

Exploring the 4Ps' Influence on Online Impulse Buying Behaviour and Responsible Buying Behaviour: A SOR Model

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Abstract: *The marketing tactics used by online retailers have influential role in the decision-making procedure when customers buy items online. The SOR theory and framework are used in this study as a way to identify online impulsive purchase behaviour and online responsible buying behaviour among centennials and millennials. Stimuli are the external marketing factors that are influential over consumers, such as product, price, place, and promotion. An organism is the internal state of a customer and the actions and the reactions are the customer response. The online retailer's marketing strategy (4ps) is the stimulus, whereas the urge to buy is the organism that drives the online impulse buying behaviour action. An online survey was conducted with 760 online customers from Chennai and Delhi. The structural equation model (SEM) was used to analyze the data, with a significance level of 0.05. All four online marketing strategies are significantly associated with the urge to buy. With an estimated coefficient of 0.441, the urge to buy has a significant positive impact on online impulsive purchases, and the urge to buy has a negative significant effect on online responsible buying behaviour with an estimated coefficient of -.146. In this study, an increase in the urge to buy among customers increases impulse buying and decreases responsible buying. With this result, online retailers can determine the best and most effective marketing strategies to increase online impulse sales by influencing consumers at the same time promoting and protecting sustainability.*

Keywords: *SOR Model, Online Impulse buying behaviour, Urge to buy, Marketing strategies, 4Ps, Online Responsible Buying Behaviour, Responsible consumers*

Introduction

An impulse purchase is a spontaneous action made by the customer without having any pre-plan to purchase the product when they start their shopping (Xu et al., 2020). Consumers purchase products and services for many reasons that they consider essential, such as to express their identity, to lift their spirits, or just for fun. Impulsive purchases are those that are not based

on logic; it is non-responsible purchases (Sirhindi, 2010). Impulse buying behaviour (IBB) is a common buying behaviour that spreads worldwide but it is treated as an unacceptable social phenomenon (Redine et al., 2023). After realizing the importance of unplanned purchases, academics and marketers created marketing plans to boost sales and promote impulsive buying. With the public's acceptance of the internet expanding and multi-channel shopping expanding quickly, customers are now constantly subjected to marketing stimuli that encourage impulsive purchases (Abdelsalam et al., 2020; Sirhindi, 2010; Wang & Chapa, 2022). On top of certain benefits (like joy and satisfaction), impulsive shopping includes drawbacks for both the customer and society at large (such as unpleasant feelings after the purchase, and financial issues, etc.) (Obukhovich et al., 2023). As a result, customers frequently try to manage the negative effects of their impulsive purchases by trying to manage their UB (Blettner & Sc, n.d.). When consumers deal with the negative effects of their impulsive purchases, they try to solve social concerns like environmental harm(i.e., socioeconomic consequences) (Zafar et al., 2021). This is because consumers who are more likely to behave responsibly are more open to learning about environmental and social issues that are related to their operations. These customers have the power to raise enough awareness to hold themselves accountable for their activities on both a social and environmental level (Obukhovich et al., 2023). Additionally, careful buyers seek to persuade other consumers to assume a higher level of responsibility (Blettner & Sc, n.d.). The Internet is becoming an integral part of shopping channels with high growth rates above the other forms of shopping channels. As the Internet becomes a new channel for purchasing goods and services, researchers and marketers are exploring new marketing methods and target markets (Huang & Cai, 2021; Vihari et al., 2022). Online purchasing has grown dramatically in several categories, as well as customers' plans

to purchase online, are both still expanding (Zhao et al., n.d.). Impulsive purchasing, which is characterized by sudden, unexpected consumer purchases, is more common online. According to previous research, impulsive purchases account for 40% of all online expenditure and are 5% more inclined to occur online than offline (Wang & Chapa, 2022; Zhao et al., n.d.). When someone experiences an immediate, intense, and enduring desire to purchase something (Sirhindi, 2010). The urge to buy (UB) things leads to the action, which typically occurs impulsively and without any responsible consumption practices (Gupta et al., 2021). The three main parts of this framework are S (stimulus), O (organism), and R (response) (Y. Y. Lee & Gan, 2020). In this study, the SOR framework has been employed to evaluate the impact of marketing tactics (4ps) on online impulsive purchasing behaviour (OIBB) and online responsible buying behaviour (ORBB). Stimuli are the external marketing factors that influence consumers, such as product (PR), price (PF), place (WA), and promotion (PT). An organism is the internal state of a customer and the actions and the reactions are the customer response. The online retailer's marketing strategy (4ps) is the stimulus, whereas the UB is the organism that drives the OIBB and ORBB action. The SOR model is used in this study to address the research gap with three main research questions (a) Do the marketing strategies 4ps influence online shoppers' UB? (b) Does the online shoppers' UB positively influence OIBB? (c) Does the online shoppers' UB positively influence ORBB? (d) Do sociodemographic factors of online shoppers influence the UB, OIBB, and ORBB?

