

Role of Online Shopping Determinants in Impulsive Buying Behaviour of Customers of Zomato in Tirunelveli city.

M.Benita,*

Research Scholar,

Xavier Institute of Business Administration,

St. Xavier's College of Arts and Science

Palayamkottai, Tirunelveli

Tamilnadu

Dr. T.Rita Rebekah, **

Dean & Associate Professor,

Xavier Institute of Business Administration,

St. Xavier's College of Arts and Science

Palayamkottai, Tirunelveli

Tamilnadu

Abstract:

Impulse buying occurs when a consumer suddenly feels the urge, often strong and persistent, to buy something immediately (Rook, 1987). Zomato is one of the most popular applications and websites that not only enable customers to order food at multiple restaurants, But have a rating system and an exclusive phone number using which customers would be able to make reservations in restaurants. This article aims to find the impact of the determinants of online buying on the impulsive buying behaviour of customers in Zomato . Data was collected from 80 respondents who are the customers of Zomato. The Pearson correlation test was conducted to investigate the relationship between the Impulsive Buying Behaviour and Online Shopping Determinants variables. And it shows that there is an association between the variables of impulse purchasing behaviour and the determinants of online shopping. The linear regression test was used to determine the impact of online shopping determinants on impulsive buying behaviour. It shows that the constructs of online shopping determinants contribute 10% on impulsive buying behaviour.

Key Words: Impulsive Buying, Online Shopping Determinants, Consumer, Zomato.

INTRODUCTION:

The customer response to the Internet has widened the possibilities for many businesses, from small to large. Creating online banking has further facilitated a number of online businesses, including ordering food online. The online food order caters to the needs of busy people living in the city who place their order online and receive delivery within minutes. The study reveals that food ordering companies online need to pay attention to the quality of information, Mobile apps and websites designs, security and privacy for payment systems to their customers to provide them with a comprehensive satisfaction experience and make the customers to do impulse purchase. The growth in online purchases has prompted the need to study Impulse Buying Behaviour Online (OIBB) under recent trends (Floh and Madlberger 2013). As a result, the researcher is committed to studying the role of the online shopping

Determinants in the impulsive purchasing behaviour of Zomato's customers. The Researcher looked at the dimensions of Online Shopping Determinants : Efficiency, Fulfilment in Delivery, Customer Privacy, System Quality, Perceived Value, Food Quality .

OBJECTIVE:

- To analyse the relationship among Online Shopping Determinants and Impulsive Buying Behaviour of customers in Zomato
- To analyse the impact of Online Shopping Determinants on Impulsive Buying Behaviour of customers in Zomato
- To analyse the association between online shopping Determinants and Zomato as the best Food ordering System in Tirunelveli City.

LITERATURE REVIEW:

C.Ranganathan, Shobha Ganapathy (2002), They took the content of information, design, security and privacy as factors of this security appeared to be the best predictor of the intention to buy online. Privacy comes second and the design aspect third.

Zulkarnain Kedah, Y usof Ismail, A.K.M. Ahasanul Haque, Selim Ahmed (2015), suggest that online food marketers should focus on information quality, website design, security/privacy and the payment system towards their customers in order to increase the level of web trust and satisfaction. Service providers may also benefit from continued recurring revenue from loyal customers if they provide efficient delivery, reliable customer service and food quality.

UMAIR AKRAM, Peng Hui, MUHAMMAD KALEEM KHAN, YASIR TANVEER, Khalid Mehmood, Wasim Ahmad (2017), discussed about the factors such as sales promotion, website quality and concurrent use of credit cards. The study found that these factors have a positive and significant influence on buying pulses online in the Chinese online retail market. The quality of the Web site had a positive and significant impact on the OIBB. Sales promotion is an important factor in improving OIBB because consumers buy products spontaneously and immediately through sales promotion.

Ahmed Tausif Saad (2020) found the vital factors for customers once it involves on-line food delivery services. direct factors moreover as indirect factors. Direct factors embrace delivery time, quality of service, worth and condition of food delivered as they're directly coupled to the essential service delivery method. Indirect factors embrace variables like selection and range of restaurants, menu, delivery following service and therefore the angle of the delivery boy are often seen because the

peripheral factors that close to create the entire package edges. The study recommends that FOD retailers improve quality and selection and consistently give reliable and fast delivery services to encourage repeat purchases. Finding that worth isn't an element within the FOD's call. Service quality and angle of the delivery person. Delivery services, together with delivery times, food delivery standing and delivery following services, vital decision-making criteria for customers order food on-line.

