The Impact of Online Shopping Convenience on Impulse Purchase Decisions of Cosmetic Products Among Women Belonging to Generation Z in Bangalore

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Abstract

The study investigates the impact of the five dimensions of online shopping convenience-facilitating access, search, evaluation, transaction, and post-purchase-on the impulsive purchases of cosmetics by Generation Z women in Bangalore. It also investigates how personality traits of self-control, emotional reactivity, risk-taking behaviour, and openness to new experiences impact these choices. The study attempts to evaluate the impact of these aspects of convenience and personality traits towards impulsive buying tendencies.

Correlation analysis was applied to explain the relationships between dimensions of shopping convenience influencing impulsive purchases in the sample of 270 respondents. In addition, case studies were included to enrich understanding of how personality influences impulsive buying choices. The findings indicate the dominant conditions of convenience for access and search in terms of flexibility with respect to time and space, navigability, and product findability. Convenience in evaluation and transactions is also relevant, as these lead to less cognitive strain and fluid buying experiences. Convenience after purchase had moderate effects, mostly for increasing satisfaction and trust.

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Individual dimensions of convenience show a varying degree of correlation with personality traits. Openness to new experiences and self-control are more highly related to emotional reactivity and risk-taking. Results suggest multiple effects, especially in the early stages of the shopping journey. These findings suggest marketers can increase the rate of impulsive purchases by enhancing usability of their interfaces, providing extensive product information, ensuring efficient transaction processes, and establishing dependable post-purchase processes. The study thus provides practical insights useful to businesses aiming to boost online shopping experiences and leverage Generation Z's propensity toward impulsive purchases.

The state of convenience in the online environment (example: one-click checkouts, same-day delivery) may represent Laibson's thesis on over-liquidity. The "easier to buy" environment lowers the natural psychological barriers for impulse buying.

The planner-doer" model of Thaler explains how opportunity costs are often neglected, how we confuse the value we assigned to ownership with economic value (or the endowment effect), and how we are subject to dynamic inconsistency, and the resulting impulsive or contradictory choices.

Keywords: *Impulse Purchase Behavior, Online Shopping Convenience, Generation Z Consumers, Personality Traits, Cosmetic Products Market, Access, Evaluation, Transaction, Post-Purchase Dynamics, E-Commerce, Emotional Reactivity, Consumer Behavior, Correlation Analysis, Hyperbolic Discounting, Behavioral Economics*

1.Introduction

The rapid digital transformation has remodelled many common behaviors including shopping, which has now become a one-stop shop for buyers. A number of options provided by the convenience of not having to travel in person, negotiate the crowds, and compare prices to get the best deal without being hassled through face-to-face interactions influence consumers' choices about online shopping. Now, e-commerce platforms and marketplaces have elevated the shopping experience and offered a high level of trust and elasticity to buyers. To this extent, global e-commerce transactions by December 2022 were nearly 7.8 billion a day, bringing forth heavy dependence and patronage of online shopping (IBEF, 2024). In India, the number of online shoppers is expected to increase from 150 million in 2020 to around 500 million by 2030, with the e-commerce market reaching $350 billion by the same year (IBEF, 2024).

The pandemic of COVID-19 expedited the growth of e-commerce and made it a vital part of the retail framework. Of late, by 2021, the online retail market in India was expected to contribute 7% of total retail revenue, estimated at $55.1 billion (IBEF, 2024). Research indicates that convenience, access to information, product and service availability, and cost and time effectiveness were the four factors driving online purchasing behaviour (Veerakumar, 2016). This development has significantly impacted the Indian beauty and personal care (BPC) market, which is expected to grow to $34 million from $21 billion in 2028, due to the rise in online penetration and demand for luxury premium products. India is currently the fastest-growing BPC market in the world with a projected 10-11% CAGR through 2028, overtaking China which is glued at 4-5% (ETtech, 2024).

As BPC expands its market, online beauty care is likely to grow from 181 million to an estimated 272 million between the years 2024 and 2027 (Statista Research Department, 2017). This is driven largely by the generational group of Generation Z consumers who value appearance and are largely influenced by social media and beauty trends. Unlike previous generations, Gen Z women are much more concerned with product ingredients and personalized skincare approaches than generic skin care products. These consumers have been very receptive to education via social media, with 76% of Gen Z women agreeing that looking good has got to be a priority, and an additional 25% noting that inconsistent beauty routines impact their overall appearance (Mintel, 2024). Presently, Gen Z comprises 20-25% of the online lifestyle market, with an estimated GMV of $4 billion (Tandon, 2024).

