



Rizvi Education Society's  
**RIZVI COLLEGE**  
 OF ARTS, SCIENCE & COMMERCE

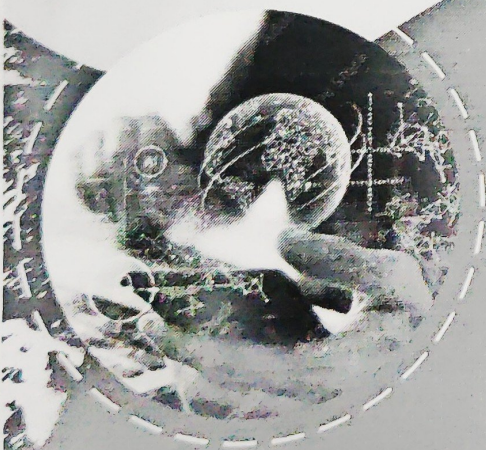


# International Journal of Research

A Blind Peer Reviewed Biannual Journal  
 Impact Factor SJIF 2022 (8.694)



**Volume 11 Special Issue**  
**March 2022**  
**ISSN 2231 - 6124**



**Subject :**  
**MULTI DISCIPLINARY**

**EDITOR-IN-CHIEF**  
**Dr. (Mrs.) Anjum Ara M.K. Ahmad**



COMMERCE AND FINANCE

CONTENTS

- 1 An Analysis of Financial Performances of Housing Finance Companies in India: Before and After COVID-19 Outbreak  
*Shaikh Irshad Wajid and Vishnu N Yadav* 1-5
- 2 A Study of the Effectiveness of M-Commerce in Mumbai and Palghar District of Maharashtra  
*Shaikh Sana Salim* 6-10
- 3 A Study on Customer Satisfaction towards the Service Delivery process of Online Food delivery in Thane District  
*Megha Somani and Shailashri Uchil* 11-13
- 4 A Study on Emerging Trends in Indian Derivative Market  
*Firoz Khan Khurshit Khan* 14-16
- 5 A Study on Green Finance Adaptability in Mumbai Western Suburbs with Reference to Malad  
*Shruti Milind Soparkar and Shital N. Patil* 17-20
- 6 A Study on Impulsive Buying Behaviour of In-store Retail Shoppers –An Evidence of Palghar Town  
*Mohammad Khalil Ahmad, Pooja Ravindra Shetty* 21-23
- 7 A Study on Savings and Investment Type among the People of South India  
*Kousalya Amudhan* 24-27
- 8 An Analytical Study of Various Financial Assets among the People of Thane District, Maharashtra, India  
*Omkar Sudhir Kabadi* 28-32
- 9 An exploratory Study on Challenges Faced by Work from Home Faculty Members in Mumbai Region  
*Pawankumar D. Sharma* 33-35
- 10 An Overview on Marketing of Banking Services in India  
*Vijay G. Charwale* 36-39
- 11 Brexit, An Enquiry Through the Pros of Zodiac Sign of New Hopes and Cons of Refugee Flow  
*Mohammed Shifan M* 40-43
- 12 Components of Moral-based Capital Market  
*Ashfaq A Khan, Mohammad Mukhtar Khan* 44-48
- 13 Consumer Preference on Internet Marketing: A Study  
*L. Manju Bhargavi* 49-51
- 14 Corporate Social Responsibility (CSR): Method, Mechanism and Machinery for Social Change and Development  
*Hemchandra Narsingrao Deshmukh* 52-57
- 15 Cryptocurrency – Taxable  
*Shweta Pandey* 58-61
- 16 CSR Initiatives for Environmental Sustainability by HUL & ITC Ltd. after Mandatory Clause for CSR Expenditure  
*Ravi Vyas, Chaudhary Saket Kumar* 62-66
- 17 Cyber Securities in Bank  
*Geeta Avinash Rashinkar* 67-69



## A Study on Impulsive Buying Behaviour of In-store Retail Shoppers – An Evidence of Palghar Town

<sup>1</sup>Mohammad Khalil Ahmad  
<sup>2</sup>Pooja Ravindra Shetty

<sup>1</sup>Department of Commerce, Ph.D.Guide, K. P. B. Hinduja College of Commerce, Mumbai  
<sup>2</sup>Research Scholar, Department of Commerce, K. P. B. Hinduja College of Commerce, Mumbai  
 E mail: shettypooja476@gmail.com

### Abstract

Due to Covid 19 pandemic, there was disruption in day to day lives of people for a significant period of time. This has impacted the retail industry in a completely different way. As the Retail sector is critical to supply day to day items, it was functional during pandemic. As the pandemic went on for a long period of time, it has altered the behaviour of customers to great extent. In this study, the research intends to understand the changed business models of the retail sector and also behavioural changes which would continue to impact the retail industry. One specific phenomena that remains true to human behaviour is making impulsive decisions stemming out of a number of intrinsic and extrinsic factors. The research aims to study the contributing factors and most inclined category.

**Keywords:** Marketing Mix, Packaging, Retail Sector, Impulsive Buying Behaviour

### Introduction

#### A. Retail Industry in India

As the nation advents from society advents from Society 4.0 to 5.0, we witness innumerable and unbelievable changes across various sectors yet India's Retail industry is grossly unorganised. It is estimated that around 90% of the overall retail sector falls in the unorganised category. This creates scope for organised players in the long term to dominate the market and grow disproportionately for years to come. Indirect Tax reforms introduced in 2017 (Goods and Services Tax) will facilitate organised retail and limit scope for unorganised retail in India.

With such prospects, it is important for existing retail companies to draw a long-term plan to overcome challenges. Another observation is that, while the retail

industry is dominated by unorganised players, it increases the length of distribution chains leading to lesser margins at ends. On other hand, organised retail is successful in controlling inventories and reducing middlemen in distribution chains. This allows organized players to offer better discounts on a daily basis.

The testimony to India's Retail sector is that every big corporate conglomerate in India is entering this sector aggressively, that is, Tata Group with Star Bazaar and Multiple E-commerce ventures, Reliance Group with its Reliance Retail Subsidiary, Trends Stores, Aditya Birla with more stores. Emergence of E-commerce has consolidated the pace of organised retail growth in recent years.

#### B. Marketing mix in dynamic business Environment

IMPACT FACTOR SJIF 2022 (8.604)

Rizvi College of Arts, Science & Commerce ♦ Vol. 11 Special Issue ♦ March 2022 ♦ International Journal of Research

