



Factors Influencing Impulse buying behaviour among Working Women in Mumbai on E-commerce Websites

Varada Katle

VIVA College of Arts, Commerce and Science, Maharashtra, India
varada.katle@vivacollege.org

Available online at: www.isca.in, www.isca.me

Received 4th May 2026, revised 7th July 2026, accepted 29th August 2026

Abstract

The rapid growth of e-commerce has significantly transformed consumer purchasing behaviour, particularly among urban working women. This study examines the factors influencing impulse buying behaviour among working women in Mumbai while shopping on e-commerce websites. With increasing professional responsibilities and limited time for traditional shopping, many working women prefer online platforms that offer convenience, product variety, and attractive promotional offers. These features often stimulate unplanned purchases. The study focuses on key determinants such as online discounts, promotional offers, website usability, product variety, social media influence, and time-saving benefits that encourage impulse buying. Psychological factors such as mood, excitement created by flash sales, and the influence of online reviews also play an important role in triggering spontaneous purchases. Furthermore, secure digital payment systems and personalized product recommendations increase the likelihood of impulse buying behaviour. A descriptive research design was adopted for the study, and primary data was collected through a structured questionnaire from working women in Mumbai who regularly shop online. The collected data was analysed using simple statistical tools such as percentage and frequency analysis. The findings highlight that promotional strategies, technological convenience, and psychological triggers significantly influence impulse buying decisions among working women. The study provides useful insights into consumer behaviour in the digital marketplace and helps e-commerce companies understand how marketing techniques influence purchase decisions. The research contributes to the growing literature on online consumer behaviour and impulse buying in the context of rapidly expanding e-commerce platforms.

Keywords: E-commerce, Impulse Buying Behaviour, Working Women Consumers, Online Shopping, Consumer Behaviour, Promotional Offers and Discounts.

Introduction

E-commerce has rapidly transformed the modern retail environment and has become an essential part of consumers' daily lives. With the increasing penetration of smart phones and high-speed internet, online shopping has become more accessible and convenient for consumers. Unlike traditional retail stores, e-commerce platforms operate continuously and allow consumers to browse, compare, and purchase products at any time and from any location¹.

Online shopping platforms offer a wide range of products, competitive pricing, detailed product information, and customer reviews. These features help consumers make informed decisions while shopping. However, the online environment also encourages impulsive buying behaviour. Attractive discounts, flash sales, visually appealing product displays, and algorithm-based product recommendations often influence consumers to make unplanned purchases².

Impulse buying refers to a spontaneous and unplanned decision to purchase a product without prior planning. In online shopping environments, impulse buying behaviour is intensified due to

the presence of persuasive marketing techniques and the absence of physical restrictions that exist in traditional shopping environments. Features such as easy navigation, visually attractive product presentations, and one-click purchasing options simplify the buying process and reduce the time required to complete a purchase³.

Working women in metropolitan cities like Mumbai represent an important segment of online consumers. With increasing financial independence and busy professional schedules, many working women rely on online shopping for convenience and efficiency. E-commerce platforms allow them to purchase products quickly without spending time visiting physical stores.

Additionally, emotional factors such as stress, mood fluctuations, and the desire for instant gratification can influence impulse buying behaviour. Marketing strategies such as festive sales, flash discounts, and limited-period offers create excitement and urgency among consumers, which often leads to spontaneous purchases⁴.

This study aims to examine the factors influencing impulse buying behaviour among working women in Mumbai who

frequently shop on e-commerce platforms. Understanding these factors will help businesses design effective marketing strategies while also contributing to academic research on consumer behaviour in the digital era.

Review of Literature

Impulse buying behaviour has been widely studied in both traditional retail and online shopping environments. Researchers define impulse buying as a spontaneous purchase decision made without prior planning or detailed evaluation of alternatives. With the rapid growth of e-commerce, scholars have increasingly examined how digital environments influence such behaviour⁵.

Studies show that situational factors such as flash sales, limited-time discounts, and scarcity messages play a major role in stimulating impulse purchases. Promotional messages like "Only a few items left" or "Sale ends soon" create urgency and encourage consumers to make quick decisions.

