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The Allure of Now: Impulse Buying Tendencies Among Coimbatore Shoppers

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ABSTRACT: This study explores on the phenomenon of impulse buying in retail malls in Coimbatore City. The study, titled "The Allure of Now: Impulse Buying Tendencies Among Coimbatore Shoppers," investigates the fundamental factors and immediate triggers that lead to impulsive, random purchases. The study, which is based on a survey of 600 consumers in famous Coimbatore shopping malls, examines the impact of numerous stimuli, such as store atmosphere, promotional offers, product display, and emotional states, on a shopper's proclivity to make impulse purchases. Findings indicate that the perceived immediacy of gratification and the sensory experiences within the mall environment play significant roles in fostering unplanned acquisitions. This research offers valuable insights for retailers and marketers operating in Coimbatore, enabling them to better understand and strategically cater to the impulsive tendencies of their target demographic. The implications extend to optimizing store layouts, refining promotional strategies, and enhancing the overall shopping experience to ethically influence consumer behaviour and drive sales.

KEYWORDS: digital marketing, consumer engagement, brand trust, online branding, customer retention.

I. INTRODUCTION

Consumer is a person who buys item or administrations for personal use and they settle on the choice whether to buy or not an item from a particular store and that can be inclined by the promoting blend. Consumers are the institutors, the inspirers, influencers, the deciders, the procurers and the end users. Consumer buying decision created by numerous criteria, there are quite a lot of dynamics which activates to the actual purchase, where the marketing shows its part. Consumer behavior plays a vital role in marketing of this globalized world. The selling process which already started has a need satisfying activity is now attaining a different stature. The process in this current phase has been made complex to affect the behavior of the consumers. The marketing activities have started to play a crucial role in the minds of the consumers. The consumer behaviour now is classified into separate discipline in commercial activities. It has acquired a predominant place due to its ability to deceive the intellect of the consumers. There are various theories that have started guiding the behaviour of the consumers. The universally proven consumer behaviour theories have laid solid foundations for the presence of cognitive dissonance in the buying activities of the consumers. The theories and the abstracts about the behaviour of the consumers have largely been studied all over the world to understand the minds of the consumers. There are many physical and mental efforts which are involved in the decision-making process of the consumers.

Some people have a personality trait known as an impulse buying tendency. It was guessed to contain a habit of making an impulsive purchase. With the rise of online stores, shopping malls, and supermarkets consumers' shopping habits might be classified as sensible or impulsive. As a result, it is vital to research impulsive purchasing behaviour in which social presence is a major role in online shopping.

Impulse buying is the spontaneous and unexpected acquisition of goods without any prior shopping purpose. It happens when a consumer feels the need to buy something and is frequently unplanned. An impulsive purchaser or buyer is someone who frequently makes such purchases. Impulse buying distorts the regular decision-making processes in consumers' minds. The consumers' logical sequence of behaviour is substituted with an illogical moment of self-pleasure. According to research findings, emotions and sentiments, both good and negative, have a vital influence in purchase, whether prompted by viewing the product or being exposed to a well-crafted advertising message. Marketers and retailers frequently capitalize on these urges, which are linked to the basic desire for rapid pleasure. In a



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supermarket, for example, a person may not be seeking for mints or candy. However, such things are prominently displayed in checkout lanes to entice impulsive consumers to purchase items they would not have considered otherwise. Alternatively, impulsive purchasing might occur when a potential buyer sees anything linked to a product that piques their interest, such as seeing a certain celebrity's image on the cover of a certain magazine or a bag in their favourite color. The study focuses on evaluating and assessing the nuances of the consumer's impulsive buying behaviour to marketers in order for them to focus not only on increasing sales but also on producing quality goods and building goodwill and brand loyalty among consumers rather than using deceptive, partially informed impulsive marketing techniques to attract impulsive buyers, thus it also helps consumers by protecting them from being prey to marketing deceptive impeachment.