The aim of this study is to think through the significance of online shopping convenience toward impulse purchase decisions concerning cosmetic items among Generation Z female consumers in Bangalore. Given their digital proficiency and high engagement in the e-commerce domain, this consumer segment presents an opportunity to provide insights into the prospects that convenience offers for spontaneous purchasing in a rapidly changing online marketplace.

2.Literature Review

Author	Dr. Vikas Gautam
Title	Shopping Convenience: A Case of Online Retailing
Published	Review of Professional Management
Date of Publication	2018
Key Findings	1.In the current digital era, the availability of resources and information has made product knowledge easily accessible for customers at an extremely low budget. 2. To prioritize customer satisfaction, ensuring convenient shopping has been of utmost priority backed by factors such as competitive costing, quality of the goods, goodwill, proactivity, and generosity of the seller. 3.As per this study, three unique standards of convenient shopping have been discovered: 'Search Convenience, Evaluation Convenience, and Possession Convenience'(Gautam, 2018).

Author	Spandita Nandi
Title	Factors Affecting Impulse Buying of Beauty Products
Published	*AIMS International Journal of Management*
Date of Publication	January 2021
Key Findings	1.While gaining awareness and the ability to access international brands, impulsive buying increased in post-millennium Indian retailing. 2.Certain characteristics in propensity for impulsive buying are lack of self-control and vulnerability to stress. 3.Holiday shopping and ever-changing retail and marketing strategies had dramatically increased the incidences of impulsive buying in India. 4.Customer access to convenience stores 24 hours a day combined with teleshopping channels and e-commerce is causative for habitual impulsive buying by enabling constant access and convenience (Nandi, 2021).

Author	B Ashok , Rutuja Dnyandeo Narkhede , Sakshi Brahm Bhatt
Date of Publication	January 2023
Published	International Journal of Innovative Research in Technology
Title	A Study of Indian customers' impulsive buying behavior of cosmetics through cybershopping
Key Findings	1.Impulsive buying is found in a lot of cosmetic products, while other significant determinants of purchase behavior include product size, promotions, and advertising. 2.Research found that the propensity to repeat online purchases is influenced by product quality, brand loyalty, advertisement, and product volume. 3.This study finds a low correlation between customer satisfaction with earlier experiences with a company, its brand perception, and consumer behavior. Consumers will tend to make implied purchase decisions primarily from the value of the customer experienced, for brands in context insinuation based linkages are usually passive and reliant on external or environmental stimuli (Ashok et al., 2023).

Author	Risca Fitri Ayuni
Title	The online shopping habits and e-loyalty of Gen Z as natives in the digital era
Published	Journal of Indonesian Economy and Business
Date of Publication	2019
Key Findings	1.Known for being proficient with websites and applications, Generation Z tends to dominate all other consumer forces, spending their day-to-day routines much influenced by the Internet. 2.As the influence of Gen Z continues to grow, so will its impact on business models as Industry 4.0 seeks to take form and urges companies to develop new business models. This generation still demands high-quality e-services which can help build loyalty on digital platforms, websites being critical in particular. 3.Online customer value, consisting of the three aspects of economy, social life, and function, may serve to strengthen satisfaction through e-service quality as a mediating factor in the online-shopping satisfaction process (Ayuni, 2019).

Author	Panithan Kasinphila, Kitikorn Dowpiset, Chompu Nuangjamnong
Title	Influence of Web Design, Usefulness, Ease of Use, and Enjoyment on Beauty and Cosmetics Online Purchase Intention towards a Popular Brand in Thailand
Published	International Journal of Contemporary Research and Review
Date of Publication	January 2023
Key Findings	1.The perception of web design, ease of use, and pleasure associated with purchasing online beauty and cosmetic products would strongly influence the intention to buy. 2.The intention of online purchase is not caused by usefulness. They are not statistically significant. 3.The customers rated the importance of well-designed sites and mentioned simplicity and aesthetics. Intuitive user interfaces and systematic web navigation are necessary to improve the user online shopping experience (Kasinphila, 2023).

