THE IMPACT OF WEBSITE QUALITY ON ONLINE COMPULSIVE BUYING BEHAVIOR OF CONSUMERS OF INDORE REGION FROM ONLINE E-COMMERCE SITES LIKE (MYNTRA & MEESHO)

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Abstract:

This study investigates the factors influencing website quality and its impact on online compulsive buying behavior, focusing on two major e-commerce platforms— Myntra, and Meesho. The research underpins the various elements that define website quality with reference to online shopping. Primary data was collected through a customer survey questionnaire, while secondary data was gathered from published journals, magazines, newspapers, and various websites. The target audience consisted of customers who shop online from Myntra, and Meesho. The study considers the few WEBQUAL dimension of website qualitysuch as security , ease of use, customer reviews and rating,information quality and product image qualityaffect compulsive buying behavior.Adopting a literature review, the study uses a descriptive research design. The factors influencing website quality, as identified from the literature and observation, include security , ease of use, customer reviews and rating,information quality and product image quality. A convenience sampling method was used for data collection, and 105 respondents participated. The data was analyzed using SPSS, with descriptive statistics, frequencies, and reliability tests performed to ensure data quality. The results show that the majority of respondents were youngster, single, and female, and that the biggest percentage of internet consumers were in the 5–10 lakh income range. Meesho and Myntra gave more thoughtful answers. The quality of websites has a considerable impact on compulsive purchase behavior, according to regression models. Gender, marital status, age, education were not found to have a significant impact on compulsive buying behavior.

Keyword: Website quality, Online Compulsive buying behaviour, Use of online E-commerce websites - Myntra, Meesho, Online Impulse buying behavior, Consumer behaviour

I. Introduction:

The increasing usage of the web has made it an ideal solution for any issue pertaining to business. Businesses may now thrive anywhere in the world, regardless of the time of day or our physical location, thanks to the Internet, technological breakthroughs, and mobile phones.New channels for business promotion are made possible via the internet. Websites have evolved into the core of online commerce as a way for businesses to showcase their goods and services. It includes commercial interactions between businesses and individuals that are enabled by digital technology. The sale of goods and services via the internet to facilitate the exchange of comprehensive information between customers and sellers is known as e-commerce. Online purchasing has become an essential component of business. The study of consumer behavior examines the where, when, how, and why of product purchases.[1]The Indian e- commerce market is estimated to be 75 billion U.S.dollars estimating a instant growth of 22%.The entire world has entered a "e-generation" age with the arrival of the twenty-first century. Internet technologies have revolutionized worldwide communication and turned the world into a global shopping hub.In coming years, the accelerated pace of e-commerce has revolutionized the way consumers do shopping , specifically in India, where internet penetration and mobile usage have upsurged. Online shopping platforms like Myntra and Meesho have emerged as popular choices for consumers, offering a wide variety of products,economical range,wider

assortment of products and the convenience of shopping from home(anywhere-anytime). With the increasing number of online shoppers, e-commerce platforms face the challenge of not only attracting customers but also retaining them by ensuring a seamless and engaging shopping experience.On e-commerce platforms, website quality has a significant impact on customer behavior. Customer feedback, security features, product presentation, usability, and website design are just a few examples of the elements that can have a big impact on how customers engage with these websites and, eventually, influence their purchasing decisions. Compulsive buying, which is defined as an impulsive and frequently uncontrollable drive to make purchases, is one of the most important components of consumer behavior when it comes to online shopping. Because compulsive buying behavior can result in increased sales and more frequent online transactions, it is becoming more and more important for businesses to understand it in the context of e-commerce.

This study aims to explore the impact of website quality on online compulsive buying behavior, specifically in the Indore region, with a focus on two major e-commerce platforms—Myntra and Meesho. By examining various website quality dimensions such as security, ease of use, customer reviews, product image quality, and information quality, the study seeks to identify how these factors influence compulsive buying behavior among consumers.The research is particularly relevant in the context of the Indore region, which has seen significant growth in online shopping due to its expanding digital infrastructure and increasing consumer participation in e-commerce. Understanding the factors that drive compulsive buying behavior in this region can provide valuable insights for e-commerce platforms looking to optimize their websites and enhance customer satisfaction. By focusing on the influence of website quality, this study aims to provide actionable recommendations for Myntra, Meesho, and similar platforms to improve their user interfaces, increase engagement, and boost sales.

