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Influence of Sales Promotion, Advertising, and Business Communication on Impulsive Buying Behavior

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ABSTRACT

This study was aimed at determining the effects of sales promotion, advertisement and business communication on impulse buying. A quantitative research approach was used and data analyzed to determine the statistical significance and the magnitude of these marketing variables in influencing consumers to make spontaneous buying decisions. The findings showed that the three variables had a positive and significant impact on impulsive buying with the advertising being the strongest followed by sales promotion and business communication. The research therefore recommends that marketers should combine these elements strategically in order to support the propensities of impulsive buying and improve the effectiveness of the campaign. Future research can elaborate the study further by studying the impact of new digital marketing tools and consumer mental traits in different cultural settings and fill the understanding of impulsive purchasing in the dynamic markets.

Keywords: impulsive buying, sales promotion, advertising, business communication, consumer behavior, marketing strategy, digital marketing, consumer psychology

INTRODUCTION

The issue of consumer behavior has always been widely studied in the fields of marketing, psychology, and other similar areas, as it plays the central role in business strategy and market performance. The past few years have been characterized by radical changes in the examination of consumer behavior, specifically in terms of the decision-making process and the resulting impact on the purchase intention (Stankevich, 2017). The contemporary markets have turned out to be a highly competitive and dynamic business environment, with constant product and service innovation and the emergence of more businesses

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that compete against each other in a bid to attract the attention of consumers. Consumer behavior is now essential to the marketer who attempts to come up with the strategies that can resonate well with the target audiences (Varadararajan, 2020).

Various psychological, environmental and social issues shape the behaviour of consumers. Consumer behaviour refers to any activity that has a direct connection to the purchase of goods and services (including the decision-making processes, which come before and after those purchasing actions) (Wertenbroch et al., 2020). Advertising, sales promotion, and business communication are very important marketing instruments that manipulate the psyche to catalyze the urge to consume or buy a product or service (Falebita et al., 2020). Research has shown that consumers start to create preferences due to commercial stimuli since early years and these streams gradually affect their preferences and brand loyalties throughout life (Meena, 2018).

Sales promotion is becoming one of the strongest instruments of buyer perception and influence on purchase decision (Khan, Tanveer, and Zubair, 2019). Promotions lead to a feeling of urgency and also provide real incentives that make consumers purchase the product now, with immediate benefit usually coming in an impulsive way. The advertising avenue is a means to reach large masses of people and influence the perception with persuasion and emotional stimulation. As noted by Falebita et al. (2020), the impact of advertising is mostly positive by increasing brand awareness and purchase intention among the consumers.

Business communication is an addition to these marketing tactics as it supports the clear and focused message that may contribute to building trust and enhancing customer engagement (Varadararajan, 2020). Good communication creates an understanding of the benefits of the products hence a high possibility of purchase. Psychological premises of consumer behaviour reveal that consumer decision making process is in many cases triggered by mental stimuli that can be strategically targeted by the marketers. Kumar et al. (2020) have underlined how consumers often reconsider their decisions to buy the products immediately after the purchase, and this is what makes impulse buying so complicated, and the role played by psychological factors cannot be underestimated.

The process of impulse buying, which has been widely examined within different school of thought, is a combination of rational decision-making, emotional reaction, social evaluation, and persuasive communication (Malter et al., 2020). It is described as a feeling of a strong need to buy now, and is usually associated with a lack of critical thinking of the outcomes (Meena, 2018). Studies show that impulse buying takes up a substantial part of the overall sales, between 40 -80 percent and is widespread among the products and shopping settings (Reisch & Zhao, 2017; Aragoncillo & Orus, 2018). The sudden character of impulse purchases is a challenge to the traditional consumer behaviour theory of planned and rational consumer buying choices.

Impulsive purchases are also affected by the environmental condition and the psychological condition of the consumer. The in-store sensory stimuli, including music, lighting, and product arrangement, have been demonstrated to predispose consumers to unplanned purchase due to the improvement of the shopping experience (Moreira, Fortes, & Santiago, 2017). Impulsiveness in shopping behaviour is also associated with the emotional state of consumer, self-esteem and satisfaction in life (Gogoi & Shillong, 2020). Also, studies have emphasized that concerning online shopping, the number of impulse purchases is lower than in physical stores because of the absence of multisensory stimuli and the time lag that is inherent in delivery time (Aragoncillo & Orus, 2018; Moreira et al., 2017).

