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Impact of Promotional Strategies on Consumer Purchase Behavior in Select Online Shopping Platforms

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Abstract: *The rapid growth of e-commerce has significantly changed consumer purchasing behavior, making promotional strategies an important factor in influencing online shopping decisions. Online platforms such as Amazon, Flipkart, Myntra, Nykaa, and Meesho use discounts, cashback offers, flash sales, reward programs, and promotional notifications to attract and retain customers. These strategies influence consumer purchase decisions, platform preference, brand loyalty, and repeat purchase behavior.*

This study examines the impact of promotional strategies on consumer purchase behavior in selected online shopping platforms. Primary data was collected from 100 online shoppers using a structured questionnaire based on a five-point Likert scale. Statistical techniques such as percentage analysis and regression analysis were used to test the hypotheses and analyze the relationship between promotional strategies and consumer behavior.

The findings indicate that promotional strategies have a significant positive influence on consumer purchase decisions, brand loyalty, and repeat purchase behavior, with reward-based promotions emerging as the most effective. The study provides valuable insights for e-commerce companies and marketers in designing effective promotional campaigns and improving customer engagement. It also contributes to the existing literature by providing empirical evidence on the role of promotional strategies in shaping consumer behavior in the online shopping environment.

Keywords: Promotional Strategies, Consumer Purchase Behavior, Online Shopping, E-commerce, Brand Loyalty

I. INTRODUCTION

The rapid growth of e-commerce and digital technology has significantly transformed consumer purchasing behavior by making online shopping more convenient, accessible, and competitive. Online shopping platforms increasingly rely on promotional strategies such as discounts, cashback offers, flash sales, reward programs, and personalized notifications to attract new customers, encourage purchases, and build long-term customer relationships. These promotional techniques have become essential marketing tools for influencing consumer decisions and enhancing customer engagement.

The increasing use of promotional strategies has raised important questions regarding their effectiveness in influencing consumer purchase behavior. While discounts and rewards encourage customers to make purchases, it remains important to understand which promotional techniques have the greatest impact on purchase decisions, platform preference, brand loyalty, and repeat purchase behavior. As competition among online shopping platforms continues to grow, businesses must identify the most effective promotional approaches to retain customers and improve market performance.

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The relevance of the present study lies in examining the relationship between promotional strategies and three key consumer outcomes: purchase decisions, brand loyalty, and repeat purchase behavior. Understanding these relationships provides valuable insights into consumer preferences and helps e-commerce companies design more effective promotional campaigns.

Although several studies have examined individual promotional techniques, there is limited comparative research on how multiple promotional strategies collectively influence consumer behavior across different online shopping platforms. This study aims to bridge this research gap by adopting a quantitative research approach and applying statistical techniques to evaluate the effectiveness of promotional strategies in influencing consumer purchase behavior.

A. Background

The rapid expansion of the e-commerce industry has significantly changed the way consumers search for products, compare alternatives, and make purchasing decisions. Online shopping platforms such as Amazon, Flipkart, Myntra, Nykaa, and Meesho frequently use promotional strategies including discounts, cashback offers, flash sales, reward programs, and promotional notifications to attract and retain customers. While these promotional techniques enhance customer engagement and encourage purchases, consumers often compare promotional offers across multiple platforms before making a final buying decision. In this context, understanding the impact of promotional strategies on consumer purchase behavior has become increasingly important. Therefore, this study examines the influence of promotional strategies on consumer purchase behavior in selected online shopping platforms and provides insights into the effectiveness of various promotional techniques in shaping consumer decisions.

B. Objectives of the Study

1) To examine the impact of promotional strategies on consumer purchase behavior in selected online shopping platforms.
2) To evaluate the influence of promotional strategies on consumer purchase decisions.
3) To analyze the effect of promotional strategies on customer brand loyalty.
4) To study the relationship between promotional strategies and repeat purchase behavior using statistical techniques.
5) To identify the most effective promotional strategies influencing platform preference and consumer engagement.
6) To provide insights for e-commerce companies in designing effective promotional campaigns that improve customer satisfaction and retention.