Literature review and hypotheses development

SOR model

According to the stimulus-organism-response (SOR) paradigm, environmental signals and other stimuli have an impact on emotional responses and people's cognitive, which in turn influence how they behave Based on this

framework, external marketing stimulus may cause people to experience emotional states or internal cognitive (such as organism), which leads to the act called online purchase (C. H. Lee et al., 2021; Moser et al., 2019; Xu et al., 2020). One of the most commonly researched cognitive response variables for the organism in the SOR framework is perceived utility (Y. Y. Lee & Gan, 2020). The S-O-R figure shows how environmental factors influence people's behaviour, with the stimulus (S) causing internal processes (O), which in turn influence reaction (R) (Zafar et al., 2021). According to SOR theory, external influences affect consumers' internal assessments and states, which lead to actions such as avoidance and approach (Aiolfi et al., 2022; Gong & Jiang, 2023; Wells et al., 2011).

Stimulus

Stimuli are the factors that influence a consumer's decision to buy a product or service. Both internal and external stimuli can be considered stimuli. Consumer traits are associated with internal stimuli (Y. Y. Lee & Gan, 2020). Apps and Websites, products, pricing features, and promotions are examples of external stimuli.

In an online setting, novelty can readily promote impulsive purchasing behaviour because it is a trigger that makes people want to try new things or buy new products (Li et al., 2023). Colours, images, and packaging design are effective instruments that can trigger a range of feelings in customers (Redine et al., 2023). By incorporating visual components in the design of your packaging that highlight the benefits or best uses of the products within, you may encourage impulse buyers to immediately connect your offerings with their own needs (or wants) (Bao & Yang, 2022). As a result, a hypothesis is put forward:

H1: Products positively affect the UB

The term "price" refers to how much things cost, which is an essential consideration to take into account while making a purchase, particularly for those with limited resources or incomes

(Eijnareviæ, n.d.). Because price comparisons can be made quickly and inexpensively while shopping online, consumers are increasingly price-sensitive (Gong & Jiang, 2023). that if the pricing is quite attractive customers are likely to commit an impulsive purchase when browsing the website. Online impulse buying is significantly influenced by a product's pricing (Bao & Yang, 2022). As a result, we put up the following hypothesis:

H2: Pricing tactics positively affects the UB

The visual elements of a website, including fonts, pictures, and other visual elements, are chosen to influence its overall visual appeal (Akram et al., 2018). Users' propensity to browse and make purchases will be increased by the website's visual appeal, variety of products, and the most recent product updates in websites and apps. These satisfying feelings strengthen a desire or generate the urge to make impulsive purchases of goods (Crystal Himawari et al., 2018; Rahman & Hossain, 2022). A web page's overall quality is defined by its features, layout and design, eye-catching content, loading speed, level of service, and duration of operation. Therefore, the likelihood of eliciting purchase intentions increases with website quality (Hayu et al., 2020; Narimanfar & Ghafari Ashtiani, 2021; Rahman & Hossain, 2022; Wells et al., 2011). Therefore, we propose that

H3: Apps and websites positively affect the UB.

Promotion is a sales approach that involves offering a discount, extra value, or incentive to customers to purchase the goods (Zhao et al., n.d.). It is simpler for customers to buy something that seems like an offer when they get pulled in by the market, even if they don't need it (Kamble et al., 2017). Promotional features like membership discounts, Gift promotions, trial packs or samples, social media influencers and promotions, limited-time scarcity (scarcity promotion), and limited-quantity scarcity are significant movers in the minds of buyers (Karim et al., 2021; Li et al., 2023). Research has demonstrated a significant beneficial correlation

between sales promotions and impulsive purchases made online (Kholis et al., 2023; Liu & Zhang, 2019; Tu et al., 2017) 2017). Thus, a hypothesis is put forward:

H4: Promotional techniques positively affect the UB

Organism

This model of the online impulse buying process defines it as a UB, or more accurately, as the desire to acquire something immediately. The impulse to buy additionally drives an approach, which is the S-O-R model's response (Bao & Yang, 2022). Emotion is determined by cognitive and lead actions (Xu et al., 2020). An impulsive, unexpected purchase made without planning, either to fulfil a specific task related to purchasing or to buy a specific category of product. Online impulsive purchases are the outcome of this behaviour, which usually happens quickly and carelessly when there is a strong urge to acquire something. (Gupta et al., 2021; Nguyen et al., 2023). In addition to some advantages such as happiness and contentment, impulsive purchasing has disadvantages for the consumer and society as a whole such as negative emotions after the purchase, and financial difficulties. (Blettner & Sc, n.d.). Once their UBI is activated, consumers have a more inclination to make impulsive purchases rather than avoiding unnecessary spending and making sustainable decisions like ORBB. (Zafar et al., 2021). Consequently, consumers often attempt to control their UB in an attempt to mitigate the adverse consequences of their impulsive purchases. Therefore, we propose that:

H5: UB positively affects OIBB.