II. STATEMENT OF THE PROBLEM

On growing population, most of the population wants to enter into a new business whether it is small scale, medium or large scale. The eventual goal of each business is to create profit by satisfying the consumer. In India most of them are consumers much rather than producers, everyone in the world is a consumer. Consumer is the ruler of the market since the consumer can pick the product she/he needs to buy. Customer needs the product or service to function and to satisfy their need in order to solve their problems or fulfill the desire. There are dissimilar styles of customers and each of them is unique in their buying behavior and needing a different approach. A new business wants to create a new customer and surviving business wants to retain an existent customer is a challenging task for every business and for a marketer. Companies do research on what does the consumers like, dislike and what is their changing preference. Consumers buying behavior is changing due to some personal, lifestyle changes and changes in the prevailing environmental situation. To clutch the consumers for their product or store, the marketers have to handle some business traits to make distinct from his competitors, so the marketers must know the fluctuating purchasing behavior of the consumer and adopt some strategy by knowing their buying behavior towards their product/services on present situation and make the consumer to buy the product even though they were not planned to buy a particular product. There are numerous ways to stimulate consumers and grow sales.

Impulsive buying behaviour is an ever-present and unique phenomenon that adds significantly to the coffers of organized retailers. Buying on the spur of the moment is a significant trend in the organized retail sector of the United States. Earlier studies done across the world showed a lot about the notion, but they weren't all-inclusive. On the other hand, the majority of this research has rallied around impulsive purchase connected to a specific product or focused on the retail environment. The study's goal is to determine the prevalence of impulsive purchasing behaviour among consumers at shopping malls in Coimbatore. The study also seeks to determine if consumers' spontaneous purchases are influenced by visual marketing and buying behaviour. The study's ultimate goal is to assess the extent to which the identified factors impact a shopper's impulse purchase behaviour within shopping malls. The research tries to throw some interesting information about the influencing factors on consumer impulse buying and in shopping malls to fascinate the consumers towards unplanned buying. Hence the present research problem was stated to answer the following research questions:

- To determine the awareness level and consumer's attitude towards impulsive buying behaviour in shopping malls of Coimbatore city?
- Do the factors influence the consumer's impulsive buying of products in shopping malls?
- What is the impact of Impulse Buying Behaviour among the consumers of shopping malls?
- How the level of satisfaction of consumers triggers them further for making impulsive buying decision process?
- Are there any suggestions and recommendation for the effective impulsive buying of the consumers?

III. IMPORTANCE OF THE STUDY

It acts as a veil between consumers' needs and the emotional choice. Consumers are conditioned by various factors and prominent among them is impulsive buying. The buyers have to adopt rational choices in purchasing the product. The inducement of emotionality in the consumers' mind to make them act without thinking and to opt for buying the product impulsively. There are a lot of factors that contribute towards the impulsive buying viz., Emotional Choice, Display Merchandising, Personality Traits and Socio-Economic background etc.³ These are major factors that aid in consumers to act irrationally. The irrationality does not only affect the consumer's choice but also creates economic tension in the budget of the family. The impulsive buying activities act as a bottleneck in measuring the cognitive value



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of the product. The study tries to examine the various factors influencing the consumers on impulsive buying, their attitudes and the perceptions. This study would focus on the various cognitive functions that is surrounding the rationality of the consumers in buying the product thereby reducing the inducement to opt for impulsive buying. The process of impulsive buying plays a major role in the shopping malls. In prevailing marketing condition almost all category of goods such as grocery, apparels, cosmetics etc. can be bought impulsively. There is a great opportunity prevailing on the market to attract the consumer in shopping malls, for that shopping malls interior, layout of the shopping malls, display of the products there and also the external environment can take into account by the producers, marketers and retailers. The upshot of the study will help the advertisers, retailers, manufacturers and marketers to frame the better outline to make the consumer impulse buying.

