

Impact of Digital Marketing on Impulsive Buying Behaviour

Rubal Chauhan

Assistant Professor, ICFAI University Baddi.

ABSTRACT

The rise of digital marketing has had a considerable impact on consumer behaviour, particularly in the context of impulsive purchasing. The purpose of this study is to investigate the impact of digital marketing strategies on impulsive purchasing behaviour, with an emphasis on the various channels and techniques that trigger impulsive purchasing decisions. The research also looks into the psychological and social elements that influence impulsive purchasing in the digital arena. This study gives insights into the relationship between digital marketing methods, impulsive purchase inclinations, and the ramifications for organizations and consumers alike through an analysis of relevant literature and empirical evidence. Understanding the mechanics behind impulsive purchasing in the digital marketing landscape is critical for developing effective strategies that respond to customer preferences while driving business growth.

Keywords: Consumer behaviour, online marketing, impulsive purchasing, psychological factors, social factors.

Introduction

The era of social media has changed everything, giving a new way to do business and changing consumer behaviour. Social and digital marketing gives huge opportunities to the organization because, through the online platform, you can easily increase brand awareness, engagement, and sales within a minimum cost budget (Dwivedi et al., 2021). Social media plays a vital role in connecting audiences of different cultures, mindsets, behaviour, and interest under one roof. It helps businesses to maintain a good reputation with their customers and help them to connect with them in order to understand their mindset and serve them better (Kili, Leu, Marttunen, Hautala, & Leppanen, 2019). Live streaming transformed the electronic commerce landscape coupled with advancements in-home delivery systems, bestowing self-employed merchants to broadcast a live stream of personal selling and sales promotion is prevalent in India (Min et al., 2023). Internet penetration is enormously increasing in society due to the massive use of smart phones and the continual growth of online businesses. It has been observed that consumers spend their time in online stores to have more information and choices than the physical stores (Aruna & Santhi, 2015). It serves as a link of credibility and trust between the buyer and vendor. Companies' targeting processes and tactics have changed and been designed in a specific way to target potential audiences by assessing their demographics, behaviour, and interest properly in the digital era. It provides sufficient insight into how the impulse is generated and effects consumer purchasing behaviour for further research. (Aragoncillo & Orus, 2018). The site's design will increase happiness because the site's characteristics tend to produce a pleasant virtual environment and are closely related with consumer delight. Positive experience shopping on the website can elicit a consumer reaction., claims Koufaris (2002).

Impulse buying- Impulsive buying is a quick purchase decision without having the aim of shopping for those particular products which was not needed. It's an incredible buying behaviour that motivates the organization to give more positive buying energy, which causes the consumer to purchase more through online shopping (Hjelm-Lidholm et al., 2017). The era of social media has changed everything, giving a new way to do business and changing consumer behaviour. Social and digital marketing gives huge opportunities to the organization because, through the online platform, you can easily increase brand awareness, engagement, and sales within a minimum cost budget (Dwivedi et al., 2021).

OBJECTIVES OF THE STUDY :

The reasons for doing this research are as follows.

- To review the various factors influencing Impulsive buying behaviour identified by various authors.
- To discover various social and psychological factors that affect the Impulsive buying behaviour.

Literature review :

According to Dai, Harried, and Regards (2011), The quality of the delivery service, which is a component of online service buying, the dimensions of the visual display, navigational directions, customized feedback on the quality-of-service content, and their impact on service enjoyment are all key considerations.

According to Pappas, Giannakos, and Chrissikopoulos (2012), Privacy concerns can have a significant negative impact on a person, resulting in a negative link between privacy and behaviour. Consumers may feel as if they have lost control and are worried as a result of online privacy breaches, which may cause them to enjoy purchasing less. Customers feel violated when they accept recommendations based on previous purchases or even just their habit of explaining.

According to Sivasankaran (2013), the points of interest in internet purchasing behaviour. The various portion of impulse buying in the setting of online stores is incorporated as a result of the wide writing audit.

According to Saad & Metawie (2015) ,two personal tendencies, pleasure shopping and trend purchase impulse, along with three personality traits, impulsiveness, excitement, and price self, as well as two environmental factors, music and system location, all significantly influence behavior purchase impulse.

According to Ling & Yazdanifard, (2015) this generation is more vocal, self-sufficient, emotional, expressive, innovative, independent, and inquisitive than any other. Generation Z is more open to communication patterns than previous generations, which leads to a larger predisposition for consuming in behaviour and a lack of short-term planning and mental processes. Spending money and effort on displays or marketing is recognised as a promotional aspect in an enjoyable store that triggers impulsive behaviour.