Carol Y. Lua, Dwi Suhartantob, Arie Indra Gunawanc, Brendan T Chen (2020). Research indicates that there are strong relationships between electronic quality of service, food quality and customer satisfaction and perceived value, and it highlights the crucial role of quality in electronic and food services with respect to client satisfaction.

M. Benita, Dr.T. Rita Rebekah (2021), in their study, stated that most consumers prefer the "Cash on Delivery" payment method. The availability of COD payment drives individuals to order Food.

RESEARCH METHODOLOGY:

This study is a descriptive one. 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 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 Pearson Correlation, Linear Regression were used to analyse the quantitative data collected through a structured questionnaire.

RESEARCH HYPOTHESIS:

H₀₁- There is no relationship among online shopping determinants and Impulsive Buying Behaviour of Customers of Zomato

H₁₁- There is a relationship among online shopping determinants and Impulsive Buying Behaviour of Customers of Zomato

H₀₂- There is no impact of Online Shopping Determinants on Impulsive Buying Behaviour of Customers of Zomato

H₁₂- There is an impact of Online Shopping Determinants on Impulsive Buying Behaviour of Customers of Zomato.

H₀₃- There is no association between Online Shopping Determinants and Zomato as the best Food Ordering System in Tirunelveli

H₁₃- There is an association between Online Shopping Determinants and Zomato as the best Food Ordering System in Tirunelveli

RESULTS AND DISCUSSION:

Demographic Factors	Count	%
AGE		
18-30	44	55
30-40	30	37.5
41-50	4	5
51-60	2	2.5
GENDER		
Male	26	32.5
Female	54	67.5
Transgender	0	0
MARITAL STATUS		
Married	34	42.5
Unmarried	46	57.5
OCCUPATION		
Government Employee	5	6.3
Private Employee	20	25
Self Employed	8	10
Student	33	41.3
Others	14	17.5
INCOME		
10000-20000	17	21.3
20001-30000	7	8.8
30001-40000	4	5
40000 and above	10	12.5
Not Applicable	42	52.5
E-PLATFORM USED		
App	75	93.8
Website	5	6.3
POINT OF FOOD DELIVERY		
Office	7	8.8
Resident	73	91.3
PAYMENT MODE		
Cod	42	52.5
Online Payment	38	47.5

The relationship among Online Shopping Determinants and Impulsive Buying Behaviour

H0- There is no association between online shopping determinants and Impulsive Buying Behaviour of Consumers of Zomato

H1- There is an association between online Shopping determinants and Impulsive Buying Behaviour of Consumers of Zomato

TABLE 1

Correlations								
		Impulsive Buying Behaviour	Efficiency of Zomato Food Ordering System	Fulfilment in Delivery	Customer Privacy	System Quality	Perceived Value	Food Quality in Zomato
Pearson Correlation	Impulsive Buying Behaviour	1.000	.152	.208	.208	.045	.346**	.281*
	Efficiency of Zomato Food Ordering System		1.000	.642**	.432**	.368**	.422**	.644**
	Fulfilment in Delivery			1.000	.355**	.428**	.390**	.603**
	Customer Privacy				1.000	.302**	.414**	.374**
	System Quality					1.000	.431**	.389**
	Perceived Value						1.000	.509**
	Food Quality in Zomato							1.000

A Pearson Correlation test is used to analyse the relationship among the variables of Impulsive Buying Behaviour and Online Shopping Determinants. The results suggest that there is an association between all the variables.

The Impulsive Buying Behaviour and Efficiency of Zomato Food Ordering System have Positive weak association (15%).

The Impulsive Buying Behaviour and Fulfilment in Delivery have positive weak association (20%) .

The Impulsive Buying Behaviour and Customer Privacy have positive weak association (20%)

The Impulsive Buying Behaviour and System quality have positive weak association (5%)

The Impulsive Buying Behaviour and Perceived Value have Positive weak association (35%)

The Impulsive Buying Behaviour and Food Quality have positive weak association (28%)

There is an association between Impulsive Buying Behaviour and Online Shopping Determinants ,

The null Hypothesis is accepted.

Hence the researcher carry out Regression test to find the impact of each predictor variables on the Dependent variable(Impulsive Buying).