IV. SCOPE OF THE STUDY

This study targets to examine Consumers' Impulsive Buying Behavior in shopping malls: A study with special reference to Coimbatore city. Among the five Tier II cities, the study has focused one among the Tier II city namely, Coimbatore. Coimbatore city being a populated city with various retail outlets and shopping malls, the study investigates the level of involvement and impulsive buying patterns of consumers. For the purpose, the level of awareness of consumer on impulsive buying and shopping malls, category of products purchased, number of years of shopping experience, frequency of purchasing, time spent, source of reference, preferred mode of payment and reasons for preference of shopping malls have been investigated. The data used for analysis of the study has been collected during the period of six months from march 2021 to January 2022. This present study purely based on primary data. Required primary data have been collected by using questionnaire in Coimbatore city. All collected data have been analyzed with various statistical tools. The common objectives are

1. To understand the awareness level and consumer's attitude towards impulsive buying behaviour in shopping malls of Coimbatore city.
2. To determine the factors influencing the consumer's impulsive buying of products in shopping malls.
3. To study the impact of Impulse Buying Behaviour of the consumer's impulsive buying of products in shopping malls.
4. To analyze the satisfaction level of consumers towards impulsive buying in shopping malls.
5. To provide inevitable suggestions and recommendation for the effective impulsive buying of the consumers.

V. RESEARCH METHODOLOGY

RESEARCH DESIGN

The purpose of the study is to analyze the impulsive shopping behaviour of consumers at shopping malls in Coimbatore city. Hence, the research work has been descriptive and analytical.

PERIOD OF THE STUDY

The data used for the purpose of analysis of the study were collected for a period of six months from January 2023 to March 2024.

AREA OF THE STUDY

Coimbatore city is one of the fastest growing tier-II cities in India and a major textile, industrial, commercial, educational, information technology, healthcare and manufacturing hub of Tamil Nadu (www.coimbatore.tn.nic.in). Today, shopping malls are replacing stores all over Coimbatore. The retail infrastructure is slowly undergoing a change with many hi-fi shopping malls being constructed and operating in Coimbatore cities. Presently there are three shopping malls in coimbatore, namely FUN Republic, Brook fields and Prozone. The mall concept has come to stay for good. Therefore, the present study has undertaken in Coimbatore city.

Sample designs

The purpose of the study is to collect data from individual consumers, only from those who buy impulsively. So, there is a need to categorize the respondents who have purchased impulsively at least once in the recent month in shopping malls. The core objective of the study is to know the consumers impulse buying behavior in shopping malls, so the collection of sample focus on the impulse buying characteristics of the respondents from the population. Hence purposive sampling from non-probability sample can be used to collect the data to drive the study.



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SAMPLE FRAME

The researcher has adopted purposive Sampling method. The data were collected from the respondents of coimbatore shopping malls. The sample were collected through questionnaire. 666 questionnaire were distributed among the consumers in shopping malls, as divided into 222 questionnaire from each shopping mall i.e., FUN Republic, Brook fields and Prozone mall but 66 questionnaire were incomplete, and remaining 600 questionnaire were taken for the analysis.

Source of data

a) Primary Data

The study is mainly based on primary data. A structured questionnaire has been designed for the consumers to express their opinion on factors influencing consumers impulsive buying, their satisfaction and purchase intention among consumers. The respondents have approached individually and the objectives of the study have been clearly explained to get accurate response through questionnaire.

b) Secondary Data

The relevant secondary sources have been obtained from websites, journals, magazines, published books, unpublished research works, proceedings of seminars and conferences, and from various published reports of Coimbatore Corporation.

