

The Influence of Sales Promotion Banners on Online Impulse Buying

Hamamali .E .K

Assistant Professor, Research Department of Commerce and Management Studies, Farook College (Autonomous), Calicut, Kerala - 673632

Abstract: *In the technology era of online business environment, e-tailors such as Amazon, Flipkart, Myntra, IndiaMART, Snapdeal, EBay, Reliance Digital etc. use different sales promotion tactics through their e-stores to influence the buying behaviour of shoppers. Sales promotion banner is an inevitable tool to influence the online buying behaviour. Online impulsive buying is an important factor for e-tailors since they generate more revenue by comprehending the buying behaviour of e-store visitors. The purpose of this study was to examine the influence of sales promotion banners on online impulsive buying behaviour of e-commerce shoppers. In this study the researcher investigates whether the sales promotion banners have positive effect to drive online impulse buying. A sample of e-commerce shoppers were drawn from the Malabar region of Kerala. The findings reveal that e-commerce shoppers have certain influence to take an online buying decision. Also, the study establishes that sales promotion banners have inevitable impact on the impulse buying behavior of e-shoppers. Based on the findings of the study, it is recommended that e-tailors should design the banners more attractively with great offers. This study also has significant theoretical as well as managerial implications in e-commerce.*

Keywords: E-tailing, e-store, e-shoppers, online impulse buying, and sales promotion banners.

1. Introduction

The advancements in technology has considerably changed the activities of marketers especially in the online retail environment. They have greatly increased the competitive pressures in electronic retailing arena. In today's highly coercive-e-tail business environment, online retailers make strategic effort to influence the buying behaviour of shoppers during the visit of e-stores. E-tailors such as Amazon, Flipkart, Myntra, IndiaMART, Snapdeal, EBay, Reliance Digital etc. use different sales promotion tactics through their e-stores to influence the buying behaviour of shoppers. They create variety of promotion strategies with the help of digital tools to exploit the power of impulse buying behaviour. Sales promotion is one of the important elements of promotion mix that can be used for these purpose. By using different digital tools of consumer sales promotion, electronic retailers concentrate on designing digital sales environment that affects emotions and behaviour of shoppers at the e-store. They try to create excitement and interest among shoppers that conditions their rational assessments when they choose products which will enhance the probability of impulse purchase. Sales promotion banner is an inevitable digital tool that may attract visitors and may induce them to buy products impulsively. Studies found that impulse buying makes up 27% - 62 % of the total buying at shopping centers (Wirtz & Mattila, 2008).The introduction of online retailing and diffusion of marketing innovations like any time retailing, e-shops, instant credit facility, and home shopping networks have transformed buying process more easy (Rook & Gardner, 1993). As (Stern, 1962)indicated that ease of buying is likely to increase impulse purchasing. Immediate promotions, both monetary and non-monetary led to higher urges to buy impulsively. Therefore, it is necessary to study the effect of sales promotion banners on impulse buying behaviour of e-shoppers.

2. Theoretical background and conceptual framework

2.1 E-tailing

E-tailing stands for Electronic Retailing. It is the retailing of goods and services through the internet. E-tailing requires companies to tailor their business models to capture internet sales, which can include building out distribution channels such as warehouses, internet webpages, and product shipping centers. Successful e-tailing requires strong branding. Websites must be engaging, easily navigable, and regularly updated to meet consumers' changing demands. (Turban, King, & Lee, 2002)defines e-tailing as retailing conducted online, over the internet. (Wang, Head, & Archer, 2002) describes e-tailing as the selling of goods and services to the consumer market through internet. (Zeithaml, Parasuraman, & Malhotra, 2002)has provided that the success of e- tailing depends on the efficient web site design, effective shopping and prompt delivery. Marketers maintains electronic stores (e-stores) for carrying out e-tailing. E-store is the virtual store of a retailer that sells goods or services over the Internet. Amazon, Flipkart, Myntra, IndiaMART, Snapdeal, EBay, and Reliance Digital etc. are the most popular e-stores.

