

Influence of Sales Promotion, Advertising, and Business Communication on Impulsive Buying Behaviour: Evidence from Urban FMCG Markets in Rajasthan

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Abstract

As more retailers battle each other to attract consumers in the retail market, it has become important for marketers to understand the psychological and behavioural drivers of consumer decision making in the fast-moving consumer goods (FMCG) sector. This study examines three critical marketing constructs affecting impulsive buying behaviour, namely sales promotion, advertising, and business communication. In four major urban markets of Rajasthan, the research was carried out by using a structured questionnaire and a sample size which ensured the balance of the gender and a diversity of response. For the evaluation of relationships among latent constructs, Structural Equation Modeling (SEM) was used. It was determined through the results that all three independent variables were both statistically and positively significant in impulsive buying behaviour and sales promotion holds the strongest, followed by advertising and business communication. These results were in line with what we can already find in the existing literature and confirmed the requirement of having integrated marketing strategies where the promotion of urgency, emotional engagement and clear messaging all come together. The study provides an academic and practical contribution by providing a context specific analysis of consumer behaviour within the Indian FMCG sector. Marketers' implications are the strategic alignment of sales tactic and communication content to increase impulsive purchasing. Future research directions include the examination of potential moderate variables like income, digital exposure, and cultural differences to extend the scope and generalizability of the findings.

Keywords: Impulsive Buying Behaviour, Sales Promotion, Advertising, Business Communication, FMCG, Consumer Behaviour, Marketing Strategy, Urban Markets, Rajasthan, Structural Equation Modeling

1 Introduction

Consumers' behaviour in today's ever more competitive, fast-moving, retail environment has become a top priority for marketers seeking to remain relevant to the market and drive retail sales performance. But with the adoption of more precise analytical techniques is the challenge to the businesses to take consumer preferences to a more refined and even analytical decoding consumer need and motivation (Solomon, 2018). Constant updates in digital technologies, omnichannel retailing and personalization with the application of data have intensified purchase decision making complexity forcing marketers to go beyond conventional segmentation to behavioural, emotional and contextual analysis (Kotler, Keller, Koshy & Jha, 2016). In addition, current consumer behaviour is not simply dictated by product utility or price but is increasingly influenced by experiences that the consumer has of a brand, the perception of that brand, and the emotional connection a brand creates with the consumer (Schiffman and Wisenblit, 2019). Consequentially, it is of utmost importance to be able to gain deep insight into the psychological, social, and cultural factors that influence consumer choices, which are no longer limited to positioning product, but also to lasting long term brand loyalty and market competitiveness.

Fast Moving Consumer Goods (FMCG) is one of the key sectors of retailing globally as its products are essential, purchase frequency is high and unit cost low. Products in this category include food and beverages, personal care products, household cleaners, over the counter pharmaceuticals and other items which are consumed quickly and replaced regularly. The FMCG sector is one of the defining features in the FMCG sector because they depend on volume driven sales strategies and extensive distribution networks, so they must know about the consumer buying behavior to stay competitive (Batra & Kazmi, 2008). In such an item decision making process, marketers in this sector usually heavily depend on visibility, brand familiarity, pricing strategies and promotional tactics to influence consumers' purchasing decision at the point of sale (Singh & Pattanayak, 2014). In addition, the organized retail formats such as supermarkets and online platforms which have emerged have changed the ways FMCG products are marketed and sold, the importance of shelf placement, packaging design and impulsive marketing (Kumar and Goyal, 2008). The FMCG sector in emerging markets like India is important due to increasing disposable income, rural to urban migration and increased consumer awareness as drivers to the economy. In such a competitive space where consumer expectations evolve and become higher with each day, a business in this space has to constantly innovate their marketing strategies to attract attention and encourage both planned and unplanned purchases.