H6: UB positively affects ORBB.

Response

There has been a significant increase in the growth of online purchasing (Redine et al., 2023). According to statistics, impulse buys account for over one-third of all online purchases (Z. Zhang et al., 2022). Online and

physical retailers have many characteristics, yet there are also big distinctions when it derives to online shopping (Foroughi et al., 2014; J. Zhang et al., 2022). For many consumers, online shopping offers greater convenience than traditional brick-and-mortar stores, This may lead to more impulsive purchasing (Liu & Zhang, 2019; Luo et al., 2021). Prior studies have shown that impulsive purchases might encourage excessive consumption and result in environmental issues. Customers who feel bad about their purchases, for instance, could try to justify them, secretly keep the things they have purchased, or just return them if they are not happy. Since such coping significantly increases one's carbon footprint, it has a detrimental effect on the environment from a viewpoint of sustainability. ORBB is at the forefront of socially responsible and environmentally mindful online shopping.

Sociodemographic factors

Demographics are the essential and quantifiable facts of a population; they are useful for psychographic and sociocultural research, are easier to quantify, and aid in identifying the target market. (Olodo & Aremu, n.d.). Changes in demographic features such as age, gender, and income can highlight the ongoing trends that open new business opportunities. (Lawan, 2021). It is crucial to look at how sociodemographic factors (gender, age, income, and location) moderate the effect of marketing tactic on customer purchasing behavior. (Tiwari, 2014). Demographics are one of the aspects that are thought to be responsible for the differences in the behaviours and attitudes of customers. (Olodo & Aremu, n.d.; Tiwari, 2014). Investigating the moderating effect of demographic faces (age, gender, family monthly income, and location) on consumer OIBB and ORBB is therefore essential.

H7: Sociodemographic factors (Location, age, gender, family monthly income) impact on UB, OIBB, and ORBB.

Table 1: Research papers on online impulse buying with the SOR framework

Paper	S-O-R Model	Stimulus				Organism	Response	
		PR	PF	WA	PT	UB	IBB	OIBB
(H. Xu et al., 2020)	?	-	-	-	-	?	?	-
(Karim et al., 2021)	?	?	?	?	?	-	?	-
(Chauhan et al., 2023)	?	-	-	-	?	-	?	-
(Y. Y. Lee & Gan, 2020)	?	-	-	-	-	?	?	-
(Dong & Tarofder, 2024)	?	?	-	?	-	-	-	-
(Trivedi et al., 2023)	?	?	-	-	-	-	-	?
(Yang et al., 2022)	?	-	-	?	-	-	?	-
(Huo et al., 2023)	?	-	-	-	?	-	?	?
(Nguyen et al., 2023)	?	?	-	?	?	?	-	-
(J. Zhang et al., 2022)	?	-	-	-	?	-	?	-
(Li et al., 2022)	?	-	-	-	?	-	-	?
(Lamis et al., 2022)	?	?	?	?	?	-	?	
(Tang et al., 2022)	?	-	-	-	?	-	-	?
(Zafar et al., 2021)	?	-	-	-	?	?	?	-
(C. H. Lee & Chen, 2021)	?	?	?	-	-	?	-	-
(Shiu et al., 2023)	?	-	-	-	-	-	-	?
(Koay et al., 2021)	?	-	-	-	?	-	-	?
(Singh et al., 2023)	?	-	-	-	?	-	?	-
(Y. Xu et al., 2023)	?	-	?	?	?	-	?	-
(Feng et al., 2023)	?	-	-	-	-	-	-	?
(Wang & Chapa, 2022)	?	-	-	?	-	-	-	?
(Cuong, 2023)	?	-	?	?	-	-	-	?
(Ye et al., 2022)	?	-	-	-	-	-	?	-
(Luo et al., 2021)	?	-	-	-	?	-	?	?
(Hayu et al., 2020)	?	-	-	?	-	-	-	?
(J. Zhang et al., 2022)	?	-	-	-	?	-	?	-
(Sanny et al., 2023)	?	-	?	-	-	-	?	-
(Z. Zhang et al., 2022)	?	-	-	-	-	-	?	?
(Elisa et al., 2022)	?	-	-	-	?	-	?	-
(Gong & Jiang, 2023)	?	?	-	-	-	?	?	-
(Abdelsalam et al., 2024)	?	-	-	-	-	?	-	?
(Aiolfi et al., 2022; Ho et al., 2022)	?	-	-	-	-	?	?	-
(Lo et al., 2022)	?	-	?	-	?	?	?	-
(Feng et al., 2023)	?	-		-	-	?	-	?

