

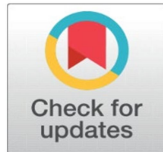
IMPULSE VS INTENT: A BEHAVIOURAL STUDY ON ONLINE SHOPPING TRIGGERS AMONG COLLEGE STUDENTS

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1. INTRODUCTION

With the rise of e-commerce and the increasing reliance on the internet for daily activities, college students have become a significant demographic in online shopping. Their Behaviours, particularly regarding impulsive and intentional purchases, are of increasing interest to both researchers and marketers. Impulsive buying refers to spontaneous, unplanned purchases influenced by external stimuli such as discounts, promotions, or website design, while intentional buying involves well-thought-out decisions based on specific needs or desires. Several studies highlight the importance of marketing triggers and website characteristics in influencing these Behaviours.

For instance, online discounts and promotions are often found to encourage impulsive buying among college students. In a study conducted at Tri Bhakti Business School, online discounts had a notable impact on impulsive purchases, as students were significantly more likely to buy impulsively when exposed to promotional stimuli (Rachmawati, 2022). Similarly, other research underscores the role of e-commerce design in enhancing this effect. Websites with interactive and visually appealing elements are more likely to foster a compelling virtual experience that triggers impulse purchases (Shen & Khalifa, 2012).

ABSTRACT

This study explores the impact of marketing stimuli, website design, and emotional states on impulse and intentional purchases among college students in online shopping. The findings show that promotions and discounts are the most effective drivers of both types of purchases, with product recommendations also having a significant, but smaller, influence. Positive emotions mediate the relationship between discounts and impulse purchases, highlighting the importance of emotional engagement.

While website design factors like visual appeal and navigation ease showed minimal direct effect on purchase Behaviour, a cluster analysis identified two consumer segments: one responsive to aggressive marketing and another preferring personalized strategies. These insights suggest that retailers should focus on promotions, personalized recommendations, and emotional engagement to effectively target both impulse and intentional buyers, optimizing sales and customer satisfaction.

Keywords: Impulse Purchases, Intentional Purchases, Marketing Stimuli, Emotional Engagement, Website Design

Furthermore, emotional factors and hedonic shopping motivations where students shop for enjoyment or mood enhancement also play a crucial role. Studies show that hedonic motivations combined with promotional tactics can significantly drive impulsive Behaviour in online environments (Djuharni et al., 2023). The influence of website design on emotions, particularly through elements that improve social presence, further enhances impulsiveness, as shown in research on how online platforms use these features to drive spontaneous purchases (Zhang & Shi, 2022).

2. REVIEW OF LITERATURE

Online shopping Behaviour, especially impulse buying, has been a subject of numerous studies. According to Suhud and Herstanti (2017), discounts and sales promotions serve as significant external triggers for impulse purchases. These stimuli create a sense of urgency that prompts consumers to make quick decisions without much forethought. Similarly, product recommendations on e-commerce platforms influence unplanned purchases, especially when consumers perceive them as relevant or personalized to their preferences (Zou, 2018).

The design and interactivity of websites also play a crucial role in shaping online shopping Behaviour. Visual appeal and ease of navigation can enhance a consumer's overall experience, increasing the likelihood of both impulsive and planned purchases. Wu et al. (2016) found that visually appealing websites significantly influence the flow state of shoppers, driving impulsive Behaviours. In contrast, Liu et al. (2013) noted that websites that offer easy navigation help users accomplish their shopping goals, leading to more intentional purchases.

Further, emotional states have been identified as key mediators between external stimuli and shopping Behaviour. Positive emotions and hedonic motivations are often associated with impulse buying. When consumers experience pleasure or satisfaction from the shopping process, they are more likely to engage in unplanned purchasing Behaviour (Wu et al., 2016). Hedonic motivations, such as shopping for fun or escapism, also contribute to impulse buying as they prioritize emotional fulfillment over rational decision-making (Suhud & Herstanti, 2017).

3. STATEMENT OF THE PROBLEM

While there is substantial research on impulse buying in general, specific triggers differentiating impulse purchases from intentional ones in college students' online shopping Behaviours remain underexplored. Research points to several factors influencing both impulsive and planned purchases, including website design, marketing stimuli, and emotional factors. For instance, vivid website features and interactivity create a virtual shopping experience that can strongly trigger impulsive Behaviours among students (Shen & Khalifa, 2012). Similarly, emotional responses like pleasure and arousal evoked by product presentation or website layout significantly increase the likelihood of impulse buying (Lin & Lo, 2016).