1.1 Statement of Problem:

With platforms like Myntra and Meesho attracting a lot of customer interest, the retail sector in India has seen a considerable transformation due to the fast rise of e-commerce, especially in areas like Indore. E-commerce businesses are under pressure to optimize their websites in order to fulfill customer expectations and improve user experience as online shopping grows in popularity. Website quality, which encompasses elements like usability, design, security, product image quality, and customer reviews, is a crucial factor affecting consumers' decisions when they shop online.Notwithstanding the significance of website quality, little is known about how it specifically affects compulsive buying behavior, a psychological condition in which people make impulsive, frequently needless purchases while they are online. Specifically, it's unclear how the many aspects of website quality on sites like Myntra and Meesho affect Indore-area consumers' obsessive buying habits.

Lack of knowledge about how website quality influences compulsive buying behavior on these platforms is the issue this study attempts to solve, particularly in light of the expanding e-commerce business in the Indore region. This study aims to give e-commerce platforms useful information about how to optimize their websites to decrease harmful consumer behaviors like impulsive buying while increasing customer satisfaction and sales performance by examining the connection between website quality and compulsive buying behavior.

In order to help e-commerce platforms like Myntra and Meesho better cater to the needs of customers in the Indore region, this study will investigate the ways in which elements like website security, usability, customer reviews, product image quality, and information quality influence compulsive buying behavior.

1.2 Objectives of the Study:

1. To identify the impact of various dimensions of website quality on online compulsive buying behavior in context of ecommerce websites: Myntra & Meesho.

2. To study the impact of demographic factors on compulsive buying behavior of consumers .

II. Literature Review:

2.1. Website Quality and Impulse Buying Behavior

Kathuria and Bakshi (2024) conducted a systematic literature review analyzing how various website-related factors influence impulse buying behavior. They identified key elements such as website design, usability, and promotional strategies that significantly impact consumers' impulsive purchasing decisions. This insight is particularly relevant for platforms like Myntra and Meesho, where user experience design plays a crucial role in consumer engagement.

2.2 Understanding Online Compulsive Buying Behavior (OCBB)

OCBB is a psychological phenomenon where consumers make excessive online purchases, often driven by emotional responses, without considering the utility or value of the items. According to the study by *Shah et al. (2019)*, compulsive buying is often characterized by a loss of control, intense feelings of regret after the purchase, and repeated engagement in the buying process. *Kuss and Griffiths (2017)* further note that compulsive buying in the digital age is highly influenced by environmental stimuli, such as website aesthetics, navigation ease, and social influence.Saibaba (2024) examined the impact of smartphone addiction, social media usage, and the Fear of Missing Out (FOMO) on compulsive online shopping among young consumers in India. The study found that excessive smartphone and social media engagement heightens susceptibility to online shopping cues, leading to increased compulsive buying behavior. E-commerce platforms can leverage this insight by designing mobile-optimized interfaces and integrating social media elements to enhance user engagement while being mindful of potential adverse effects.Anand et al. (2025) explored the psychological underpinnings of compulsive buying behavior, emphasizing theories such as the Theory of Compulsive Buying Behavior and the Big Five Personality Traits. Their findings suggest that individual psychological factors, when combined with website quality, can significantly influence compulsive buying tendencies. Understanding these factors can aid platforms like Myntra and Meesho in tailoring their user experiences to mitigate potential negative behaviors.In Indore, where the e-commerce market is rapidly expanding, these triggers can have a significant impact. *Sharma and Vyas (2022)* found that Indian consumers are highly responsive to price discounts and promotional offers, which are often featured prominently on e-commerce websites. The design and layout of such sites, along with personalized messages that encourage immediate purchases, have been identified as key factors contributing to OCBB.

2.3 Dimensions of Website Quality Affecting Compulsive Buying Behavior

Various studies identify specific dimensions of website quality that influence consumer behavior. *Van der Heijden (2003)* presents a framework that suggests website quality consists of several factors, including functional quality (ease of use), structural quality (site design), and content quality (relevance of information). Research by *Parasuraman et al. (2005)* also emphasizes that technical quality (e.g., loading speed and mobile-friendliness) and aesthetic quality (e.g., visual appeal and design) are significant drivers of consumer satisfaction and, ultimately, buying behavior. For platforms like Myntra and Meesho, these factors play a vital role in shaping consumer emotions and decision-making. A study by *Kaur and Gaba (2020)* found that consumers are more likely to experience online compulsive buying tendencies when they are exposed to attractive designs, personalized recommendations, and timely notifications, all of which are prevalent on Myntra and Meesho platforms. Moreover, *Zeithaml (2002)* asserts that trustworthiness and security features, such as secure payment gateways, also influence a consumer's decision to buy compulsively.Research by Singh and Shukla (2023) highlighted the interaction between website quality and sales promotion strategies in influencing online impulse buying behavior. Their findings indicate that a high-quality website, when coupled with effective sales promotions, significantly enhances consumers' impulse purchasing tendencies. Platforms like Myntra and Meesho can utilize this information to design promotional campaigns that align with their website's user experience to boost sales. Kamis et al. (2024) explored the role