2.2 Impulsive Buying Behaviour

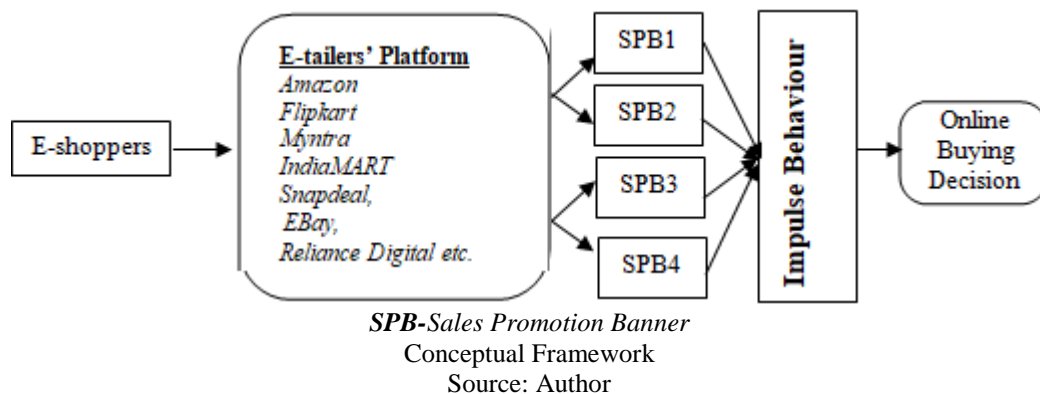
Impulsive buying is defined as unplanned and sudden purchase behavior, and it is always triggered by the shopping environment (Luo, et al., 2021). Impulse buying behaviour is the process by which the consumers make spontaneous buying decisions inside retail stores. It is being influenced by many inside store factors which are of great importance to the retailers who designs strategies to increase their sales. Impulsive buying behavior is an unavoidable phenomenon in the context of contemporary retail business environment. It is a behavior that accounts for a substantial volume of the goods sold every year across a broad range of product categories (Hausman, 2000).Online impulse buying

behaviour is the buying behaviour exhibited by e-shoppers when they see the product promotions in the form of sales promotion banners and product displays. In the present online marketing environment majority of e-shoppers do many online activities in order to gain customers' attention. This is due to the ability of consumers to shop anytime and anywhere through online platforms. Thus, this gives rise to online impulse buying that causes consumers to buy more frequently and to purchase more (Chen & Yaho, 2018).

2.3 Sales Promotion Banners

A sales promotion is an inevitable marketing strategy where the marketers use short-term incentive to instigate interest and generate demand for products. It is used to motivate buying behavior that will trigger purchases in the short term, in order to achieve marketing benchmarks.

Sales Promotion banners are the banners that displayed on e-tailers' website which can be used as a promotional tool to inform, induce and influence prospective customers. They are image-based sales promotional tool which are very popular form of online advertising. The purpose of the banner is to promote the products of e-tailers to get visitors from the host website to e-tailers website. These banners consist of static or animated images or media that is usually placed in the home page of e-commerce websites. They are highly attractive and eye catching because it can help marketers to build brand awareness, create leads, and target the audience. The popular e-tailors such as Amazon, Flipkart, Myntra, IndiaMART, Snapdeal, EBay, Reliance Digital etc. are using sales promotion banners to boost store traffic.



3. Research Problem

In the field of online retail business environment, accelerated technology transformed the marketing patterns. Electronic stores utilise the digital technology for effective marketing communications. Sales promotion banner is an important strategic tool that can be used by e-tailors to attract e-shoppers for influencing their buying behaviour when they wander through different e-stores. The visitors of online stores have a tendency to switch from one store to another for finding suitable products at a cheaper price. The buying behaviour of shoppers are influenced by variety of forces. There are extensive studies on sales promotions mainly from a traditional marketing perspective to boost sales. However, few researchers have investigated the effects of sales promotions and its tools on online impulse buying. Sales promotion banner is a strategic digital tool for arousing the interest among the shoppers to buy the product without extensive planning. It is with this background; the researcher has made a modest attempt to study the influence of sales promotion banners on online impulse buying behaviour of e-shoppers. This study applies the structures of past studies on impulse buying and sales promotion in the online context. This study focuses on online shoppers who have experience in impulse buying during shopping at the online retail store.

4. Objectives and hypothesis of the study

The main objective of the study is:

To examine the influence of sales promotion banners on online impulse buying of e-store shoppers.

The researcher had set the following hypotheses to study the above-mentioned objective

H0 – There is no significant positive influence of sales promotion banners on online impulse buying of e-shoppers.