The psychological contradiction between the desire to enjoy short-term satisfaction and the understanding that something bad might happen is the reason why most buying behaviours become pathological and compulsive (Pandya & Pandya, 2020). Sohn and Ko (2021) disagreed and contended that impulsive buying is more emotional and less controlled by the brain and unplanned purchasing might not be impulsive but just lacks prior preparation.

This research paper aims at discussing how sales promotion, advertising and business communication affect impulsive buying behaviour. The study of these relationships will help to equip the research with

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information that will guide marketers to make strategic decisions to maximize impulse buying behavior and improve sales outcomes. Against the background of the previous studies, the proposed research aims at adding to the current discussion about consumer psychology and marketing strategy, especially in the conditions of a fast development of the market and the alteration of the consumer profiles.

REVIEW OF LITERATURE

The consumer behaviour landscape has experienced remarkable changes in the recent years especially since 2020 as the changes have been largely driven by technological changes, economic factors and societal changes. These changes have significantly contributed to the decision-making processes and intentions to purchase. A study conducted by Stankevich (2017) has identified that consumer behavior has shifted significantly regarding the buying process due to the transformations in the psychology behind the purchasing process.

Market environment has become more and more competitive and is characterized with incessant innovations in products and services and the increasing number of companies in the same line of operation. Varadararajan (2020) notes that knowledge about the consumer has never been as important as it is today. The success is in examining the things which influence the consumer behaviour directly and help the company to focus on innovation and comply with the new requirements of their target consumers. Ding et al. (2020) also state that the given knowledge is essential to those marketers who are determined to make their campaigns more efficient and build better relationships with their consumers.

Consumer behaviour involves the actions that are related in the process of obtaining products and services including the processes of decision making that are prior to and subsequent to the action of purchase. Advertising is also significant in the way it has a psychological influence and can cause people to need and eventually buy certain products or services as Wertenbroch et al. (2020) explain. Since the early years of life, people become accustomed to some preferences formed as a result of commercial stimuli, which makes sales promotion an important tool that can change the perception of consumers and impact their buying behavior, which Meena (2018) and Khan et al. (2019) demonstrate. Advertising can convince, indirectly influencing behaviour and increasing purchase intentions, usually in a positive manner, which the study by Falebita et al. (2020) did.

Consumer purchase decisions involve a lot of psychological factors. As Kumar et al. (2020) imply, the significance of cognising mental influences of a purchase in consumer behaviour, which is at the heart of consumer psychology and marketing approaches, is based on the fact that many consumers post-purchase consider the reasoning behind their purchase. Impulse buying phenomenon has been investigated in multiple forms which are rational, emotional, cognitive, persuasive, and advertising-driven forces that Malter et al. (2020) discuss. The motivation behind this behaviour is an overwhelming desire, and a weak ability to assess the consequences, in spite of being aware of the possible adverse consequences, as identified by Meena (2018). In the past, impulse purchases had occupied a lot of the total sales, numbering 40 -80 percent of it, and were commonly formed in response to spontaneous reactions to stimuli in the store (Reisch & Zhao, 2017; Aragoncillo and Orus, 2018).

Impulsive purchasing is mainly emotional, and has low levels of cognitive control, which is usually triggered by instant satisfaction. Burton et al. (2018), Pradhan et al. (2018), and Gogoi and Shillong (2020) give the information on the impact of environmental stimuli, feelings, and individual characteristics, including self-esteem and mood, in causing spontaneous purchases. Impulsive behaviour is enhanced by the physical store environment, the sensory stimuli and brand loyalty, whereas online shopping is less impulsive because of the lack of sensory stimuli (Platania et al., 2016; Moreira et al., 2017). According to Aragoncillo and Orus (2018), consumers are likely to spend more than intended in physical stores, where they are stimulated by the senses and can get what they want at a moment.

Although impulsive buying is similar to unplanned purchasing, Sohn and Ko (2021) distinguish between the two as not all unplanned purchases are urgent or impulsive. The impulsivity level is also further lessened by the online shopping environment as there is no sensory response, although the effect of impulse buying is high on the whole. Personality, emotional, and socio-cultural factors among others lead to the compulsive

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and pathological purchasing behaviour, and recent studies observe the changes towards a more premeditated, knowledgeable buying behaviour upon the economic and health crises caused by the pandemic (Sheth, 2020).