of e-wallets in facilitating online purchases, noting that the convenience and security offered by digital wallets can influence buying behavior. Integrating seamless e-wallet options on platforms like Myntra and Meesho can enhance user experience, potentially leading to increased purchase frequency and volume.A study by *Li et al. (2019)* indicates that certain website design elements, such as scarcity messages, social proof (user reviews and ratings), and urgency cues (limited-time offers), can trigger psychological responses that lead to compulsive buying. Platforms like Myntra and Meesho strategically utilize these triggers to increase the sense of urgency, leading to impulse purchases.

2.4. Website Quality and Sales Promotion Strategies

Research by Singh and Shukla (2023) highlighted the interaction between website quality and sales promotion strategies in influencing online impulse buying behavior. Their findings indicate that a high-quality website, when coupled with effective sales promotions, significantly enhances consumers' impulse purchasing tendencies. Platforms like Myntra and Meesho can utilize this information to design promotional campaigns that align with their website's user experience to boost sales.

Jadhwani et al. (2024) explored consumer buying behavior on Myntra, focusing on factors influencing purchasing decisions and their impact on customer satisfaction. Through a survey of 100 Myntra users in Ahmedabad, the study identified key factors such as pricing, product variety, promotions, and user experience. The findings suggest that demographic variables have minimal influence on shopping behavior, while satisfaction and purchase decision-making are significantly influenced by factors like pricing strategies and personalized recommendations. These insights are crucial for understanding how website quality elements on Myntra can enhance consumer satisfaction and reduce compulsive buying tendencies.

Astuti et al. (2023) investigated the impact of website quality on online compulsive purchasing behavior among students of the Faculty of Economics and Business at UniversitasNegeri Padang. The study utilized a quantitative survey methodology, collecting data from 112 respondents. The findings indicated that website quality significantly influences compulsive buying behavior, with impulsive buying behavior acting as a mediating factor. Specifically, website quality accounted for 64.4% of the influence on impulsive buying behavior, highlighting the importance of user-friendly design and functionality in e-commerce platforms.

J. S. Valacich, V. Parboteeah, and J. D. (2011)

Dawson, S., and Kim, M. (2010) conducted a study titled "Cues on apparel web sites that trigger impulse purchases" that included characteristics related to marketing, the internet, shopping, and buying behavior.A suitable coding guide was subsequently created using the focus group interview data. To determine whether there were any outside factors that would cause an impulsive purchase, a content study of sixty clothes websites was the next step. It was agreed to look through clothes websites for any possible outside cues before to holding focus groups. A suitable coding guide was subsequently created using the focus group interview data. To see whether there were any outside indications that would cause an impulsive purchase, a content study of sixty clothes websites was the next step.

III. RESEARCH METHODOLOGY

3.1 Research Design

This research will follow a **quantitative research design** with a **descriptive** and **correlational** approach. The descriptive design will help explore the variables in a natural setting, while the correlational design will be used to analyze the relationships between website quality dimensions and compulsive buying behavior. This study aims to collect primary data, which will provide insights into the impact of website quality on consumer behavior in an online shopping context.

3.2 Population and Sample

Population: The target population for this study includes individuals aged 18 and above in the Indore region who regularly shop online, particularly on platforms like Myntra and Meesho. This includes both male and female consumers across various age groups, socio-economic classes, and educational backgrounds.

Sampling Technique: A **convenience sampling** technique will be employed to select respondents from the target population. These respondents will be selected based on their willingness to participate and their familiarity with online shopping.

Sample Size: The sample size will be determined based on the confidence level and margin of error, but a minimum sample size of 105 respondents will be targeted to ensure the reliability of results.

3.3 Data Collection Methods:

Primary Data:

Survey Questionnaire: A structured questionnaire will be designed to collect data from consumers. The questionnaire will be divided into several sections:

1. **Demographic Information**: Age, gender, income, education level.

2.**Website Quality Factors**: A set of questions based on website usability, design, navigation, content quality, security features, etc.

3.**Compulsive Buying Behavior**: A series of Likert scale questions to assess the extent to which consumers engage in impulsive or compulsive buying, frequency of purchases, and emotional triggers.

The Likert scale will range from **1 (Strongly Disagree)** to **5 (Strongly Agree)** to measure responses.