The Internet has emerged as a substitute for traditional purchasing, and researchers and marketers are always investigating and discovering fresh approaches to reach their target audience (Sirhindi, 2010). Based on our assessment of the literature, we discovered that there hasn't been a thorough investigation of the combined marketing strategy 4ps on OIBB and responsible buying behaviour (Table 1). After looking over 457 Scopus publications, we discovered that the majority of the studies that have already been done have only looked at one or two of the 4Ps. Therefore, more research has to be done on how the four Ps affect consumers' impulse and responsibility to make sustainable purchase decisions while shopping online.

Methodology

Data Collection and Samples

The study occurred in May 2024 with a sample of 760 participants from Chennai and Delhi, India. The study concentrated on how marketing strategy (the four Ps) affects customers OIBB and ORBB. This helps to know the two different buying behaviour of customers, a key topic that needs research is the influence of marketing tactics (4ps) on OIBB and ORBB. To gather the data required, the questionnaire-survey method was used in this study, It has been actively used in empirical studies. The questionnaire was designed in two sections to obtain comprehensive data on the respondents' OIBB. The demographic material of the respondents was covered in the initial section. There are three parts in the second section. The first group was designed with the stimulus 4ps marketing strategy (product, price, place, promotion) in the Likert scale, each 4ps had 5 questions. They were followed by questions about the customer's UB (7 questions), OIBB (10 questions), and ORBB (8 questions).

To gather the data required, the questionnaire-survey method was used in this study, It has been actively used in empirical studies. Stratified

random sampling with a non-proportionate design method was used since it is impossible to determine the population's exact composition. It is well known that Delhi and Chennai are one of the largest metropolises in north and south India. As they are fast-growing metropolises with many migrants coming from other cities, the population of these cities is not well known. As per the source, an observation is classified to be small if it has no more than 100 participants, medium if it has between 100 and 200, and big if it has more than 200. It is claimed that the usual range of sample sizes for SEM empirical research is between 250 and 500 (Stein et al., 2012). It was thus thought that 760 survey replies would be sufficient. The data collected from the participants will only be used for academic purposes.

The two most influential generations on the earth at present are Generation Z, also known as centennials, and Generation Y, generally recognized as millennials. According to prior studies, they appear to have quite distinct patterns of consumption. Millennials, defined as people who were born between 1981 and 1996, are at comfort with their capacity to peruse and make impulsive consumptions on the internet. (Cavazos-Arroyo & Máynez-Guaderrama, 2022). When it comes to purchasing, millennials tend to act more impulsively and make snap judgments than members of prior generations did. Also viewed as self-restraining and materialistic, millennials have a inclination to spend their cash quickly on personal services and consumer items. Centennials, on another hand, were born between 1997 and 2012 and consumed their whole childhood surrounded by digital communications and technology. They are viewed as more responsible consumers who value materialism, instant satisfaction, and heavy content consumption. They are also considered more intelligent shoppers who prefer the advantages of physical stores over those of online retailers. (Cavazos-Arroyo & Máynez-Guaderrama, 2022).

Statistical analysis technique

In SEM, relationships between variables are represented using a structural model, frequently with the use of path coefficients that show how strong the relationships are (Stein et al., 2012). SEM analysis is most commonly used in social and behavioural science and business (Baumgartner, n.d.). The software packages AMOS 22.0 and SPSS

23.0 were used for the statistical analysis of the data. A structural model analysis is accepted out following the establishment of the measurement model's validity and reliability. The reliability assessment requirements include achieving scores greater than 0.6 for both Cronbach's alpha and overall reliability, as demonstrated by earlier research. (Baumgartner, n.d.; Weston & Gore, 2006).

Table 2: Reliability test result

Reliability Statistics			
Construct	Cronbach's Alpha	N of Items	Source
Product	0.961	5	(M. W. Karim et al., 2021; Lamis et al., 2022)
Place	0.955	5	(Nguyen et al., 2023; Rahman & Hossain, 2022)
Price	0.935	5	(Aragoncillo & Orús, 2018; Narimanfar & Ghafari Ashtiani, 2021)
Promotion	0.952	5	(Tu et al., 2017; J. Zhang et al., 2022)
UB	0.961	7	(Gupta et al., 2021; Nguyen et al., 2023)
OIBB	0.98	10	(Aqmala & Putra, 2022; Moser et al., 2019; Zhao et al., n.d.)
ORBB	0.921	8	(Obukhovich et al., 2023; Zafar et al., 2021)

Cronbach's alpha coefficient is used to evaluate how reliable a set of survey items is. Table 2 indicates the high degree of reliability across several dimensions' product ($\alpha = .961$, 5 items), place (.955, 5 items), price (.935, 5 items), promotion (.952, 5 items), UB (.961, 7 items), OIBB (.980, 10 items) and ORBB (0.921, 8 items). The statistics demonstrate the reliability of the data collected for each construct, based on the robustness of measurement scales.