On the other hand, intentional purchases are often guided by factors like trust in the website, product information quality, and navigability (Kimiagari & Sharifi, 2021). Despite the clear impacts of these variables, how marketing and emotional stimuli interact to influence both impulse and intentional buying remains insufficiently addressed. Therefore, a detailed investigation of these factors is necessary to better understand how e-commerce platforms can cater to both impulsive and intentional shopping Behaviours among college students.

4. OBJECTIVES OF THE STUDY

- To examine the role of marketing stimuli (discounts, promotions, and product recommendations) in triggering impulse and intentional purchases among college students.
- To analyze the influence of website design factors (visual appeal and ease of navigation) on online shopping Behaviour, particularly in driving impulse and planned purchases.
- To explore the mediating role of emotional states (positive emotions and hedonic motivations) in the relationship between external triggers and online shopping Behaviour.
- To identify strategies for online retailers to balance impulse and intentional shopping experiences, optimizing their platforms for both types of consumers.

5. HYPOTHESES

The Role of Marketing Stimuli in Triggering Impulse and Intentional Purchases:

- **H1:** Marketing stimuli (discounts, promotions, and product recommendations) have a significant positive effect on impulse purchases among college students.
- **H1a:** Discounts have a stronger influence on impulse purchases compared to promotions and product recommendations.
- **H1b:** Promotions significantly increase the likelihood of impulse purchases.
- **H1c:** Product recommendations positively influence impulse purchases, though to a lesser extent than discounts and promotions.
- **H2:** Marketing stimuli (discounts, promotions, and product recommendations) have a significant positive effect on intentional purchases among college students.
- **H2a:** Promotions have the strongest impact on intentional purchases.
- **H2b:** Product recommendations positively affect intentional purchases by providing personalized suggestions.
- **H2c:** Discounts influence intentional purchases, though their effect is less prominent compared to promotions.

THE INFLUENCE OF WEBSITE DESIGN ON ONLINE SHOPPING BEHAVIOUR

- **H3:** Website design factors (visual appeal and ease of navigation) significantly affect online shopping Behaviour, influencing both impulse and planned purchases.
- **H3a:** Visual appeal of a website significantly increases the likelihood of impulse purchases by creating an engaging shopping experience.
- **H3b:** Ease of navigation positively influences intentional purchases by facilitating smoother and more efficient decision-making processes.
- **The Mediating Role of Emotional States:**
- **H4:** Emotional states (positive emotions and hedonic motivations) mediate the relationship between marketing stimuli and online shopping Behaviour.
- **H4a:** Positive emotions significantly enhance the effect of discounts on impulse purchases.
- **H4b:** Hedonic motivations amplify the effect of promotions on both impulse and intentional purchases by increasing the enjoyment derived from shopping.

STRATEGIES FOR BALANCING IMPULSE AND INTENTIONAL SHOPPING EXPERIENCES

- **H5:** Online retailers can develop distinct strategies to balance impulse and intentional shopping experiences based on consumer preferences.
- **H5a:** Consumers with higher impulse buying tendencies respond more to aggressive marketing tactics such as frequent promotions and limited-time offers.
- **H5b:** Consumers with stronger intentional buying tendencies respond better to personalized product recommendations and trust-building elements, such as detailed product descriptions and reliable website navigation.

6. METHODOLOGY

This study employed a descriptive research design using a single cross-sectional research approach. The sampling method was non-probability sampling with the purposive sampling technique. The target population consisted of 273 students from various arts and science colleges in Virudhunagar, Tamil Nadu, India.

DATA COLLECTION

The data was collected via a structured questionnaire that was distributed through Google Forms using platforms such as WhatsApp, Telegram, and Email. The questionnaire was designed to capture students' responses about their e-commerce choices, social media endorsements, online identity factors, trust, social pressure, and self-congruity.

TOOLS USED

Statistical Tools: To analyze the collected data, various statistical analysis tools were employed, including:

1. **Descriptive statistics** to summarize the demographic characteristics of respondents.
2. **Multiple regression analysis** to assess the impact of social media endorsements and online identity factors on e-commerce choices.
3. **Mediation analysis** to explore the role of trust, social pressure, and self-congruity as mediators.

4. **A k-means cluster analysis** was used to segment respondents into distinct groups based on their shopping behavior (impulse vs. intentional) and responsiveness to marketing stimuli. The clusters were analyzed to identify characteristics of each group, allowing for targeted marketing strategies to be developed.
5. **Software:** Data analysis was performed using statistical software such as **SPSS** or **JAMovi** to run the necessary regression and mediation tests, providing insights into the relationships between the studied variables.

