

‘THE IMPACT OF IMPULSIVE BUYERS IN DIGITAL MARKETING A STUDY IN GHAZIABAD DISTRICT’

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ABSTRACT

This empirical study explores how digital marketing stimuli influence impulsive buying behavior among consumers in Ghaziabad district, part of the Delhi/NCR metropolitan region., the research examines exposure to online promotions, personalized advertising, push notifications, influencer endorsements, and peer-generated content via social media and e-commerce platforms.

Impulsive buying behaviour refers to spontaneous, unplanned purchase decisions driven primarily by emotional responses rather than deliberate planning. In the context of digital marketing, this behaviour has become increasingly prevalent due to the rise of e-commerce platforms, mobile shopping, and personalized online experiences. This paper explores the key factors influencing impulsive buying in digital environments, including psychological triggers, website design, promotional strategies, and the role of social media and influencer marketing. It highlights how digital marketers leverage data analytics, real-time advertising, and user engagement tactics to stimulate unplanned purchases. While impulsive buying can significantly boost sales and enhance user engagement, it also raises concerns about ethical marketing practices and long-term customer satisfaction. The study underscores the importance of understanding consumer psychology in digital contexts and calls for a balanced approach that promotes both business growth and responsible consumer behaviour.

KEYWORDS:- Impulsive, Impulsive buyers, buying behaviour, marketing, digital marketing.

INTRODUCTION

Digital marketing has transformed the way consumers interact with brands, products, and services, significantly influencing purchasing behavior. With constant exposure to targeted advertisements, personalized content, and social media promotions, consumers are more susceptible than ever to making unplanned or impulsive purchases. Unlike traditional marketing, digital platforms allow for real-time engagement and tailored messaging, creating a sense of urgency and emotional appeal that can trigger immediate buying decisions. Features such as limited-time offers, influencer endorsements, retargeting ads, and seamless checkout processes further enhance this effect. As a result, digital marketing has become a powerful driver of impulsive buying behavior, reshaping the dynamics of consumer decision-making in the digital age.

Digital marketing leverages data-driven strategies and advanced technologies to reach consumers across multiple online platforms, such as social media, search engines, websites,

and email. These channels provide marketers with insights into consumer preferences, behaviours, and purchasing patterns, enabling them to craft highly personalized and persuasive messages. This level of customization increases emotional connection and reduces decision-making time, which is a key factor in impulsive buying.

The interactive nature of digital media—such as clickable ads, real-time notifications, and engaging content formats like videos and stories—creates a stimulating environment that encourages spontaneous decisions. Social proof, including user reviews, influencer recommendations, and visible engagement metrics (likes, shares, comments), also plays a significant role in reinforcing consumer trust and prompting impulse purchases.

Moreover, the widespread use of mobile devices and apps means consumers are just a few taps away from completing a purchase at any time, often with minimal friction. Features like one-click purchases, digital wallets, and fast delivery options further support this trend. Overall, digital marketing not only captures consumer attention more effectively than traditional methods but also creates a seamless path from desire to transaction, making it a powerful catalyst for impulsive buying behavior.

IMPULSIVE BUYING BEHAVIOUR.

Impulsive buying behaviour refers to a spontaneous and unplanned decision to purchase a product or service, driven primarily by emotions rather than rational thinking or pre-purchase intentions. Unlike planned purchases, impulsive buying occurs without prior consideration of the consequences, such as financial impact, product utility, or long-term satisfaction.

This behaviour is common in modern consumer culture, particularly in environments that encourage quick decision-making, such as online shopping platforms, malls, or promotional events. It is often triggered by external stimuli like attractive packaging, discounts, or limited-time offers, as well as internal factors such as mood, personality traits, and psychological gratification.

LITERATURE REVIEW.

Rook (1987) was among the first to define impulsive buying as a sudden, compelling, and hedonically complex buying behaviour, often accompanied by emotional conflict. In digital contexts.

Verhagen and van Dolen (2011) emphasized that online impulsive buying lacks physical sensory input but is still highly influenced by visual cues, ease of access, and instant gratification.

Beatty and Ferrell (1998) found a strong link between positive mood states and the likelihood of making impulsive purchases.

Youn and Faber (2000) identified traits like low self-control, materialism, and susceptibility to influence as predictors of impulsivity.

Dholakia (2000) discussed how website atmospherics—such as layout, color, and interactive features—influence emotional arousal and impulsive buying.

Huang (2016) examined the role of personalized recommendations and found them to significantly increase unplanned purchases by appealing to consumers' preferences.