Author	David Laibson
Title	Golden eggs and hyperbolic discounting
Published	The Quarterly Journal of Economics
Date of Publication	May 1997
Key Findings	1.It introduces dynamically inconsistent preferences in the sense that people discount the immediate future more than they discount the distant future. This tendency is the source of self-control and impulsivity. 2.The article argues that greater financial innovation and liquidity (e.g., credit cards, instant access to funds from banking apps) have totally undermined these natural commitment devices, lowering the saving rate and encouraging a more impulsive approach to consumption. 3.Laibson formalizes this concept with his "golden eggs" model, arguing that excess liquidity reduces long-term welfare despite the benefit of short-term freedom (Laibson, 1997).

Author	Richard Thaler
Title	Toward a positive theory of consumer choice
Published	Journal of economic behavior & organization
Date of Publication	1980
Key Findings	1.This paper brings forth a challenge to the traditional economic standpoint of full rationality, and offers a behavioral standpoint grounded in the real-world assumptions about how we deviate. 2.The author takes from Prospect Theory by Kahneman and Tversky, and introduces the endowment effect, the sunk cost fallacy, self-control problems, and bounded rationality as evidence of when we make decisions based on perceived value, emotional triggers, and context, instead of objective logic (Thaler, 1980).

2.1 Research Objectives

- To evaluate the impact of different dimensions of online shopping convenience on consumers' impulse purchase decisions in Bangalore.
- To analyze whether the personality characteristics of Generation Z women influence their propensity to make impulsive cosmetic purchases online

3.Methodology

3.1 Research Design

3.1.1 Sampling

The study aims to illustrate how Generation Z females go about their online consumer decisions involving cosmetics, focusing on how convenience affects impulse buying. A quantitative approach was adopted to find measurable insights. The respondents selected for this study were well-identified and assured of enough similarity between segments of the population considering regular online purchases of cosmetics.

3.1.2 Sampling Frame

The study is conducted in Bangalore, Karnataka, India.

3.1.3 Sampling Elements

Students (age group 18–21)

Working women (age group 22–27)

3.1.3 Sampling Techniques

The present study, using a stratified sampling technique, divides into two groups: working women and students, both representing Gen Z women. Within these strata, the snowball sampling method is applied; that is, initial respondents will refer other participants that may be hard to access. This system of sampling ought to ensure heterogeneous representation of Generation Z women, thus revealing various perspectives and behaviors to provide a broad view of their online shopping preferences and impulse purchase decisions.

3.2 Sources of Data Collection

3.2.1 Primary Sources

The study focuses on Generation Z women who frequently shop online and buy cosmetics. Data is collected directly from these individuals in order to better understand their preferences, experiences, and perceptions of online shopping convenience, as well as the impact it has on their impulse cosmetic purchases.

The research used original questionnaires prepared on Google Forms and sent to participants via messaging and social media platforms such as WhatsApp, LinkedIn, and Instagram. A total of 270 respondents filled out the questionnaire.

3.2.2 Secondary Sources

Academic articles can be accessed through platforms like Google Scholar.

Relevant industry data is collected from Statista.

News and market insights are collected from reputable publications such as The Economic Times, The Times of India, Mintel, Mint Live, Financial Express, and more.

3.3 Data Processing and Collection

The use of scaling was employed by designating numerical values, 1 for Agree, 2 for Neutral, and 3 for Disagree. Each question in the Google Form was set with its options as required, this meant that no respondent could leave any field empty. Hence, there were no missing values in the dataset, and it was complete. Excel was used as the main tool for the analysis. The following techniques were employed:

- Cronbach's Alpha-To gauge the data's dependability and internal consistency.
- Correlation Analysis: To ascertain the relationship between variables
- Case Studies-To examine the role of personality traits in impulsive buying decisions

Construct	Item
Access Convenience	• Ability to shop at any time • Freedom to place orders from any location • Consistent accessibility of the website
Search Convenience	• Availability of user-friendly tools for purchasing • Multiple search options for finding similar products • Simple and intuitive website navigation
Evaluation Convenience	• Detailed product descriptions • Use of both text and visuals for product information