STATISTICAL TOOLS USED IN THE STUDY

1. Percentage analysis
2. Chi-Square Test
3. T-Test
4. Analysis of Variance
5. Mann-Whitney u Test
6. Factor Analysis
7. Discriminate Analysis

VI. RESEARCH METHODOLOGY

LEVEL OF AWARENESS AND CONSUMER'S ATTITUDE

- Occupation plays a significant role in the earning capacity of respondents, with government employees, students, self-employed, and agriculturalists being the most impulsive buyers. A majority 28% of the respondents are government employees.
- It is understood from the study that, majority 104 (17.33%) prefer Brookfields followed by 28 respondents (4.67%) preferring Fun republic Mall, 74 (12.33%) at Prozone Mall, 85 (14.17%) at both malls, 62 (10.33%) at both malls, and 127 (21.17%) at all three malls.
- Majority prefer a combination of malls 127 respondents (21.17%) prefer a combination of all three malls.
- The largest percentage of respondents (23.3%) are open to making impulsive purchases at any time of the day, indicating a high level of spontaneity.
- The data reveals that a larger portion 64.83% of the surveyed respondents fall towards shopping exclusively on weekends. However, there remains a notable fraction of respondents who are open to shopping on any weekdays. This disparity in preferences reflects the diverse schedules and priorities of the respondents when it comes to shopping during the week.
- It indicates that 42.8% of the surveyed individuals never shop with a shopping list.
- About 27.3% of the respondents fall in the category indicating that they rarely use a shopping list and 14.7% of the respondents shop with a shopping list occasionally, suggesting a moderate level of planning
- 64 respondents (10.7%) belong to the category indicating that they frequently shop with a shopping list.
- Cosmetics, groceries, footwear, electronics, and apparel are among the top categories that attract impulsive purchases. It's noteworthy that the percentages indicate the proportion of respondents within each category who engage in impulsive buying for the respective goods.
- The study reveals that consumers tend to make long-term purchases of various items. Electronics are durable and purchased when needed, with (57%) of respondents purchasing them yearly. Home appliances/kitchen utensils are purchased



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monthly, with (53.3%) purchasing them regularly and (24.2%) occasionally. Handlooms and handicrafts are purchased impulsively, with (53.8%) making impulsive purchases on a monthly basis and (32.3%) occasionally. Furniture purchases are made on a monthly, yearly, or occasional basis, with (42.2%) purchasing them yearly. Imitation jewelry is also purchased occasionally, with (21.5%) buying it on a yearly basis and (16.6%) on a weekly basis. Footwear purchases are made monthly, yearly, or occasionally. Cosmetics are purchased monthly, with (46.3%) making monthly purchases. Sports goods are purchased once a year, with (38.2%) opting for yearly purchases and (44.5%) opting for occasional purchases. Apparel purchases are made monthly, with (25.8%) making them short-term. Food items are purchased weekly, with 40% opting for weekly purchases and (31.3%) opting for monthly purchases. Recreational items are purchased yearly, with (24.3%) making occasional purchases. Books are the most common purchase frequency, with 272 books (45.3%) purchased monthly. A majority of (67%) shop cosmetics.

- Overall, the results of level of awareness suggest that various factors, such as store ambience, companions, music, promotional activities, and product displays, play a role in influencing unplanned buying behaviour. Additionally, credit card payments and mood also seem to impact impulsive purchases for a significant portion of the respondents. The data highlights the complexity of impulsive buying tendencies and the varied factors that contribute to them.
- It is understood that, a significant portion of respondents (36.3%) strongly agree that they enjoy the sensation of buying products impulsively, while a smaller percentage (20.3%) disagree or strongly disagree. A significant majority (35%) of respondents agree or strongly agree that impulsive buying brings them joy, while a smaller percentage (10%) disagree or strongly disagree.
- The study measures consumer awareness of impulsively buying behaviour using 23 statements. A sample t-test predicts responses and generalizes opinions to the entire population. The mean value of respondents ranged from 3.96 to 2.84, with relative statements assessing awareness. The results provide valuable insights into consumer behaviour and impulsive buying behaviours.

