

Analyzing the Impact of Consumers' Internal Stimuli on Affective and Cognitive Buying Behavior: A Mediated Perspective

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ABSTRACT

Consumer behavior is shaped by various internal stimuli such as emotions, attitudes, motivations, personality traits, and cognitive processes. Recognizing how these internal factors influence affective and cognitive buying behavior is critical for marketers aiming to effectively connect with consumers and encourage purchasing decisions. This study seeks to explore the mediating role of internal stimuli in the relationship between affective and cognitive buying behavior. Using theoretical insights from consumer psychology and marketing literature, a conceptual framework is proposed to explain the intricate interactions between internal stimuli, affective responses, cognitive evaluations, and purchase intentions. The research adopts a combination of quantitative surveys and experimental methods to collect data from a diverse consumer base. Statistical methods like regression analysis and path analysis (T-sample test) are utilized to assess the direct and mediating effects of internal stimuli on affective and cognitive buying behavior. The study's findings enhance our understanding of consumer decision-making processes and offer actionable insights for marketers to design targeted and persuasive strategies to engage consumers effectively.

Keywords: Consumer Mood, Situation, Shopping Enjoyment, Hedonic Behavior, Consumer Satisfaction, Affective and Cognitive Impulse Buying Behavior

1. Impulse Buying

1.1 Indian Consumer Electronics Market

A 2023 survey by One Poll revealed a 48% decline in impulse purchases compared to the previous year, with 72% of respondents attributing this trend to inflation. Nonetheless, over a third of respondents indicated that impulse buying still constitutes a significant portion of their shopping habits.

Impulse purchases are categorized into four types that offer insights into the pre-purchase process:

Pure Impulse Buying: This is the most recognizable form, driven by immediate emotional responses. For instance, purchasing a candy bar at checkout due to a sudden craving.

Reminder Impulse Buying: Triggered by seeing or recalling an item that highlights the need for another. For example, noticing toothbrushes at the store and remembering to buy toothpaste.

Suggestion Impulse Buying: Arises from marketing persuasion, such as opting for sparkling water instead of soda after hearing about its health benefits.

Planned Impulse Buying: Motivated by discounts or promotions on items already considered for purchase, like buying a DVD at half price after previously considering it.

1.2 Millennials and Impulse Buying

Millennials, born between 1980 and 2000, are prominent in impulse purchasing due to the accessibility and speed of digital technology. Smartphones allow them to browse and buy effortlessly, making them a distinct consumer group. Their rising income and free-spirited lifestyles make them key targets for electronics manufacturers and retailers. Rhonda Daniel, manager of market research for CEA, notes that Millennials not only purchase electronics frequently for themselves but also significantly influence the buying decisions of others within their social circles.

1.3 Impulse Buying Characteristics

According to Kacen, J., Jacqueline, and Julie Anne (2002), impulse buying has the following features:

High interest in the product

A strong desire for immediate ownership

Overlooking the consequences of the purchase

Feelings of satisfaction post-purchase

Internal conflict between passion and control

Minimal attention to potential negative outcomes

2. Literature Review

Consumer Internal Stimuli

2.1 Impulse Buying Tendency

Madhu et al. (2023): Explored relationships among online impulse buying tendencies (IBT), hedonic motives, online promotions, impulse purchase decisions (IPD), and customer satisfaction (CS). Findings showed:

- IPD mediates the relationship between IBT and CS.
- Hedonic motives moderate the relationship between IBT and IPD.
- Hedonic motives and online promotions jointly influence IPD and CS.

Malik & Joshi (2023): Analyzed the non-rational buying behaviors of Indian apparel consumers, showing how rationality and non-rationality interplay in consumer decisions, often shaped by economic and psychological factors. Gandhi (2020): Investigated internal/external factors, post-purchase behavior, and e-commerce growth on impulsive fashion buying. Results highlighted store environment and lower prices as key drivers. Male consumers exhibited higher impulsive tendencies than females, with happiness being a dominant post-purchase emotion.

Pinto et al. (2020): Examined the effects of store layout, ambiance, and employee interactions on impulse buying in Karnataka's apparel outlets. Store ambiance and staff interactions were significant factors influencing impulsive decisions.

Ittaqullah et al. (2020): Investigated mobile marketing, discounts, and lifestyle effects on online marketplace purchases. Lifestyle significantly impacted impulse buying, while mobile marketing

and discounts did not. Fisher (2016): Found that consumers' normative evaluations moderate the link between impulsiveness and buying behavior. Tambuwun (2016): Demonstrated that hedonic motives and gender have a direct, significant impact on impulse buying behavior.

Need for the Study

To analyze the effects of internal and external stimuli on consumers' impulse buying of electronic gadgets through online platforms.

Objectives

The study's primary goal is to explore how internal stimuli influence cognitive and affective impulse buying behaviors. Supporting objectives include:

1. Identifying consumer internal traits that drive impulse purchases of electronic gadgets online.
2. Examining the relationship between e-commerce marketing strategies and consumers' impulse buying tendencies, mediated by internal traits.

Research Methodology

Approach: Survey-based study.