	• Sufficient details to differentiate between products
Transaction Convenience	• Simplified and secure payment processes • Availability of multiple payment options • Ease of completing purchases without obstacles
Possession/Post-Purchase Convenience	• Receipt of goods in good condition • On-time delivery of products • Easy return process for unwanted items

Table 1: Measurement scale for questionnaire

4. Analysis and Interpretation

4.1 Demographics

Name of Variables	Categories of Variables	Frequency	Percentage %
Occupation	Student	80	30%
	Employed	109	40%
	Self-employed	71	26%
	Unemployed	10	4%
Income (in INR)	Not earning yet	62	23%
	10001-25000	42	16%
	25001-50000	124	46%
	Above 50000	42	16%
Size of the Family	Live alone/Single Household	90	33%
	2-3 members	94	35%
	4-5 members	69	26%
	6 or more members	17	6%

Table 2: Demographic variables

The demographic profile of the respondents provides further information about their occupational statuses, levels of income, and family size. So, the study can infer their online shopping habits. 40% of the participants have jobs, 30% are students, 26% are self-employed, and 4% are unemployed. Their income level distribution shows that 46% fall in the category of ₹25,001-₹50,000, and 23% are unemployed. The remaining are divided with 16% earning either above ₹50,000 or in the ₹10,001-₹25,000 ranges. In terms of family size, 35% live in a family of 2-3 individuals, 33% live alone or in single-member households, 26% come from families of 4-5 members, and just 6% live in households with 6 or more members. All these features give an insight into the socio-economic features of individuals that can be considered in understanding online impulse purchases and cosmetics purchases in particular.

4.2 Impact of five dimensions of online shopping convenience on impulse purchase decisions

Name of Dimension	Number of items	Cronbach's alpha
Access Convenience	3	0.8591
Search Convenience	3	0.9649
Evaluation Convenience	3	0.9658
Transaction Convenience	3	0.9659
Possession/Post-Purchase Convenience	3	0.8441

Table 3: Reliability analysis using Cronbach's Alpha

The Cronbach's alpha for the facets of online purchasing convenience has revealed a satisfactory level of internal homogeneity across the categories, which indicates that the questionnaire is reliable.

Access Convenience scores 0.8591, indicating solid dependability and fairness of responses in queries about this facet. Alpha values of 0.9649 and 0.9659 for Search Convenience and Transaction Convenience, respectively, indicate they provide a pretty reliable estimate. This would point to a considerable consensus among items investigating the simplicity of sought and executed operations.

Evaluation Convenience received an alpha of 0.9658, yielding great reliability with respect to analyzing specific product information and comparisons.

Possession/Post-Purchase Convenience has a slightly lower alpha of 0.8441, but it is still in an acceptable range, reliable enough for comparing degrees of concern and opinions over aspects such as delivery and post-purchase experiences.

Overall, the high Cronbach's alpha values (all above 0.8) suggest that the questionnaire items are highly reliable for measuring the respective dimensions of online shopping convenience.

To analyze the relationship between the five dimensions of online shopping convenience and impulse purchase decision variables, we followed a systematic approach:

The five characteristics of convenience (access, search, evaluation, transaction, and post-purchase) had three questions each. Responses to these questions were averaged, forming composite ratings for each dimension. The composite score shows the net percentage score for that dimension and gives one singular and standardized rating.

Four particular questions assessed impulsive purchasing behaviour (dependent variable). Each question functioned as a distinct variable in the composite measurement of impulse buying decisions.

We conducted a correlation analysis to determine the relationship between the five convenience dimensions (independent variables) and the four impulse purchase decision variables (dependent variables).

• The composite score from each convenience factor (one column) was cross-referenced with each of the four impulse buy deciding factors (four other columns).

• The result was a correlation coefficients matrix, which allowed us to analyze how strong or weak correlations between each convenience factor and the impulse buy variables turned out to be.

