

The Impact of Post Covid-19 on Impulse Buying Behaviour in Bengaluru City



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This research attempted to analyse the changes in consumer behaviour that have taken place as a result of fashion products purchased through online. Developing fashion involvement (FI), hedonic shopping value (HSV), and sales promotion (SP) as independent factors, positive emotions (PE) as mediating variable, and impulse buying (IB) as a dependent variable, the conceptual model was built using stimulus organism response (S-O-R) theory. 374 respondents from the Bengaluru city were collected and data was analysed using PLS-SEM 3 programme. The study results a significant impact of HSV and PE on IB and negative impact of FI and SP on IB.

Keywords: Impulse Buying, Consumer Behaviour, Post Covid-19, Online Buying

1. Introduction

The most popular clothing or lifestyle at any particular moment is referred to as fashion, and it changes throughout time. According to Shakespeare, "The fashion wears out more obviously than a man. Previously, fashion was seen to be a game for the wealthy, but today it is also for regular people, which is why the global fashion industry's income has increased significantly over the past decade, particularly in the garment sectors. Retail sales significantly increased as a result of the different sources of credit and the exponential expansion in income clearing the way for them (Chi & Chen, 2019).

Unexpected behaviour significantly affected the motivations and feelings of clients making purchases. For the first time, researchers recognised or identified impulsive buying behaviour in 1940, which was followed by more investigation. Impulse buying (IB) is a topic of great interest due to the fact that it influences 40% to 80% of purchasing choices (Amos et al., 2014). This behaviour is classified as IB because it displays a lack of judgement and unplanned behaviour. After being given an irresistible and persuasive stimulus, the customer purchases the item without second thought (Atulkar & Kesari, 2017).

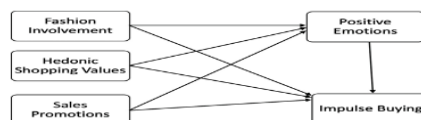
According to the research by Amos (2014) Impulsive people often worry less about the consequences and are more likely to succumb to the impulse to make impulsive, speedy, and unplanned purchases again.

Chi & Chen (2019) revealed that when customers buy, impulse buying is placing a very important role in the mind-set of the customer and emotions of the customers also have an important role when they buy. During pandemic situations, the behaviour customers have been changed drastically as many of them have lost their jobs and deductions in their salary.

The breakouts in the country because of pandemic have significantly disrupted consumer purchasing, consumption, and social interactions (Kim, 2020). Due to the current situation, people are shifting to online shopping, which raises the danger of making impulsive consumptions. During the pandemic time the customers were more depending on the online purchases than offline purchase but post covid-19 drastically changed into offline purchases. At the time of COVID-19, buyers get worried due to unacknowledged influences of ambiguous conditions, which lead to impulsive purchases.

2. Theoretical Background

According to Law et al. (2012), the customers feel happy when they purchase certain products without any plan as because of impulse buying. The consumer emotions are very important at the time purchase as suggested by S-O-R model. (Chang et al., 2014). Contrarily, as businesses regularly use outside cues that might encourage customers to make future purchases, impulse buying is usually influenced by the purchaser's happiness when they buy a product. (Arnold & Reynolds, 2012).



Source: Authors Conceptual Model

3. Research Methodology

Apparel buyers from Bengaluru City participated in the survey, and a total of 569 respondents were utilised for further analysis. The survey tool has been created to make it simpler for respondents to comprehend and react appropriately. The questionnaire was divided into two sections: one asked for information on the basic information about the consumers and the other asked for statements the 7-point Likert's scale questionnaires have been incorporated and the different components for the study are FI, HSV, SP, PE and IB.

4. Results & Discussion

Table 1 Demographic Variables

Age Group	Male	Female	Total
20–24	73	92	153
25–29	34	45	68
30–34	32	42	63
35–40	25	31	63
Total	164	210	374

Source: The authors.