FACTORS INFLUENCING THE CONSUMER'S IMPULSIVE BUYING OF PRODUCTS IN SHOPPING MALLS

- Advertisement has the highest percentage (43.5%) of respondents strongly agreeing that it influences impulsive buying, indicating that a significant portion of the respondents believe that advertisements play a crucial role in their impulsive buying behaviour.
- The majority (36.8%) of respondents strongly agree that low prices drive impulsive buying, while a very small percentage (0.5%) strongly disagree.
- A high percentage (36.9%) of respondents strongly agree that curiosity influences impulsive buying, but there's no data available for the disagree and strongly disagree categories.
- Respondents have mixed opinions regarding necessity's impact on impulsive buying, with a substantial percentage (31.6%) in the agree category and another substantial percentage (16.3%) in the strongly disagree category.
- The disagree and strongly disagree categories for this factor are missing, but a significant percentage (50.5%) agrees that offers influences impulsive buying followed by 27.4% of the respondents are neutral with regard to this factor and strongly disagree factor is missing for this factor.
- A notable percentage (37.1%) agrees that one-stop shopping influences impulsive buying, while a significant percentage (7.3%) strongly disagree.
- A considerable percentage (35.0%) disagrees premium coupons followed by 34.8% towards neutral in accepting of premium coupons, with regard to economical prize a substantial portion (55.3%) are neutral that drive impulsive buying, followed by 27.9% are strongly agree.
- A significant percentage (33.2%) agrees that store cleanliness plays a role in impulsive buying, followed by 24.7% towards neutral.

FORMS OF VISUAL MERCHANDISING AND IMPULSIVE BUYING BEHAVIOUR

- According to the survey, a substantial number of respondents enter a business after being drawn in by an eye-catching window display, which can lure passersby into the store.
- Window displays have varying effects on actual sales, with a majority of 36.0% strongly disapproving. Shopping decisions are influenced by in-store form/mannequin displays, with a majority of 25.2% indifferent.
- A majority of 55.3% agree that floor merchandising leads to instant product interaction. With 31.5% neutral, promotional signs might stimulate impulsive purchasing. Product exploration is also influenced by sale/clearance



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indications, with 38.4% indifferent. Special promotion signs, on the other hand, which are highlighted by 31.6%, stimulate in-store visits.

FACTOR ANALYSIS– ATTITUDE TOWARDS IMPULSE BUYING OF PRODUCTS

- The analysis reveals that there are six factors formed from the thirty-five statements used to measure the attitude level of the respondents towards the impulsive buying of the products. The six factors that were formed have a cumulative variance of 51.13 percent. The individual variances of the six factors stood at 11.74, 10.48, 8.57, 7.42, 7.28 and 5.65. These six factors are able to reflect nearly 50 percent of the views measured by the thirty-five statements.
- The rotated component matrix reveals the formation of the factors with the statements used to measure the attitude level of the respondents. There are six factors formed and the statements that clumped under each factor is clearly explained in the table of rotated component matrix.
- The large list of thirty-five statement used to measure the attitude level of consumers is grouped into six pre-dominant factors. The six pre-dominant factors that are evolved through the study with the help of the responses from the consumers are Compulsive attitude, Stress Reduction, Desires and Feelings, Thrill and Cautious attitude, Psychological Inducement and Brand and Affordability. These factors reflect the all the attitudes involved in inducing the consumers to opt for impulsive buying of the product.

FRIEDMAN RANK TEST – REASONS FOR PREFERRING OFFLINE SHOPPING

- The ranking implies that, the chi square value ($\chi^2 = 921.945$, $p < 0.000$) is valid and statistically significant. Hence, the null hypothesis has been rejected at 1 per cent level and reveals that, there exists a significant variation among the respondents in the order of their preference to the reasons of preferring impulsive buying.