Consumer characteristics also influence impulse buying behaviour. Personality traits such as impulsiveness, shopping enjoyment, and materialistic values increase the likelihood of spontaneous purchases. Emotional states such as excitement, happiness, or stress can also lead consumers to make impulse purchases as a way to improve their mood.

Research conducted in India suggests that shopping enjoyment and impulsive tendencies significantly affect impulse buying behaviour. Consumers who enjoy browsing products and exploring new items are more likely to make unplanned purchases while shopping online⁷.

Technological features of e-commerce platforms also contribute to impulse buying behaviour. Features such as personalized product recommendations, easy navigation, secure payment options, and digital wallets simplify the buying process. These technological conveniences reduce the effort required to make a purchase and increase the chances of impulsive decisions⁶.

Social media marketing also plays a significant role in influencing consumer behaviour. Advertisements, influencer promotions, and product reviews on social media platforms expose consumers to various products and encourage them to make immediate purchase decisions⁸.

Although many studies examine impulse buying behaviour among general consumers, limited research focuses specifically on working women in metropolitan cities. Working women often have higher purchasing power and limited time for traditional shopping, making them more dependent on e-commerce platforms. Therefore, this study attempts to examine the factors influencing impulse buying behaviour among working women in Mumbai who frequently use e-commerce websites.

Objectives of the Study: To identify the major factors influencing impulse buying behaviour among working women in Mumbai while shopping on e-commerce websites. To examine the impact of promotional strategies such as discounts and flash sales on impulse buying behaviour. To analyse the role of psychological factors such as emotions and shopping enjoyment in influencing impulse purchases. To study the effect of website features such as convenience and product recommendations on impulse buying behaviour.

Research Methodology

The study is based on primary data collected from working women in Mumbai who regularly shop on e-commerce websites. A descriptive research design was adopted to analyse the factors influencing impulse buying behaviour.

Data was collected using a structured questionnaire consisting of both closed-ended and multiple-choice questions. The questionnaire included questions related to demographic characteristics, online shopping habits, promotional influences, and spending behaviour.

The target population consisted of working women who frequently engage in online shopping. A sample of 50 respondents was selected using the convenience sampling method. The questionnaire was distributed through online platforms such as email and social media.

The collected data was organised and analysed using simple statistical tools such as frequency and percentage analysis. Charts and diagrams were used to present the findings clearly and effectively.

Data Analysis and Interpretation: The data collected from 50 respondents was analysed to understand impulse buying behaviour among working women in Mumbai. The analysis shows that most respondents belong to the 26–30 age group, followed by the 21–25 age group, indicating that younger working women actively engage in online shopping. This group is generally more familiar with digital technology and online platforms⁹.

Regarding shopping frequency, the majority of respondents shop monthly, while some shop weekly or occasionally. This indicates that although online shopping is common among working women, many prefer planned purchases rather than frequent impulsive buying.

The analysis of preferred e-commerce platforms shows that Amazon is the most preferred platform, followed by Flipkart and Myntra. These platforms attract consumers due to their product variety, discounts, easy return policies, and convenient payment systems.

The study also shows that most respondents spend ₹1000–₹3000

per month on impulse purchases, while some spend less than ₹1000. Only a small number of respondents spend above ₹3000. This indicates that impulse buying exists but generally occurs at moderate spending levels.

Overall, the findings indicate that promotional offers, website convenience, and technological features significantly influence impulse buying behaviour among working women.¹⁰

Results and Discussion

The study reveals that working women in Mumbai frequently use e-commerce platforms for shopping due to convenience and time-saving benefits. Discounts, flash sales, and promotional offers strongly influence impulse buying behaviour. Younger working women show a higher tendency toward impulse purchases compared to older respondents. The availability of personalized recommendations and easy payment options also encourages spontaneous buying decisions.

Conclusion

The study concludes that impulse buying behaviour among working women is significantly influenced by various factors such as promotional strategies, convenience, and psychological triggers present in online shopping environments. The rapid growth of e-commerce has made shopping more accessible and convenient, especially for working women who often prefer online platforms due to their busy schedules. The ability to shop anytime and anywhere, along with easy payment options and quick delivery services, increases the likelihood of spontaneous purchases¹¹.