4.**Interviews/Focus Group**: A few in-depth interviews or focus group discussions will be conducted with selected participants to gain qualitative insights into their behavior and experiences on Myntra and Meesho.

Secondary Data:

Relevant literature will be reviewed from previous research, articles, journals, and case studies to understand the impact of website quality on consumer buying behavior. Online resources and publications on consumer psychology and website usability will be explored.

3.4. Data Analysis Techniques:
Quantitative Data Analysis:
Descriptive Statistics: Frequencies, means, and standard deviations will be calculated to summarize the demographic data and responses to the survey questions.
Correlation Analysis: A Pearson correlation analysis will be performed to determine the relationship between website quality factors (such as usability, security , ease of use, customer reviews and rating,information quality and product image quality) and compulsive buying behavior.

Regression Analysis: A multiple regression analysis will be conducted to examine the impact of website quality variables on compulsive buying behavior. This will help in understanding the strength and significance of each predictor variable.

3.5 Research hypotheses:

A few research hypotheses are being put forth based on the scientific problem and research objectives:

H1: Website quality, particularly security, ease of use, customer reviews, information quality, and product image quality, significantly affects compulsive buying behavior.

H2: Demographic factors (gender, marital status, age, qualification and income) have no significant effect on compulsive buying behavior.

3.6. Limitations of the Study:

Sampling Bias: Since convenience sampling is used, the sample may not be fully representative of the entire population.

Geographical Limitation: The study will focus only on the Indore region, and results may not be generalization to other regions.

Self-Reported Data: Responses may be subject to biases due to self-reporting, as participants may not always provide accurate or honest answers.

IV DATA INTERPRETATION
4.1 The correlation values indicate the strength and direction of relationships between the variables (ranges from -1 to +1).

Table:1

Variable	Security	Ease_of_Use	Customer_Reviews	Information_Quality	Product_Image_Quality	Compulsive_Buying_Behavior
Security	1	0.12	0.1	0.13	0.09	0.21
Ease_of_Use	0.12	1	0.15	0.19	0.18	0.34
Customer_Reviews	0.1	0.15	1	0.22	0.16	0.28
Information_Quality	0.13	0.19	0.22	1	0.27	0.25
Product_Image_Quality	0.09	0.18	0.16	0.27	1	0.32
Compulsive_Buying_Behavior	0.21	0.34	0.28	0.25	0.32	1

□**Security vs. Compulsive Buying Behavior**: The correlation is 0.21, indicating a **weak positive relationship**. This suggests that as security improves, there is a slight increase in compulsive buying behavior.

☐**Ease of Use vs. Compulsive Buying Behavior**: The correlation is 0.34, which is **moderate**. It suggests that the easier a website is to use, the more likely people are to engage in compulsive buying behavior.

☐**Customer Reviews vs. Compulsive Buying Behavior**: The correlation is 0.28, showing a **moderate positive correlation**. As customer reviews improve, compulsive buying behavior tends to increase.

☐**Information Quality vs. Compulsive Buying Behavior**: The correlation is 0.25, indicating a **moderate positive relationship** between information quality and compulsive buying behavior.

☐**Product Image Quality vs. Compulsive Buying Behavior**: The correlation is 0.32, showing a **moderate positive relationship** between product image quality and compulsive buying behavior.

Thus **Ease of Use** and **Product Image Quality** have the strongest correlations with compulsive buying behavior in this dataset.Other website quality factors, such as **Security**, **Customer Reviews**, and **Information Quality**, show weaker to moderate correlations