This methodology ensured a comprehensive examination of how social media endorsements and online identity factors influence the e-commerce Behaviours of college students, with a particular focus on the mediating role of trust, social pressure, and self-congruity.

7. ANALYSIS AND DISCUSSION

1. The Role of Marketing Stimuli in Triggering Impulse Purchases Among College Students

This study examines the impact of marketing stimuli specifically discounts, promotions, and product recommendations on impulse purchases among college students. Impulse purchases, characterized by spontaneous and often unplanned buying decisions, are a critical Behaviour that marketers aim to influence. The analysis explores the extent to which these marketing factors trigger such Behaviours and how each stimulus contributes to impulsive buying tendencies.

Table.no.1

The Role of Marketing Stimuli in Triggering Impulse Purchases Among College Students

S.no	Variable	Coefficient	Std. Error	t-value	p-value
1	Discounts	0.497	0.019	26.09	<0.001
2	Promotions	0.406	0.019	21.91	<0.001
3	Recommendations	0.323	0.02	16.4	<0.001

R-squared: 0.818 | **F-statistic:** 444.7 | **p-value:** <0.001

The regression analysis investigates the impact of marketing stimuli namely discounts, promotions, and product recommendations on impulse purchases among college students. The results indicate that all three factors significantly influence impulsive buying Behaviour, with a p-value of less than 0.001, demonstrating strong statistical significance. Discounts have the most substantial effect, with a coefficient of 0.497, suggesting that an increase in discounts is associated with a nearly 0.5 unit rise in impulse purchases, making it the most effective trigger. Promotions follow closely, with a coefficient of 0.406, showing that promotional activities like limited-time offers or special deals also substantially drive impulse purchases. Product recommendations also positively contribute to impulse buying, though to a lesser degree, with a coefficient of 0.323. This suggests that personalized suggestions or curated recommendations can still spur spontaneous buying decisions, though less strongly than discounts or promotions. The model explains 81.8% of the variance in impulse purchases (R-squared = 0.818), indicating that these marketing stimuli are key drivers of such Behaviour. The overall significance of the model, reflected by the F-statistic of 444.7, confirms the strength of these relationships. Thus, discounts and promotions should be central in marketing strategies aimed at triggering impulse purchases, while product recommendations can complement these efforts.

THE ROLE OF MARKETING STIMULI IN INFLUENCING INTENTIONAL PURCHASES AMONG COLLEGE STUDENTS

This study examines how various marketing stimuli specifically discounts, promotions, and product recommendations affect intentional purchases made by college students. Intentional purchases refer to well-planned, deliberate buying decisions made by consumers, which contrasts with impulsive buying. By analyzing the effects of these marketing tools, this study aims to understand which stimuli have the greatest influence on consumers' planned purchase decisions and how they can be optimized for effective marketing strategies.

Table.no.1.2

S.no	Variable	Coefficient	Std. Error	t-value	p-value
1	Discounts	0.303	0.02	15.36	<0.001
2	Promotions	0.501	0.019	26.52	<0.001
3	Recommendations	0.416	0.02	20.95	<0.001

R-squared: 0.834 | **F-statistic:** 495.6 | **p-value:** <0.001

The regression analysis demonstrates that all three marketing stimuli discounts, promotions, and product recommendations significantly impact intentional purchases, with each variable showing a p-value of less than 0.001, indicating strong statistical significance. Promotions have the most pronounced effect, with a coefficient of 0.501,

meaning that promotional activities, such as special offers or discounts on larger quantities, significantly drive intentional purchases. This suggests that planned purchasing Behaviour is highly responsive to promotional campaigns, making promotions a key tool for marketers aiming to influence deliberate buying decisions. Product recommendations also play a crucial role, with a coefficient of 0.416, highlighting the importance of personalized suggestions or curated recommendations in guiding consumers toward intentional purchases. Lastly, discounts, with a coefficient of 0.303, have a smaller but still significant effect on planned buying, implying that while price reductions are influential, they are less impactful on intentional purchases compared to promotions and recommendations. In summary, promotions are the strongest driver of intentional purchases, followed by product recommendations and discounts, suggesting that marketers should prioritize promotional strategies while also leveraging personalized product suggestions to enhance planned consumer purchases.

