

# Analysing Impulse Buying Behaviour Among Gen Z in Online Shopping: Evidence from Kamrup Metro, Assam.

Anushmita Baruah<sup>1</sup>, Dr. Abhinav Sarma<sup>2</sup>

<sup>1</sup>Research Scholar, Department of Business Administration,

<sup>2</sup>Assistant Professor, Department of Business Administration,

Girijananda Chowdhury University, Azara, Guwahati, Assam, PIN- 781017

Contact: +918399881933, +917002588190, Email: [lizabaruah48@gmail.com](mailto:lizabaruah48@gmail.com)

## Abstract:

India is considered to have one of the largest youngest populations globally (Ministry of External Affairs Govt. of India, 2021). Generation Z, often termed Gen Z, is a large target demographic for organisations in the e-commerce space. As mentioned by (Tamara, C. A. J., Tumbuan, W. J. A., & Gunawan, E. M. 2023), Gen Z customers born between 1997 and 2012 are considered digital natives because they grew up with technology. Impulse buying behaviour among Gen Z is an insightful area of interest for e-commerce platforms due to their growing purchasing power and reliance on online shopping, which exhibit unique psychological and emotional behaviours influenced by digital platforms. The findings are based on a pilot survey conducted with 57 respondents, providing insights into demographic profiles, shopping preferences, and influencing factors. The study identifies key triggers, including discounts, flash sales, and social influences, alongside emotional aspects such as FOMO (Fear of Missing Out) and trust in platforms. Recommendations are proposed for e-commerce platforms to better engage Gen Z consumers while addressing their psychological and emotional needs. This study investigates the triggers and emotional and psychological factors driving impulse buying behaviour among Gen Z in Kamrup Metro, Assam.

**Keywords:** *Impulse Buying, Gen Z, Online shopping, Kamrup Metro, E-Commerce, Triggers, etc..*

## 1. Introduction

Gen Z is known to be the first true “digital native” generation (Lanier, K. 2017). They have been born and raised in a digital and technological environment, learning how to use technology and interacting in social networks from a young age. They even tend to be seen as addicted to technology. With the rise of online shopping, Gen Z has become more accustomed to purchasing online rather than in physical stores. This shift has placed greater importance on convenience, promotion, and price related to purchasing decisions (Le Tan, T., & Quang, N. D., 2023). Gen Z strongly favours online impulse buying, driven by their focus on new changes, personalities, and spontaneous tendencies (Priporas et al., 2017). Unplanned and spontaneous decisions characterise impulse buying, and the behaviour of Gen Z has become increasingly prevalent in the digital age. In Kamrup Metro, Assam, the rise of online shopping has transformed consumer habits, making it essential to understand what drives Gen Z’s impulsive purchases. It typically occurs when purchases are made without prior intention or need and are influenced by key psychological factors affecting consumer behaviour, including motivation, perception, learning, beliefs, and attitudes. Trends, emotional triggers, and platform features influence Gen Z’s shopping behaviours.

This study investigates impulse buying behaviour among Gen Z in Kamrup Metro, Assam, focusing on the triggers for impulse buying and emotional & psychological factors influencing shopping from online platforms focusing on Kamrup Metro of Assam. By examining their preferences and perceptions through a pilot survey, this research provides actionable insights for e-commerce platforms targeting this demographic. By

understanding these triggers and psychological patterns, businesses can develop targeted strategies to enhance customer engagement and drive sales.

### **Objectives:**

- 1) To identify the key triggers influencing Gen Z's impulse buying behaviour in online shopping within Kamrup Metro, Assam.
- 2) To analyse the emotional and psychological factors that drive impulsive purchase decisions among Gen Z in the region.

### **Literature Review:**

#### **Impulse Buying Behavior**

Impulse buying happens when a customer buys a product immediately upon seeing it. This behaviour is marked by emotional excitement, reduced self-control, and impulsive reactions when encountering a desired product or service (Ek Styvén, M., Foster, T., & Wallström, Å. 2017). Impulse buying is unplanned buying, as early researchers considered impulse buying and unplanned buying as synonymous terms (Clover 1950 cited by Lee 2008). Impulse buying is an important part of consumer behaviour studies and cannot be underestimated (Djafarova, E., & Bowes, T. 2021). Impulse buying has been extensively studied in consumer behaviour research. Rook and Fisher (1995) defined it as spontaneous, emotionally driven purchasing. Digital platforms have amplified this behaviour through features like flash sales, personalised recommendations, and limited-time offers. Aesthetic appeal, scarcity promotions, and discounted prices inspire impulse buying behaviour in Gen Z (Muhammad, A. S., Adeshola, I., & Isiaku, L, 2024).