H1 – There is significant positive influence of sales promotion banners on online impulse buying of e-shoppers.

5. Research Methodology

For achieving the stated objectives of the study, the researcher has adopted an appropriate methodology. The type of research for the study is descriptive in nature. The data are collected from primary sources as well as secondary sources i.e. published literature in the print media and internet media. The population of the study was people in Malabar region of Kerala covering randomly selected districts such as Trissur, Malappuram and Kozhikode who bought products at the different e-store like Amazon, Flipkart, Myntra, IndiaMART, Snapdeal, EBay, Reliance Digital etc. A set of 210 responses were received from the respondents of randomly selected e-shoppers from the Trissur, Malappuram and Kozhikode districts of Malabar region. A total of 193 completed questionnaires were used for the study. IBM SPSS Statistics 22.0 was utilized for the data analysis with the help of regression model. Simple

linear regression model is used to analyse the collected data, to test the hypothesis and to determine whether the model is significant enough to determine the outcome.

6. Data Analysis and Discussion

6.1 Demographic profile of respondents

The researcher has collected the demographic profile of the respondents which is shown in the table below:

Table 1: Demographic Profile

Variable	Attributes	Number	Percentage (%)
Gender	Male	141	73.1
	Female	52	26.9
Age	18-25	97	50.3
	25-45	79	40.9
	45-65	17	08.8
Income	Below 5000	82	42.5
	5000 - 25000	93	48.2
	Above 25000	18	09.3
E-shopping Experience	Yes	193	100

Source: Primary data

6.2 Influence of sales promotion banner

Simple Regression model is used to study the influence of sales promotion banners on online impulse buying of customers. The researcher has taken online buying decision as the dependent variable and Sales Promotion Banner as the independent variable. This study has found that there are significant positive relationships between sales promotion banners and online impulse buying. This study shows that sales promotion banners explain a moderate percent of the variation on online impulse buying. The regression model summary has given in the following table:

Table 1: Regression Model Summary

Dependent Variable	Independent Variable	R	R Square	Adj. R Square
Online Buying Decision	Sales Promotion Banner	.739	.408	.405

Source: Primary Data

The regression output table shows the R-value which represents the correlation between the dependent and independent variable. A value greater than 0.70 indicates that there is a strong correlation. In this study, the R correlation is .739, which implies that there is a strong relationship between sales promotion banner and online buying decision. R-square depicts the proportion of variance for the dependent variable that could be explained by the independent variables. A value more than 0.5 indicates that the model is effective enough to determine the relationship. Adjusted R-square value shows the generalization of the results. It means that the variation of the sample results from the population. It is essential to have a difference between R-square and Adjusted R-square. In this study, the Adjusted R-square value is .405, which is not far off from R-square value i.e. .408, so it is a good indication.

The regression model summary table provides a satisfactory result to proceed for further analysis with the help of ANOVA table

**Table 2
Regression Model - ANOVA**

Dependent Variable	Independent Variable	Level of significance	F-Value	P-value
Online Buying Decision	Sales Promotion Banner	.05	196.364	.000

Source: Primary Data

The level of the significance is chosen for the study is 5%. Therefore, the P-value/ Sig Value should be less than 0.05. In the above ANOVA table, the P-value is .000 which is less than .05. Therefore, the result is significant. F-ratio represents an improvement in the prediction of variable by fitting the model after considering the inaccuracy present in the model. An efficient model shows F value greater than 1. In the above ANOVA table, the F value is 196.3, which is good. As the P-value is below the tolerable significance level, there is a possibility of rejecting the null hypothesis in further analysis of the study with the help of co-efficients table. The table is given below:

Table 3: Regression Model – Co-efficients

Dependent Variable	Independent Variable	Std. Beta Co-efficients	t-Value	P-value
Online Buying Decision	Sales Promotion Banner	.712	14.013	.000

Source: Primary Data

The Sig. value of the table can be used to accept or reject the Null hypothesis. The value should be below 0.05 for 95% confidence interval to reject the Null hypothesis.

The co-efficient table shows a sig. value of .000 which is < 0.05, thus null hypothesis is rejected. The t-value is also greater (14.013) which is a strong evidence against the null hypothesis. Thus, it is very evident that there is a significant influence of sales promotion banners on online impulse buying. Therefore, the analysis suggests that the sales promotion banners have a significant positive relationship with online impulse buying.