C. Hypothesis

Hypothesis 1: Consumer Purchase Decision
Hypothesis 2: Brand Loyalty
Hypothesis 3: Repeat Purchase Behaviour

II. LITERATURE REVIEW

Kotler and Keller (2016) stated that promotion is a vital element of marketing communication that influences consumer demand through incentives such as discounts, coupons, and limited-time offers. They explained that effective promotional strategies enhance consumer purchase decisions and improve customer engagement in both traditional and online markets.

Chaffey and Ellis-Chadwick (2019) explained that e-commerce platforms extensively use digital promotional strategies to reduce consumer decision-making time and encourage impulse purchases. Their study highlighted that personalized promotions and online marketing techniques significantly improve customer engagement and purchase intention.

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Blattberg and Neslin (1990) discussed the effectiveness of price-based promotional strategies such as discounts and monetary incentives. They found that these promotional tools generate immediate purchase responses, although excessive promotions may influence long-term brand perception.

Gupta (1988) found that sales promotions significantly influence consumer purchase behavior and platform-switching decisions. The study revealed that consumers actively compare promotional offers across competing platforms to maximize perceived value before making purchasing decisions.

Kumar and Reinartz (2018) emphasized that loyalty programs, cashback offers, and reward-based promotions enhance customer lifetime value by encouraging repeat purchases and strengthening long-term customer relationships.

Verhoef, Kannan, and Inman (2015) explained that consistent promotional strategies across multiple digital channels help build consumer trust, improve platform preference, and strengthen brand loyalty. Their findings highlight the importance of integrated promotional campaigns in the e-commerce environment.

Aggarwal and Vaidyanathan (2003) stated that scarcity-based promotional strategies such as flash sales and limited-time offers create urgency among consumers and encourage quicker purchase decisions. These strategies increase the perceived value of products and stimulate impulsive buying behavior.
Chevalier and Mayzlin (2006) found that online reviews and customer feedback significantly influence consumer trust and purchase intentions. They concluded that social influence and referral-based promotional strategies positively affect platform adoption and online purchasing behavior.

Chen et al. (2022) examined livestream e-commerce and reported that promotional activities combined with interactive marketing significantly increase impulsive buying behavior. Their findings suggest that engaging promotional campaigns enhance consumer participation and purchase intention.

Liu (2025) highlighted that social media marketing and promotional campaigns play an important role in increasing brand awareness, consumer trust, and purchase intention. The study emphasized that digital promotional strategies are essential for attracting and retaining online consumers.

UNESCO (2022) stressed the importance of ethical and responsible use of AI in education. The organization recommended that educational institutions establish appropriate policies to ensure AI tools are used in a way that promotes learning while protecting academic integrity and critical thinking.

III. PROBLEM STATEMENT AND HYPOTHESIS

The rapid growth of e-commerce has led online shopping platforms to increasingly adopt promotional strategies such as discounts, cashback offers, flash sales, reward programs, and promotional notifications to attract and retain customers. Although these promotional techniques are widely used, there is limited understanding of their actual influence on consumer purchase decisions, brand loyalty, and repeat purchase behaviour across different online shopping platforms. Therefore, it is important to examine whether promotional strategies significantly affect consumer behaviour and identify the promotional techniques that have the greatest impact.

Hypothesis 1 :- Consumer Purchase Decision
Null Hypothesis (H_{01})- Promotional strategies have no significant impact on consumer purchase decisions.
Alternate Hypothesis (H_{11})- Promotional strategies have a significant impact on consumer purchase decisions.

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Hypothesis 1 is accepted. With a Coefficient of 0.227 and a P-value of 0.026, promotional strategies have a statistically significant positive influence on consumer purchase decisions.

Hypothesis 2 :- Brand Loyalty

Null Hypothesis (H_{01})- Promotional strategies do not significantly influence customer loyalty.

Alternate Hypothesis (H_{11})- Promotional strategies significantly influence customer loyalty.

Hypothesis 2 is accepted. With a Coefficient of 0.271 and a P-value of 0.005, promotional strategies have a strong and statistically significant positive impact on customer loyalty.