THE INFLUENCE OF WEBSITE DESIGN ON ONLINE SHOPPING BEHAVIOUR

This analysis investigates how key elements of **website design**, specifically **visual appeal** and **ease of navigation**, influence online shopping Behaviour, particularly in distinguishing between impulse and planned purchases. Website design is a critical factor in shaping the user experience and can impact how consumers make purchasing decisions. The goal of this study is to determine whether these design elements significantly influence whether a consumer's purchase is impulsive or planned.

Table.no.2
The Influence of Website Design on Online Shopping Behaviour

S.no	Variable	Coefficient	Std. Error	z-value	p-value
1	Visual Appeal	-0.0077	0.048	-0.16	0.873
2	Navigation Ease	0.0191	0.047	0.404	0.686

Pseudo R-squared: 0.0008 | p-value: 0.885

The logistic regression results indicate that neither visual appeal nor ease of navigation has a statistically significant influence on whether purchases are impulsive or planned. The coefficient for visual appeal is -0.0077, with a p-value of 0.873, suggesting that changes in visual design are not significantly related to the likelihood of an impulsive or planned purchase. Similarly, the coefficient for ease of navigation is 0.0191, with a p-value of 0.686, indicating that ease of navigating the website does not significantly affect shopping Behaviour either. The overall model, as reflected by the pseudo-R-squared of 0.0008, explains very little of the variance in online shopping Behaviour, further supporting the conclusion that these website design factors do not play a critical role in driving impulse versus planned purchases. Given the p-value of 0.885 for the model, the relationship between website design and shopping Behaviour appears to be weak and not statistically significant. These findings suggest that other factors, such as marketing stimuli or emotional triggers, may have a greater influence on online shopping Behaviour than website design features like visual appeal or ease of navigation.

THE MEDIATING ROLE OF EMOTIONAL STATES IN ONLINE SHOPPING BEHAVIOUR

This analysis explores the mediating effect of emotional states, particularly positive emotions, on the relationship between discounts and impulse purchases in online shopping Behaviour. Emotional states can significantly influence consumer decisions, particularly in e-commerce, where discounts may trigger emotional responses that affect whether purchases are impulsive or deliberate. The aim of this mediation analysis is to assess how much of the effect of discounts on impulse buying is explained by the emotional state of the consumer.

Table.no.3
The Mediating Role of Emotional States in Online Shopping Behaviour

Introduction:

S.no	Variable	Coefficient	Std. Error	t-value	p-value
1	Discounts	0.14	0.04	3.49	<0.001
2	Positive Emotions	0.666	0.059	11.27	<0.001

R-squared: 0.511 | F-statistic: 102.8 | p-value: <0.001

The mediation model reveals that both discounts and positive emotions significantly contribute to impulse purchases. The coefficient for discounts is 0.14, with a p-value of <0.001, indicating that discounts have a direct and significant effect on impulse purchases. More importantly, positive emotions act as a strong mediator, with a coefficient of 0.666 and a p-value of <0.001, suggesting that the emotional response to discounts has a substantial impact on impulse buying.

Behaviour. The model explains 51.1% of the variance in impulse purchases ($R^2 = 0.511$), and the overall model is highly significant (F -statistic = 102.8, p -value < 0.001).

This indicates that positive emotions mediate the relationship between discounts and impulse purchases, meaning that discounts not only lead to impulse purchases directly but also indirectly by evoking positive emotional states in consumers. The strong coefficient for positive emotions highlights their pivotal role in converting the appeal of discounts into actual impulse buying Behaviour. In summary, this analysis shows that emotional responses significantly amplify the effect of discounts on impulse purchases, making emotional engagement a key factor for marketers to consider when crafting discount-driven strategies to encourage spontaneous buying.

CLUSTER ANALYSIS FOR DEVELOPING TARGETED MARKETING STRATEGIES

This cluster analysis aims to identify distinct consumer segments based on their impulse and intentional purchase Behaviour in response to marketing stimuli such as discounts, promotions, and product recommendations. By segmenting consumers into clusters, online retailers can better tailor their marketing strategies to suit the differing shopping preferences and tendencies of various groups. The analysis identifies two clusters of consumers who exhibit different responses to marketing efforts and purchase Behaviours.