Literature on consumer behaviour has documented extensively the drag of the marketing strategies on impulsive buying as those communications by means of different promotional and communicative tools influence the unplanned purchasing decisions. Among these, some of the most powerful drivers of impulse behaviour is sales promotion techniques like price discounts, bonus packs, festival offers, and limited time deals. These tools not only induce a sense of urgency and time sensitivity but also make the perceived value of the product higher in consumers' mind so that they are compelled to act upon immediate emotional impulses as opposed to rational evaluation (Dissanayake & Wijenayake, 2016; Soejatmiko, 2017). Promotions reduce the consumer's hesitance and lessen the psychological barriers to purchase by introducing a temporary advantage or reward. These tactics have shown a high degree of effectiveness in swaying jockeying decision-makers and expediting action in large-volume competitive and-exposed retail environments.

Similarly, **advertising** continues to serve as a powerful influence on impulsive behaviour by establishing emotional connections with the consumer and embedding brand messages through strategic repetition and media diversity. Advertising campaigns that effectively combine emotional narratives, celebrity endorsements, and visual stimuli are capable of not only increasing brand recall but also activating emotional and hedonic motivations that drive spontaneous purchases (Perera & Kumara, 2016). Moreover, advertising's ability to build aspirational associations with products plays a critical role in shaping consumer perceptions, especially in categories where differentiation is minimal, as is often the case in fast-moving consumer goods (Li, 2014). Frequent exposure to these stimuli, particularly across integrated platforms—television, digital media, and in-store placements—reinforces brand presence and facilitates faster, more emotionally driven purchase decisions. Equally important is the role of **business communication**, which refers to how marketing messages are structured, framed, and delivered. This includes the clarity of the message, the emotional tone, and the consistency of brand storytelling across multiple touchpoints. Effective business communication enhances marketing efficiency by helping consumers process information quickly, relate to brand values, and engage with products on a personal level. When messages are crafted with emotional appeal and relevance, they do more than inform;

they persuade and stimulate (Hausman, 2000). Mamuaya and Pandowo (2018) showed that the promotional content, when well designed with good messaging, could augment the consumer interest and increase the chances of unplanned purchase. In fact, business communication serves as the thread that ties together all the marketing elements into an attractive story that convinces behaviour at the point of purchase.

Although there is a growing body of research exploring these constructs in a vacuum, research exploring their combined effect on impulsive buying behaviour particularly in the emerging markets such as India is lacking. First, most studies of PV are confined to isolated variables (e.g., the effects of sales promotions in isolation or the role of emotional advertising in digital environments); hence no treatment is delivered to the core of PTV, namely the cooccurrence of its components. The gap between this study and its object is bridged in this study which investigates the effect of integrated sales promotion, advertising and business communication on impulsive buying in four major urban markets of Rajasthan namely, Jaipur, Jodhpur, Kota and Udaipur. For these reasons, these cities were picked because they are economically vibrant and demographically diverse and their retail ecosystems are made up of traditional bazaars, organized retail chains, and growing digital commerce. Combination of different urban settings and inclusion of balanced number of genders across urban settings strengthens the validity and generalizability of the findings of study.

This investigation is more relevant with the advent of the practice of retail marketing in India. Digital platforms, mobile penetration, greater absorption of social media and influencer culture, has made Indian consumers bombarded with sophisticated real time marketing strategies. It requires a more nuanced understanding of the way in which different levers of marketing contribute to affect consumer decisions. Consistent with that, this study assesses the respective impact of three basic marketing strategies (sales promotion, advertising and business communication) on impulsive buying propensity in immediate retailing. It provides actionable insights based on practitioners trying to optimize promotional efforts and shape the communication strategies that are in sync with the emotional and psychological driving forces of consumer behaviour. Secondly, the study contributes to academic literature and a contextually relevant framework for future research and practice by grounding its model in empirical evidence collected from actual consumer markets (Ahmad & Narain, 2011; Banerjee & Kedia, 2018; Sharma, 2022).

