordering. Younger customers place a greater value on convenience and speed than older users do.

Octavia (2015) they found that there are 5 impulse buying on stimulus online and in-store, namely: environment, promotion, payment, product, and availability. They also found 2 factors organism, namely: affective and cognitive.

Benita and Rebekah (2021), in their study stated that most of the consumers prefer 'Cash on Delivery' mode of payment. The availability of COD payment motivates the people to order. The availability of COD payment motivates the people to order food online.

RESEARCH METHODOLOGY

This is a descriptive study where the survey is conducted in Tirunelveli city. The customers in Zomato are the respondents. The population is unknown, hence the researcher decided to adopted Convenience Sampling method. 80 respondents have been taken as sample for this study.

Data Analysis

The responses were thoroughly checked and coded for the purpose of statistical analysis. The data was entered in SPSS version 22. The reliability Statistics for all the factors under study have been checked using Reliability analysis. The Cronbach's Alpha values for all the constructs used in

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this study are above .70 and are highly reliable. Normality was tested, Since the Skewness values of all the constructs are within + 2 and Kurtosis values are within + 3, the data assumes Normality. Hence the researcher decided to go for parametric test. Statistical methods ANOVA and t-test were used to analyse the quantitative data collected through a structured questionnaire.

Research Hypothesis

H₀ - There is no impact of demographic factors on Impulsive Buying Behaviour of Customers of Zomato.

H₁ - There is an impact of demographic factors on Impulsive Buying Behaviour of Customers of Zomato.

RESULTS AND DISCUSSION

Buying Behaviour of Customers in Zomato

93.75% of the respondents are using Zomato APP others use the Website to order food, the respondents feel more comfortable to use APP than the website. 91.25% of the respondents prefer the delivery to their resident and rest of them prefer to the delivery to their office. 52.5% of the respondents use COD option for buying food others pay online. 20% of the respondents choose Zomato for Offers, 33.75% of the respondents Choose Zomato for Easy Delivery, 25% of the respondents Choose Zomato for Variety of Foods, 21.25% of the respondents choose Zomato because it supports their lifestyle. 70% of the respondents agree that Zomato is the best food ordering platform in Tirunelveli city.

Table 1

Independent Samples Test						
		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	T	df	Sig. (2-tailed)
Impulsive Buy- ing Behaviour	Equal variances assumed	2.402	.125	-.037	78	.970
	Equal variances not assumed			-.053	9.062	.959

H₀- There is no difference in Impulsive Buying Behaviour based on Point of Food Delivery.

H₁- There is difference in Impulsive Buying Behaviour based on Point of Food Delivery.

The differences in Impulsive Buying Behaviour of the respondents with respect to the Point of Food Delivery was studied by using Independent sample t-test.

The p value of Levene's test (.125) is greater than the level of significance. Therefore equal variances assumed. In the t-test table the p value (.970) is greater than the level

of Significance; hence there is no difference in Impulsive Buying Behaviour with regard to the Point of food Delivery. Hence null Hypothesis is accepted.

The differences in Impulsive Buying Behaviour of the respondents with respect to the E-Platform used to order food in Zomato using Independent sample t-test.

Table 2

Independent Samples Test						
		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	T	df	Sig. (2-tailed)
Impulsive Buying Behaviour	Equal variances assumed	1.254	.266	-1.622	78	.109
	Equal variances not assumed			-2.383	5.388	.059

H₀- There is no difference in the Impulsive Buying Behaviour of Customers based on the Food Ordering E-Platform.

H₁- There is difference in the Impulsive Buying Behaviour of Customers based on the Food Ordering E-Platform.

The p value of Levene's test (.266) is greater than the level of significance. Therefore equal variances assumed low is considered. In the t-test table the p value is .109 which is greater

than the level of Significance, hence there is no difference in Impulsive Buying Behaviour based on the Food Ordering E-platform – Zomato. Hence null Hypothesis is accepted.

Impact of Demographic Factors on Impulsive Buying Behaviour of Customers in Zomato

Table 3: Gender and Impulsive Buying Behaviour

		Independent Samples Test				
		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Impulsive Buying Behaviour	Equal variances assumed	2.158	.146	.988	78	.326
	Equal variances not assumed			.927	42.317	.359

The t-test p value (.326) is greater than the level of Significance; hence there is no difference in Impulsive Buying Behaviour based on Gender.

The t-test p value (.837) is greater than the level of Significance; hence there is no difference in Impulsive Buying Behaviour based on the Marital Status of the respondents.

Table 4: Age and Impulsive Buying Behaviour

ANOVA					
Impulsive Buying Behaviour					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.141	3	.047	.092	.964
Within Groups	38.906	76	.512		
Total	39.047	79			

H0- There is no difference in the Impulsive Buying Behaviour of Customers based on Age.

H1- There is difference in the Impulsive Buying Behaviour of Customers based on Age.

The above table indicates that the p value (.964) is greater than the level of significance (0.05). It shows that there is no difference on Impulsive Buying Behaviour based on the age group of the customers of Zomato.

Table 5: Marital Status and Impulsive Buying Behaviour

		Independent Samples Test				
		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	T	df	Sig. (2-tailed)
Impulse Buying Behaviour	Equal variances assumed	.443	.508	.206	78	.837
	Equal variances not assumed			.206	71.425	.837

H0- There is no difference in the Impulsive Buying Behaviour based on the Marital Status.

H1- There is difference in the Impulsive Buying Behaviour based on the Marital Status.

Table 6: Occupation and Impulsive Buying Behaviour

ANOVA					
Impulsive Buying Behaviour					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.648	4	.162	.316	.866
Within Groups	38.399	75	.512		
Total	39.047	79			

H0- There is no difference in the Impulsive Buying Behaviour based on the Occupation.

H1- There is difference in the Impulsive Buying Behaviour based on the Occupation.

From the above ANOVA table the p value (.866) is greater than the level of significance; it shows that there is no difference on Impulsive Buying Behaviour based on the Occupation of the respondents.

Table 7: Income and Impulsive Buying Behaviour

ANOVA					
Impulsive Buying Behaviour					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	4.417	4	1.104	2.391	.058
Within Groups	34.630	75	.462		
Total	39.047	79			

H0- There is no difference in the Impulsive Buying Behaviour based on the income level.

H1- There is difference in the Impulsive Buying Behaviour based on the income level.

The above table indicates that the p value (.058) is greater than the level of Significance (0.05). It shows that there is no difference on Impulsive Buying Behaviour based on the income level of the Respondents.

CONCLUSION

This study illustrates the buying behaviour of the customers of Zomato and the impact of Demographic factors such as Age, Gender, Marital Status, Occupation and Income in the impulsive buying behaviour of the customers in the Online Food Ordering Platform Zomato. From the findings it can be concluded that there is no impact of the demographic factors in the impulsive buying behaviour of the customers of Zomato.

SUGGESTIONS FOR FUTURE RESEARCH

We are living in the digital era, due to busy life and seek for convenience; people opt online rather than go for direct buying. The emergence of online food platforms makes a lot of differences in the customers' consumption pattern also, and it differs from place to place, person to person. Customers are the King in the Market; hence it is vital to understand the customer behaviour, in sharp, understanding the impulsive buying behaviour of customers. This study can be conducted in others cities, since it is restricted to Tirunelveli city.

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