Overall, the dynamic process of consumer behaviour is determined by a complicated combination of psychological, environmental, and socio-economic influences. Especially the post-pandemic period witnessed the increase in pragmatic and value-driven consumption when consumers have become more cautious but equally as sophisticated in their shopping behaviors as evidenced by McKinsey and other contemporary researchers. The current change highlights the fact that marketers must be aware of these transformations and change tactics to meet the emerging consumer priorities and behaviours, which are now characterised by authenticity, sustainability, and digital interactions.

H1: Sales promotion has a significant positive effect on impulsive buying behavior.
H2: Advertising has a significant positive effect on impulsive buying behavior.
H3: Business communication has a significant positive effect on impulsive buying behavior.

METHODOLOGY

The methodology section outlines the research design, the way data will be collected and the method of analysis that will be used in this study in order to examine the relationship between marketing activities and impulsive buying behaviour in apparel industry.

This research was conducted in Jaipur with the focus on consumers who are involved in the apparel retail business. Primary data was gathered in field collection in different major retailers, such as Zudio, Reliance Trends, Arrow, and Shoppers Stop. All these outlets were chosen with a view to provide a heterogeneous coverage of the Jaipur apparel market segment. One hundred and seventy one valid responses were received out of the patrons of these establishments and this is sufficiently large to provide a robust statistical analysis.

They used a structured questionnaire which composed several indicators observed to measure the latent constructs of interest Sales Promotion, Advertising, Business Communication, and Impulsive Buying. The operationalisation of Sales Promotion was done through three indicators and Advertising through six indicators, Business Communication through four indicators and Impulsive Buying through seven indicators. These constructs were formulated based on available established scales based on pertinent literature.

The interrelationships between the latent variables and the test of hypotheses according to the proposed model were conducted using Structural Equation Modelling (SEM). Estimation of model parameters was done using the Maximum Likelihood (ML) estimation technique which was used due to its efficiency and ability to work with multivariate normal data. To maximise estimation, an algorithm by name of NLMINB which is a nonlinear minimisation algorithm was employed, thus, guaranteeing proper convergence of the model.

The hypothesis model is that Sales Promotion, Advertising and Business Communication are influential in the impulse buying. The measurement model tested the validity and the reliability of the latent constructs through their observed indicators and the structural model tested the cause and effect relationship of the marketing activities on impulsive buying behaviour.

To sum up, the methodology is a combination of results obtained in Pivotal apparel retail outlets in Jaipur and sophisticated SEM methods in order to subject consumer behaviour to intense scrutiny. The method helps to understand the overall impact of various marketing communication tactics on impulse purchases at the apparel market.

Table 1 - Models Info	
Estimation Method	ML

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Optimization Method	NLMINB
Number of observations	171
Model	Sales Promotion =~SP1+SP2+SP3
	Advertising=~ADVT1+ADVT2+ADVT3+ADVT4+ADVT5+ADVT6
	Business Communication =~BC1+BC2+BC3+BC4
	Impulsive Buying =~IB1+IB2+IB3+IB4+IB5+IB6+IB7
	Impulsive Buying ~Sales Promotion +Advertising+Business Communication

The table named Table 1 - Models Info provides the key information about the structural equation model (SEM) used during the analysis that includes the estimation and optimization procedures, sample size, and the latent variables constructs with the measurement indicators and the hypothesized relationships.

The estimation process employed is the Maximum Likelihood (ML) which is a well recognized statistical method of SEM whereby model parameters are estimated to maximize the likelihood of the occurrence of the data of the observed data given the model. Under multivariate normality, ML makes efficient and consistent estimates of the parameters and is efficient and consistent.

To be optimized, the model takes the NLMINB. NLMINB is an optimization algorithm that is applicable to nonlinear minimization and is applied in the SEM to refine parameter estimates to achieve the least error between the observed data covariance matrix and the covariance matrix implied by the model. The method is essential in converging to the most correct model solution.

The analysis is conducted on a sample of 171 observations which represent the number of observations or respondents used in the estimation of model parameters. Such a large sample is considered adequate to achieve stabilized and generalized results in SEM.

The model has four latent variables which are measured using a number of observed indicators. The SP1, SP2 and SP3 indicate Sales Promotion. The measurement of advertising is using ADVT1 to ADVT6. Business Communication consists of BC1-BC4. IB1 to IB7 represent the latent construct of Impulse Buying.