Research Framework

The SOR model of the OIBB and ORBB is represented by the research conceptual model in Figure 1. The independent variables (stimulus) are the marketing strategies (4ps), product, price, place, and promotion. The UB is the mediating variable (organism) and the OIBB and ORBB are the dependent variables (response).

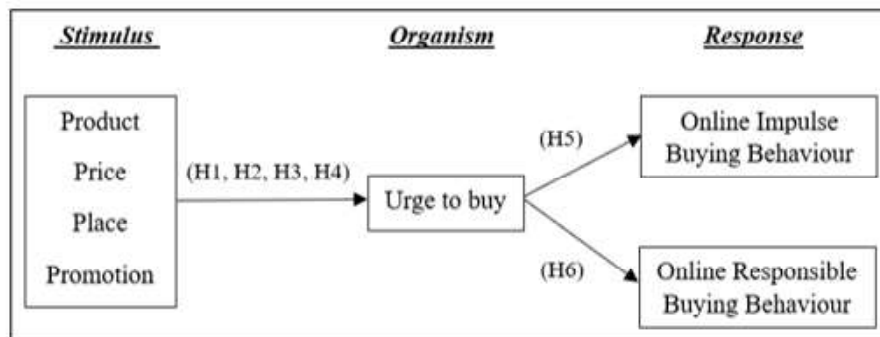


Figure 1: Research framework

Analysis and Findings of the research

Descriptive analysis

The study on exploring the 4Ps' Influence on OIBB and ORBB is done here by collecting 760 valid responses through the questionnaire. These

data are coded and then analysed in SPSS. The statistical tools used here are Percentage Analysis and structural equation model (SEM).

The analysis and interpretation tables are as follows:

Table 3: Respondents demographic profile (n = 760)

Items		Category	Numbers	Percent
Gender	1	Male	362	48%
	2	Female	398	52%
Age	1	Generation Z	380	50%
	2	Generation y	380	50%
Place	1	Chennai	380	50%
	2	Delhi	380	50%
Source of income	1	Salary	319	42%
	2	Business	249	33%
	3	Dependent	192	25%
Family monthly income	1	Up to 200000	197	26%
	2	200001-300000	249	33%
	3	300001- 400000	206	27%
	4	Above 400000	108	14%

Source: Field Survey

Table 3 provides a snapshot of demographic details collected from 760 respondents. According to the data, 48% of responders are male and 52% are female. The age split is evenly distributed, with 50% of the 380 respondents belonging to

Generation Z and 50% to Generation Y. From Delhi (50%) and Chennai (50%) an equal number of responders have been collected for the study.

Confirmatory Factor Analysis

Table 4: CFA test result

Fit Index	X ² /df	RMSEA	GFI	AGFI	IF	CFI
Estimate of parameters.	2.48	0.06	0.962	0.908	0.942	0.964

Table 4 displays a confirmatory factor analysis (CFA) test. The test results indicate that the model does a reasonable job of fitting the data. The RMSEA is less than .08. The GFI, AGFI, IFI, and CFI are greater than .09 which indicates the model's validity.

Structural Equation Model (SEM) Analysis

Taking into account the reliability and validity analysis mentioned above, this study appears to be both valid and reliable, suggesting that further analysis is needed.

Table 5: Model fit index

Fit Index	X ² /df	RMSEA	GFI	AGFI	IF	CFI
Estimate of parameters	1.34	0.02	0.989	0.958	0.962	0.951

Table 5 indicates that with a GFI value of 0.989 and an AGFI value of 0.958, the model fit is considered good, as both values are above 0.9.

The IFI (0.962) and CFI (0.951) show a perfect fit, and an RMSEA value of .02, indicating optimal model fit.