2 Review of literature

The research into the phenomenon of impulsive buying behaviour, especially in the context of fast-moving consumer goods (FMCG) sector, has been growing. More often than not, these impulse purchases are done consciously and driven by emotion, with no prior thought as to whether or not there would be a purchase at all. However, marketing plays a key role in provoking these decisions and the role is multifaceted with visual cues, pricing strategies, promotion offers and psychological triggers. Traditional advertising has been superseded in the marketing practices of the present times with more sophisticated strategies which target consumers directly at consumers' emotions and help them to impulse buying.

Always, promotional cues such as discount and bundled pricing can be found to drive impulse purchase. For instance, Hosseini, Zadeh, Mohammad Shafiee and Hajipour (2020) demonstrate that price promotions significantly influence impulsive purchases, and service innovation acts as a mediator to magnify the whole effect. Like Gong, Yang, and Liu (2019), bundled price presentations also affect online consumers' impulse buying through changing online consumers' perceived value of the deal. Also, promotional materials are presented in an attractive way through display or with limited time offer to encourage impulsive decisions (Prawono & Indriani, 2013).

Sharma and Gupta (2020) emphasize that managing human resources is both essential and complex, and that job satisfaction plays a central role in improving employee productivity. Their study examined job satisfaction levels across seven industries—insurance, banking and finance, travel and tourism, outsourcing, education, healthcare, and logistics. The results revealed that healthcare employees reported the highest satisfaction, followed by education and travel and tourism, whereas outsourcing and insurance recorded the lowest satisfaction levels.

Another important thing in FMCG settings is packaging, which plays an influential role in consumers. For some packages it can elicit strong emotional response based on its visual appeal, colour and branding. Using regression analysis, Dhariyal, Negi, and Kothari (2017) proved that brand name and color have a significant impact on impulsive buying of Cadbury chocolates. Similarly, Banerjee and Kedia (2018) pointed to the importance of packaging for differentiating brands in the point of sale and encouraging impulse purchases in a retail environment that is highly self-service. Package is a silent salesman, sending value and brand personality where there is no sales staff.

Another major source of impulsive buying is branding itself. Husnain and Akhtar (2016) claim that in Pakistan's FMCG sector, impulsive buying behaviour is strongly predicted by branding, as well as attractive packaging and labeling. When a brand is well known, consumers are psychologically assured to make an unplanned purchase, especially when a brand is presented prominently in stores or online. This is further supported by Mahato (2024) who shows how brand loyalty and emotional connection between brands and the customers leads to repetitive impulse purchases and has a long-term strategic role of branding in marketing planning.

Also of great importance in this context is the store's atmosphere and layout for facilitating impulse buying. According to Acharya (2020), store layout, lighting, and ambiance influence consumers' propensity to make spontaneous purchases. Ahmad and Narain (2011) also indicated that western cultural influences as well as an increase in consumer income levels accompanied by strategic store designs and timing of festivals, very much increase the chances of impulsive buying in Jodhpur. She also found in her work on shopping malls and quick commerce that the ambiance and experience increase emotional spending (Sharma 2022).

The second theme in the literature is the interaction between the consumer's psychological state and marketing stimuli. As per Arora, Baheti and Bhatia (2018), marketers employ suggestion algorithms and product placement to exploit an emotional state for driving e-impulsive buying. By leveraging consumer psychology, technology here offers the means to be more specifically targeted to mood driven buying. Xiao and Nicholson (2011) also developed the consumer behaviour analysis (CBA) framework to explain under what conditions marketing messages will be aligned with the consumer states and thereby increase impulsivity.

New dynamics of impulsive buying have been introduced by the digital transformation of the FMCG sector. Today's online platforms are "powered" by AI as well as big data analytic — they are able to inject (with lower success rates) stronger-selling impulses. Prawono and Indriani (2013) examined how past experiences and word of mouth are associated with digital impulse buying in the ready to drink tea market and find that digital cues can mimic and even intensify traditional marketing cues.

