

SATISFACTION LEVEL OF IMPULSIVE BUYING BEHAVIOUR OF WOMEN MILLENNIAL CONSUMERS ON ONLINE SHOPPING DURING PANDEMIC

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ABSTRACT:

In this paper we present an integrative view of Satisfaction level of Millennial consumers impulsive buying behaviour on online shopping. Millennials are thoughtful buyers. They look a lot of information before making purchased decisions. More than half of millennials say that they almost always research before buying, which is sharply higher than other cohorts. The millennial consumers having more purchasing power. In the pandemic situation, owing to several reasons, millennial consumers behaved impulsively while shopping. This study aims to ascertain the satisfaction level of the impulse buying behavior of women millennial consumers during a pandemic. In the pandemic situation consumers don't want to go outside. So, they prefer online shopping. A pilot study was carried out with a sample of 50 respondents to determine the variables, which influence the satisfaction level of millennial consumers.

INTRODUCTION:

The buying process for millennial is a time of enjoyment, where loyalty to the brands they purchase is relative. Also, millennials tend to spend their income quickly and more often through the web, and particularly through social networks like Face book. Compared to the previous generation, millennial tend to make quick decisions in their buying process and make more impulsive purchases. Millennials are also considered materialistic and self-controlled, and they tend to spend their money quickly on consumer goods and personal services. The group consists of people born between 1981 and 1996, millennials is the most racially and ethnically diverse generation – ever. Millennials are well educated, skilled in technology, very self-confident, able to multi-task, and have plenty of energy. They have high expectations for themselves, and prefer to work in teams, rather than as individuals. Millennials seek challenges, yet work life balance is of utmost importance to them. People born roughly between 1980 and 2000 are commonly known as millennial generation or Generation Y, who in the modern day they are entering adulthood. Millennial young adults are becoming of sharper social, academic and marketing focus due to the vastness of the generation, its growing impact on the society and increasing buying power. Identifying general definitive features of the chosen generation was made one of the thesis objectives.

REVIEW OF LITERATURE:

1. According to Rinihandayani and Irma nisasari “Creating Millennial Customer Satisfaction Through Pricing (Case Study on Grand Star Holiday) (2021)” study stated that the Price fixing affects millennial consumer satisfaction at the Grand Star Holiday Bandung.
 2. In the view of Flor Madrigal Moreno¹, Jaime Gil Lafuente², Fernando Ávila Carreón¹ & Salvador Madrigal Moreno¹ (2017) determines that the loyalty of this market segment is relative, however, they are in constant search to implement valuable marketing strategies that generate a positive perception and consequently the purchase.
 3. Sudhakar. D. and Swarna Deva Kumari. R (2016) suggested that online shopping is a present phenomenon which has developed a good importance in the trendy business environment. The evolution of online shopping has opened door of chance to provide a competitive advantage over firms. Online shopping has grown in popularity over the years mainly because people find it convenient for the comfort of their home or workplace. In the recent past web possesses a precious place within the economic activities. It makes the lifetime of customers prosper and sleek. Now-a-days individuals show their interest on web. They currently feel glad by getting the product online.
- Muhammad Gunawan Alif (2019) The factors affecting customer satisfaction, loyalty, and

word of mouth towards online shopping for millennial generation in Jakarta finds that the main point to boost online shopping's potential is being focused to the market segmentation.

STATEMENT OF PROBLEM:

The study is goal is to determine women millennial consumer level of satisfaction on online shopping during pandemic. The major objective is to ascertain how consumers impulse buying behaviour on online.

OBJECTIVE OF THE STUDY:

To ascertain the satisfaction level of impulsive buying behaviour of women millennial consumers on online shopping.

RESEARCH METHODOLOGY:

Sample Design

The research methodology used in this study is entirely descriptive. A questionnaire-based approach is used to gather the data. The sample design used in this study is Convenient Sampling Method.

Area of Study

The study is conducted in the Pollachi area.

Sample Size

50 women millennial consumers from the Pollachi town were randomly selected to collect their opinion.

Tools Used for Analysis

Percentage Analysis Method

LIMITATIONS OF THE STUDY:

- The study is conducted only in Pollachi Town.
- The study is conducted only for women millennial consumers
- The respondent's opinion might be prejudiced in some way.

