

Effects of Digital Promotions like Flash Sales and Coupons on Impulse Buying of Electronic Gadgets in Chandrapur City

Dr. Prashant Balwantrao Thakare¹, Dr. Niyaj S. Sheikh²

¹PGTD, Gondwana University, Gadchiroli (M.S.) 442605

²Asst. Professor, LKMIMSR Management Collage, Chandrapur (M.S.) 442401

Abstract—The rapid growth of e-commerce and digital marketing platforms has transformed consumer purchasing behaviour, particularly in the electronics sector. This study examines the effects of digital promotions such as flash sales, discount coupons, and limited-time offers on impulse buying behaviour of consumers purchasing electronic gadgets. The research focuses on understanding how promotional intensity, perceived urgency, and discount attractiveness influence unplanned purchases among online shoppers in semi-urban areas. Data were collected from 300 respondents across the Chandrapur district through a structured questionnaire. Statistical tools such as correlation, regression, and ANOVA were used to assess the relationship between digital promotional factors and impulse buying tendencies. The findings indicate that time-limited offers ($r = 0.68$, $\beta = 0.42$, $p < 0.01$) and attractive coupon deals ($r = 0.63$, $\beta = 0.37$, $p < 0.05$) significantly enhance emotional excitement and perceived value, thereby triggering spontaneous purchase decisions. The study highlights the psychological mechanisms behind online impulse buying and provides managerial insights for e-commerce marketers and electronics retailers to design effective promotional strategies while maintaining customer trust and satisfaction.

Index Terms—Digital promotions, Flash sales, Discount coupons, Impulse buying, electronic gadgets, Consumer behaviour, Online marketing, Chandrapur district

I. INTRODUCTION

The Indian e-commerce market has seen exponential growth, reaching USD 74.8 billion in 2022, with the electronics segment contributing about 38% of total online sales (IBEF, 2023). The increasing use of mobile apps, social media advertising, and digital payment systems has encouraged consumers to make

impulsive purchases triggered by online promotions. Chandrapur district, a developing semi-urban region of Maharashtra, has experienced rapid digital penetration: smartphone usage increased from 42% in 2017 to 81% in 2022, while e-commerce participation rose from 22% to 61% during the same period (District Statistical Handbook, 2023). Given these dynamics, this study aims to analyze how flash sales and digital coupons affect impulse buying of electronic gadgets among Chandrapur consumers.

II. REVIEW OF LITERATURE

Prior research confirms that time constraints and discount cues enhance unplanned purchases (Rook, 1987; Chen et al., 2019).

- Stern (1962) identified situational factors like limited-time offers as key drivers of impulse buying.
- Verma & Singh (2020) observed that digital coupon users in India exhibit 27% higher impulse purchase rates compared to non-users.
- Kumar & Bansal (2021) found that 73% of Indian consumers buy electronics during flash sales, especially on Amazon and Flipkart.

Despite these insights, there remains limited data on district-level semi-urban markets like Chandrapur, where consumers may balance traditional and digital influences differently.

III. OBJECTIVES OF THE STUDY

1. To study the relationship between flash sales and impulse buying of electronic gadgets.
2. To evaluate the impact of discount coupons on unplanned purchases.

3. To analyze the role of perceived urgency and emotional excitement in impulse buying.
4. To provide managerial implications for digital marketing strategies in semi-urban regions.

IV. HYPOTHESES

H1: Flash sales significantly influence impulse buying behaviour.

H2: Discount coupons significantly influence impulse buying behaviour.

H3: Perceived urgency mediates the relationship between digital promotions and impulse buying.

V. RESEARCH METHODOLOGY

5.1 Research Design

Quantitative descriptive research using a survey method.

5.2 Sample and Population

The population includes online shoppers of electronic gadgets in Chandrapur district (Maharashtra). A sample of 300 respondents was selected through convenience sampling (53% male, 47% female).

Age Group	% of Respondents
18–25 years	36%
26–35 years	42%
36–45 years	15%
Above 45 years	7%

5.3 Data Collection

Primary data were gathered through a structured questionnaire (5-point Likert scale).