#### **Gen Z and E-commerce**

Gen Z are born in the digital era and are highly educated, innovative, and technologically savvy (Bassiouni, D., & Hackley, C. 2014). Various studies have revealed that Gen Z consumers are interested in the latest technologies, prefer simplicity, desire to feel safe, escape from reality, have high expectations and care more about the experience (Wood, 2013; Priporas et al., 2017). Gen Z is known to be the first true “digital native” generation (Lanier, 2017), as they have been born and grown in a digital and technological environment. These individuals are highly qualified, technologically experienced, innovative and creative individuals (Priporas et al. 2017). Studies highlight their reliance on mobile apps and the influence of social media on their purchasing decisions. Gen Z prefers to do extensive research before deciding to purchase online (Khadar, M. 2020). Emotional triggers, such as FOMO and peer influence, significantly shape their online shopping behaviour.

Electronic commerce or e-commerce refers to a wide range of online business activities for products and services (Gupta, A. 2014). E-commerce has gained momentum with the rapid development of technology and is permanently connected, with constant access to information and a wide range of products. (Puiu, Silvia, et al., 2002). E-commerce sales are increasing yearly, contributing to changes in consumer behaviour (Majchrzak-Lepczyk and Blašková, 2018). The most used e-commerce sites are Amazon, Alibaba, and eBay because of their accessibility, ease, and affordable prices (Nah, F., & Siau, K., 2020).

#### **Triggers and Emotional Factors**

Key triggers for impulse buying include discounts, flash sales, and social media endorsements. Social Media has a significant impact on the Buying Behaviour of Generation Z (Lalwani, E., Kumar, U & Rani, M. 2021). Online shopping has several benefits for consumers when searching for products, descriptions and quality

features (Išoraitė & Miniutienė, 2018) without spending too much time and cost (Yanget al., 2018). Therefore, it strongly influences consumers to go for Impulse Buying online. Emotional factors like excitement, anxiety (e.g., FOMO), and trust in platforms play a critical role. Psychological factors such as personalisation and targeted advertisements also impact decision-making. Sustainability practices influence Gen Z purchasing decisions (Liu, Y., & Hei, Y. 2021)

### Methodology

A survey was conducted with 55 respondents from Kamrup Metro, of age group 17yrs – 27yrs, focusing on Gen Z's online shopping behaviour. Respondents under age 17 years, i.e. from 12yrs-16yrs, are not included in the demography as they are considered minors. As mentioned in the ethical guidelines of (the American Psychological Association, 2020), conducting surveys with minors requires parental consent, which can be logically challenging and time-consuming. The questionnaire covered demographic information, shopping preferences, triggers for impulse buying, and emotional and psychological factors. Responses were analysed to identify patterns and insights relevant to the study objectives.

**Table 1: Showing the overall quality & Clarity of the Product online.**

Ratings	5	4	3	2	1	Total no. of Respondents	Total Weighted Score	Total Weighted Average
Amazon	6	20	21	1	7	55	182	3.3
Flipkart	5	22	17	4	7	55	179	3.3
Myntra	14	20	8	7	6	55	194	3.5
Nykaa	14	23	6	6	6	55	198	3.6
Meesho	5	12	11	23	4	55	156	2.8
Tata CLiQ	2	17	24	8	4	55	170	3.1
India Mart	2	12	21	11	9	55	152	2.8
Shopclues	2	8	22	16	7	55	147	2.7
Snapdeal	2	10	16	18	9	55	143	2.6
Firstcry	9	14	15	10	7	55	173	3.1

**Interpretation:** Nykaa's high rating suggests that it maintains strong product quality and provides clear information, leading to greater customer satisfaction. This suggests a well-executed strategy for maintaining high product standards and providing comprehensive product information. In contrast, ShopClues' low rating may indicate problems with product descriptions or quality assurance.