Hypothesis 3 :- Repeat Purchase Behaviour

Null Hypothesis (H_{01})- Promotional strategies have no significant effect on repeat purchase behaviour.

Alternate Hypothesis (H_{11})- Promotional strategies significantly affect repeat purchase behaviour.

Hypothesis 3 is accepted. With a Coefficient of 0.304 and a P-value of 0.003, repeat purchase behaviour is the strongest and most statistically significant outcome influenced by promotional strategies.

IV. RESEARCH METHODOLOGY

Data Collection (Primary Data): Primary data was collected directly from online shoppers through a structured questionnaire. The questionnaire was distributed to 100 active online shoppers to gather their opinions and experiences regarding promotional strategies used by online shopping platforms.

Method: The survey used five-point Likert Scale questions (1 = Strongly Disagree to 5 = Strongly Agree) to measure consumers' perceptions of promotional strategies and their influence on purchase behaviour.

Focus: The collected data was used to test the hypotheses related to Consumer Purchase Decision, Brand Loyalty, and Repeat Purchase Behaviour.

Purpose: The primary data reflects current consumer preferences and purchasing behaviour in the rapidly growing e-commerce environment.

Sample Size: The study uses responses from 100 online shoppers.

Target Population: Consumers who actively shop on online platforms such as Amazon, Flipkart, Myntra, Nykaa, and Meesho.

Data Collection: A Google Form was used to collect primary data from respondents through the convenience sampling method.

Analysis Tools: Frequency and percentage analysis, regression analysis, and P-value significance testing were employed to analyze the data, test the hypotheses, and interpret consumer responses.

Significance Testing: P-values were calculated to determine whether promotional strategies had a statistically significant impact on consumer purchase decisions, brand loyalty, and repeat purchase behaviour.

Data Visualization: Various tables and charts were used to present demographic information, response distributions, regression coefficients (β), and P-value significance analysis.