Figure 2: SEM Analysis

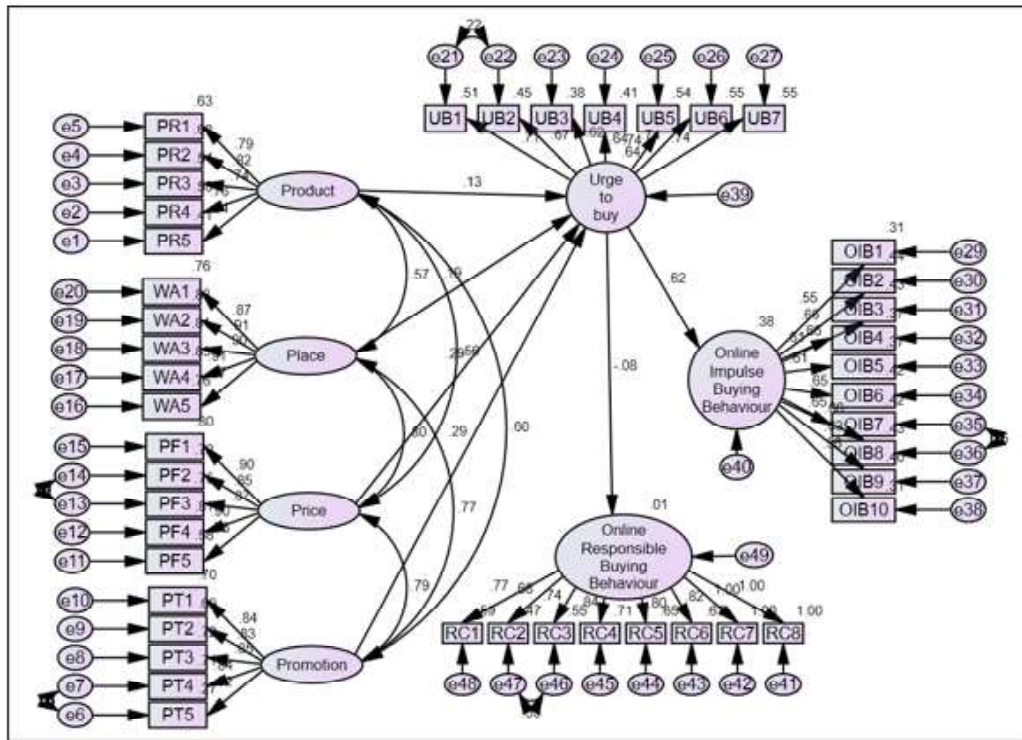


Table 6: Test results of SEM model

	Path	Estimate	S.E.	C.R.	P	Label
Urge to buy	<--- Product	.172	.044	3.941	***	Significant
Urge to buy	<--- Place	.153	.040	3.862	***	Significant
Urge to buy	<--- Price	.291	.053	5.546	***	Significant
Urge to buy	<--- Promotion	.390	.072	5.431	***	Significant
OIBB	<--- Urge to buy	.441	.035	12.782	***	Significant
ORBB	<--- Urge to buy	-.146	.061	-2.373	.018	Significant

The structural equation model (SEM) investigation reveals the significant association between the product, price, place, and promotion with the UB and OIBB ($p < 0.01$) 1% level. The estimated value of UB on the ORBB is -.146 with a p-value of .018 which is a significant ($p < 0.05$) 5% level. This negative coefficient indicates that when UB increases, ORBB decreases. Considering this outcome, it is clear that consumer decision-making is a multi-faceted task,

underscoring the role of marketing strategies across the various dimensions of the marketing mix to influence consumer behaviour. Furthermore, the data shows that OIBB which the study calculated to be 0.441 with a critical ratio of 12.782 is significantly impacted by the impulse to purchase. This implies that a significant factor affecting online impulsive purchases might be comprehending and successfully influencing consumers' buying inclinations.

Table 7: Moderation Effect of Location on the model

Path			Chennai		Delhi		Z-score
			Estimate	P	Estimate	P	
Urge to buy	<---	Product	.324	0.000	.567	0.000	2.247
Urge to buy	<---	Place	.283	0.000	.478	0.000	2.034
Urge to buy	<---	Price	.217	0.000	.402	0.000	2.583
Urge to buy	<---	Promotion	.484	0.000	.679	0.000	2.989
OIBB	<---	Urge to buy	.432	0.000	.586	0.000	2.863
ORBB	<---	Urge to buy	.121	0.000	.267	0.000	2.256

Table 7 illustrates the moderating effect of location (Delhi and Chennai) on the influence of marketing strategies (4ps) on the urge to buy which leads to the OIBB and ORBB. Delhi shows the strongest influence on the marketing strategies like product (estimate 0.567), place (0.478), price (0.402), and

promotion (0.679) and OIBB is higher than the ORBB in Delhi compared to Chennai. This implies that consumer behaviour varies depending on geography, highlighting the necessity of customized marketing tactics that take into account local conditions and preferences.

Table 8: Moderation Effect of age on the model

Path			Generation Z		Generation Y		Z-score
			Estimate	P	Estimate	P	
Urge to buy	<---	Product	.365	0.000	.477	0.000	2.597
Urge to buy	<---	Place	.422	0.000	.284	0.000	2.390
Urge to buy	<---	Price	.385	0.000	.570	0.000	2.398
Urge to buy	<---	Promotion	.532	0.000	.645	0.000	2.495
OIBB	<---	Urge to buy	.686	0.000	.503	0.000	2.935
ORBB	<---	Urge to buy	.154	0.000	.274	0.000	2.103

Table 8 reveals the moderation effect of Generation Z and Y on the influence of marketing strategies (4ps) on the UB which leads to the OIBB and ORBB. Generation Y has a strong influence from the strategies like product,

promotion, and price, while Generation Z is more into the apps and websites. UB's effect on the OIBB is remarkably higher in Generation Z, while its influence on the ORBB is greater for Generation Y.