7. Conclusion

In this study the researcher has proved that there is a significant positive relationship exists between sales promotion banners and online impulse buying. It means that when the shoppers move through the e-stores, the sales promotion banners catch their attention and lead to buy products impulsively. The result also depicts that the online customers in Malabar area are highly sensitive towards sales promotion banners displayed by the electronic retailers like Amazon, Flipkart, Myntra, IndiaMART, Snapdeal, EBay, Reliance Digital etc. The prospects tend to buy impulsively when being influenced by eye catching sales promotion banners showcased by the e-stores (Wirtz & Mattila, 2008) in their study proved that store environmental stimulation have great role in consumers' decision on buying impulsively. Sales promotion banner act as environmental stimulator and hence this study has very significant theoretical as well as managerial implications for e-commerce marketers. The results of this study gives a valuable insight to e-commerce marketers to accelerate the online impulse buying habits of shoppers that causes them to buy more products frequently

with minimum efforts. Therefore, the e-tailers have to give more focus on creating innovative and attractive sales promotion banners to influence the e-shoppers. The finding of this research study is limited to the online shoppers of Malabar area. Future studies can be carried out by the researchers to ensure accuracy by covering more area with different sample and various aspects of online impulse buying phenomenon. Online impulse buying behaviour in terms of sales promotion banners may vary between different population. So there is a huge scope for further study about sales promotion and online impulse buying.

[15] Zeithaml, V. A., Parasuraman, A. P., & Malhotra, A. (2002). Service Quality Delivery Through Web Sites: A Critical Review of Extant Knowledge. *Journal of the Academy of Marketing Science*, pp.362-375.

References

- [1] Chen, C., & Yaho, J. (2018). What drives impulse buying behaviours in a mobile auction? The perspective of the Stimulus-OrganismResponse model. *Telematics and Informatics*, pp. 0-1.
- [2] Hasim, M. A., Shamsudin, M. F., Ali, A. M., & Shabi, S. (2018). The relationship between sales promotions and online impulse buying in Malaysia. *Opción*, pp. 516-525.
- [3] Hausman, A. (2000). A multi-method investigation of consumer motivations in impulse buying behavior. *Journal of Consumer Marketing*, pp. 403-426.
- [4] HODGE, R., & JEFFREY, S. (2007). Factors Influencing Impulse Buying During an Online Purchase. *Electronic Commerce Research*, Vol 7, pp. 367-379.
- [5] Jain, R., & Chetty, P. (2019, September 24). *How to interpret the results of the linear regression test in SPSS?* Retrieved from Project Guru: <https://www.projectguru.in/interpret-results-linear-regression-test-spss/>
- [6] Luo, H., Cheng, S., Zhou, W., Song, W., Yu, S., & Lin, X. (2021). Research on the Impact of Online Promotions on Consumers' Impulsive Online Shopping Intentions. *Journal of Theoretical and Applied Electronic Commerce Research*, pp.2386-2404.
- [7] Piron, F. (1991). Defining Impulse Purchasing. *Advance in Consumer Research*, Vol. 18(No 1), pp.509-514.
- [8] Rook, D. (1987). The Buying Impulse. *Journal of Consumer Research*, pp.189-199.
- [9] Rook, D., & Gardner, M. P. (1993). In the mood: Impulse buying's affective antecedents. *Research in Consumer Behaviour*, pp.1-28.
- [10] SITONG, J. (2022). *Essays on Sales Promotion and Consumer Decision Making Process*. Durham: Durham University.
- [11] Stern, H. (1962). The Significance of Impulse Buying Today. *The Journal of Marketing*, pp. 59-62.
- [12] Turban, E., King, D., & Lee, J. K. (2002). *Electronic Commerce 2006 : A Managerial Perspective*. Upper Saddle River: Prentice Hall.
- [13] Wang, F., Head, M., & Archer, N. (2002). E-Tailing: An Analysis of Web Impacts On The Retail Market. *Journal of Business Strategies*, pp.73-93.
- [14] Wirtz, J., & Mattila, A. S. (2008). The role of store environmental stimulation and social factors on impulse purchasing. *The role of store environmental stimulation and social factors on impulse purchasing*, Vol. 22(No.7), pp. 562-567.