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V. DATA ANALYSIS

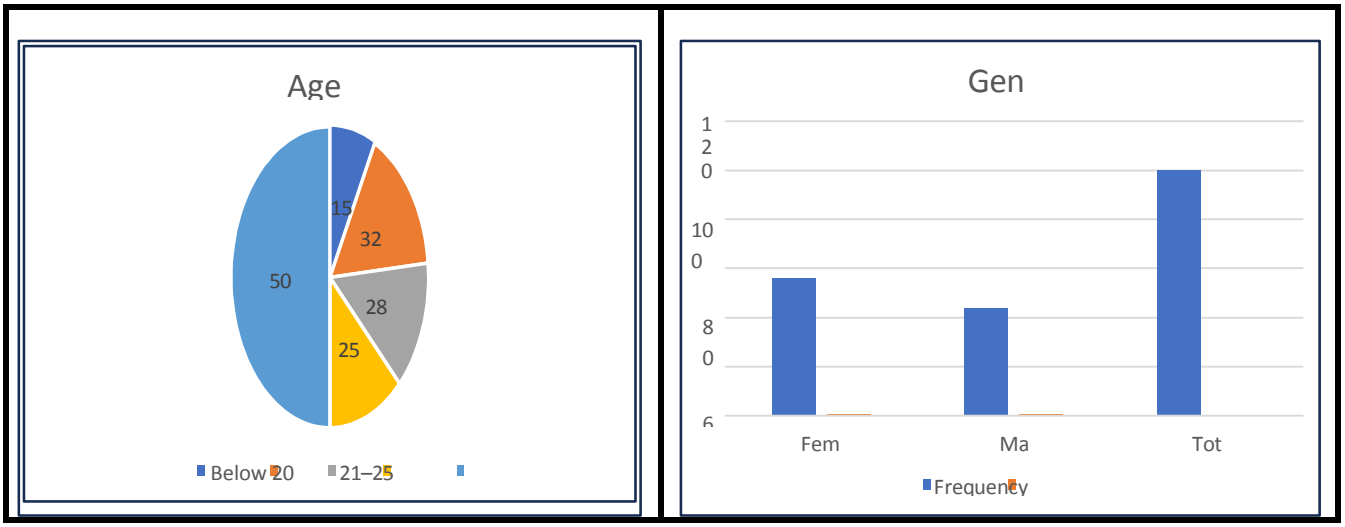


Fig.1 Fig.2

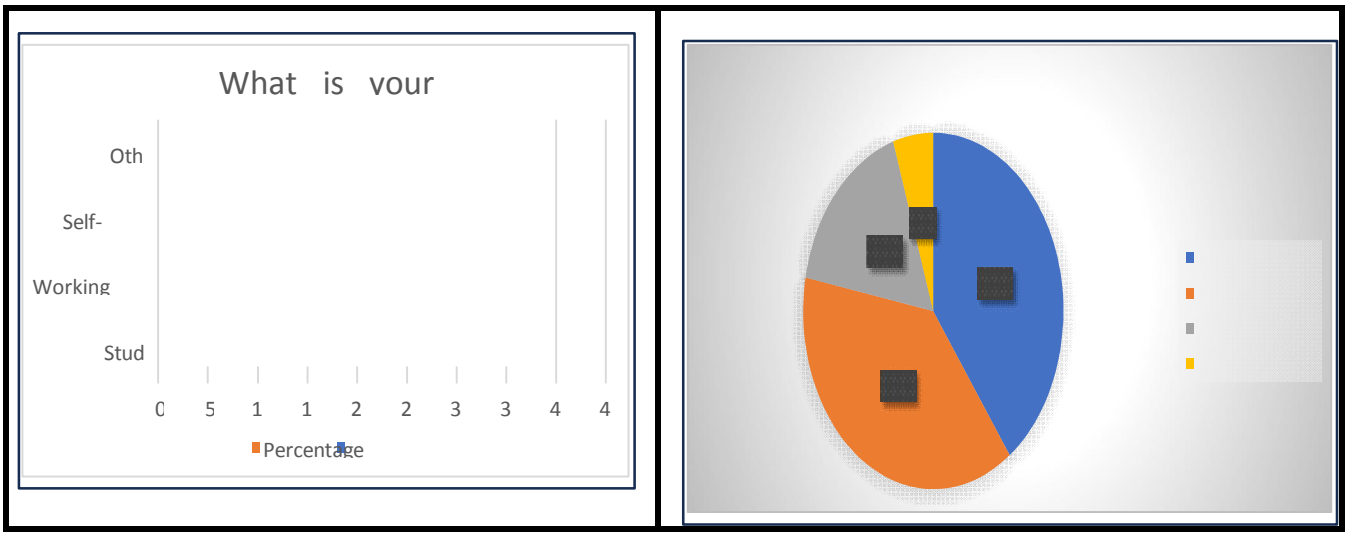


Fig.3 Fig. 4

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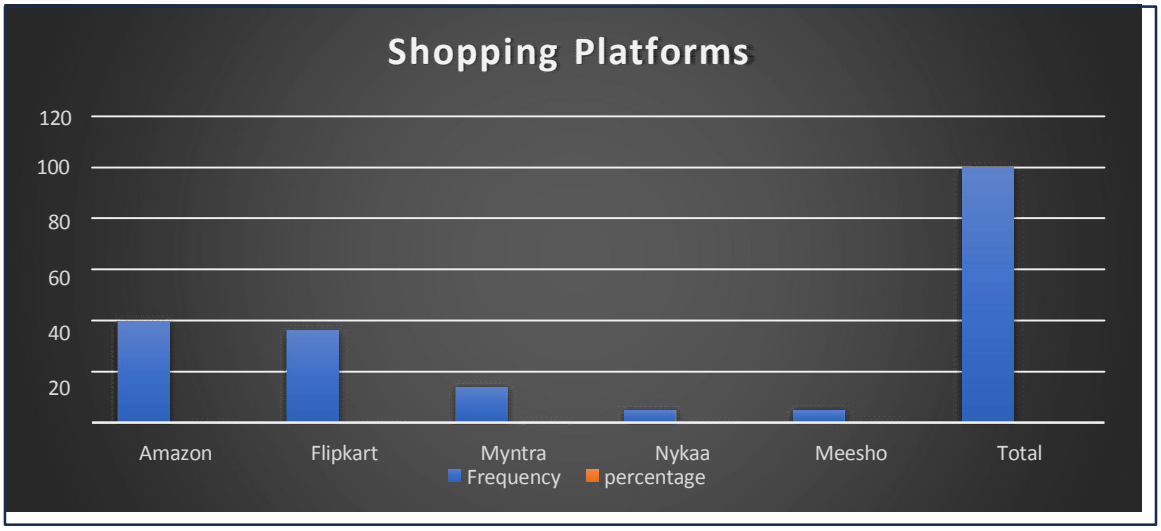