According to Guo et al. (2017) the influence of scarcity messages on impulsive purchasing, the degree of scarcity in terms of quantity and time was changed inside an online environment. The findings indicate that limited-quantity and limited-time scarcity messages have a beneficial influence on impulsive purchases. In conclusion, scarcity messages can promote impulsive behaviour when arousal is stimulated by scarcity messages in terms of limited-quantity and limited-time.

According to Bala, & Verma (2018), a drastic change has been observed in businesses through digitalization because now consumers prefer online to find the best seller around the world as compared to going outside and visiting different places physically because its more convenient for consumers to

know in minutes through few clicks which is not only time and cost-efficient but also creating new opportunities to grab the consumer's attention.

According to Kathiravan et al. (2018), Says Impulsive consumers require fewer fixations on point-of-sale signs and more fixations on displays when compared to less impulsive consumers. However, additional analysis reveals that visual attention to the product display can actually reduce impulsive consumers' purchase likelihood. Conversely, visual attention to signs positively impacts purchase likelihood. However, the data were collected in the lab, which could be very different from retail setting.

According to Lauri et al., (2022) , hedonism and materialism have a substantial positive effect on panic and impulsive buying tendencies. In terms of the relationship between the stimulus (intrinsic and extrinsic) and response variables, organism factors (panic and impulsive purchasing tendencies) had a positive influence (impulsive purchasing); in terms of moderation, scarcity.

According Lo et al.,(2022) , The parasocial connection, social contagion, vicarious experience, scarcity persuasion, and pricing perception through impulse buying inclination are the causes of impulsive buying desires and behaviour in live stream commerce.

According to Sudrijo et al. (2023) ,Lifestyle, enticing the opposite sex, purchasing power, family background, youth employment position, intervention of Western culture, educational qualification, and so on are elements that commonly influence the purchase behaviour of the youth, where the majority of today's youth have access to digital media, but they are unaware of how to use it effectively.

According to Chetioui et al. (2023),impulsive purchasing is associated with post purchase discomfort. Second, while hedonic purchasing incentive, fear of missing out, and materialism were found to have a substantial impact on online impulsive purchases, price value and online reviews had no significant impact. The most important element contributing to online impulsive buying is fear of missing out, followed by hedonic shopping drive and materialism. The findings also suggest that female shoppers are more prone to participate in impulsive purchasing behaviour, owing to higher levels of fear of missing out, hedonic shopping drive, and materialism.

According to Yi et al. (2023), Chinese customers who are familiar with live-stream commerce and have purchased through it are prone to impulse purchases. Whereas the previous research concentrated on mapping purchasing decisions rather than actual behaviour in live-stream commerce.

According to Rabia Mehmood Qureshi and Shaheryar Rashid (2023),Social media marketing and email marketing have a substantial influence since they play an important role in boosting purchasing behaviour, however mobile marketing has little effect on impulsive purchasing. Email marketing and social media marketing increase brand and client commitment and upgrade purchasing goals by capturing attention with impulsive brand communication, which influences customers to learn more about the company and products.

According to Xiaohan liu et al. (2023),the professionalism of anchors is a crucial element influencing consumers' purchase intentions in livestream purchasing. Furthermore, consumers' competitive arousal has been shown to influence the link between anchors' professionalism and presence. As a result, for practitioners in livestreaming e-commerce, it is critical to evoke a sense of competition among consumers, whereas firstly, the age group for the sample is concentrated in the range of 28 to 35 years old, which is a relatively young group and may lead to some biases in the study's results.

Research Methodology

The secondary data are taken into consideration when doing this analysis. A thorough literature review is the foundation for the analysis of this paper. For the review, articles from 2011 to 2023 have been chosen. The secondary data & information have been collected from different scholars and researchers, published e-books, articles published in different journals, conference papers, working paper. This is external data, which includes information gathered through websites, Journals and Research paper to conduct a thorough search for studies on the consequences and impacts of Digital marketing on Impulsive buying.

CONCLUSION:

Numerous studies have examined the relationship between the convenience of online shopping and customers' compulsive buying habits. The findings of this review showed that there are many factors that influence this behaviour, including Gen Z's short-term planning style, personalized touch and influencer recommendations, live streaming commerce, limited-quantity and limited-time scarcity messages, and influencer recommendations. Accessibility, trust, privacy, cultural factors, and brand loyalty are just a few of the factors that influence impulsive purchasing. Consumers that engage in this kind of action tend to have strong emotions. Additionally, several researchers shed light on the post-purchase behaviour of some customers, where impulsive purchasing is caused by social anxiety and addiction to social media. Additionally, a direct link was discovered between problematic or excessive internet use and depressive symptoms. Additionally, it was shown that factors like age, gender, and employment status matter when making impulsive decisions. It becomes very challenging to analyse the specific reason .