**Table 2: Showing the triggers for impulsive purchase behaviour among Gen Z of Kamrup Metro, Assam.**

Ratings	5	4	3	2	1	Grand Total	Total weighted Score	Total Weighted Average
Limited -time discounts	8	11	15	7	14	55	157	2.9
Fear of missing out (FOMO)	6	7	16	13	13	55	145	2.6
Flash sales	7	9	19	11	9	55	159	2.9

<b>Product recommendations</b>	1	15	17	14	8	55	152	2.8
<b>Social Media</b>	11	15	14	10	5	55	182	3.3
<b>Emails or notifications from shopping platforms</b>	3	7	15	15	15	55	133	2.4
<b>Friends or influencers recommendations</b>	3	8	20	16	8	55	147	2.7

**Interpretation:** Social media has the highest influence on impulsive buying behaviour among Gen Z in Kamrup Metro, Assam, with a weighted average of 3.3. Limited-time discounts and flash sales follow closely with 2.9, while product recommendations 2.7 and FOMO 2.6 also play a role. Emails and notifications 2.4 have the least impact. The findings suggest that social media is considered to be the most powerful trigger for impulsive purchases among Gen Z, emphasising its role in shaping consumer behaviour. Discounts, flash sales, and recommendations also influence purchasing decisions, while emails and notifications appear to be less effective in driving impulsive buying. Brands targeting Gen Z should focus on social media marketing and time-sensitive promotions to maximise engagement and sales.

**Table 3: Table showing the price and availability of discounts on different online shopping platforms.**

<b>Ratings</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>Grand Total</b>	<b>Total weighted score</b>	<b>Total weighted Average</b>
<b>Amazon</b>	7	21	18	5	4	55	187	3.4
<b>Flipkart</b>	13	15	18	5	4	55	193	3.5
<b>Myntra</b>	8	14	20	9	4	55	178	3.2
<b>Nykaa</b>	4	14	14	15	8	55	156	2.8
<b>Meesho</b>	6	7	14	18	10	55	146	2.7
<b>Tata CLiQ</b>	0	15	24	12	4	55	160	2.9
<b>India Mart</b>	0	5	9	27	14	55	115	2.1
<b>Shopclues</b>	0	10	27	12	6	55	151	2.7
<b>Snapdeal</b>	1	12	24	11	7	55	154	2.8
<b>Firstcry</b>	2	15	21	12	5	55	162	2.9

**Interpretation:** Flipkart has the highest rating for price and availability of discounts, with a weighted average of 3.5, followed by Amazon, 3.4 and Myntra, 3.2. Tata Cliq 2.9, Snapdeal 2.9, and Nykaa 2.8 show moderate performance. Meesho 2.7, Indiamart 2.1, and ShopClues 2.8 rank lower, indicating lesser consumer satisfaction regarding discounts and pricing. The findings suggest that Flipkart and Amazon are the most preferred platforms for price competitiveness and discounts, likely due to frequent sales and promotions. Myntra also performs well, while platforms like Nykaa, Meesho, and IndiaMart receive lower ratings, possibly due to limited discounts or higher pricing strategies. E-commerce platforms aiming to attract price-sensitive consumers should enhance their discount offerings and promotional strategies to stay competitive.

## Results and Discussion

### Key Triggers Influencing Impulse Buying Behaviour

The findings indicate that **social media** is the most significant factor influencing impulsive buying behaviour among Gen Z in Kamrup Metro, Assam, with an average rating of 3.3. The role of social media platforms in providing visually engaging content, influencer endorsements, and targeted advertisements creates a sense of urgency and aspiration, driving impulse purchases. **Flash sales** and **limited-time discounts**, each with an average rating of 2.9, also significantly influence purchase decisions, leveraging the psychological principle of scarcity to induce immediate buying actions.

Conversely, factors such as **emails or notifications from shopping platforms** (average rating of 2.4) and **friends or influencers' recommendations** (average rating of 2.7) have a comparatively lower impact. This suggests that Gen Z consumers emphasise direct and visually engaging triggers rather than passive notifications or third-party recommendations.

### Emotional and Psychological Drivers of Impulse Purchases

The study underscores the critical role of emotional and psychological factors such as **fear of missing out (FOMO)** (average rating of 2.6) and the appeal of **personalised product recommendations** (average rating of 2.8). These factors tap into Gen Z's desire for instant gratification and validation, reinforcing the tendency to make unplanned purchases. The preference for visually dynamic platforms amplifies these behaviours, aligning with Gen Z's digital-first lifestyle.

### Performance of E-commerce Platforms

The evaluation of e-commerce platforms reveals notable differences in their effectiveness at driving impulse purchases. **Nykaa** achieved the highest average rating of 3.6 for product quality and clarity, indicating its success in providing comprehensive product information and maintaining high standards. In contrast, **Flipkart** scored highest in pricing and discount availability (average rating of 3.5), showcasing its effective promotional strategies. Platforms such as **India Mart** and **Shopclues**, which scored lower, may need to refine their marketing and user engagement strategies to meet the expectations of Gen Z consumers.