Fig. 5

REGRESSION ANALYSIS

The Regression Equation-

$$Y = a + b1\ X1 + b2\ X2 + b3\ X3 + b4\ X4 + b5\ X5 + b6\ X6 + b7X7 + b8\ X8 + b9\ X9 + €$$

Where

Y(Dependent Variable) = Discounts influence my final purchase decision while shopping online.

A(Intercept) = **1.014** (The base level of purchase behavior when all other promotional factors are zero).

X (Independent Variable) =

X_1 = Flash sales

X_2 = Shopping decrease without promotions

X_3 = Cashback offers

X_4 = Promotional offers determining platform

X_5 = Comparing promotional offers

X_6 = Regular deals attractiveness

X_7 = Promotions increasing loyalty

X_8 = Repurchase due to rewards

X_9 = Promotional notifications

b_1,b_2,b_3,b_4,b_5,b_6 (Coefficient) = These are the "weights" found in your Excel "Coefficients" column.

ϵ = Error term

Variable	Coefficients (β)	Standard Error	t Stat	P-value	Significance
Intercept	1.014	0.447	2.271	0.026	Significant

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Variable	Coefficients (β)	Standard Error	t Stat	P-value	Significance
Consumer Purchase Decision (X_4)	0.227	0.100	2.262	0.026	Significant
Brand Loyalty (X_5)	0.271	0.095	2.868	0.005	Significant
Repeat Purchase Behaviour (X_7)	0.304	0.098	3.102	0.003	Significant

SUMMARY OUTPUT

Regression Statistics

Multiple R	0.634716
R Square	0.402865
Adjusted R	0.343151
Standard E	0.93428
Observatic	100

ANOVA

	df	*SS*	*MS*	*F*	*ignificance F*
Regressior	9	53.00089	5.888987	6.746625	2.43E-07
Residual	90	78.55911	0.872879		
Total	99	131.56			

	Coefficients	*tandard Err*	*t Stat*	*P-value*	*Lower 95%*	*Upper 95%*	*ower 95.0%*	*pper 95.0%*
Intercept	1.014288	0.44657	2.271286	0.025514	0.127099	1.901477	0.127099	1.901477
X Variable	0.112645	0.115881	0.972074	0.333619	-0.11757	0.342863	-0.11757	0.342863
X Variable	-0.18202	0.10661	-1.70739	0.091198	-0.39382	0.029775	-0.39382	0.029775
X Variable	0.042113	0.097687	0.431098	0.667428	-0.15196	0.236184	-0.15196	0.236184
X Variable	0.226713	0.100233	2.261853	0.026115	0.027582	0.425843	0.027582	0.425843
X Variable	0.271455	0.094643	2.868205	0.005142	0.083431	0.459479	0.083431	0.459479
X Variable	0.076306	0.094185	0.810165	0.419982	-0.11081	0.263421	-0.11081	0.263421
X Variable	0.304086	0.098017	3.102391	0.002565	0.109359	0.498813	0.109359	0.498813
X Variable	-0.17158	0.092852	-1.84785	0.067908	-0.35604	0.01289	-0.35604	0.01289
X Variable	-0.01593	0.089849	-0.17727	0.859698	-0.19443	0.162573	-0.19443	0.162573

ANALYSIS OF COEFFICIENT (β) GRAPH

Primary Drivers of Consumer Behaviour

The variables Repeat Purchase Behaviour (X7 = 0.304) and Brand Loyalty (X5 = 0.271) emerged as the strongest predictors of consumer purchase behaviour. This indicates that promotional strategies are most effective in encouraging customers to make repeat purchases and remain loyal to online shopping platforms. Reward-based promotions, loyalty programs, and attractive offers appear to have the greatest influence on long-term consumer engagement.