Kumar et al. (2020) argued that social media creates a "shoppertainment" environment that fosters emotional engagement and impulsivity.

Gao et al. (2018) found that mobile apps with simplified navigation, easy payment systems, and real-time notifications create a conducive environment for impulsive buying.

Objectives of Studying Impulsive Buying Behaviour in Digital Marketing

Understanding impulsive buying behaviour in digital marketing serves several strategic and practical objectives. These objectives help businesses design more effective marketing campaigns, enhance customer experiences, and drive sales. Below are the key objectives:

1. Use real-time triggers like flash sales, limited-time offers, and countdown timers to prompt unplanned purchases.
2. Design engaging and personalized digital experiences (e.g., product recommendations, pop-ups) to captivate users and encourage impulse buys.
3. Analyze browsing history, past purchases, and behaviour patterns to trigger personalized offers that appeal to impulsive tendencies.
4. Satisfy consumers' desire for instant rewards, fostering positive emotional associations with the brand.
5. Evaluate the impact of different messaging styles, visuals, and emotional appeals on spontaneous buying.
6. Recognize that mobile platforms facilitate quicker and more impulsive decisions due to accessibility and immediacy.

Research Methodology

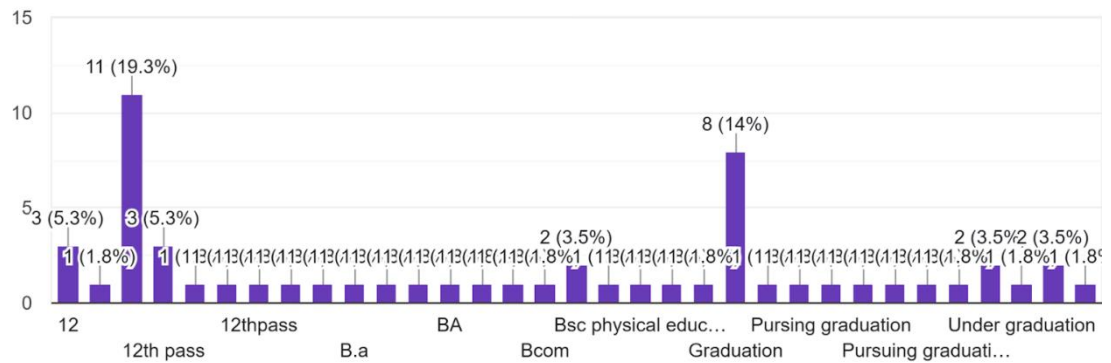
Quantitative Surveys & Questionnaires

Primary data refers to information that researchers **collect firsthand, directly from original sources**, to address a specific research question. It is **original, unprocessed, and tailored** to the study's unique needs

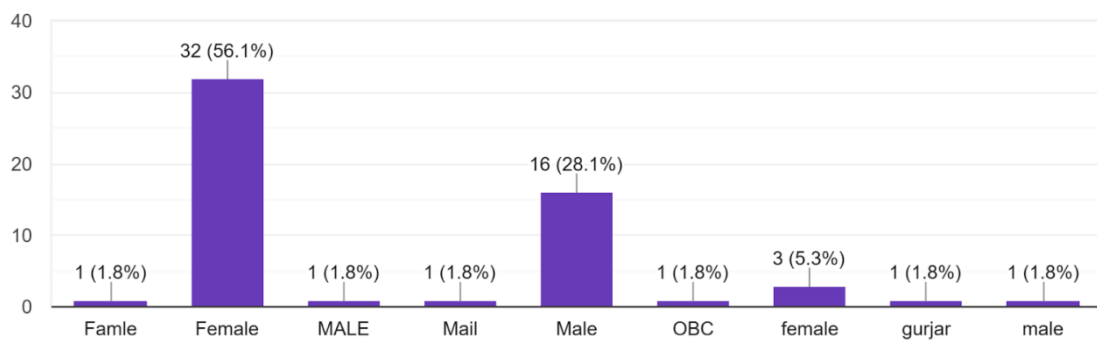
Structured online surveys using Likert-type scales are most common. For example, a study targeting Ghaziabad e-commerce users used different items across constructs like impulsivity, emotions, self-control, personality, collectivism, collected via platforms like Wenjuanxing, then analyzed via **Structural Equation Modelling (SEM)** using SPSS.57 respondents used in demographic factor such as qualification, gender.