Table 2 - Parameters estimates

				95% Confidence Intervals				
Dep	Pred	Estimate	SE	Lower	Upper	β	z	p
Impulsive Buying	Sales Promotion	0.1599	0.0316	0.0980	0.222	0.447	5.06	<.001
Impulsive Buying	Advertising	0.3400	0.0955	0.1528	0.527	0.376	3.56	<.001
Impulsive Buying	Business Communication	0.0799	0.0296	0.0219	0.138		2.70	0.007

Regression analysis that examined the impact of Sales Promotion, Advertising, and Business Communication on impulsive buying behaviour offers strong information on each of the predictors. Promotion Sales has a positive and statistically significant influence on impulse buying, having an estimated coefficient of 0.1599. This shows that the one-unit increase in sales-promotion efforts increases impulsive buying by an average of 0.16-unit, other things held constant. The confidence interval of 0.0980-0.222 has

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a range of 95, this is not inclusive of the zero meaning that the estimate is very strong and valid. In addition, the standardized beta coefficient of 0.447 indicates a moderate strength of this relationship, and the p-value of less than 0.001 also proves the significance of the same.

Advertising is more effective in impulsive buying compared to Sales Promotion and the coefficient of this is estimated to be 0.3400. This implies that a one unit change in advertising leads to 0.34 unit change in impulsive buying. The confidence interval (0.1528 to 0.527) is much higher than zero, and this fact demonstrates the statistical importance of the effect. The standardized beta of 0.376 supports the significant effect of advertising, and the p-value, once again, is lower than 0.001, which proves the significance of the finding to be very high.

Even though the estimated coefficient of Business Communication is lower 0.0799, the positive impact on impulsive buying is significant. The confidence interval, 0.0219-0.138 (95) is not equal to zero and the p-value of 0.007 indicates a statistically significant effect. Although its size is smaller in number as compared to other two predictors, this outcome suggests that the impulsive buying behaviour can also be enhanced through effective communication in business situations.

Overall, Sales Promotion, Advertising, and Business Communication are all factors that have a positive and significant contribution to impulsive buying. Advertising has turned out to be the strongest predictor, Sales Promotion comes after it with a lesser but still significant influence on Business Communication. The results of these studies are that companies that want to grow impulsive purchases need to focus on developing better advertising and sales-promotion measures, as well as, clear and convincing communication. The overall large confidence and low p-values indicate the applicability and usefulness of these predictors in the tendency to impulsive buying.

The discussion reveals how consumer impulsivity is a complex phenomenon that is subjected to promotional strategies, appeal to advertising and communicative proficiency, thus, providing practical implications to the marketer interested in maximising their influence on consumer behaviour.

Figure 1 – Path Diagram

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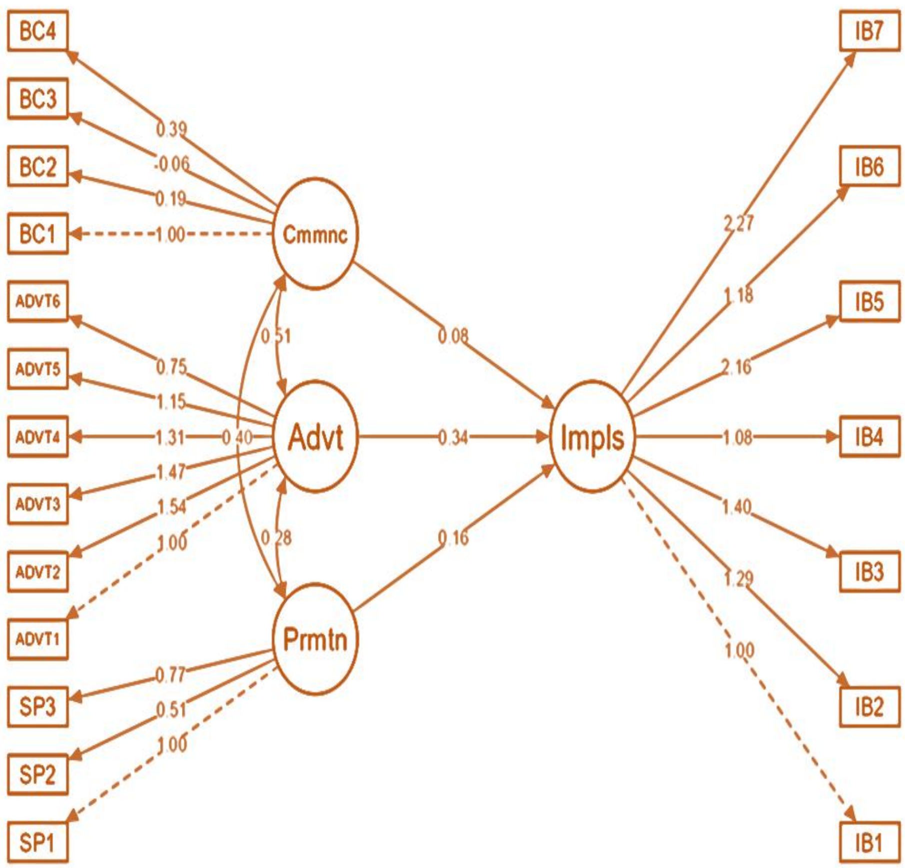