Table 2 Standard Criteria for Reflective Model Performance and Evaluations of Discriminant Validity (Fornell and Larcker Criteria 1981)

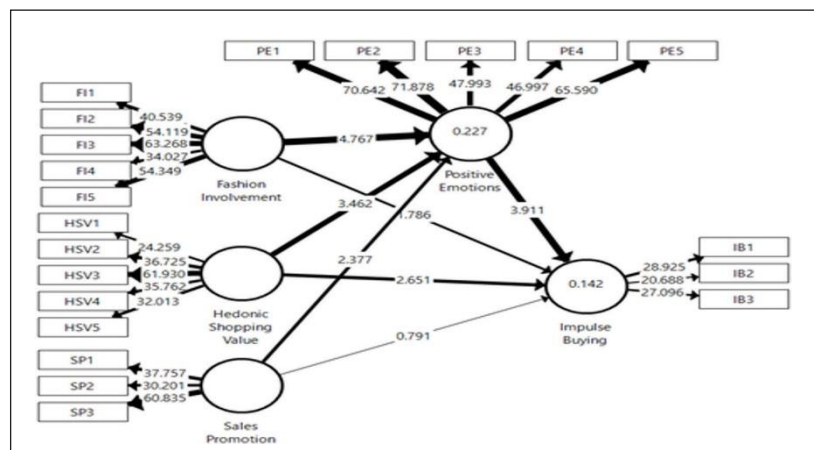
Constructs and Standard Criteria	FI	HSV	IB	PE	SP
Cronbach's alpha	0.887	0.912	0.77	0.948	0.901
Rho A	0.932	0.883	0.734	0.927	0.831
Composite reliability	0.853	0.923	0.853	0.952	0.898
AVE	0.778	0.686	0.632	0.786	0.724
FI	0.901				
HSV	0.501	0.79			
IB	0.301	0.31	0.79		
PE	0.399	0.411	0.299	0.901	
SP	0.50	0.701	0.210	0.410	0.921

Source: The authors.

The underlying variables Cronbach's alpha values are SP is 0.901, FI = 0.887, HSV = 0.912, PE = 0.948, and IB = 0.77, all of which are over the threshold value. Due to the fact that all of the constructs have values that are higher than the 0.7 threshold limit (Hair et al., 2017), all of the paradigms have a great level of fundamental stability. For instance, SP, FI, HSV, PE, and IB have corresponding composite reliability scores of 0.898, 0.853, 0.923, and 0.853.

According to Hair et al. (2019), the Rho threshold value limit is 0.7, while the Rho A values for SP, FI, HSV, PE, and IB are 0.883, 0.932, 0.721, 0.927, and 0.734, respectively. All Rho A values exceed the minimal standards. In the end, Fornell and Larcker, AVE values above the stated limit of 0.50, and Hair et al. (2019) demonstrated the convergent validity (1981). The latent variable AVE values for SP, FI, HSV, PE, and IB are 0.724, 0.778, 0.686, 0.786, and 0.632 respectively.

Structural Model Equation



A bootstrapping procedure using 374 sample respondents' was used to produce the direct effect result using PLS-SEM. As recommended by (Hair et al., 2014). The PLS-SEM bootstrapping procedure determines the path coefficient and t-value. There is no intervening effect if the direct impact is not substantial in the absence of a mediating variable. When the direct influence is large on either side, the second stage involved more study. After proving the importance of the direct link between the constructs, the mediator's indirect influence is also analysed. If indirect effects are determined to be minor at the bootstrapping process's overall stage, there is no mediating factor.

5. Conclusion

The fashion sector includes a wide range of products in the categories of clothing, accessories, footwear, and cosmetics. This study used a variety of measures, including FI, HSV, SP, PE, and IB, to assess consumer purchase behaviour using fashion clothes. Finding fashionable IB behaviour at Post COVID-19 was the major objective. Furthermore, PLS-SEM software was employed for analysis during testing and installation. The findings suggest that consumer purchasing behaviour, PE, and IB have a significant influence because they encourage impulsive buying.

The findings show a substantial relationship between FI, HSV, and SP and happy feelings. However, both FI and SP were shown to be unimportant with IB since at that time, individuals were primarily concerned with meeting their most basic needs because they were so terrified of the COVID-19 scenario. The independent variables (FI, HSP, and SP) and dependent variable, on the other hand, are significantly mediated by PE (IB).

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