Promotional strategies used by e-commerce platforms also play a major role in encouraging impulse buying. Techniques such as limited-time offers, festive discounts, flash sales, and attractive product displays create a sense of urgency among consumers. These marketing strategies stimulate excitement and motivate consumers to make quick purchasing decisions without much prior planning. Additionally, personalized recommendations based on browsing history and previous purchases further influence consumers by presenting products that match their interests and preferences.

Psychological factors such as mood, emotions, and the enjoyment of online browsing also contribute to impulse buying behaviour. Many working women engage in online shopping as a form of relaxation or stress relief after work, which increases the chances of making unplanned purchases.

Therefore, the study highlights that while e-commerce platforms provide convenience and variety, they also encourage impulsive buying behaviour among working women through strategic marketing practices and engaging online environments.

Recommendations

E-commerce companies should focus on improving website usability to create a smooth and convenient shopping experience for consumers. A well-designed website with simple navigation, clear product categories, and fast loading pages helps customers easily find the products they are looking for. When the website is user-friendly, consumers feel more comfortable and confident while shopping online.

In addition, detailed product descriptions, high-quality images, customer reviews, and easy payment options further improve the overall shopping experience. These features help consumers make informed decisions and increase their trust in the e-commerce platform.

Another important recommendation is that e-commerce companies should provide attractive offers and promotional strategies to engage customers. Limited-time discounts, festive sales, coupon codes, and bundle offers can encourage consumers to visit the website frequently. However, these promotional techniques should be used responsibly so that they attract customers without encouraging unnecessary or excessive spending. Transparent pricing and clear information about discounts can help maintain customer trust and satisfaction.

Personalized recommendations are also an effective strategy to enhance the online shopping experience. By using data analytics and understanding consumer preferences, e-commerce platforms can suggest products based on previous searches, purchases, and browsing behavior. Personalized suggestions make the shopping process more relevant and convenient for consumers, saving their time and helping them discover products that match their interests.

At the same time, it is important to encourage consumers to practice responsible purchasing behavior. Consumers should be aware of their spending habits and avoid making purchases purely based on impulse or emotional triggers. Creating a shopping list, comparing products before purchasing, and setting a budget can help consumers make more rational decisions. Financial awareness and self-control play a key role in preventing excessive impulse buying.

Therefore, a balanced approach is necessary where e-commerce companies enhance the shopping experience through better technology and marketing strategies, while consumers remain mindful of their spending habits and make thoughtful purchasing decisions. This balance will lead to a more sustainable and responsible online shopping environment¹².

References

1. Verhagen, T., & Van Dolen, W. M. (2011). The influence of online store beliefs on consumer online impulse buying. *Information & Management*, 48(8), 320–327.

2. Beatty, S. E., & Ferrell, M. E. (1998). Impulse buying: Modeling its precursors. *Journal of Retailing*, 74(2), 169–191.
3. Rook, D. W. (1987). The buying impulse. *Journal of Consumer Research*, 14(2), 189–199.
4. Kacen, J. J., & Lee, J. A. (2002). The influence of culture on consumer impulsive buying behaviour. *Journal of Consumer Psychology*, 12(2), 163–176.
5. Sharma, P., Sivakumaran, B., & Marshall, R. (2010). Impulse buying and variety seeking. *Journal of Business Research*, 63(3), 276–283.
6. Madhavaram, S., & Laverie, D. A. (2022). Online consumer behaviour and digital marketing strategies. *Journal of Marketing Analytics*, 10(3), 205–214.
7. Kumar, V., & Gupta, S. (2024). Consumer behaviour in digital marketplaces: An Indian perspective. *International Journal of Consumer Studies*, 48(1), 120–134.
8. Singh, R. (2025). Impact of digital marketing on impulse buying behaviour among urban consumers. *Research Journal of Commerce and Behavioural Studies*, 7(2), 45–52.
9. Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education India.
10. Laudon, K. C. & Traver C. G. (2023). *E-commerce: Business, Technology, Society* (17th ed.). Pearson Education.