REFERNCESs

1. Bala, Madhu and Verma, Deepak, A Critical Review of Digital Marketing (October 1, 2018). M. Bala, D. Verma (2018). A Critical Review of Digital Marketing. International Journal of Management, IT & Engineering, Available at SSRN: <https://ssrn.com/abstract=3545505>
2. Khachatryan, H., Rihn, A., Behe, B., Hall, C., Campbell, B., Dennis, J., & Yue, C. (2018). Visual attention, buying impulsiveness, and consumer behaviour. <https://link.springer.com/article/10.1007/s11002-018-9446-9>.
3. Kathiravan, C., Mahalakshmi, P., & Palanisamy, V. (2019). Online impulse buying behaviour of consumer triggered by digital marketing. International Journal of Recent Technology and Engineering.
4. Sivasankaran, S. (2013). Digital marketing and its impact on buying behaviour of youth. Hindu.
5. Sudirjo, F., Lotte, L. N. A., Sutaguna, I. N. T., Risdiyanto, A., & Yusuf, M. (2023). THE INFLUENCE OF GENERATION Z CONSUMER BEHAVIOR ON PURCHASE MOTIVATION IN E-COMMERCE SHOPPE. Profit: Jurnal Manajemen, Bisnis dan Akuntansi.
6. Chetioui, Y. and El Bouzidi, L. (2023), "An investigation of the nexus between online impulsive buying and cognitive dissonance among Gen Z shoppers: Are female shoppers different?", Young Consumers. <https://doi.org/10.1108/YC-06-2022-1548>
7. Xiaohan Liu, Donghan Wang, Meng Gu & Jiajia Yang (2023) Research on the influence mechanism of anchors' professionalism on consumers' impulse buying intention in the livestream shopping scenario, Enterprise Information Systems.
8. Yi, Q., Khan, J., Su, Y., Tong, J., & Zhao, S. (2023). Impulse buying tendency in live-stream commerce: The role of viewing frequency and anticipated emotions influencing scarcity-induced purchase decision. Journal of Retailing and Consumer Services.

9. Guo, J., Xin, L., & Wu, Y. (2017). Arousal or not? The effects of scarcity messages on online impulsive purchase. In *HCI in Business, Government and Organizations. Supporting Business: 4th International Conference*, Springer International Publishing.
10. Kili, C., Leu, D. J., Marttunen, M., Hautala, J., & Leppanen, P. H. (2019). This is an electronic reprint of the original.
11. Yogesh K. Dwivedi, Elvira Ismagilova, D. Laurie Hughes, Jamie Carlson, Raffaele Filieri, Jenna Jacobson, Varsha Jain, Heikki Karjaluo, Hajer Kefi, Anjala S. Krishen, Vikram Kumar, Mohammad M. Rahman, Ramakrishnan Raman, Philipp A. Rauschnabel, Jennifer Rowley, Jari Salo, Gina A. Tran, Yichuan Wang (2021), Setting the future of digital and social media marketing research: Perspectives and research propositions, *International Journal of Information Management*.
12. Aragoncillo, L., and Orús, C. (2018). Impulse buying behaviour: na online-offline comparative and the impact of social media. *Spanish J. Market*.
13. Ling, L. P., & Yazdanifard, R. (2015). What Internal and External Factors Influence Impulsive Buying Behavior in On line Shopping. *Global Journal of Management and business Research*.
14. Koufaris, M., & Hampton-Sosa, W. (2002). Customer trust online: examining the role of the experience with the Web-site. Department of Statistics and Computer Information Systems Working Paper Series, Hicklin School of Business, Baruch College, New York.
15. Dai, H., Haried, P., & Salam, AF (2011). Antecedents of Online Service Quality, Commitment and Loyalty. *The Journal of Computer Information Systems*.
16. Saad, M., & Metawie, M. (2015). Store environment, Personality factors and Impulse buying Behavior in Egypt: The Mediating Roles of Shop Enjoyment and Impulse buying Tendencies. *Journals of business and Management Sciences*
17. Pappas, I. O., Giannakos, M. N., & Chrissikopoulos, V. (2012, June). Personalized services in online shopping: Enjoyment and privacy.
18. Lavuri, R., Jaiswal, D. and Thaichon, P. (2023), "Extrinsic and intrinsic motives: panic buying and impulsive buying during a pandemic", *International Journal of Retail & Distribution Management*, <https://doi.org/10.1108/IJRDM-01-2022-0010>