Table 3 - Measurement model								
				95% Confidence Intervals				
Latent	Observed	Estimate	SE	Lower	Upper	β	z	p
Sales Promotion	SP1	1.0000	0.0000	1.0000	1.0000	1.090		
	SP2	0.5142	0.0433	0.4294	0.5991	0.673	11.875	<.001
	SP3	0.7707	0.0468	0.6790	0.8624	0.790	16.476	<.001
Advertising	ADVT1	1.0000	0.0000	1.0000	1.0000	0.552		

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	ADVT2	1.5381	0.2011	1.1439	1.9323	0.841	7.648	<.001
	ADVT3	1.4704	0.2327	1.0142	1.9265	0.610	6.317	<.001
	ADVT4	1.3062	0.1809	0.9516	1.6609	0.756	7.219	<.001
	ADVT5	1.1491	0.2269	0.7045	1.5938	0.452	5.066	<.001
	ADVT6	0.7497	0.1469	0.4618	1.0377	0.456	5.104	<.001
Business Communication	BC1	1.0000	0.0000	1.0000	1.0000			
	BC2	0.1865	0.0656	0.0578	0.3151		2.841	0.004
	BC3	-0.0598	0.0714	-0.1998	0.0802		-0.838	0.402
	BC4	0.3927	0.1059	0.1851	0.6003		3.707	<.001
Impulsive Buying	IB1	1.0000	0.0000	1.0000	1.0000	0.485		
	IB2	1.2940	0.2733	0.7584	1.8296	0.468	4.735	<.001
	IB3	1.4035	0.2250	0.9625	1.8446	0.777	6.237	<.001
	IB4	1.0793	0.2099	0.6678	1.4907	0.532	5.141	<.001
	IB5	2.1552	0.3373	1.4942	2.8163	0.827	6.390	<.001
	IB6	1.1800	0.2415	0.7066	1.6534	0.490	4.885	<.001
	IB7	2.2664	0.3659	1.5492	2.9836	0.764	6.194	<.001

The table given, Table -3 - Measurement Model, gives detailed overview of the measurement model analysis done under a structural equation modeling (SEM) framework. It presents the correlation of latent variables with observed indicators giving estimates, standard errors, confidence intervals, standardized loadings (b), z-values, and p-values of each item.

All latent constructs Sales Promotion, Advertising, Business Communication, and Impulsive Buying are estimated using several observed indicators (e.g., SP1, ADVT1, BC1, IB1). Each of the latent variables is identified using a loading value of 1.0000 as a first indicator, hence its standard error is zero. The unstandardised factor loading is provided in the column of Estimate and this indicates how strong the association was between any given latent variable and indicators of the latent variables. In this regard, the bigger the absolute estimates, the stronger the relationship. The sampling variability of these estimates is measured by the standard errors (SE); the standard 95 95 95 -percent confidence intervals (Lower and Upper) define the range within which the unknown parameter value is likely to lie with a 95 95 -percent confidence. Standardised loadings (b) give a scale free description of the contribution of each indicator to the latent construct and allows useful comparison of items irrespective of their initial measurement scale. On the Sales Promotion construct, both SP2 and SP3 have statistically significant loadings ($p<.001$) of standardized b =.673 and =.790 respectively, which demonstrates strong and credible measurement.All six indicators in Advertising domain show high loading values whose standardized b values are between 0.452 and 0.841 thus attesting to a high quality of measurement throughout the construct. In Business Communication, indicators BC2 and BC4 have high positive loadings, having p-values of 0.004 and <|human|>In Business Communication, indicators BC2 and BC4 indicate strong positive loadings, which are respectively 0.004 and less than 0.001. In comparison, the BC3 is non-significant ($p = 0.402$) and the estimated loading of the item is close to zero, which means that the item might not be an effective way to measure the underlying construct. In the case of Impulsive Buying, all the seven indicators reach high loading ($p < 0.001$), and the values of standardized b vary between 0.468 and 0.827, which means that the latent variable is strongly measured. The z-values are test-statistics of significance of each loading; the z-

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value of above about 1.96 signifies the significance at 5 per cent level. Most of the loadings exceed this value, which supports the correctness of the indicators in measuring their latent constructs.

