Impact of Digital Marketing on Consumers’ Impulsive Online Buying Tendencies With Intervening Effect of Gender and Education: B2C Emerging Promotional Tools

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ABSTRACT

We are living in the digital age where consumers have become more elegant, and their buying intention is radically transforming from traditional to online buying behavior. This study investigates the impact of digital marketing (DM) tools on consumers’ online impulsive buying tendencies (OBIT), i.e., effective (AD) and cognitive tendencies (CD) with intervening role of the gender (GDR) and education-level (EL). Four hundred surveys were randomly distributed to online shoppers in Pakistan. SEM was applied to test the proposed relationships and findings revealed a positive association between DM and consumers’ OBIT. The comprehensive examination affirmed the positive interrelationships of sub-dimensions of DM on consumers’ OBIT, i.e., AD and CD. It is further revealed that GDR and EL did not moderate the relationships between DM and OBIT. This study furnishes insights on how advertisers can exploit such platforms to achieve OBIT and creating effective relationships in today’s digital age. This study demonstrates certain directions for academicians and practitioners.

KEYWORDS
Digital Marketing Tools, Internet-Based Technologies, Online Customer Behavior, Structure Equation Modeling

INTRODUCTION

One of the notable shifts in consumers’ interaction, trend, and lifestyle has modified due to recent technologies such as Internet, ICTs, and digital media (Waheed & Jianhua, 2018; Attaran, Attaran, & Kirkland, 2019; Sun, Xiong, & Chang, 2019). An extensive growth of Internet-based platforms, i.e., social-networks-sites, social apps, online games, and diverse online blogs has modified the consumers’ behavior and habitats (Tiago & Verassimo, 2014). Such alteration from conventional to digital systems facilitates the human to entertain, share knowledge, and promote culture by dialogues and discussions (Venkatesh et al., 2003; Kumar et al., 2010). According to Budden et al., (2011), the Internet is an essential element of business operations owing to prevalent saturation and acceptance. From marketing

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and consumers’ perspectives, the adoption of information communication networks allows a number of benefits to organizations such as competitive price, availability of variety, comprehensive product information, and product diversity in a cost-effective manner (Bayo-Moriones & Lera-Lopez, 2007). Such online networks enhance consumer’s buying intention because they often attain the information of a commodity through contemporary platforms (El-Gohary, 2012; Waheed & Yang, 2018; Tiago & Verassimo, 2014; Waheed & Jianhua, 2018). Several contemporary marketing practices were already well-known which strengthen consumers’ behavior, e.g., database marketing, viral marketing, transaction marketing, network marketing, electronic marketing, and interaction marketing (Coviello, Milley, & Marcolin, 2001; El-Gohary, 2012). Furthermore, the Internet has become core element for all activities of human life such as health, education, personal communication, and social life consequently scholars have suggested importance platforms nationwide from varied contexts and domains (Sun, Xiong, & Chang, 2019; Pham, Williamson, & Berry, 2018; Waheed & Jiahua, 2018; Khan, Liu, Khan, Liu, & Hameed, 2018; Zhang, Liu, & Wen, 2018).

Online consumers’ behavior is defined as intention of a person to shop a particular product through Internet (Constantinides, 2004). Several factors restrain to buy a product online, including privacy, security risks, and fraud issues (Miyazaki and Fernandez, 2001; Koong et al., 2008). Even though probably 51% population of the world uses an Internet and about 1.6 billion population buy the products online nationwide where such ratio expected to rise 2.14 billion till 2021 (Internet World Stat, 2017; Statista, 2017). This study conducted in Pakistan which resides in Asia. It is reported that likely 55% population of the world exists in Asia in which almost 50% people are Internet users (Maddox and Gong, 2005). Pakistan ranked on the 6th highest populated country with 196 million people (World Meters, 2017). The trend to use an Internet is prevailing in Pakistan, and likely 18% population is practicing Internet technologies and most of them often acquire products online (Report of Pakistani Internet Users, 2016). The question arises whether digital media can play a vital role to engage such an enormous consumers’ market, specifically their impulsive tendencies. Several experts have been studied the influence of distinct emerging technologies in advertising and suggested a drastic role of the Internet-based networks in marketing communications to promote the relationships (Coviello et al., 2001; Constantinides, 2004; Wu et al., 2016). However, the research on OIBT and DM is still unexplored (Floh & Madlberger, 2013; Adelaar et al., 2003).

Adelaar et al. (2003) conducted the first study on online impulse behavior and revealed the influence of distinct kind of information representations using unlike tools, e.g., text, audio, video, and image. The study of Smith and Sivakumar (2004) evaluated online impulse behavior as a moderating effect to explain the flow of online shopping. Impulse buying behavior (IBT) plays a critical role in online shopping, but the research on such behavior did not achieve a higher attention of the experts, especially in e-commerce and online impulsiveness (Floh and Madlberger, 2013). The study of Leong, Jaafar, and Ainin (2018) highlighted the role of impulsive behavior with respect to Facebook, while Waheed, Yang, and Webber (2018) studied impulsive behavior with respect to mobile marketing domain. A number of online users buy product impulsively using Internet-based methods where it is recorded that nearly 76% Internet users in the UK and 80% in the USA buy online product impulsively (NEFE, 2012; Shoppercentric, 2012). However, few studies focused on impulse buying behavior (IBT), including online IBT in diverse dimensions and contexts (e.g., Waheed, Yang, & Webber, 2018; Leong, Jaafar, & Ainin, 2018; Vonkeman et al., 2017; Huang, 2016; Adelaar et al. 2003; Floh and Madlberger, 2013).

The study on DM is still on initial stage, especially in developing countries like Pakistan. DM is gaining the massive attention of the researchers who still endeavor to establish empirical nexus toward different perspectives across the nations. In marketing aspect, it is defined as a promotional channel for a product by means of distinct Internet-based methods, i.e., social networks, social apps, emails, viral campaigns, digital ads, m-devices, search engines ads, online games, and blogs (Wymb, 2011; Tiago & Verassimo, 2014; Ryan, 2016). Such information reveals the importance of DM platform that constitutes the huge opportunities for marketers to disseminate product information using such emerging mechanisms.
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