Qualification

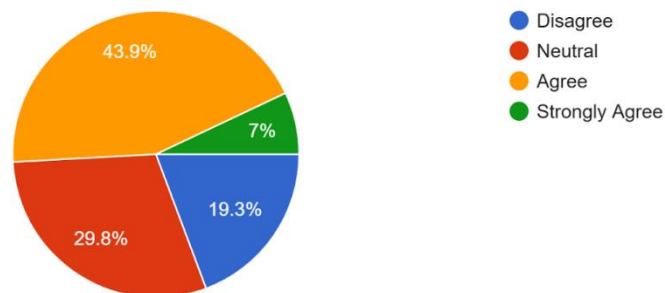
57 responses

**Gender**

57 responses

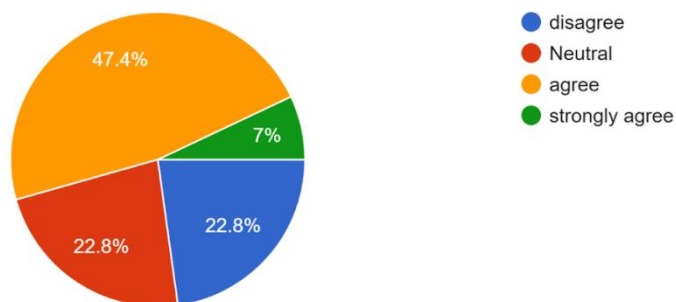
**1- dou you prefer to buy online through digital marketing channel?**

57 responses



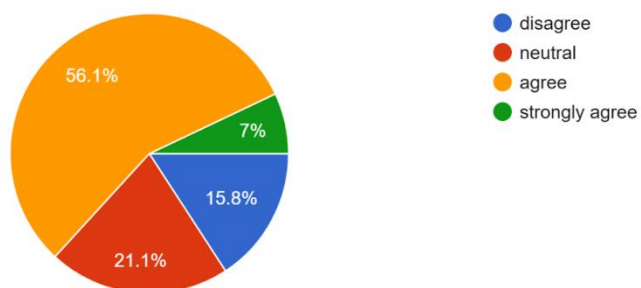
2- digital channel is the most influencer factor for impulsive buyers.

57 responses



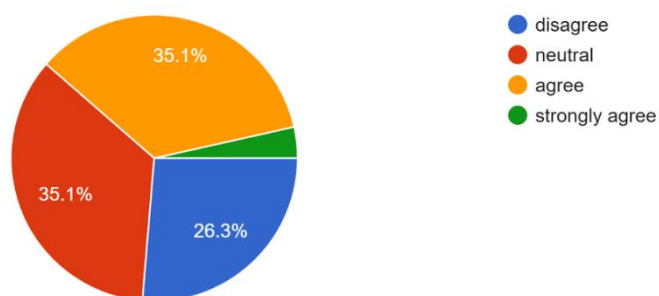
3- digital payment service is safe for impulsive buyers.

57 responses



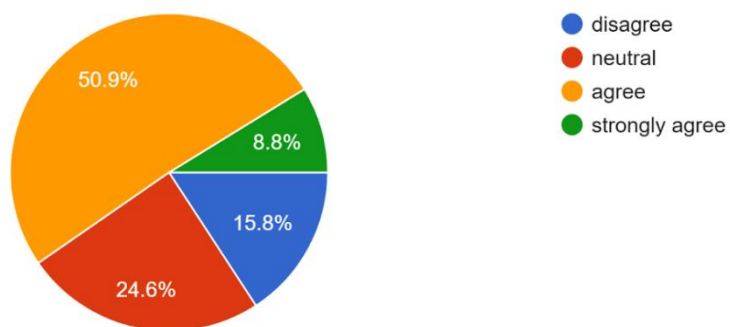
4- all the buyers and sellers fully satisfied in online marketing.

57 responses



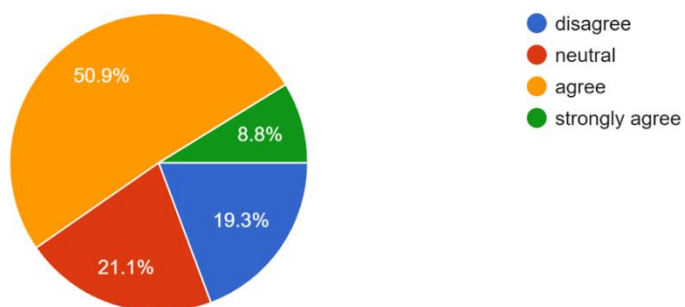
5- digital marketing channels 24 hours facility provides of your costumers.