The impact of Online Shopping Determinants on Impulsive Buying Behaviour

Regression Analysis:

TABLE 2

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.414 ^a	.171	.103	.666
a. Predictors: (Constant), Food Quality in Zomato, Customer Privacy, System Quality, Perceived Value, Fulfilment in Delivery, Efficiency of Zomato Food Ordering System				

From the above table it is inferred that the Predictors Such as Efficiency of Zomato Food ordering System, Fulfilment in delivery, Customer Privacy, Perceived Value, System Quality, Food Quality in Zomato explains the variability in Impulsive Buying Behaviour for about 10% (Adjusted R square of .103). These variable contribute 10% on Impulsive Buying Behaviour.

TABLE 3

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.693	6	1.116	2.517	.029 ^b
	Residual	32.354	73	.443		
	Total	39.047	79			
a. Dependent Variable: Impulsive Buying Behaviour						
b. Predictors: (Constant), Food Quality in Zomato, Customer Privacy, System Quality, Perceived Value, Fulfilment in Delivery, Efficiency of Zomato Food Ordering System						

The above ANOVA test statistics table shows that the p value is (.029) which is less than the level of Significance (0.05), hence Food Quality in Zomato, Customer privacy, System Quality, Perceived value, Fulfilment in Delivery, Efficiency of Zomato Food Ordering System make an impact on Impulsive Buying Behaviour of the respondents. Hence Null Hypothesis is rejected and alternative hypothesis is accepted.

TABLE 4

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.506	.628		2.398	.019
	Efficiency of Zomato Food Ordering System	-.160	.179	-.140	-.893	.375
	Fulfilment in Delivery	.149	.197	.114	.759	.450
	Customer Privacy	.078	.112	.086	.695	.489
	System Quality	-.206	.141	-.183	-1.465	.147
	Perceived Value	.288	.124	.310	2.325	.023
	Food Quality in Zomato	.224	.188	.184	1.188	.239
	a. Dependent Variable: Impulsive Buying Behaviour					

The above table of Coefficients Shows the following :

- Where there is 1 unit increase in the fulfilment in delivery there is a .149 increase in the impulsive buying behaviour of the consumers of Zomato,
- 1 unit increase in customer privacy there is a .078 increase in the impulsive buying behaviour of the consumers of Zomato.
- 1 unit increase in the Perceived value there is a .288 increase in the impulsive buying behaviour of consumers of Zomato,
- 1 unit increase in Food Quality value there is a .224 increase impulsive buying behaviour of consumers of Zomato.
- The other two variables Efficiency of system and system Quality do not show any increase in the impulsive buying behaviour of the consumers of Zomato.

The association between online shopping Determinants and Zomato as the best Food ordering System in Tirunelveli City.

TABLE 5

Relationship	r Value	P Value
Best online Food Ordering system and Efficiency of Zomato Food Ordering System	.375**	.001
Best online Food Ordering system and Fulfilment in Delivery	.194	.084
Best online Food Ordering system and Customer Privacy	.283*	.011
Best online Food Ordering system and System Quality	.147	.194
Best online Food Ordering system and Perceived Value	.246*	.028
Best online Food Ordering system and Food Quality	.447**	.000

**Correlation is significant at the 0,01 level(2-tailed)

*Correlation is Significant at the 0,05 level (1-tailed)

H₀₃- There is no association between Online Shopping Determinants and Zomato as the best Food Ordering System in Tirunelveli City

H₁₃- There is an association between online Shopping Determinants and Zomato as the best Food Ordering System in Tirunelveli City

Spearman Rho test was conducted to find the relationship between Online shopping Determinants and Zomato to be consider as best Food Ordering System. The result shows that there is an association between online Shopping Determinants and to say Zomato is the Best Food Ordering System in Tirunelveli.

Efficiency of Zomato Food Ordering System have positive week association (37%) to say Zomato is a best Food Ordering System in Tirunelveli.

Fulfilment in Delivery have positive week association (19%) to say Zomato is a best food Ordering System in Tirunelveli.

Customer Privacy have a positive week association (28%) to say Zomato is a best food Ordering System in Tirunelveli.

System Quality have positive week association (14%) to say Zomato is a best food Ordering System in Tirunelveli.

Perceived Value have positive week association (24%) to say Zomato is a best food Ordering System in Tirunelveli.

Food Quality have positive week association (44%) to say Zomato is a best food Ordering System in Tirunelveli.

Among all the dimensions Food Quality and the Efficiency of the Zomato shows high values of association to say Zomato as the best Food Ordering System in Tirunelveli.

