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## **ROLE OF IMPULSE BUYING AND FEAR OF MISSING OUT IN ONLINE SHOPPING AMONG EMERGING YOUNG ADULTS**

SIMRAN CHOPRA

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# **Role of Impulse Buying and Fear of Missing Out in Online Shopping among Emerging Young Adults**



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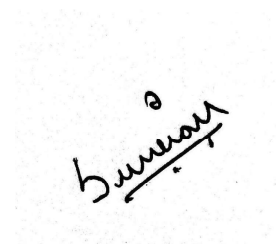
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# Role of Impulse Buying and Fear of Missing Out in Online Shopping among Emerging Young Adults



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*(Deemed to be University under Section 3 of the UGC Act, 1956)*



**April 2022**

**Simran Chopra**



**MANIPAL COLLEGE OF HEALTH PROFESSIONS  
MAHE, MANIPAL**

**CERTIFICATE**

This is to certify that the dissertation on “Role of Impulse Buying and Fear of Missing Out in Online Shopping among Emerging Young Adults” has been completed by Simran Chopra (201199023) under my supervision. I am satisfied with the work presented by the candidate towards the partial fulfillment of Master of Science in Clinical Psychology.

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**Assistant Professor**

**Department of Clinical Psychology**

**MCHP, MAHE**

**Date: April 21, 2022**



**MANIPAL COLLEGE OF HEALTH PROFESSIONS  
MAHE, MANIPAL  
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## ABSTRACT

With the ever-increasing use of the internet for various purposes, it has been seen that there is a rise in the trend of online shopping. With massive research done in the West to highlight the factors that contribute to the increase in Online Shopping, this research has a similar aim but in the Indian setting. The aim of the study was to explore the role of Impulse Buying and the Fear of Missing out on Online Shopping among emerging young adults. The sample included 102 young adults in the age range of 18-25 recruited using snowball sampling and conducted online through online shopping. The scales administered were Buying Impulsiveness Scale, Fear of Missing Out Scale, and E-Lifestyle Scale. The methods employed are Correlation and Regression Analysis. The results of the study indicate a positive correlation between Impulse Buying and Online Shopping and no significant correlation between Fear of Missing Out and Online Shopping. Moreover, a new insight stated Education has been found as positively correlated to Online Shopping.

This study could help benefit and promote the understanding of the psychological and sociological variables that could lend a hand to not only modifying extrinsic consumer behavior but also help get a gist of what drives consumers intrinsically, especially in a collectivistic society like India.

*Keywords:* Online Shopping, Fear of Missing Out, Impulse Buying, Consumer Behaviour, Impulsiveness, Purchase, Intrinsic Variables

## Introduction

Worldwide, it has been noted that there is a rise in the trend of online shopping in the last few years, with the emergence of what is called E-Commerce and its easy accessibility. In India alone, according to the India Brand Equity Foundation, Indian E-Commerce is anticipated to grow; from US\$ 38.5 billion which was in 2017, it's going to grow to US\$ 200 billion by 2026. This increase is directly proportional to the usage of popular websites, social networking platforms, and applications that are now present in all the smartphones possessed by people, in most parts of India, from urban to rural. With such a change, it is not only that people have now shifted away from traditional ways of shopping but it is also our perceptions, attitudes, and behaviours towards shopping that have been influenced massively, over time (Yu, 2011). Thus, E-commerce has become a crucial and indispensable part of the global retail framework. Going by the above findings, it is inevitable that this shift is going to impact the various markets, especially in a growing country like India where hundreds of MNCs have invested, due to its large impact on the consumers, who are the backbones of this industry. Adding to this, when it comes to online stores, it is very different from a traditional/physical store in terms of many aspects such as the environment, marketing, management, and so on (Brenngman, 2005). Due to this reason, if we know about the consumers, their motivations, perceptions, and attitudes, then our communication with them will be efficient, moreover, we will be able to market to them effectively, in an online setting (Plummer, 1974).

Therefore, this study intends to help understand the relationship of a couple of factors, out of many, with online shopping.

Online shopping is said to have many advantages such as; more sales, offers, selection, choice, convenience, information, and reviews, all just one click away. Internet users can choose, compare, browse and purchase the items or services of interest with a vast number of digital possibilities available (Daniela, 2021). On the other hand, there are also many disadvantages, like fraud, security, shipping rates, inability to feel and touch the product, and strict refund and return policies as stated by Kothari (2016). Yet, over the recent years, with initiatives such as 'Digital India', which wants to empower India as a digital society, the country has often been referred to as the world's second-largest dynamic internet market (Bhakat, 2013).

According to research, credit and debit are the most popular choices of consumers while shopping online due to their quick transaction mode, with some regional differences, in Asia-Pacific digital and mobile wallets like Paytm, Gpay, and Phone Pay are now on the rise reducing the time and steps involved while making the transaction (Daniela, 2021). This has gone hand in hand with the ever-increasing internet penetration, which has accounted for the country's digital population, which is now said to have amounted to approximately 624 million active users as of February 2021, the sole reason being the mobile internet traffic (Keelery, 2021). With the ever-increasing number of online connections within India for various purposes, such as keeping oneself updated, transactions, news, interaction, and shopping. The Digital Natives, which is largely the Gen-Z population, especially the emerging young adult population of India, are responsible for such a market (Hameed, 2020). According to Arnett (2001); emerging young adults lie between the age gap of 18-25, and currently, 200 million individuals fall under this bracket in India (Census of India, 2011).

Moving on to the next variable, Impulsivity, Moeller (2001) elucidated it as “a predisposition towards rapid, unplanned reactions to internal or external stimuli without respect to the negative consequences of those reactions to the impulsive individual or others”. The concept of Impulsivity isn't new, the Greek term *‘protennoia’* which translates to 'Primal thought' but when understood it is ‘Impulse’ has been spoken about by ancient ethicists and moralists such as Socrates, Aristotle, and Plato prudently (McCown and DeSimone, 1993). In the modern view, a balanced individual should be able to demonstrate their health and fitness when rational behaviour would overcome the tendency to act impulsively (Bain, 2006).

In Today’s time, Ernest S. Barratt, a psychologist, has been prominent in the role for understanding Impulsivity exhaustively, he has conceptualized that acting without thinking could be a variable in cognitive performance which is the result of the variability of intra- individual inhibition while performing tasks such as perceptual-motor or cognitive-learning tasks. (Barratt, 1993).

Thus, when it comes to ‘Impulse Buying’ Stern (1962) implied that impulse buying is synonymous with "unplanned buying", which is defined as "any purchase which a client makes but has not planned beforehand." Impulse buying is also defined by many other types of research across the globe, for instance, one of the definitions state that Impulse Buying is behaviour that is not planned beforehand, i.e. unplanned, that consists of decision making that is rapidly leading to the instantaneous investment in a service or product (Rook and Gardner, 1993). With a massive amount of research done in the West, where some groundwork