Marketing also has a different effect on impulse buying depending on cultural and demographic factors. According to Wanninayake and Chovanová (2012), consumer ethnocentrism in Sri Lanka does not directly impact on consumer impulsiveness, but both are positively correlated with impulse buying decisions. Basnayaka and Gayathree (2017) also investigated social and demographic factors in Colombo and found that demographic variables like the age and gender did affect impulse tendencies and hence, there is a need for tailored marketing strategies for different segments.

The price sensitivity and impulse imploring interaction is explored in another dimension. While it is true that consumers in rural markets tend to rely on habitual and emotional cues, as per Karve and Panikar (2019), this is especially true when the price point is low, as is the

case with most FMCG products. Chhabra (2018) reported that the price emotion interaction was supported, with Chhabra (2018) also stating that price, promotion, and psychological variables did have a different impact on different FMCG products.

It is important too that innovation is also integrated into marketing strategy. Gupta and Sawant (2024) have studied the use of innovative strategies used in personal care FMCG products and different effects on male and female consumers. Their findings indicate that the female specific impulses driving innovation driven campaigns can be highly effective when targeted. Just as consumer behaviour shifts rapidly in response to changing societal norms and marketing trends, especially in such high competition FMCG markets, Tyagi and Pandey (2014) also mentioned.

Sensory marketing further enhances the impulse buying behaviour. Sensory touches, ie scents, lighting, music, packaging felt packaging invite the consumer’s impetuous decision. As per Sharma (2022), shopping mall experiences involve sensory stimulus to increase the shopping pleasure and have resulted in impulsive behaviour. Accordingly, Baheti et al. (2018) too reported that physical layout along with visual merchandising considerably affected impulse buying in modern retail formats.

To sum up, marketing elements are combined to influence the impulsive buying behaviour through a confluence of elements such as promotional offers, attractive packaging, powerful branding, strategic store layout, psychological trigger and demographic targeting. Successful use of these strategies is amplified when coordinated with consumer emotions, digital tools, and context. With high turnover and low involvement products, the FMCG sector is an ideal environment for marketers to use impulsively for competitive advantage. The hypotheses for this study are based upon literature.

H1: Sales Promotion has a significant positive influence on Impulsive Buying Behaviour.

H2: Advertising has a significant positive effect on Impulsive Buying Behaviour.

H3: Business Communication has a significant positive relationship with Impulsive Buying Behaviour.

3 Research Methodology

This research was based on quantitative research design where sales promotion, advertising and business communication were used to investigate the impact of impulsive buying behaviour in fast moving consumer goods (FMCG) sector. Sales promotion, advertising and business communication were the independent variables that were explored and established the relationships with impulsive buying behaviour as a dependent variable. All aspects of the methodology were structured such that the findings would be reliable as well as generalizable to a broad range of diverse urban consumer groups.

The study was carried out as a cross-sectional survey where data were collected from respondents at one point in time. This was an appropriate approach for examining behavioural tendencies and perceptions to marketing stimuli. The responses obtained were standardized with help of a structured questionnaire and the responses were taken for statistical analysis and model testing.

Data were collected from four main urban markets of Rajasthan, India, Jaipur, Jodhpur, Kota, and Udaipur. The reason these cities were selected was because they were demographically diverse and retail development, as well as strategic for the FMCG sector. The sample of 400 respondents was balanced across the four cities. Probability purposive sampling method was used to ensure that the respondents exposed to FMCG products and would be likely to make unplanned purchases. In order to increase the validity of the consumer insights, special consideration was given towards balanced gender representation and age diversity.

- A **structured questionnaire** was developed based on validated scales from prior studies. Each construct was measured using **multiple indicators** on a **5-point Likert scale**, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).
- **Sales Promotion** was measured using six items (SP1–SP6) capturing price deals, free samples, bonus packs, and time-sensitive offers.
- **Advertising** was assessed through six items (AA1–AA6) addressing emotional appeal, message repetition, brand recall, and medium preference.
- **Business Communication** included four items (BC1–BC4) focusing on message clarity, emotional tone, and consistency of brand messaging.
- **Impulsive Buying Behaviour** was measured through nine items (IBB1–IBB9) adapted from established impulse buying scales, covering spontaneity, emotional triggers, and lack of purchase planning.