All in all, the measurement model table supports the usage of the majority of indicators to reflect their latent constructs in the SEM model, and the only concern that can be discussed is the BC3 indicator that can be excluded or reconsidered as it is being non-significantly loaded. These findings offer a firm standing of measurements to be used in the later analysis of the path in the structural model.

Table 4 - Variances and Covariances

				95% Confidence Intervals				
Variable 1	Variable 2	Estimate	SE	Lower	Upper	β	z	p
SP1	SP1	-0.2767	0.0571	-0.3886	-0.165	-0.188	-4.8469	<.001
SP2	SP2	0.5587	0.0577	0.4455	0.672	0.547	9.6747	<.001
SP3	SP3	0.6244	0.0695	0.4882	0.760	0.376	8.9890	<.001
ADVT1	ADVT1	0.6246	0.0699	0.4875	0.762	0.695	8.9309	<.001
ADVT2	ADVT2	0.2677	0.0376	0.1941	0.341	0.292	7.1267	<.001
ADVT3	ADVT3	0.9983	0.1133	0.7763	1.220	0.628	8.8133	<.001
ADVT4	ADVT4	0.3506	0.0428	0.2668	0.434	0.429	8.2009	<.001
ADVT5	ADVT5	1.4111	0.1557	1.1060	1.716	0.796	9.0652	<.001
ADVT6	ADVT6	0.5865	0.0647	0.4596	0.713	0.792	9.0607	<.001
BC1	BC1	1.5034	0.3026	0.9102	2.097	1.010	4.9675	<.001
BC2	BC2	1.0493	0.1139	0.8261	1.273	1.000	9.2152	<.001
BC3	BC3	2.1035	0.2275	1.6576	2.549	1.000	9.2463	<.001
BC4	BC4	1.5934	0.1768	1.2469	1.940	1.001	9.0113	<.001
IB1	IB1	0.7257	0.0813	0.5664	0.885	0.765	8.9302	<.001
IB2	IB2	1.3371	0.1492	1.0446	1.630	0.781	8.9592	<.001
IB3	IB3	0.2880	0.0377	0.2141	0.362	0.395	7.6421	<.001
IB4	IB4	0.6588	0.0745	0.5127	0.805	0.717	8.8401	<.001
IB5	IB5	0.4780	0.0688	0.3432	0.613	0.315	6.9476	<.001
IB6	IB6	0.9822	0.1101	0.7664	1.198	0.759	8.9211	<.001
IB7	IB7	0.8169	0.1051	0.6110	1.023	0.416	7.7747	<.001
Sales Promotion	Sales Promotion	1.7468	0.1635	1.4263	2.067	1.000	10.6814	<.001
Advertising	Advertising	0.2740	0.0722	0.1326	0.415	1.000	3.7964	<.001
Business Communication	Business Communication	-0.0150	0.2542	-0.5133	0.483		-0.0590	0.953

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Impulsive Buying	Impulsive Buying	0.0784	0.0259	0.0277	0.129	0.351	3.0312	0.002
Sales Promotion	Advertising	0.2838	0.0640	0.1584	0.409	0.410	4.4363	<.001
Sales Promotion	Business Communication	0.3953	0.1036	0.1923	0.598	2.441	3.8163	<.001
Advertising	Business Communication	0.5133	0.0886	0.3398	0.687	8.005	5.7971	<.001

Table 4 below Variances and Covariances provides the data in a concise manner which summarizes the estimated variances of both observed and latent variables and the covariances between the chosen latent variables. The table also gives standard errors (SE), 95% confidence interval (CI), standardized estimates (b), z-statistics and p-values which gives a complete picture of reliability and correlation in the measurement model.

Observed variables variances (SP1, ADVT1, BC1, IB1, and so on) measure the extent of variance of each indicator in the data set. As an example, the negative estimate of (-0.2767) of SP1 could be the result of suppressions or model misspecification, whereas other indicators have positive estimates of variance (such as ADVT3 = 0.9983, BC3 = 2.1035). Every variance with an exception of SP1 are statistically significant (p 0.001), which indicates significant variation in the sample.