4.2.1 Matrix of Online Shopping Convenience Dimensions and Impulse Purchase Decisions

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	Access	*Search*	*Evaluation*	*Transaction*	*Post Purchase*	*Emotional Reactivity*	*Self Control*	*Openness to new experiences*	*Risk Taking Behavior*
Access	1								
Search	0.994984	1							
Evaluation	0.998012	0.99931	1						
Transaction	0.980044	0.995013	0.9906227	1					
Post Purchase	0.88978	0.930971	0.9167726	0.962745454	1				
Emotional Reactivity	0.999383	0.997884	0.9996102	0.986422316	0.905264674	1			
Self Control	0.862543	0.8076	0.8289413	0.74474828	0.536546592	0.844233501	1		
Openness to new experiences	0.998433	0.999023	0.999975	0.989631019	0.913923057	0.999782764	0.832878852	1	
Risk Taking Behavior	0.999714	0.997091	0.9992336	0.984515258	0.900435134	0.999936905	0.850200978	0.999485551	1

Table 4: Correlation analysis

Influence of Access Convenience on Impulse Purchase Decision:

Emotional Reactivity (0.999): Emotional reactivity shows a very strong positive correlation with access convenience. This suggests that the ease of accessing cosmetic websites significantly influences emotional responses like excitement or stress, which, in turn, drive impulsive purchases.

Self-Control (0.862): Self-control exhibits a moderately strong positive correlation with access convenience. While individuals with higher access convenience might find it harder to resist temptation, this relationship is less pronounced than with emotional reactivity. It indicates that while easy access impacts self-control, it is not the dominant factor influencing impulsive purchases.

Openness to New Experiences (0.998): There is a very strong positive correlation between openness to new experiences and access convenience. This suggests that individuals who are open to exploring new products are heavily influenced by the ease of access provided by cosmetic websites. Convenient access allows these individuals to experiment with trendy or innovative products impulsively.

Risk-Taking Behavior (0.999): Risk-taking behavior shows the highest positive correlation with access convenience. This indicates that people willing to take risks, such as purchasing products they have not tried before, are significantly influenced by how easily they can access and navigate cosmetic websites. A smooth, accessible experience reduces hesitation and encourages bolder purchasing decisions.

Influence of Search Convenience on Impulse Purchase Decision:

Emotional Reactivity (0.997): Emotional reactivity shows a very strong positive correlation with search convenience. This indicates that an effortless search process on online platforms strongly influences emotional responses, such as excitement or satisfaction. When users can quickly find what they are looking for, it may trigger impulsive emotional reactions leading to unplanned purchases.

Self-Control (0.807): Self-control exhibits a moderately strong positive correlation with search convenience. This suggests that while an efficient search process might tempt individuals with lower self-control to make impulsive decisions, the influence of search convenience on self-control is less pronounced compared to emotional reactivity.

Openness to New Experiences (0.999): Openness to new experiences shows a very strong positive correlation with search convenience. This implies that users who enjoy exploring new products are significantly influenced by a well-optimized search feature. An easy search process helps them discover and try out new or unfamiliar products more impulsively.

Risk-Taking Behavior (0.99): Risk-taking behavior has an extremely strong positive correlation with search convenience. This suggests that individuals who are inclined to take risks, such as trying untested or innovative products, are highly influenced by how conveniently they can search for products online. Efficient search tools reduce hesitation and encourage these users to make bold purchase decisions.

Influence of Evaluation Convenience on Impulse Purchase Decision:

Emotional Reactivity (0.999): A nearly perfect correlation means that clear and comprehensive product information (text and visuals) has a great impact on emotionally reactive people. Simple evaluation increases impulsive buying tendencies and lowers caution.

Self-Control (0.829): A moderate correlation means that someone who is self-controlled appreciates organized product reviews but is not that impulsive. But sometimes well-presented information may lead to impulse buying.

Openness to New Experiences (0.999): A very strong correlation indicates that convenience of evaluation greatly impacts those people who are willing to try new products Interesting and detailed product information helps stimulate and ignite curiosity and also impulsivity toward exploration.

Risk-Taking Behaviour (0.999): A high correlation indicates streamlining the transaction process is of great value to risk-takers. The more rapidly input on the core attributes of a product is available, the faster the rash decisions and the reduced perception of risk.

Influence of Transaction Convenience on Impulse Purchase Decision

Emotional Reactivity (0.986): With high correlation, features like ease-of-use in transactions lure more emotional buyers to make impulse purchases. Thus, simplification of payment procedures worsens impulsive behaviour.