The questionnaire was administered both **offline (in-person)** and **online (via digital survey forms)** to reach a broader and more diverse sample. Field investigators conducted mall intercepts and store exit surveys to gather offline responses, while online forms were distributed through local retail groups and social media platforms targeting consumers in the specified cities.

Data were analyzed using **Structural Equation Modeling (SEM)** to assess both the measurement and structural models. The analysis was conducted using **Maximum Likelihood (ML)** estimation method, optimized via **NLMINB (Nonlinear Minimization by Bounded Optimization)**, which is well-suited for robust convergence in complex models.

4 Study Result

Table-1 Models Info

ESTIMATION METHOD	ML
OPTIMIZATION METHOD	NLMINB
NUMBER OF OBSERVATIONS	400
MODEL	SALES PROMOTION= ~SP1+SP2+SP3+SP4+SP5+SP6
	ADVERTISING= ~AA1+AA2+AA3+AA4+AA5+AA6
	BUSINESS COMMUNICATION= ~BC1+BC2+BC3+BC4
	IMPULSIVE BUYING = ~IBB1+IBB2+IBB3+IBB4+IBB5+IBB6+IBB7+IBB8+IBB9
	IMPULSIVE BUYING BEHAVIOUR= SALES PROMOTION+ADVERTISING+BUSINESS COMMUNICATION

The key specifications of the structural equation model were presented in table-1. In the model estimation, the Maximum Likelihood (ML) method commonly applied in structural modeling is used in order to get efficient and consistent parameter estimates. The NLMINB optimization method was used because it is well suited to solve such complex models, through nonlinear minimization techniques. The sample size of 400 observations was sufficient enough to maintain a reliable model estimation.

Four latent constructs are measured by multiple observed variables, and the model is specified. Six indicators (SP1 to SP6) represent Sales Promotion, while Advertising (hereafter referred to as “Advertising” in the table) is measured by six indicators (AA1 to AA6). Four indicators (BC1 to BC4) are used to assess Business Communication and nine indicators (IBB1 to IBB9) are used to measure Impulsive Buying. Moreover, the structural model indicates that Sales Promotion, Advertising and Business Communication affect Impulsive Buying Behaviour. The setup of this study implies that the study is trying to examine the effects of various marketing strategies on consumer impulsive buying behaviour, and therefore, serves as a holistic framework to understand consumer behaviour in a marketing setting.

Table-2 Parameters estimates

DEP	PRED	ESTIMATE	SE	95% CONFIDENCE INTERVALS		B	Z	P
				LOWER	UPPER			
IMPULSIVE BUYING BEHAVIOUR	SALES PROMOTION	0.286	0.0326	0.2225	0.35	0.281	8.77	< .001
IMPULSIVE BUYING BEHAVIOUR	ADVERTISING	0.255	0.0291	0.1975	0.312	0.265	8.74	< .001
IMPULSIVE BUYING BEHAVIOUR	BUSINESS COMMUNICATION	0.13	0.0164	0.0977	0.162	0.134	7.91	< .001

Table-2 presents the parameter estimates for the structural paths in the model assessing the influence of Sales Promotion, Advertising, and Business Communication on Impulsive Buying Behaviour. The p values for each predictor variable are less than .001 and show that statistically each predictor variable has a positive and significant effect on impulsive buying. The unstandardized estimate of the Sales Promotion variable is 0.286, SE 0.0326. The coefficient (β) is 0.281 and is a strong positive effect and the 95% confidence interval ranges from 0.2225 to 0.35. The z-value of 8.77 further confirms the significance of this relationship. Similarly, Advertising (noted as “Advertising”) shows a significant impact, with an estimate of 0.255, SE of 0.0291, and a confidence interval from 0.1975 to 0.312. Its standardized coefficient (β) is 0.265, and a z-value of 8.74, again indicating a strong and significant positive influence on impulsive buying behaviour. Lastly, Business Communication has a lower, yet still significant, estimate of 0.13 with SE 0.0164, a confidence interval ranging from 0.0977 to 0.162, and a standardized coefficient (β) of 0.134. The z-value of 7.91 also supports the statistical significance of this relationship.