Significant vs. Moderate Impact

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Consumer Purchase Decision (X4 = 0.227) also shows a positive and statistically significant coefficient, indicating that promotional offers positively influence consumers' initial purchase decisions. However, its impact is comparatively lower than Repeat Purchase Behaviour and Brand Loyalty. This suggests that while promotions encourage consumers to make purchases, they are even more effective in retaining customers and building long-term relationships.

Overall Interpretation

All three variables have positive regression coefficients, indicating a positive relationship between promotional strategies and consumer behaviour. Among them, Repeat Purchase Behaviour (β = 0.304) has the highest coefficient, making it the strongest contributor to the regression model, followed by Brand Loyalty (β = 0.271) and Consumer Purchase Decision (β = 0.227). The findings suggest that promotional strategies are more effective in strengthening customer retention and loyalty than merely influencing first-time purchase decisions.

RESULTS AND FINDINGS

Target Population: The study captured responses from 100 online shoppers, with a balanced demographic comprising 56% female and 44% male respondents. Most participants belonged to the 21–25 years (32%) and 26–30 years (28%) age groups, representing active online consumers.

Online Shopping Behaviour: The findings show that 34% of respondents shop occasionally, while 32% shop monthly, indicating that consumers often make purchases based on need and promotional offers rather than shopping frequently.

Preferred Online Shopping Platforms: The study found that Amazon (40%) is the most preferred online shopping platform, followed by Flipkart (36%). Together, these platforms account for 76% of respondents, highlighting their strong market presence.

Impact of Promotional Strategies: The majority of respondents agreed that promotional strategies such as discounts, cashback offers, flash sales, and reward programs positively influence their online purchase decisions. Among these, reward-based promotions and discounts were perceived as the most effective in encouraging purchases.

Influence on Consumer Purchase Behaviour: The regression analysis indicates that promotional strategies have a significant positive impact on consumer purchase behaviour, particularly in influencing purchase decisions, brand loyalty, and repeat purchase behaviour.

Impact on Brand Loyalty: The study found that promotional offers play an important role in building customer loyalty. Consumers are more likely to remain loyal to platforms that consistently provide attractive deals, rewards, and promotional benefits.

Effect on Repeat Purchase Behaviour: The findings reveal that Repeat Purchase Behaviour (β = 0.304) has the strongest positive impact among all variables. Reward-based promotions such as cashback and loyalty rewards significantly encourage customers to make repeat purchases.

Effectiveness of Different Promotional Strategies: While platform-based promotions, promotional offer comparisons, and loyalty-building promotions show statistically significant influence, flash sales, cashback offers, regular deals, and promotional notifications have comparatively lower or statistically insignificant impact on final purchase decisions.

VI. CONCLUSION

This study on the impact of promotional strategies on consumer purchase behavior in selected online shopping platforms highlights the growing importance of promotional activities in the e-commerce sector. The findings indicate that promotional strategies have a significant positive influence on consumer behavior, particularly in encouraging purchase decisions, strengthening brand loyalty, and increasing repeat purchase behavior.

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The study also reveals that reward-based promotions, discounts, and promotional offers are the most effective strategies in influencing consumer decisions. Regression analysis shows that repeat purchase behaviour has the strongest positive impact, followed by brand loyalty and consumer purchase decisions.

However, the study also found that not all promotional techniques are equally effective. Strategies such as flash sales, cashback offers, regular deals, and promotional notifications showed comparatively lower or statistically insignificant influence on consumer purchase behaviour. This suggests that consumers are more influenced by meaningful promotional value than by the frequency of promotional messages.

Overall, the study concludes that promotional strategies are valuable marketing tools when designed effectively. They not only influence immediate purchase decisions but also help businesses build long-term customer loyalty and encourage repeat purchases. Therefore, e-commerce companies should focus on customer-centric and value-driven promotional strategies to enhance consumer engagement and achieve sustainable business growth.

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