Table 9: Moderation Effect of gender on the model

Path			Male		Female		Z-score
			Estimate	P	Estimate	P	
Urge to buy	<---	Product	.358	0.000	.498	0.000	2.849
Urge to buy	<---	Place	.396	0.000	.537	0.000	2.747
Urge to buy	<---	Price	.589	0.000	.744	0.000	2.478
Urge to buy	<---	Promotion	.532	0.000	.696	0.000	2.953
OIBB	<---	Urge to buy	.597	0.000	.783	0.000	2.750
ORBB	<---	Urge to buy	.224	0.000	.254	0.000	2.108

Females are the greater influences for the product, place, price, and promotion on UB compared to males. The influence of UB on the OIBB is higher

among females, while the effect on ORBB is a small amount greater for females.

Table 10: Moderation Effect of family monthly income on the model

Path			Up to 200000	200001- 300000	300001- 400000	Above 400000	P	Z-score
			Estimate	Estimate	Estimate	Estimate		
Urge to buy	<---	Product	.593	.635	.638	.649	0.000	2.141
Urge to buy	<---	Place	.249	.295	.365	.325	0.000	2.356
Urge to buy	<---	Price	.415	.578	.585	.842	0.000	3.271
Urge to buy	<---	Promotion	.586	.639	.654	.647	0.000	2.386
OIBB	<---	Urge to buy	.685	.749	.849	.799	0.000	2.597
ORBB	<---	Urge to buy	.294	.214	.265	.211	0.000	2.159

Table 10 illustrates the moderating effect of family monthly income on the influence of marketing strategies (4ps) on the UB which leads to the OIBB and ORBB. The higher income group represents the strongest influence on the marketing strategy like product, price, and promotion. UB influence on OIBB is strongest

for the individuals in the 300001-400000 range, which represents the highest impulse tendencies.

Discussion and Implications

The intention of this study is to investigate how marketing strategy affects OIBB and ORBB. Table 11 illustrates the result of the hypothesis tested and the result is carried forward for further discussions.

Table 11: Result of hypotheses testing

Hypotheses		Supported / Not Supported
H1	Products positively affect the UB	Supported
H2	Pricing tactics positively affects the UB	Supported
H3	Apps and websites positively affect the UB	Supported
H4	Apps and websites positively affect the UB	Supported
H5	UB positively affects OIBB.	Supported
H6	UB positively affects ORBB.	Not Supported
H7	Sociodemographic factors (Location, age, gender, family monthly income) impact on UB, OIBB, and ORBB.	Supported

In this study, the four pillars of marketing strategy, product, price, place, and promotion, have proved that they are the strongest pillars that can create a UB which is the key to creating a demand for purchase which results in OIBB. Previously, there had been research that discussed the single “P” in marketing strategy and how this relates to impulse purchases as well as online purchases. These stimuli have a major impact on online shoppers, according to the significant coefficients for each marketing technique. Promotion has the largest effect on UB, followed by price and place. This is consistent with earlier study indicating the importance of marketing approaches are in affecting consumers’ attitudes and behaviour. Product features like unique and eye-catching designs, packaging, brand image, product guarantee, and warranty policies that

created influence on the UB. In addition to being visually pleasing, the recommendation system, a variety of products, and the latest product update all made it extremely easy to navigate and use the menu structure, and the augmented reality system in the apps and websites drives consumers to purchase. Prices and promotional techniques that trigger impulse buying include factors for example price discounts and coupons, limited-period offers that can be triggered by a countdown timer, buy one, get one free, credit card discounts, social media campaigns, influencer endorsements, personalized marketing tactics and redemption offers that cause the consumer to make impulsive purchases.

Customers’ internal cognitive and affective conditions are triggered by environmental stimuli

(e.g. organisms) when shopping online. (Cavazos-Arroyo & Máñez-Guaderrama, 2022; Nitnaware et al., n.d.; Xu et al., 2020). Among the cognitive reaction variables that have been investigated in the SOR framework for organisms is seeming usefulness, one of the vital variables (Xu et al., 2020). The study found that marketing strategy (4ps) affects the UB in a cognitive manner, which leads to OIBB. It has also been found that positive effects, such as enjoyment, are well-established constructs that are well-suited to capturing the affective reactions you experience in response to stimuli (Abdelsalam et al., 2020; Cavazos-Arroyo & Máñez-Guaderrama, 2022; Xu et al., 2020). Positive effect is characterized as a feeling of relaxation, enjoyment, excitement, and enthusiasm. During this research, positive affect is clear as a positive emotion such as excitement and enjoyment that consumers experience when they make an impulse purchase on the internet (Ėinjavėviė, n.d.; Fook & McNeill, 2020; Xu et al., 2020).