Table.no.4
Cluster Analysis for Developing Targeted Marketing Strategies

Cluster	Impulse Purchases	Intentional Purchases	Discounts	Promotions	Recommendations
0	0.423	0.414	0.419	0.265	0.371
1	0.741	0.752	0.555	0.704	0.55

The cluster summary reveals two distinct groups of consumers:

CLUSTER 0: Consumers in this group demonstrate relatively lower levels of impulse (0.423) and intentional purchases (0.414) compared to Cluster 1. Their responses to marketing stimuli are also more moderate, with discounts (0.419), promotions (0.265), and recommendations (0.371) having less influence on their purchasing Behaviour. This suggests that Cluster 0 consumers may be more deliberate in their buying decisions and less responsive to aggressive marketing tactics, indicating they could prefer steady, subtle marketing strategies with occasional discounts or carefully curated recommendations.

CLUSTER 1: This group is characterized by significantly higher impulse (0.741) and intentional purchases (0.752), making them more likely to respond to marketing stimuli. Consumers in Cluster 1 are particularly responsive to promotions (0.704), followed by discounts (0.555) and recommendations (0.550). These findings suggest that Cluster 1 consumers are more impulsive and intentional in their buying Behaviour when exposed to targeted marketing campaigns. Marketing strategies that include aggressive promotions, frequent discounts, and personalized product recommendations are likely to be most effective for this group.

8. FINDINGS

i. The Role of Marketing Stimuli in Triggering Impulse Purchases:

- The analysis shows that discounts, promotions, and product recommendations significantly trigger impulse purchases among college students.
- Discounts had the strongest effect on impulse buying, with a coefficient of 0.497, indicating that price reductions play a critical role in driving spontaneous purchases.
- Promotions (coefficient: 0.406) and recommendations (coefficient: 0.323) also contribute to impulse buying, although to a lesser extent than discounts.
- The model explains 81.8% of the variance in impulse purchases, suggesting that these marketing stimuli are highly effective in influencing unplanned buying Behaviours.

ii. The Role of Marketing Stimuli in Influencing Intentional Purchases:

- For intentional purchases, promotions had the most significant effect, with a coefficient of 0.501, indicating that promotional offers are the strongest driver of planned buying Behaviour.
- Product recommendations (coefficient: 0.416) and discounts (coefficient: 0.303) also impact intentional purchases, though less strongly than promotions.

- The model explains 83.4% of the variance in intentional purchases, emphasizing the critical role of promotional activities in driving deliberate purchase decisions.

iii. The Influence of Website Design on Online Shopping Behaviour:

- Neither visual appeal nor ease of navigation had a statistically significant impact on online shopping Behaviour (whether impulse or planned purchases).
- The coefficients for visual appeal (-0.0077) and navigation ease (0.0191) were insignificant, with p-values of 0.873 and 0.686, respectively.
- The low pseudo R-squared (0.0008) suggests that website design factors alone do not strongly influence whether purchases are impulsive or planned.

iv. The Mediating Role of Emotional States:

- Emotional states, particularly positive emotions, mediate the relationship between discounts and impulse purchases.
- Discounts have a direct significant effect on impulse buying (coefficient: 0.14, p-value < 0.001), but the mediation analysis shows that positive emotions play a substantial role in amplifying this effect (coefficient: 0.666, p-value < 0.001).
- The model explains 51.1% of the variance in impulse purchases, indicating that emotional engagement is a crucial factor in converting discounts into spontaneous purchases.

v. Cluster Analysis for Targeted Marketing Strategies:

- The cluster analysis identified two distinct consumer groups with different responses to marketing stimuli:
- Cluster 0: This group exhibits lower levels of both impulse (0.423) and intentional purchases (0.414) and is less responsive to marketing stimuli, suggesting they prefer more subtle, steady marketing approaches.
- Cluster 1: This group shows higher levels of impulse (0.741) and intentional purchases (0.752) and responds strongly to promotions (0.704), discounts (0.555), and recommendations (0.550). This group is more impulsive and responsive to aggressive marketing campaigns.

9. SUGGESTIONS:

i. MAXIMIZE THE USE OF DISCOUNTS AND PROMOTIONS:

Since discounts and promotions are the strongest drivers for both impulse and intentional purchases, online retailers should prioritize these strategies. Offering time-limited discounts for impulse buyers and bulk purchase promotions for intentional buyers can cater to both types of consumers. Promotions should be strategically designed to create a sense of urgency for impulse purchases while offering value for those making deliberate buying decisions.

ii. ENHANCE PRODUCT RECOMMENDATIONS WITH PERSONALIZATION:

Although product recommendations play a slightly smaller role than discounts and promotions, they still significantly impact both buying Behaviours. Retailers should invest in personalized recommendation algorithms that offer tailored suggestions based on users' browsing history, preferences, and past purchases. Personalized product suggestions can increase the likelihood of both impulsive and intentional purchases, making the shopping experience more relevant and engaging.

iii. TARGETED MARKETING FOR DISTINCT CONSUMER SEGMENTS:

Based on the cluster analysis, retailers should create tailored marketing strategies for the two identified consumer segments:

For Cluster 0, which exhibits lower levels of responsiveness to marketing stimuli, retailers should focus on personalized and subtle marketing. Occasional promotions, personalized product recommendations, and a consistent, reliable shopping experience will resonate better with this group.