The latent variables variances demonstrate the percentage of variance explained in each of the constructs. The variance estimate of Sales Promotion is 1.7468, Advertising is 0.2740, Business Communication is a non-significant estimate that is very close to zero (-0.0150, p=0.953) and that of Impulsive Buying is 0.0784. The non-significance of the Business Communication variance could have been a result of low variability, or measurement problems, which agrees with the results of the previous measurement model.

The interrelations between the latent variables are found in covariances. There is a significant positive covariance (0.2838, p -.001) between Sales Promotion and Advertising, which implies the positive relationship between these two marketing constructs. Similarly, Sales Promotion and Business Communication have positive covariance of 0.3953 and Business Communication and Advertising have a stronger covariance of 0.5133; both of them are statistically significant ($p < 0.001$). These findings suggest that the three latent marketing variables are interrelated and this could reflect overlapping effects or underlying factors.

The statistical significance of most variance and covariance estimates (p-values and z-values) is in support of the robustness of these estimates with the exception of the Business Communication variance, which is still non-significant. This finding might be the reason to reconsider the measurement or conceptualization of that construct.

To summarize, this table provides important information regarding variability of individual measurement items and latent construct, the size and importance of relationships between latent factors. It substantiates the entire validity of the model, with a cautionary message about the construct of Business Communication.

Table 5 - Intercepts

			95% Confidence Intervals			
Variable	Intercept	SE	Lower	Upper	z	p
SP1	3.708	0.093	3.526	3.889	39.987	<.001
SP2	3.719	0.077	3.568	3.871	48.142	<.001
SP3	3.749	0.099	3.555	3.942	38.024	<.001
ADVT1	3.673	0.072	3.530	3.815	50.662	<.001

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ADVT2	4.140	0.073	3.997	4.284	56.571	<.001
ADVT3	4.187	0.096	3.998	4.376	43.413	<.001
ADVT4	3.977	0.069	3.841	4.112	57.490	<.001
ADVT5	4.129	0.102	3.929	4.328	40.547	<.001
ADVT6	3.860	0.066	3.731	3.989	58.650	<.001
BC1	4.094	0.093	3.911	4.276	43.878	<.001
BC2	3.854	0.078	3.700	4.007	49.209	<.001
BC3	3.754	0.111	3.537	3.972	33.851	<.001
BC4	3.725	0.096	3.536	3.914	38.618	<.001
IB1	3.620	0.075	3.474	3.766	48.588	<.001
IB2	4.193	0.100	3.997	4.389	41.914	<.001
IB3	3.719	0.065	3.591	3.847	56.994	<.001
IB4	4.129	0.073	3.985	4.272	56.315	<.001
IB5	4.199	0.094	4.014	4.383	44.594	<.001
IB6	3.871	0.087	3.701	4.042	44.514	<.001
IB7	4.012	0.107	3.802	4.222	37.426	<.001
Sales Promotion	0.000	0.000	0.000	0.000		
Advertising	0.000	0.000	0.000	0.000		
Business Communication	0.000	0.000	0.000	0.000		
Impulsive Buying	0.000	0.000	0.000	0.000		

Table 5, which is called Intercepts, shows the estimated value of the intercept of both observed variables and latent constructs with the standard error (SE), 95 00 percent confidence interval, z-values, and p-values. These statistics represent the baseline value of the indicators prior to the consideration of the effects of latent variables.

Each of the observed variables (e.g., SP1, SP2, SP3) is the sales promotion indicator, ADVT1, ADVT6 the advertising indicators, BC1, BC4 the business-communication indicators, IB1, IB7 the impulsive-buying indicators) has an intercept of the expectancy of the variable the indicator is observing when the latent variable is set to equal zero. All variables of observation show significant intercepts (p 2 a = 0.001) with z - values often greater than 30, meaning that values are very precise and are significantly different to zero. Thus, the intercept of SP1 is 3.708, with a 95 -percent interval between 3.526 and 3.889.

On the contrary, the latent variables Sales Promotion, Advertising, Business Communication, and Impulsive Buying have intercepts that are fixed to zero and standard error of zero respectively. It is a traditional modelling convention of structural equation modelling (SEM) that is used to determine the scale of latent variables in setting the intercepts as a reference value.