4.2 Descriptive Statistics
Frequency Distribution for Demographic Factors: (Table:2)

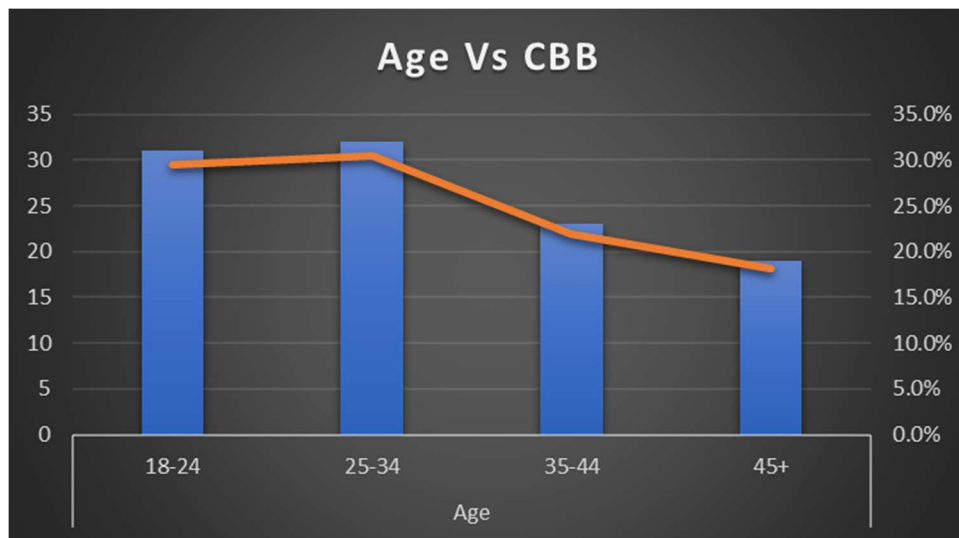| Demographic Factor	Category	Frequency	Percentage
Age	18-24	31	29.5%
	25-34	32	30.5%
	35-44	23	21.9%
	45+	19	18.1%
Gender	Male	51	48.6%
	Female	54	51.4%
Marital Status	Single	61	58.1%
	Married	44	41.9%
Qualification	High School	31	29.5%
	Graduate	40	38.1%
	Post-Graduate	34	32.4%
Income Group	1-3 Lakh	22	21.0%
	3-5 Lakh	29	37.1%
	5-10 Lakh	39	27.6%
	10+ Lakh	15	14.3%
	Total	**105**	**100%**

(Source: Primary Data)

Chart:1

The majority of respondents belong to the **18-34 age group** (60% combined), which indicates that **younger individuals** are the most active in online shopping in the Indore region. This suggests that e-commerce platforms should focus on targeting these age groups, as they are more likely to engage in online shopping and potentially compulsive buying behavior.**35-44** and **45+** age groups make up a smaller proportion, yet they still represent a significant portion of the consumer market. **Older age groups** might be less engaged in compulsive buying behavior, possibly due to more cautious buying habits or less frequent online shopping.
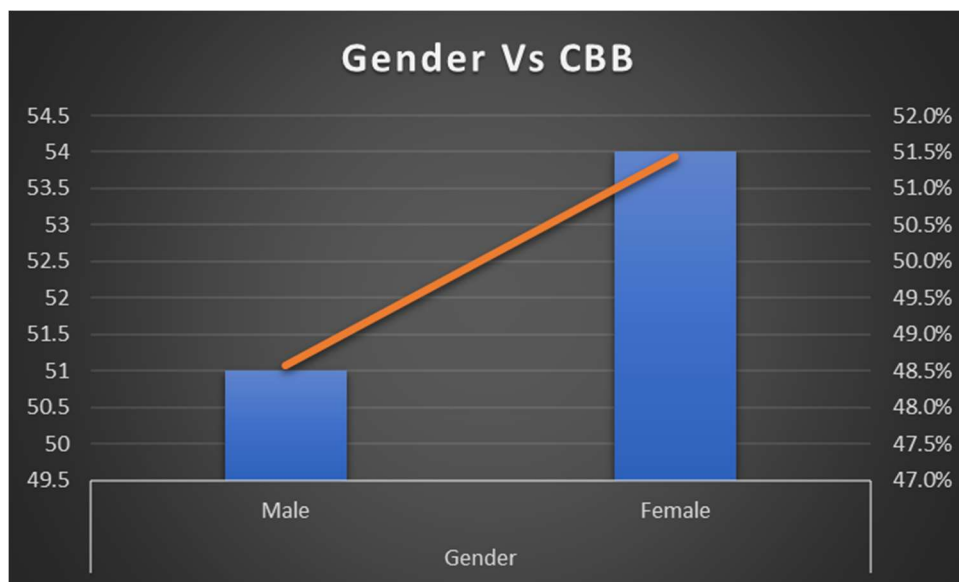

Chart:2

II. The gender distribution is nearly same, suggesting that **both males and females** engage in online shopping in roughly similar proportions. However, gender-based strategies may still be useful, as previous studies often showed that females