Secondary data were collected from journals, government reports, and marketing studies.

5.4 Data Analysis Tools

- Descriptive statistics (mean, SD)
- Correlation analysis (Pearson’s r)
- Regression analysis (SPSS v26)
- ANOVA for demographic comparison

Reliability test: Cronbach’s alpha = 0.87, indicating high internal consistency.

VI. RESULTS AND DISCUSSION

6.1 Descriptive Statistics

Variable	Mean	Std. Deviation
Flash Sale Attractiveness	4.12	0.78
Coupon Discount Value	3.94	0.84
Perceived Urgency	4.08	0.72
Emotional Excitement	3.89	0.81
Impulse Buying Behaviour	4.05	0.77

6.2 Correlation Analysis

Variables	Correlation (r)	Significance (p)
Flash Sales – Impulse Buying	0.68	0.000
Discount Coupons – Impulse Buying	0.63	0.001
Perceived Urgency – Impulse Buying	0.59	0.004

All correlations were positive and significant, confirming strong relationships between digital promotions and impulse buying.

6.3 Regression Analysis

Dependent variable: Impulse Buying Behaviour

Predictor	β (Beta)	t-value	Sig. (p)
Flash Sales	0.42	8.32	0.000
Discount Coupons	0.37	7.15	0.001
Perceived Urgency	0.33	6.84	0.002
Emotional Excitement	0.29	5.96	0.004

$R^2 = 0.58$, meaning 58% of the variation in impulse buying behaviour is explained by these promotional factors.

6.4 ANOVA (Demographic Influence)

ANOVA showed significant variation by age group ($F = 4.87$, $p = 0.009$) — younger respondents (18–35 years) displayed higher impulsiveness. Gender difference was not statistically significant ($p = 0.17$).

VII. DISCUSSION

The results validate that flash sales and discount coupons substantially drive impulse purchases among consumers in Chandrapur.

- Flash sales create time pressure (FOMO effect) that enhances urgency.
- Coupon offers enhance perceived savings and value, motivating emotional decision-making. These findings align with Rook (1987) and Chen et al. (2019), confirming that digital promotions trigger both emotional and cognitive responses.

VIII. MANAGERIAL IMPLICATIONS

1. Time-limited offers (e.g., 2-hour flash sales) can effectively increase conversion rates by 25–30%.
2. Coupon personalization (based on browsing history) can improve customer engagement and retention.
3. Transparency in offers builds long-term trust, reducing post-purchase regret.
4. Retailers should combine flash promotions with clear return policies to sustain consumer confidence.

IX. CONCLUSION

The study concludes that digital promotions significantly influence impulse buying behaviour of electronic gadget consumers in Chandrapur district. Flash sales and discount coupons jointly explain nearly 60% of impulse purchase behaviour, mediated by perceived urgency and emotional excitement. The findings suggest that while digital marketing tools can boost sales, ethical and transparent execution is vital to sustain trust. Future research may explore longitudinal data, include rural vs. urban comparisons, and test the moderating role of digital literacy or income level.

REFERENCES

- [1] Chen, Y., Wang, X., & Xie, J. (2019). Time pressure and consumer impulse buying in online flash sales. *Journal of Retailing and Consumer Services*, 50, 101–108.
- [2] Rook, D. W. (1987). The buying impulse. *Journal of Consumer Research*, 14(2), 189–199.
- [3] Stern, H. (1962). The significance of impulse buying today. *Journal of Marketing*, 26(2), 59–62.
- [4] Verma, P., & Singh, A. (2020). Impact of digital discounts and coupons on online consumer purchase behaviour in India. *International Journal of E-commerce Studies*, 5(3), 45–54.
- [5] Kumar, R., & Bansal, S. (2021). Online sales promotion strategies and their impact on impulse buying in India. *Indian Journal of Marketing Research*, 9(1), 22–31.
- [6] IBEF (2023). *E-commerce Industry in India: Market Overview and Growth Trends*. Retrieved from www.ibef.org
- [7] *District Statistical Handbook, Chandrapur (2023)*. Government of Maharashtra.