Figure 1 - Path Diagram

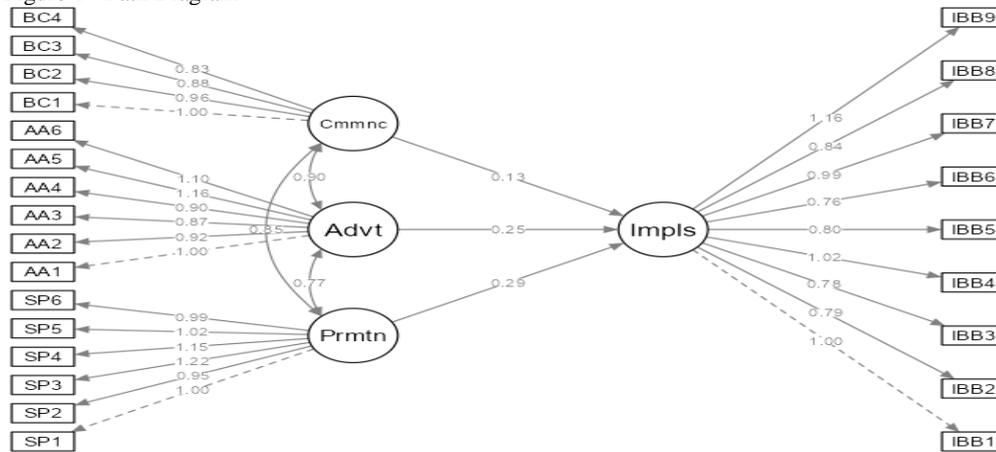


Table-3 Measurement model

LATENT	OBSERVED	ESTIMATE	SE	95% CONFIDENCE INTERVALS		B	Z	P
				LOWER	UPPER			
SALES PROMOTION	SP1	1	0	1	1	0.561		
	SP2	0.951	0.0724	0.81	1.093	0.547	13.14	< .001
	SP3	1.222	0.0836	1.059	1.386	0.695	14.62	< .001
	SP4	1.147	0.0804	0.99	1.305	0.659	14.26	< .001
	SP5	1.023	0.0766	0.872	1.173	0.567	13.35	< .001
	SP6	0.995	0.0739	0.85	1.139	0.579	13.47	< .001
ADVERTISING	AA1	1	0	1	1	0.6		
	AA2	0.916	0.0667	0.785	1.047	0.56	13.74	< .001
	AA3	0.868	0.0657	0.74	0.997	0.514	13.22	< .001
	AA4	0.9	0.0658	0.771	1.029	0.553	13.66	< .001
	AA5	1.157	0.0758	1.008	1.305	0.696	15.27	< .001
	AA6	1.102	0.0737	0.958	1.247	0.668	14.96	< .001
BUSINESS COMMUNICATION	BC1	1	0	1	1	0.586		
	BC2	0.962	0.0682	0.829	1.096	0.581	14.11	< .001
	BC3	0.882	0.0649	0.754	1.009	0.53	13.59	< .001
	BC4	0.827	0.0623	0.705	0.95	0.5	13.27	< .001
IMPULSIVE BUYING BEHAVIOUR	IBB1	1	0	1	1	0.59		
	IBB2	0.792	0.0955	0.605	0.979	0.516	8.29	< .001
	IBB3	0.777	0.1077	0.566	0.988	0.434	7.22	< .001
	IBB4	1.02	0.1124	0.8	1.24	0.582	9.08	< .001
	IBB5	0.796	0.1064	0.587	1.004	0.454	7.48	< .001
	IBB6	0.761	0.1088	0.548	0.975	0.419	7	< .001
	IBB7	0.99	0.1097	0.775	1.205	0.578	9.03	< .001
	IBB8	0.839	0.1	0.643	1.035	0.525	8.4	< .001
	IBB9	1.159	0.1203	0.923	1.395	0.634	9.63	< .001

Table-3 outlines the results of the measurement model, presenting the factor loadings of observed variables (indicators) on their respective latent constructs: Sales Promotion, Advertising, Business Communication, and Impulsive Buying Behaviour. All factor loadings are statistically significant ($p < .001$), indicating that the observed variables reliably represent the underlying latent constructs.