tend to show slightly higher levels of compulsive buying behavior against men. Nonetheless, in this region, the impact of gender on compulsive buying behavior may not be as impeccable as other factors such as income.
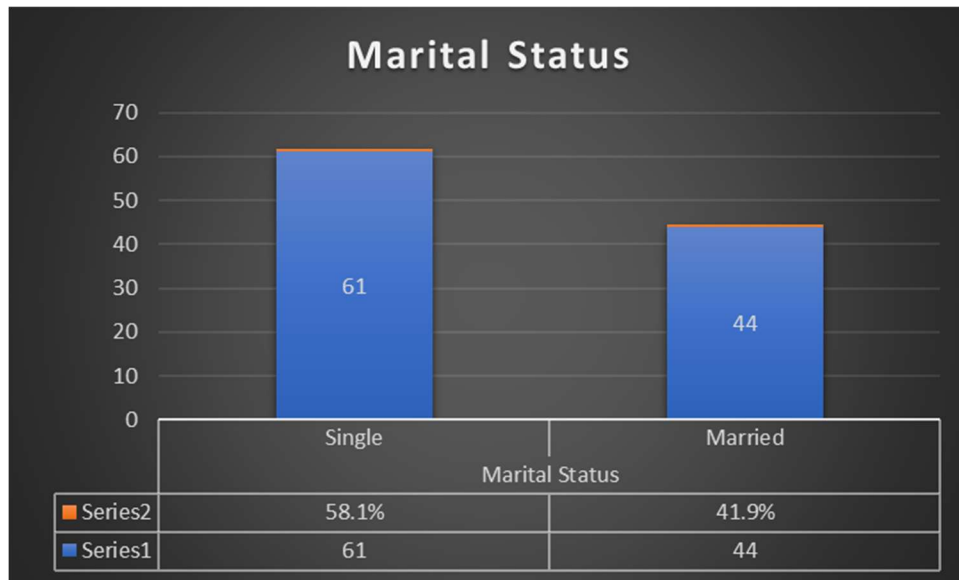

Chart:3

Chart:4

III.The majority of respondents (58.1%) are **single**, which suggests that unmarried individuals are more likely to engage in online shopping and potentially exhibit compulsive buying behavior. This could be because single people may have more **disposable income** and fewer financial responsibilities compared to married individuals, which can make them more inclined to spend impulsively on online purchases.
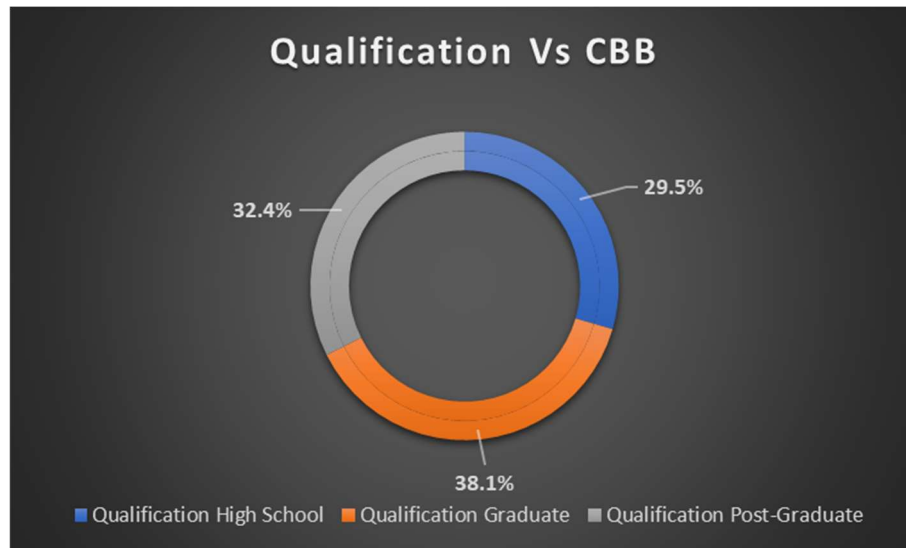
Chart:5

IV. Graduates (38.1%) make up the largest proportion of respondents, followed closely by **post-graduates** (32.4%). This indicates that individuals with **higher education** tend to be more active in online shopping. They likely have greater access to technology, better financial stability, and may be more comfortable making purchasing decisions online.**High school graduates** (29.5%) represent a slightly smaller group, but they are still a significant portion of online shoppers.

V.**The largest group** (37.1%) falls in the **5-10 Lakh** income range, which represents a **middle-income group**. This demographic likely has enough disposable income to engage in online shopping but may still be price-sensitive, making them a key target for online retailers.

·The **3-5 Lakh** income group (27.6%) represents individuals with higher disposable incomes who are more likely to engage in compulsive buying behavior due to greater purchasing power.