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FACTORS	LEVEL OF SATISFACTION				
	Highly Satisfied	Satisfied	Neutral	Not Satisfied	Highly Not Satisfied
Price	19 (38.00)	15 (30.00)	11 (22.00)	3 (6.00)	2 (4.00)
Product quality	21 (42.00)	20 (40.00)	5 (10.00)	2 (4.00)	2 (4.00)
Loyalty	17 (34.00)	14 (28.00)	13 (26.00)	4 (8.00)	2 (4.00)
The speed of Delivery	30 (60.00)	15 (30.00)	3 (6.00)	1 (2.00)	1 (2.00)
Service Quality	12 (24.00)	18 (36.00)	11 (22.00)	5 (10.00)	4 (8.00)
The way of solving your Compliant	16 (32.00)	18 (36.00)	12 (24.00)	3 (6.00)	1 (2.00)
Refund process	30 (60.00)	15 (30.00)	2 (4.00)	2 (4.00)	1 (2.00)
Replacement	23	20	5	1	1

	(46.00)	(40.00)	(10.00)	(2.00)	(2.00)
Delivery Partner	13 (26.00)	15 (30.00)	17 (34.00)	3 (6.00)	2 (4.00)
Tracking ID	11 (22.00)	12 (24.00)	24 (48.00)	1 (2.00)	2 (4.00)

The above table reveals that, 19 (38.00%) of the respondents are highly satisfied with Price, 15 (30.00%) of the respondent are satisfied with price, 11 (22.00%) of the respondent are neutral with price, 3 (6.00%) of the respondent reveals that they are dissatisfied with the price, and 2 (4.00%) respondents are highly dissatisfied with the product price through online.

In product quality, 21 (42.00%) of the respondents are highly satisfied with Product quality, 20 (40.00%) of the respondent are satisfied with product quality, 5 (10.00%) of the respondent are neutral with product quality, 2 (4.00%) of the respondent reveals that they are dissatisfied with the product quality, and 2 (4.00%) respondents are highly dissatisfied with the product price through online.

In Loyalty, 17 (34.00%) of the respondents are highly satisfied, 14 (28.00%) of the respondent are satisfied with Loyalty, 13 (26.00%) of the respondent are neutral with Loyalty, 4 (8.00%) of the respondent reveals that they are dissatisfied with the Loyalty, and 2 (4.00%) respondents are highly dissatisfied with the Loyalty through online.

In Speed of Delivery, 30 (60.00%) of the respondents are highly satisfied, 15 (30.00%) of the respondent are satisfied, 3 (6.00%) of the respondent are neutral with Speed of Delivery, 1 (2.00%) of the respondent reveals that they are dissatisfied with the Speed of Delivery, and 1 (2.00%) respondent are highly dissatisfied with the Speed of Delivery in online.

In the way of solving the Compliant, 16 (32.00%) of the respondents are highly satisfied, 18 (36.00%) of the respondent are satisfied, 12 (24.00%) of the respondent are neutral with solving the Compliant, 3 (6.00%) of the respondent reveals that they are dissatisfied with the solving the Compliant, and 1 (2.00%) respondent are highly dissatisfied with the solving the Compliant on online.

In the way of Refund process, 30 (60.00%) of the respondents are highly satisfied, 15 (30.00%) of the respondent are satisfied, 2 (4.00%) of the respondent are neutral with Refund process, 1 (2.00%) of the respondent reveals that they are dissatisfied with the Refund process, and 1 (2.00%) respondent are highly dissatisfied with the Refund process on online.

In Replacement, 23 (46.00%) of the respondents are highly satisfied, 20 (40.00%) of the respondent are satisfied, 5 (10.00%) of the respondent are neutral with Replacement, 1 (2.00%) of the respondent reveals that they are dissatisfied with the Replacement, and 1 (2.00%) respondent are highly dissatisfied with the Replacement through online.

In Delivery Partner, 13 (26.00%) of the respondents are highly satisfied, 15 (30.00%) of the respondent are satisfied, 17 (34.00%) of the respondent are neutral with Delivery Partner, 3 (6.00%) of the respondent reveals that they are dissatisfied with the Delivery Partner, and 2 (4.00%) respondents are highly dissatisfied with the Delivery Partner through online.

In Tracking ID, 11 (22.00%) of the respondents are highly satisfied, 12 (24.00%) of the respondent are satisfied, 24 (48.00%) of the respondent are neutral with Tracking ID, 1 (2.00%) of the respondent reveals that they are dissatisfied with the Tracking ID, and 2 (4.00%) respondents are highly dissatisfied with the Tracking ID through online.

CONCLUSION:

Price is an important element in a company where with the price, the company will receive income for the sustainability of the company. In addition, price is also a tool that will be used as a satisfaction level of process for impulse purchasing the goods or services by the women millennial consumers. Women consumers spending more money for their shopping. The women millennial having more price sensitivity. During the pandemic, they had become more responsive to pricing and the quality of the products. The millennial consumer giving more importance to delivery speed and

replacement and refund process. Because the millennials connectivity is a tool to be used in digital marketing, these young people are egocentric and extravagant but are also oriented to express themselves consistently, whether by traditional or electronic means. If they find a friendly space to express their taste or satisfaction towards a product, a service of a brand or a website they will do it. And if they had a negative experience, they will definitely find the way to express their opinion, under this scenario, the electronic word of mouth marketing is used to interact more authentically (Bhargava, 2009), and the speed of communication allows this generation to process information and express it quickly and freely.

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