For Cluster 1, which is highly responsive to promotions, discounts, and recommendations, retailers should adopt a more aggressive marketing approach, with frequent promotions, flash sales, and dynamic product suggestions.

iv. LEVERAGE EMOTIONAL ENGAGEMENT IN MARKETING STRATEGIES:

Since positive emotions strongly mediate the effect of discounts on impulse buying, retailers should design marketing campaigns that evoke emotional engagement. Using emotionally compelling visuals, engaging product descriptions, and interactive content can enhance positive emotions, making discounts even more effective. Additionally, customer testimonials, social proof, and user-generated content can create a more emotionally engaging shopping environment, encouraging spontaneous purchases.

v. FOCUS ON HOLISTIC WEBSITE EXPERIENCE:

While website design factors like visual appeal and ease of navigation were not significant drivers of buying Behaviour, it's important to maintain a user-friendly and visually appealing shopping experience to support marketing efforts. This will ensure that when emotional or marketing triggers work, the user's path to purchase is smooth and frictionless, enhancing overall satisfaction and repeat purchases.

vi. BALANCE IMPULSE AND INTENTIONAL SHOPPING FEATURES:

Retailers should design their e-commerce platforms to cater to both impulsive and intentional buyers. For impulse buyers, features such as a "Buy Now" button, time-sensitive deals, and one-click checkout should be emphasized to encourage fast decision-making. For intentional buyers, wishlist functionalities, detailed product information, and comparison tools should be more prominent to support thoughtful decision-making.

vii. DEVELOP REAL-TIME EMOTIONAL FEEDBACK MECHANISMS:

Considering the impact of emotional states on impulse buying, retailers could explore technologies like real-time sentiment analysis or emotion-based marketing to capture consumer emotions during browsing. These insights can allow retailers to dynamically adjust product offerings, messaging, or promotions to enhance emotional engagement and increase impulse purchasing Behaviour.

viii. FURTHER EXPLORE CONSUMER CLUSTERING:

Regularly revisit consumer segments to refine clustering strategies. As shopping Behaviours change with evolving trends or external factors, re-clustering consumers based on their responsiveness to different stimuli (e.g., promotions, emotional engagement) can help retailers stay ahead of market dynamics. Continuous data collection and analysis can help identify emerging consumer segments and adjust marketing strategies accordingly.

ix. A/B TESTING FOR PERSONALIZED STRATEGIES:

Implement A/B testing for different marketing strategies targeted at the two clusters. Testing the effectiveness of various discounts, promotions, or emotional triggers on each cluster can provide deeper insights into which approaches work best for impulsive versus intentional buyers. This will allow retailers to fine-tune their marketing approaches and increase overall campaign effectiveness.

10. CONCLUSION

This study highlights the significant influence of marketing stimuli discounts, promotions, and product recommendations on both impulse and intentional purchases among college students. Discounts and promotions emerged as the most powerful drivers of buying Behaviour, with promotions particularly effective in encouraging planned purchases and discounts playing a major role in triggering impulse buys. Although product recommendations had a slightly smaller impact, they remain important tools for guiding both spontaneous and deliberate purchases, especially when personalized.

The analysis also revealed that positive emotions act as a key mediator in the relationship between discounts and impulse purchases, underscoring the importance of emotional engagement in marketing strategies. Retailers aiming to increase impulse purchases should not only focus on discounts but also on creating emotionally compelling shopping experiences that enhance consumer excitement and satisfaction.

While website design factors like visual appeal and ease of navigation did not show a direct influence on whether purchases were impulsive or planned, maintaining a seamless and enjoyable user experience remains critical in supporting the overall shopping journey.

Finally, the cluster analysis identified two distinct consumer segments: one group that responds more strongly to aggressive marketing tactics such as promotions and discounts, and another that prefers a more deliberate and personalized approach. Retailers can optimize their platforms and marketing strategies by catering to the unique needs and preferences of these different segments, balancing strategies for both impulse and intentional shoppers.

CONFLICT OF INTERESTS

None.

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