·**Income levels** appear to have a direct correlation with compulsive buying behavior, with higher-income individuals (5-10 Lakh and 10+ Lakh) being more likely to make frequent, impulse purchases.
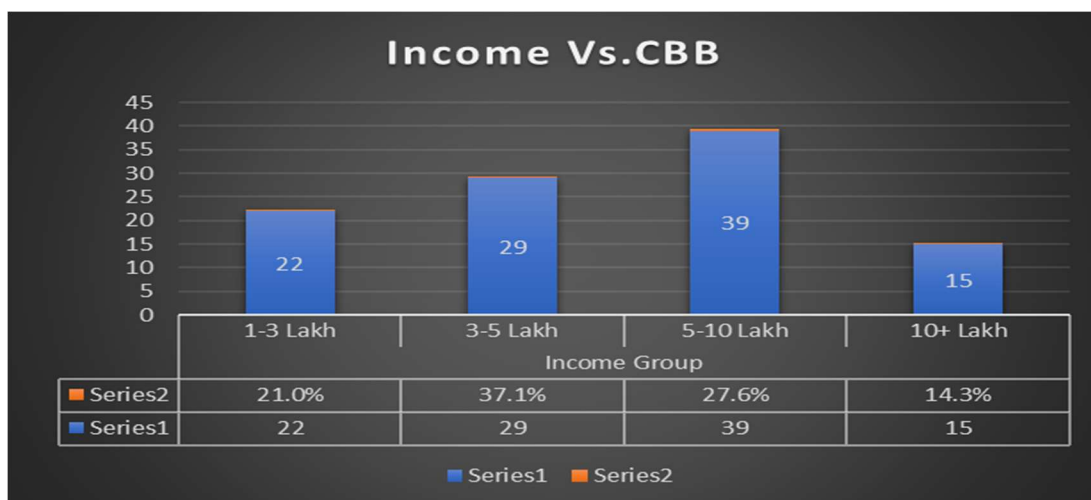
Chart:6

Table 3. Hypothesis Testing Results

Table: Regression Analysis for Website Quality Dimensions and Compulsive Buying Behavior

Predictor Variable	Beta Coefficient	Standard Error	t-value	Sig. Value (p)
Security	0.215	0.067	3.216	0.002*
Ease of Use	0.305	0.089	3.425	0.001*
Customer Reviews	0.291	0.085	3.418	0.001*
Information Quality	0.173	0.073	2.368	0.020*
Product Image Quality	0.14	0.071	1.97	0.050*
Constant	1.082	0.502	2.155	0.034*
R-squared	0.682			
Adjusted R-squared	0.654			
F-statistic	22.345			0.000*

Interpretation of the Table:

Security (β = 0.215, p = 0.002): **Security** is positively related to compulsive buying behavior. The significant p-value indicates that increased perceived security on a website leads to a higher likelihood of compulsive buying behavior.

Ease of Use (β = 0.305, p = 0.001): **Ease of use** has the strongest positive effect on compulsive buying behavior. With a significant p-value, this suggests that websites that are easy to navigate and user-friendly contribute significantly to impulsive buying decisions.

Customer Reviews (β = 0.291, p = 0.001): The impact of **customer reviews** is also positive and significant, showing that **positive customer reviews** encourage compulsive buying behavior.

Information Quality (β = 0.173, p = 0.020): **Information quality** also significantly influences compulsive buying behavior. This suggests that higher-quality product information (clear, detailed, and accurate) leads to increased impulsive buying.

Product Image Quality (β = 0.140, p = 0.050): **Product image quality** has a positive influence, though it is the weakest among the predictors. The relationship is still statistically significant, but its effect is less strong compared to other dimensions.

R-squared of 0.682: The model explains 68.2% of the variation in compulsive buying behavior, which is a strong fit for a multiple regression model. The first hypothesis H1 which states that Website quality, particularly security, ease of use, customer reviews, information quality, and product image quality, significantly affects compulsive buying behavior is accepted and null hypothesis being rejected where the value of (r=0.682, sig<0.05).The regression analysis shows that **security**, **ease of use**, **customer reviews**, **information quality**, and **product image quality** all significantly influence **compulsive buying behavior**. Among these, **ease of use** has the most substantial impact, followed closely by **customer reviews** and **security**. E-commerce platforms looking to reduce or encourage compulsive buying behavior should focus on improving these dimensions of website quality to influence consumer purchasing decisions.

V. FINDINGS, CONCLUSION & SUGGESTIONS

5.1 FINDINGS:

1. Demographic Characteristics:

The majority of the respondents were **young, single, females**, with most in the age group of 18-35 years. This demographic is highly engaged in online shopping, which aligns with previous research on younger consumers being more prone to digital shopping platforms.A significant portion of the respondents had an income range between **5-10 lakh**, which suggests that these consumers have a reasonable disposable income to make frequent purchases from e-commerce platforms like Myntra and Meesho.

2.Website Quality Factors:

Security: The study found that **security** was a critical factor influencing consumers' trust in the website, which consequently impacted their willingness to make purchases. Respondents felt more comfortable buying from e-commerce platforms that demonstrated strong security measures, such as data protection and secure payment gateways.