Self-Control (0.745): With simple and accessible methods for completing transactions, moderation may still instigate individual impulsivity in self-control individuals. Flexible payment options, however, should be part of the mix since they can still factor into sudden spontaneous purchases.

Openness to New Experiences (0.989): A high correlation indicates that for someone seeking novelty, convenience facilitates impulsive exploration of products during the purchasing process.

Risk-Taking Behavior (0.985): Simplistic and secure systems of payment find themselves to be well perceived from a risk-taker's point of view due to its diminished barriers in making rash decisions, analysis of negative chances is simply tipped off.

Influence of Post-Purchase Convenience on Impulse Purchase Decision

Emotional Reactivity (0.905): Moderate-to-strong correlation indicates that emotionally reactive customers will readily value post-purchase assistance, such as returns or replacements, and become more likely to draw up impulsive purchases feel free and confident.

Self-Control (0.536): Weak correlation indicates that post-purchase convenience is of minor significance since primarily self-controlled people usually carry out thoughtful purchases.

Openness to New Experiences (0.913): Strong correlation indicates that those looking for novelty seek post-purchase conveniences as a safety net when trying out new products.

Risk-Taking Behavior (0.900): Strong correlation indicates that the post-purchase convenience has an influence on the risk-takers by offering reassurance of reduction of risk and the promise of cleaning up impulsive decisions.

4.3 Influence of Personality Characteristics on Impulsive Cosmetic Purchases

Participants of the Google Form survey were selected at random to form the case studies. A selection of these participants were subsequently asked to elicit qualitative accounts of the extent to which their personality traits influenced their impulsive purchasing behavior.

Case 1: Stress-Driven Shopper Profile: Emotional Reactivity

X is a 23-year-old postgraduate student in Bangalore and is high on emotional reactivity. It is common for her to be overwhelmed by emotions caused by a very hectic academic schedule and resort to online shopping for an emotional release.

Behavior: X is known to shop on sites like Nykaa and Amazon under emotional stress, especially if there is some flash sale or limited-time promotion involved.

Values post-purchase convenience (easy returns) along with access convenience (quick login and mobile-friendly applications).

As a result of the recent stressful time, she impulsively bought three high-end lipsticks as the platform advertised "exclusive offers." She engages in online cosmetics shopping in search of instant gratification on account of her extremely emotional reactive disposition. Aditi appreciates easy navigation and post-purchasing conveniences because of her positive correlation with all convenience dimensions.

Case 2: Adventurous Shopper Profile: Openness to New Experiences & Risk-Taking Behavior

Y is a 22-year-old freelance graphic designer from Bangalore, a person who loves taking chances, and open to new experience. She is very keen on trying out different cosmetic lines and styles.

Behavior: Cutting-edge good like bright colors or organic makeup attract her most. During festival sales, she tests whether to buy a new eyeshadow palette from an unknown brand.

She appreciates choice convenience (time and platform multiplicity) and search convenience (speed and tailored suggestions).

She has taken an impulse buy on tempting product descriptions and customer reviews even if there is a high possibility that she would be unhappy. Y is encouraged to try new products because of her openness and her propensity for risk-taking. The evident correlation between these traits and the convenient dimensions does underline her predilection for fluid searching and evaluating features. Her adventurous nature is consistent with impulsive purchases, and there is a strong positive relationship between risk-taking behavior, openness, and convenient dimensions.

Case 3: Rational Impulse Buyer Profile: Self-Control

Z, a 25-year-old software engineer in Bangalore, has a moderate level of self-control and carefully evaluates her decisions before making a purchase.

Behavior: Z avoids impulsive purchases but occasionally indulges in buying cosmetics when evaluation processes are highly convenient, such as clear product descriptions, honest reviews, and comparison tools.

Recently, she purchased a skincare set during a sale after seeing a side-by-side comparison of its benefits with a competitor's product.

She relies on Evaluation Convenience (detailed information) and Transaction Convenience (secure payment options) to finalize her decisions. Z’s impulse purchases are influenced by the ease of accessing and evaluating product details rather than emotional triggers. Moderate correlation between self-control and convenience dimensions suggests that clear and structured processes play a critical role in influencing her impulse decisions.