IMPACT OF IMPULSE BUYING BEHAVIOR IN SHOPPING MALLS

- The analysis revealed that there is significant effect created by the visual merchandising on the minds of the consumers to react impulsively while buying the products. These results can be generalized and revealed that the visual merchandising plays a vital role in the process of buying decision of the consumers which is ascertained from the responses elicited.
- It is found that impulsive buying behavior is prevalent among the respondents, with various motives influencing their purchasing decisions, including excitement.
- The chi-square analysis reveals that the gender and time frame for shopping is statistically significant at 1 percent level. The p-value of the test is less than 0.001 which reveals there is association among the gender and the various time frames during which the respondents go out for shopping.
- The consumers' option of selecting the time for shopping is having an influence based on the gender.
- The family size of above six members also has given the opinion that they need shopping lists some times while going for shopping which supported by 59.90 percent. The family size of above nine members has opined that they need shopping sometimes while going for shopping. There are 54.70 percent of the respondents in this family size opted for having shopping list sometimes.
- The family income is having significant effect on carrying the shopping list occasionally by the respondents of the study. The majority 52.40 percent of the respondents reveal that they carry shopping list occasionally while going for shopping irrespective of the income categories
- It is understood that there is association between occupation and day for shopping selected by the respondents involved in the study. The consumers based on the occupation differ their days of shopping according to the nature of the work they are employed in.
- It is revealed from the study that, there is association among the type of family and time frame for shopping among the respondents of the study. The time frame for going for shopping is associated strongly based on the family structure of the concerned shoppers.
- The study clearly shows that marital status and the habit of going for shopping with the list are associated.
- The chi-square analysis is statistically significant at one percent level and the null hypothesis of the test is rejected. Therefore, it can be concluded that the age and going for shopping with the list is associated with each other.

SATISFACTION LEVEL OF CONSUMERS TOWARDS IMPULSIVE BUYING IN SHOPPING MALLS.

- The level of satisfaction is assessed through various variables and those variables are given to elicit the responses from the consumers. There are fifteen variables that have been considered important and it has the ability to measure



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the satisfaction level of the consumers of impulsively bought products.

- The variables that are highly significant acts as strong base behind the repurchasing habits of the respondents involved in the study and also the population from which the sample was drawn. The post-purchase behaviour is considered important in the process of impulsive buying and as such the variables has been identified which is influencing the satisfaction level of the consumers involved in the study.
- The F-value and p-value of Store Cleanliness is 2.75 and 0.03 signifies that the hypothesis is statistically significant at five percent level. The null hypothesis is rejected due to the p-value of the ANOVA test. It can be said that educational qualification influences the assessment of the store cleanliness and its influence on impulsive buying of the products.
- There are 104 pairs of correlation created among the fifteen variables that are assessing the satisfaction level of the respondents involved in the study.
- The correlative pairs revealed that there are major correlations that exist among the variables of the satisfaction level. There sixty-six pairs that are correlated among each other. The fifty eight pairs have highly significant values and the correlation is significant at one percent level of significance. The variables selected to measure the satisfaction level of the impulsive buying products has significant correlations among them which will enable to give more accurate results. There are eight pairs that have significant values and correlation is significant at five percent level of significance.

VII. CONCLUSION

In today's technological world, especially everyone is going for shopping in malls and purchase impulsively. Even if the price is fixed and cannot be bargained like in a store, impulsive buyers are seeking for simple finding and purchase of the goods in a pleasant method. They are eager to spend and squander their time shopping even for the sake of relaxation. Marketers' first and foremost responsibility is to put in more effort by providing new and reminder advertisements, attracting window displays, decorating the store in an innovative way, providing offers, price discounts, and then the salesman triggers the customer to make purchases that were not previously planned. The impulsive purchase of things offers a different lifeline for the product marketers. Marketers utilize a variety of methods to sell their products. The impulsive sales channel necessitates a significant amount of work on the part of the producers and intermediaries to ensure a successful transaction. The survey has revealed the many methods and strategies by which marketers acquire customers. The study also investigated whether customers are aware of their impulsive purchasing habit. Consumer attitudes have a significant role in making them impulsive purchasers. Consumers have preconceived notions about the numerous elements that compel them to purchase the goods impulsively. The desire and motivations underlying impulsive purchases operate as a barrier to logical decision making in customers. Consumers are increasingly aware of the process of impulsive purchase, yet this does not prevent them from purchasing the product impulsively.

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