The study displays a complex relationship between the UB on OIBB and ORBB. The OIBB is positively significant by the UB at the same time the ORBB is negatively affected by the UB (Zafar et al., 2021). This suggests that customers may become less concerned with sustainability, ethical consumerism, and long-term value when they feel a greater urge to make purchases. This facet of consumer behaviour has major consequences for consumers, marketers, and policymakers. Factors like emotional stimuli, scarcity promotion, social media influencer marketing, recommendation systems, and convenience cause customers to put short-term happiness ahead of long-term value and ethical concerns (Obukhovich et al., 2023). Marketers need to find ways to balance impulsive behaviour on the part of customers with responsible consumption to overcome it. This can be achieved through scarcity promotions or even exclusive discounts on ethically or environment-friendly things so that responsible consumption might be encouraged while capitalizing on the urgency of the UB (Lubowiecki-Vikuk et al., 2021; Zafar et al., 2021). The messages of long-term

value, such as the longevity of a product, lesser environmental effects, and ethical sourcing, encourage more thoughtful decision-making without reducing the desire to buy. Companies must clearly outline their sustainability initiatives and ethical sourcing practices to facilitate more consumer confidence and appeal to consumer values. Such loyalty programs would encourage consumers to purchase responsibly. The gamified incentives and the easy-to-use “sustainability filters” would make it easy for the consumer to choose. The leverage of influencers that encourage mindful consumption changes the notion of consumers on what is desirable to them, especially in the young generation, but consumer education about social and environmental impact raises awareness and also reinforces responsible consumption (Lubowiecki-Vikuk et al., 2021). Companies that place ORBB at the top of their agenda seek a competitive advantage by becoming better able to shape a good connection with customers, as the customers would become stronger and more loyal and contribute to the greater good of societal and environmental welfare. Policymakers can also encourage such efforts by punishing irresponsible business conduct and legislation that nudge people toward socially responsible behaviour.

In this study, the significant differences between Delhi and Chennai’s marketing strategies affect UB. Product, location, pricing, and advertising all had a greater effect in Delhi than in Chennai. T h a t i m p l i e s t h a t location plays a very significant role in how c o n s u m e r s behave, which is likely due to geographic preferences, cultural differences, and economics. The moderating effect of Generation Z and Generation Y showed that while Generation Y was more open to pricing, product, and promotion, Generation Z was more likely to be swayed by the desire to purchase through digital channels such as apps and websites. Furthermore, there was a greater propensity for OIBB in Generation Z and a stronger propensity for ORBB in Generation Y. These results show that different generations have diverse shopping habits and levels of

responsibility, which might help marketers adjust their tactics for various age groups. When it came to driving their UB, women were shown to be more receptive to factors including product, place, price, and promotion than men. Furthermore, female customers' OIBB was more strongly influenced by UB, indicating that female consumers may be more likely to act impulsively online as well as make impulsive purchases. High-income consumers may be more sensitive to premium products and exclusive offers. Middle-income groups will need value-for-money propositions and impulse-driving deals. As the focused methods driven by demographic results relate directly to particular values, preferences, or behaviours of the targeted segments, this will enhance the potential efficacy of the marketing initiative due to increased connectivity of the marketing efforts.

Conclusions, limitations, and scope for future research

Conclusion

This research examines the effects of marketing strategy (4ps) on OIBB and ORBB with the support of the SOR model. With the increasing expansion of online commerce and online retailer marketing tactics resulted in impulse buying behaviour all over the world. This highly competitive marketing world makes it very important for online retailers to take a very serious look at their marketing strategy if they want to remain competitive in this market. The study provides a clear image of the marketing strategy (4ps) impact on the UB as a cognitive reason that leads to OIBB and negatively affects the ORBB, proving that increased consumer demand frequently takes away from sensible consumption. It is clear from the findings that external stimuli such as product attributes, pricing strategies, promotional techniques, and online platforms are making a substantial impact on the internal urge to make unplanned buying, largely because they influence their internal desire. It is noteworthy that the UB has the potential to function as a potent middleman between marketing cues that encourage impulsive internet

purchases. To boost the performance of their business by capitalizing on consumers' impulsive tendencies and enhancing their marketing strategies to increase sales, online retailers can begin tailoring their marketing strategies to capitalize on these preferences. A retailer can create a long-term relationship with a customer based on promoting impulse purchase behaviours by implementing personalized marketing tactics that appeal to the cognitive and emotional needs of the customer.

Limitations and scope for future research

This study has some limitations, however, it mainly focuses on a specific set of marketing mix elements: namely price, product, promotion, and place, and their effect on the UB, OIBB, and ORBB. Firstly, the study considered only the 4ps marketing strategies. Second, the study's scope is limited to a certain demographic and setting, which may not be fully representative or applicable to other consumer groups or geographies. Consumer responses may fluctuate depending on cultural, economic, and commercial circumstances. Furthermore, consumer behaviour is vulnerable to quick change as a result of technical improvements, societal trends, and global events. This limits the long-term usefulness of the results. Finally, the study does not delve thoroughly into the psychological processes underlying the negative link between the desire to buy and responsible consumption, which could benefit from additional research using qualitative and mixed-method approaches.

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