57 responses



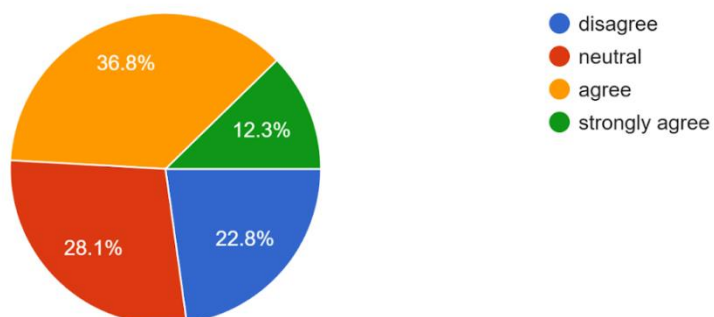
6- SEO and Social media marketing is the most component of digital marketing.

57 responses



7- digital marketing is time consuming for impulsive buyers.

57 responses



FINDINGS

Study of urban consumers in Delhi NCR (Ghaziabad included) found several drivers of impulse purchases—especially in digital and mall environments: demographic traits (age, gender, income), visual merchandising, cultural influences, personality, and promotional stimuli.

A separate mall shoppers in Delhi NCR revealed that special promotions, friendly staff, seamless payments, and self-service options were the most significant triggers—special deals topped the list.

□ **Implication for Ghaziabad:** Consumers here likely respond very strongly to flash sales, discounts, and ease of checkout—so digital campaigns should highlight these elements.

Study of online shoppers in small-town North India (comparable socioeconomic context to Ghaziabad suburbs) found five key determinants of impulse:

- Hedonic motivation (joy of shopping)
- Marketing stimuli (ads, offers)
- Impulse tendency
- Situational triggers (urgency/fear)
- Online environment

Some key digital marketing triggers:

- **Push notifications, personalized offers, and limited-time deals** prompt strong emotional impulses more so among low-income earners.
- Personality traits like need for stimulation and impulsivity correlate with increased unplanned purchases; good website aesthetics and credible reviews strengthen the effect.

For Ghaziabad's fast-growing internet users, these digital triggers are powerful—especially among younger and budget-conscious groups.

An interesting phenomenon: the "**regret–satisfaction paradox**"—where ~70% keep buying impulsively despite occasional regret, often rationalizing via social validation or trust in platforms

suggestions

To effectively influence impulsive buying behavior through digital marketing, businesses should focus on creating urgency and emotional engagement. One of the most effective strategies is using time-sensitive offers such as flash sales, countdown timers, or limited-time discounts. These techniques create a fear of missing out, prompting users to make quick decisions without much deliberation.

Personalized marketing also plays a crucial role. By tailoring push notifications, emails, or app messages based on individual browsing or purchase history, brands can create a sense of relevance and immediacy that encourages impulsive action. This is particularly effective when paired with simplified purchasing processes, such as one-click checkouts or mobile wallet integration, which reduce friction and make spontaneous purchases easier.

Visual appeal is another powerful driver. High-quality images, interactive content, and augmented reality previews help customers imagine ownership, thus triggering emotional connections that lead to impulse buying. Social proof, like showing product popularity, recent purchases by other users, or customer reviews, further validates decisions and encourages buyers to act quickly.

Gamification elements such as spin-to-win discounts, rewards for quick purchases, or loyalty badges can increase excitement and engagement. These tactics stimulate the shopper's competitive and playful instincts, which often override rational thinking. Since mobile users are particularly susceptible to these triggers, optimizing the mobile shopping experience is essential.

Emotional messaging, like "treat yourself" or "don't miss out," taps into consumers' desire for instant gratification. When combined with behavioral data, marketers can send nudges at just the right time—such as reminders for items left in a cart or recently viewed products—amplifying the likelihood of impulsive action.

However, it is equally important to maintain ethical standards. Marketers should avoid manipulative practices like fake scarcity or hidden fees. Transparency in pricing, delivery timelines, and return policies helps build long-term trust, which is critical even when encouraging quick decisions. Promoting digital literacy and providing clear opt-outs also helps consumers make better-informed choices while preserving brand reputation.

In essence, a thoughtful combination of urgency, personalization, emotional appeal, and ethical design can significantly enhance impulsive buying behavior in digital environments—especially in rapidly urbanizing areas like Ghaziabad, where mobile usage and online shopping are on the rise.

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