CONCLUSION:

This study discovered the positive relationship between online shopping determinants and the impulsive buying behaviour of Zomato customers in the city of Tirunelveli. And also the Online Shopping Determinants have a positive relationship to declare that Zomato is the best Food Ordering System in Tirunelveli City. The dimensions of Online Shopping Determinants shows 10% impact on the impulse purchase in Zomato which shows that these variables contribute 10% impulse purchase Zomato Platform . There are some limitations in this study , where small number of samples are taken for a huge population. The researcher cannot justify that the sample taken could represent the totality of Zomato's customers.

SUGGESSTIONS 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. The study could also be extended with other dimensions to study impulse purchasing by customers.

REFERENCES:

- Abu Bashar, Irshad Ahmad, Mohammad Wasi(2012),”A Study Of Influence Of Demographic Factors On Consumer Impulse Buying Behaviour”, *International Journal of Management and Strategy* <http://www.facultyjournal.com/> (IJMS) 2012, Vol. No.3, Issue 5, July-Dec.2012 ISSN: 2231-0703
- Ahmed Tausif Saad(2020), Factors affecting online food delivery service in Bangladesh: an empirical study, *British Food Journal*, 535-550.
- Amos, C., Holmes, G. R., & Keneson, W. C. (2014). “A meta-analysis of consumer impulse buying”. *Journal of Retailing and Consumer Services*, 21(2), 86–97.
- Arati Prabhu, Rina Dongre(2018), “Analysis of customer attitude towards electronic food ordering”, *KIMI Hospitality Research Journal Volume 3 Issue 1 2018*.
- Ayush Singh, Siddharth M. Nair(2020),” Consumer Perception and Attitude Towards Online Food Ordering”, *International Journal of Research in Engineering, Science and Management Volume-3, Issue-5,Pg no;119-122*

Benita.M, Dr.T.Rita Rebekah(2021),” Food Tech Companies And Its Impact On Consumers In Tirunelveli City”, *Journal of Xi'an Shiyou University, Natural Science Edition, ISSN : 1673-064X , VOLUME 17 ISSUE 02, Pg No:101-106*

Carol Y. Lua , Dwi Suhartantob , Arie Indra Gunawanc , Brendan T Chend(2020), Customer Satisfaction toward Online Purchasing Services: Evidence from Small and Medium Restaurants, *INTERNATIONAL JOURNAL OF APPLIED BUSINESS RESEARCH*

Damayanti Octavia (2015) ,The Differences of Online and In-store Impulse Buying Behavior using Stimulus and Response Model, *3rd International Seminar and Conference on Learning Organization (ISCLO 2015)*

Kacen, J. J., & Lee, J. A. (2002). The influence of culture on consumer impulsive buying behavior. *Journal of Consumer Psychology, 12*(2), 163–176.

Muhammad Abu-Bakr Ali and Shameel Ahmed Zubairi(2020), Impact of Demographic Factors on Impulse Buying Behavior: A Study of consumer behavior in Supermarkets of Karachi, *EJBMR, European Journal of Business and Management Research, vol. 5, No. 3, June 2020*

Nebojsa Vasic , Milorad Kilibarda , Tanja Kaurin(2019), The Influence of Online Shopping Determinants on Customer Satisfaction in the Serbian Market, *Journal of Theoretical and Applied Electronic Commerce Research,70-86*

Sheryl E. Kimes(2011),” Customer Perceptions of Electronic Food Ordering”, *g [Electronic article]. Cornell Hospitality Report, 11(10), 6-15*

Stern, H. (1962). “The Significance of Impulse Buying Today”. *Journal of Marketing, 26*(2), 59-62

Suryadev Singh Rathore, Mahik Chaudhary(2018), “Consumer's Perception on Online Food Ordering”, *IJMBS Vol. 8, Issue 4, Oct - Dec 2018.*

UMAIR AKRAM, Peng Hui, MUHAMMAD KALEEM KHAN, YASIR TANVEER, Khalid Mehmood, Wasim Ahmad(2017), "How website quality affects online impulse buying: moderating effects of sales promotion and credit card use", *Asia Pacific Journal of Marketing and Logistics*

Yusra , Arawati Agus(2019), The Influence of Online Food Delivery Service Quality on Customer Satisfaction and Customer Loyalty: The Role of Personal Innovativeness, *Journal of Environmental Treatment Techniques, 6-12.*

Zulkarnain Kedah, Yusof Ismail, A.K.M. Ahasanul Haque & Selim Ahmed(2015), Key Success Factors of Online Food Ordering Services: An Empirical Study, *Malaysian Management Review, 19-36*