### Recommendations for Enhancing E-commerce Platforms

To effectively engage and retain Gen Z consumers, e-commerce platforms must integrate personalised experiences, social media-driven marketing, and culturally relevant engagement strategies. By leveraging technology, psychology triggers, and regional appeal, businesses can create an optimised online shopping experience that drives impulse buying and long-term loyalty to create a seamless and compelling online shopping journey.

#### 1. Strengthen Social Media Engagement and Integration

Social media plays a vital role in shaping Gen Z's purchasing behaviour, making it essential for e-commerce platforms to enhance their digital presence. E-commerce platforms should invest in influencer collaborations, visually compelling content, and targeted advertisements to attract Gen Z and increase engagement. Seamless integration between social media and shopping platforms through shoppable links, swipe-up features, and in-app stores will streamline the purchasing process, converting engagement into sales effortlessly.



## 2. Maximize the Effectiveness of Flash Sales and Urgency Triggers

Creating a sense of urgency is a powerful psychological driver that encourages impulse buying among Gen Z, by regularly implementing flash sales, time-limited discounts, and exclusive deals can push consumers to make instant purchasing decisions. Promoting FOMO (Fear of Missing Out) through trending product highlights, countdown timers, and real-time stock updates will intensify the urgency, leading to higher conversion rates.

## 3. Enhance Product Presentation for Informed Buying Decisions

Gen Z shoppers emphasise transparency and detailed product information when making purchases. High-quality visuals, comprehensive product descriptions, and verified customer reviews can significantly enhance their shopping experience. By ensuring reliability, authenticity and clarity in product presentations, e-commerce platforms can build consumer trust, reduce hesitation, and improve purchase confidence, ultimately increasing customer satisfaction.

## 4. Leverage Personalization for Higher Engagement

Personalised shopping experiences significantly influence purchase decisions and brand loyalty. AI-driven recommendation engines, behaviour-based notifications, and tailored promotions can help deliver content and offers that resonate with individual preferences. Interactive features such as style quizzes or curated product suggestions can enhance user engagement and create a more customised shopping journey by fostering long-term brand relationships.

## 5. Gamify the Shopping Experience to Boost Engagement

Incorporating gamification elements can make the online shopping journey more interactive, such as reward-based programs, loyalty points, and interactive challenges that encourage repeated purchases and enhance customer loyalty. Features like spin-the-wheel discounts, milestone-based rewards, and limited-time bonus offers can add spice to the shopping experience, driving higher engagement and brand affinity.

## 6. Gather and Act on Consumer Insights

Understanding and adapting to consumer preferences is crucial for staying competitive in the e-commerce era, by regular surveys, analysing customer behaviour, and leveraging data-driven insights can help brands refine their marketing strategies and optimise product offerings. A feedback-driven approach allows businesses to align with Gen Z's evolving expectations, ensuring continuous improvement in the shopping experience.

## 7. Adopt Localized Marketing Strategies

A one-size-fits-all approach may not resonate with all consumers, making localized marketing an essential strategy. E-commerce platforms should tailor campaigns based on cultural and regional preferences to enhance relatability. Incorporating local festivals, traditions, and vernacular languages into promotional content can create a deeper connection with consumers in Kamrup Metro, making marketing efforts more engaging and impactful.

By adopting these strategies, e-commerce platforms can effectively engage and connect with Gen Z consumers by catering to their digital preferences, emotional triggers, and cultural inclinations. By optimising impulsive buying behaviours, strengthening their market presence, and continuously gathering and acting on consumer

insights, e-commerce platforms can adapt to evolving preferences in the Kamrup Metropolitan region, which will lead to building stronger relationships with their audience.

## Conclusion

This study identifies social media as the most influential factor driving impulsive buying behaviour among Gen Z consumers in Kamrup Metro, Assam. The effectiveness of visually engaging and appealing content and targeted advertising is crucial in triggering emotional and psychological factors for impulsive purchases, such as FOMO and instant gratification. E-commerce platforms like Nykaa excel in product clarity, while Flipkart stands out for its product pricing strategies, respectively, offering a competitive edge. However, platforms with lower customer ratings must improve customer engagement and promotional strategies to enhance their market position.

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