Literature Survey: Comprehensive analysis of relevant studies.

Study Area: Hyderabad, Telangana.

Target Population: Consumers aged 18–35.

Sample Size: 150 respondents.

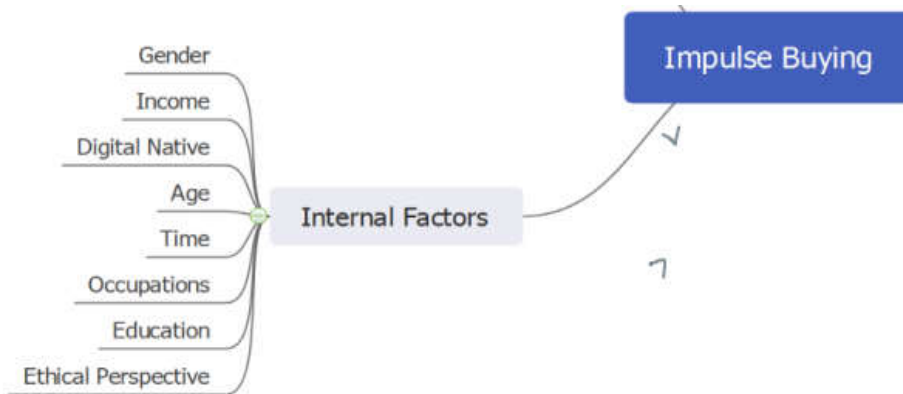
Data Collection

Data were collected via Google Forms and social media platforms like LinkedIn, Facebook, and Twitter. Validation tests yielded a reliability score of 0.81.

Statistical Findings

Table 1: Regression analysis predicting the influence of independent variables on Cognitive Online Impulse Buying Behavior

S.No	Variables	β	t	Sig.
1	Consumer Mood	-0.003	-0.070	0.945
2	Shopping Enjoyment	-0.078	-2.521	0.012
3	Customer's Situation	0.028	0.713	0.476
4	Hedonic Behavior	0.158	4.316	0.000
5	Impulse Buying Tendency	0.637	21.353	0.000



Variables	Consumer Mood	Shopping Enjoyment	Customer Situation	Hedonic Behavior	Cognitive Impulse Buying Tendency	Affective Impulse Buying Behavior
Consumer Mood	1					
Shopping Enjoyment	0.320**	1				
Customer Situation	0.557**	0.205**	1			
Hedonic Behavior	0.418**	0.221**	0.604**	1		
Cognitive Impulse Buying Tendency	0.178**	0.093*	0.165**	0.254**	1	
Affective Impulse Buying Behavior	0.083*	0.034	0.006	0.071	0.650**	1

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Table 2, Correlation Analysis

The relationship between **Cognitive Online Impulse Buying Behavior** and various factors was analyzed, revealing the following:

- **Consumer Mood:** Displays a very low but positive significant relationship ($r = 0.178$).
- **Shopping Enjoyment:** Shows a very low positive significant relationship ($r = 0.093$).
- **Customer's Situation:** Exhibits a very low positive significant relationship ($r = 0.165$).
- **Strong Feeling:** Demonstrates a very low positive significant relationship ($r = 0.254$).
- **Impulse Buying Tendency:** Shows a moderate positive significant relationship ($r = 0.647$) at a 1% significance level.

Examining **Consumer Mood**:

- **Shopping Enjoyment** has a low positive significant relationship ($r = 0.320$).
- **Customer's Situation** has a moderate positive significant relationship ($r = 0.557$).
- **Strong Feeling** shows a low positive significant relationship ($r = 0.418$).
- **Impulse Buying Tendency** reveals a low positive significant relationship ($r = 0.194$), all at the 1% significance level.

Regarding **Shopping Enjoyment**:

- It has low positive significant relationships with **Customer's Situation** ($r = 0.205$), **Strong Feeling** ($r = 0.221$), and **Impulse Buying Tendency** ($r = 0.206$) at a 1% significance level.

For **Customer's Situation**:

- It shows a moderate positive significant relationship with **Strong Feeling** ($r = 0.604$, $p < 0.01$).
- There is a very low negligible positive relationship with **Impulse Buying Tendency** ($r = 0.091$) at a 5% significance level.

Conclusion

The study's objectives and hypotheses were designed to deliver meaningful insights into the relationship between **e-commerce strategies**, **consumer internal stimuli**, and **online impulsive buying behavior**. Multiple dimensions were analyzed, revealing a significant interplay between consumer behavior factors.

The findings highlight how **Perceived Ease of Use** mediates the relationship between **Hedonic Shopping Value** and **Impulsive Buying Behavior**. Consumers' impulsive purchasing tendencies are strongly influenced by their belief in the ease of use of e-commerce platforms. Additionally, the emotional gratification derived from engaging with user-friendly platforms amplifies these tendencies.

It is essential for businesses and e-commerce platforms to consider the implications of **ease of use** perceptions on impulsive buying behavior. Enhancing user experience through intuitive, engaging platforms can lead to stronger emotional connections and an increase in impulsive purchasing patterns.

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