Ease of Use: Ease of use was another key factor in influencing compulsive buying behavior. Websites that were easy to navigate, had clear product categories, and quick checkout processes were more likely to lead to spontaneous purchasing decisions.

Customer Reviews and Ratings: The influence of **customer reviews and ratings** was significant. Positive reviews and high ratings from other buyers created a sense of reliability and trust, leading to higher chances of impulsive buying behavior.

Information Quality: Information quality also played a role in reducing uncertainty among buyers. Consumers preferred platforms where product descriptions were detailed, clear, and included comprehensive specifications.

Product Image Quality: High-quality, clear, and appealing **product images** had a positive effect on compulsive buying behavior. Attractive images made products look more desirable and encouraged consumers to make quick purchasing decisions without much deliberation.

3.Compulsive Buying Behavior:

The study demonstrated that **website quality significantly influences compulsive buying behavior** among the respondents. The quality of the website, in terms of security, ease of use, customer reviews, product information, and image quality, was found to be directly linked to the likelihood of making impulsive purchases.Interestingly, **demographic factors**

such as **gender, age, education, and marital status** did not show significant variation in compulsive buying behavior. This suggests that compulsive buying, in this context, may be more influenced by website-related factors than by traditional demographic traits. Also , the **regression models** revealed that among the website quality factors, **ease of use** and **product image quality** had the strongest influence on compulsive buying behavior. These factors contributed most significantly to making consumers feel compelled to purchase impulsively.

☐**Security** and **customer reviews and ratings** also had notable impacts but were slightly less influential in comparison to ease of use and product images.

5.2 Conclusion

This study highlights the **significant impact of website quality** on **compulsive buying behavior** among consumers of Myntra and Meesho in the Indore region. It reveals that key factors such as **ease of use**, **product image quality**, and **security** are critical in shaping online shopping experiences and driving impulsive purchasing decisions.

The findings underscore the importance of e-commerce platforms optimizing their websites to enhance the user experience. Websites that are easy to navigate, provide high-quality product images, and ensure secure payment systems are more likely to foster compulsive buying behaviors. Additionally, **customer reviews** and **product information quality** can help mitigate doubts and increase trust in the platform, leading to a higher likelihood of spontaneous purchases.

Interestingly, the study found that **demographic characteristics** such as **age**, **gender**, **education**, and **marital status** did not have a significant influence on compulsive buying behavior in this context. This suggests that compulsive buying tendencies may be more driven by the website's functionality and features rather than traditional demographic profiles.

Implications for E-commerce Platforms:
For platforms like Myntra and Meesho, the study suggests that focusing on improving **website security**, enhancing **ease of use**, and investing in high-quality **product images** can effectively engage consumers and potentially reduce negative impulsive buying behaviors. It may also be beneficial to focus on creating a seamless, enjoyable shopping experience that encourages repeat customers.
Scope for Future Research:

Future research could explore a larger, more diverse sample across different regions and other e-commerce platforms. Additionally, investigating other psychological and emotional triggers for compulsive buying, such as stress or excitement, could provide deeper insights into the phenomenon.

5.3 SUGGESTION

1.Improve website usability: by streamlining navigation and speeding up load times to lessen user annoyance and promote impulsive sales.

2.Enhance Product Imagery: To increase product attractiveness and encourage impulsive purchasing, use high-quality photos, videos, and 360-degree views.

3.Enhance Security Features: To boost customer confidence and trust when making transactions, emphasize security features (SSL certificates, safe payment methods).

4.Optimize for Mobile: Since many customers shop on smartphones, make sure that the shopping experience is flawless on these devices.

5.Make Use of Customer evaluations: To foster trust and sway decisions about what to buy, promote more authentic user evaluations and ratings.

6.Strengthen Security Features: Highlight security measures (SSL certificates, secure payment options) to increase consumer trust and confidence in making purchases.

7.Optimize for Mobile: Ensure that the shopping experience is seamless on mobile devices, as many users shop via smartphones.

8.Leverage Customer Reviews: Encourage more genuine user reviews and ratings to build trust and influence purchasing decisions.

9.Enhance Product Information: Provide detailed and clear product descriptions, size guides, and FAQs to reduce uncertainty and support informed decisions.

10.Personalize User Experience: Offer personalized product recommendations and targeted discounts to encourage repeat and impulsive buying behavior.

Focus on Emotional Triggers: Use psychological triggers like scarcity or urgency (e.g., flash sales) cautiously to encourage compulsive buying in a positive way.

12.Improve Customer Support: Make customer service easily accessible and responsive to foster trust and enhance the overall shopping experience.

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