5. Findings and Interpretations

• Access convenience puts a strong positive determination to impulsive buying choice especially for emotionally reactive people (0.999) who are open to experience (0.998). This goes to show that the easy, user-friendly, and versatile platforms do encourage immediate and exploratory buying behavior. Marketers tell how the seamless cross-platform access, coupled with round-the-clock availability, attracts emotionally invested customers. Accessibility convenience saves time and energy and encourages repeat business and customer retention *[Refer to Section 4.2.1.1 and Table 4]*.

• Search convenience shows a strong correlation with emotional reactivity (0.998) and openness to new experiences (0.999). It shows that easy navigation, fast page loading times, and well-structured searching tools promote impulsive purchases, as it makes product exploration simple and pleasant. Optimizing search engines and rankings can expedite customers' discovery of their desired products, which helps spur impulsive exploratory behaviors. Shortening the browsing lists and fast downloads thus keep a customer attracted while reducing the barrier of impulse buying behaviour *[Refer to Section 4.2.1.2 and Table 4]*.

• Evaluation convenience takes moderate correlation with risk-taking (0.976) and high correlation with emotional reactivity (0.999). Thus do effective product classification, comprehensive descriptions, and visible pricing instill trust and encourage impulsive purchasing. Detailed

• Transaction convenience has strong associations with risk-taking behaviour (0.984) and emotional reactivity (0.986), demonstrating how responsive checkout systems and easy payment processes lessen hesitancy during impulsive purchases. Flexible payment options matched with quick checkout procedures guarantee a smooth buying experience. The reliability is further increased for those buyers without fear of risk through explaining price discrepancies and transaction confirmations *[Refer to Section 4.2.1.4 and Table 4]*.

• The convenience of possession has a moderate relationship with risk-taking behavior (0.900) and emotional reactivity (0.905), showing that assured delivery, return, and after-sale services moderately influence impulsive buying by guaranteeing customer satisfaction post-purchase. Customers will now be satisfied with dependable deliveries and hassle-free returns, promoting impulse purchases as a result. Trusting that the customer's data is secure and commitments are upheld; this fortifies trustworthiness, thus promoting impulsive re-purchase *[Refer to Section 4.2.1.5 and Table 4]*.

6. Conclusion

According to the study, Bangalore's Generation Z women are highly impacted by online convenience-related influences when it comes to making impulsive purchases of cosmetics. Broadcasted Convenience out of the five convenience factors takes prominence since it offers ease of lessening friction that heightens spontaneous buying, especially one for emotionally labile and risk-taking individuals. It facilitates finding a product quickly and effectively, search convenience augments impulse buying; it is typified by structured product listings and optimized search tools. The ease of access and search has been singled out as one of the more eminent due to pleasant usability, rapidity, and simplicity of product discovery. Evaluation and transaction convenience facilitate impulsivity by lowering decision thresholds and ensuring a smooth checkout process. The post-purchase/possession convenience is less relevant to impulsive purchase, albeit being extremely important to the creation of confidence and satisfaction after purchase.

These like-minded dimensions are particularly correlated with personality traits such as emotional reactivity and risk-taking behavior in the early stages of access, search and evaluation. However, their influence diverges, particularly in self-control and openness towards experience, thereby creating a differential mix of behavioral patterns that marketers may take advantage of.

Evaluation Convenience is a priority that seeks to address customers who are generally open to experiences, giving sales a speedy and trouble-free twist, based on detailed information and clear categories for products. Transaction Convenience curtailing hesitancy during the payment phase, serves risk-taking people who advocate quick transactions by choice of payment and optimized walkthrough. Upward post-purchase convenience such as timely delivery, return policy, and customer service enhances consumer satisfaction resulting in consumer trust. These together show that to maximize the art of impulse, marketers dealing within the fast beauty industry should focus on digitization in order to make the user experience smoother and suitably tailored according to the behavioral characteristics of their target markets.

What this means is that it would be essential to customize various online shopping platforms depending on personality styles. Marketers must create crisp, catchy, and hassle-free experiences for emotionally reactive and risk-taking individuals. Packages should include meticulous information and guarantees of product quality to trigger purchases among more durable self-control types. And on top of that, platforms that bring curiosity and exploration could lure in more receptive consumers; hence consumer engagement will improve, yielding greater revenue.

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