The fact that the intercepts of the observed-variables are significant and large in magnitude shows that each indicator would have a significant baseline level which is critical in the accurate prediction process as well as the accurate interpretation of the relationship between latent constructs and their indicators in the structural model.

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In short, Table 5 substantiates the existence of substantial inherent baseline values of observed indicators whereas the latent-variable intercepts are set to zero with the aim of model identification. This would guarantee that differences in measured values can be explained by differences in the latent constructs of the SEM model.

DISCUSSION AND CONCLUSION

The main aim of the current research was to examine how sales promotion, advertisement and business communication affect impulsive buying behaviour. The conclusions show that the three factors are important in influencing the impulse buying choices by consumers. Sales promotion was developed as a leading motivator, and it was effective in eliciting the immediate buying behavior of the consumers with incentives and good deals. Advertising was a significant factor towards the appeal of consumer attention and persuasion hence the strengthening of impulse buying behaviours. Similarly, the contribution of business communication, despite the relatively low impact, was positive, as it increased the clarity of the information and stimulated the purchases.

The findings of the study are in line with previous studies, which highlight the effectiveness of the promotion of sales as a more significant factor in the change of perception of consumers and stimulate their impulsive buying (Khan et al., 2019). Also, the heavy influence of advertising supports the results indicated by Falebita et al. (2020), who identified the ability of advertising to shape the behaviour of consumers with its convincing messages. Business communication contribution is also consistent with the statement made by Varadarajan (2020) according to which effective communication strategies help to bring a better understanding and interaction with the consumers, which translates into purchasing behavior.

Moreover, the findings are reminiscent of the observations of Kumar et al. (2020) on the psychological ground of impulsive purchasing, when the marketing stimuli trigger the mental processes, leading to the consumer being inclined to the impulsive behavior. The experiment supports the general view that Malter et al. (2020) develops regarding the combination of multiple marketing tools to influence consumer behavior. In addition, the effects of promotions and advertisements in developing impulsive behaviours are consistent with the findings made by Meena (2018) and Aragoncillo and Orus (2018).

Finally, this study cemented the vital functions of sales promotion, advertisement, and business communication in motivating impulsive purchasing, as they have been instrumental in that regard by having close links with consumer behaviour patterns. These observations highlight the fact that marketers need to take advantage of these factors in a strategically planned way so that they can encourage impulse buying. Future research ought to extend the study on how these factors interplay with the individual consumer differences and contextual variables in order to add to the knowledge sparse on impulsive buying behaviour.

STUDY IMPLICATIONS

The results of the study have a number of significant implications on the marketing practitioners and the researchers. To start with, the impact of sales promotion, advertising, and business communication on impulsive buying behaviour is very high hence the role of marketers to carefully plan integrated promotional strategies within the context of taking advantage of these factors to spur the consumer to make immediate purchasing decisions. The sales promotions which are powerful stimulus of impulse buying must be developed in a way that they attract attention and produce a sense of urgency and advertising must focus on persuasive messages that resonate with the consumers on an emotional level. Moreover, the business communication should be clear and engaging in order to create consumer trust and make the message action-provoking. To researchers, the research confirms the importance of investigating the psychological and situational aspects of impulse buying and calls on a further analysis of how the two marketing instruments relate to consumer characteristics and external environments. On balance, these lessons can be used in practice to optimise marketing campaigns in order to increase the number of impulse purchases, which remain a vital force of sales and business development in competitive markets.

THE FUTURE PROSPECT OF THIS STUDY

The future extent of this study is based on expanding the knowledge of impulsive buying behaviour through the new digital platforms and technologies that are defining the new consumer interaction. Further research may focus on the impact of social media, live-streaming commerce, and influencer marketing on the intensification of impulse buying on the basis of real-time, interactive, and personalised content. Besides, how artificial intelligence and virtual and augmented reality, as well as other innovative tools contribute to or moderate impulsive buying, deserves a further discussion. The cross cultural research might provide useful information on the impact of cultural, social, and economic situations on impulsive buying among different consumer groups. Research of psychological aspects behind modelling e.g. mindfulness, self-control, and emotional conditions would enhance the development of theories and equip marketers with practical solutions. Moreover, the effects of blockchain and decentralised finance on impulse purchasing in online marketplaces is an under-researched, but potentially radical field. Finally, the implications of this study to the dynamic digital and social commerce landscape is that this research will make the consumer behaviour knowledge more applicable and relevant to an ever-evolving market environment.

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