For Sales Promotion, all six indicators (SP1 to SP6) loaded positively, with SP3 ($\beta = 0.695$) and SP4 ($\beta = 0.659$) showing the strongest standardized loadings. SP1 is the reference indicator with a fixed loading of 1.0, and the others fall within a reasonable range ($\beta = 0.547$ to 0.695), confirming good construct reliability.

In the case of Advertising, the six indicators (AA1 to AA6) also demonstrated high and consistent loadings. AA5 ($\beta = 0.696$) and AA6 ($\beta = 0.668$) stood out with the strongest influence, showing strong validity. The remaining indicators also loaded well (β range = 0.514 to 0.6), supporting the robustness of the advertising construct.

Business Communication was measured through four indicators (BC1 to BC4), with standardized loadings ranging from $\beta = 0.5$ to 0.586 . BC1 was the reference indicator, and BC2 ($\beta = 0.581$) closely followed, suggesting a solid fit for this latent factor.

For Impulsive Buying Behaviour, all nine indicators (IBB1 to IBB9) significantly contributed to the construct. Among these, IBB9 ($\beta = 0.634$), IBB4 ($\beta = 0.582$), and IBB7 ($\beta = 0.578$) showed the highest contributions, while IBB6 ($\beta = 0.419$) and IBB3 ($\beta = 0.434$) had relatively lower, yet still significant, loadings.

Overall, the measurement model demonstrates strong construct validity and reliability across all latent variables. The consistent significance of z-values (all > 7) and narrow confidence intervals further reinforce the adequacy of the indicators in capturing their respective latent constructs. This validates the appropriateness of the measurement model for subsequent structural analysis.

Table-4 Variances and Covariances

VARIABLE 1	VARIABLE 2	ESTIMATE	SE	95% CONFIDENCE INTERVALS		B	Z	P
				LOWER	UPPER			
SP1	SP1	1.238	0.0707	1.099	1.376	0.685	17.52	< .001
SP2	SP2	1.206	0.0694	1.07	1.342	0.7	17.37	< .001
SP3	SP3	0.912	0.0485	0.817	1.007	0.517	18.81	< .001
SP4	SP4	0.98	0.053	0.876	1.083	0.566	18.47	< .001
SP5	SP5	1.254	0.0714	1.114	1.394	0.678	17.58	< .001
SP6	SP6	1.118	0.0632	0.994	1.242	0.665	17.69	< .001
AA1	AA1	1.138	0.0634	1.014	1.262	0.64	17.96	< .001
AA2	AA2	1.18	0.0672	1.048	1.312	0.687	17.55	< .001
AA3	AA3	1.348	0.0789	1.193	1.502	0.736	17.09	< .001
AA4	AA4	1.179	0.0674	1.047	1.311	0.694	17.48	< .001
AA5	AA5	0.913	0.0484	0.818	1.008	0.516	18.88	< .001
AA6	AA6	0.966	0.0519	0.864	1.067	0.554	18.62	< .001
BC1	BC1	1.211	0.0737	1.066	1.355	0.656	16.43	< .001
BC2	BC2	1.151	0.07	1.014	1.288	0.662	16.43	< .001
BC3	BC3	1.261	0.0771	1.11	1.412	0.719	16.35	< .001
BC4	BC4	1.305	0.0802	1.147	1.462	0.75	16.26	< .001
IBB1	IBB1	1.11	0.0885	0.937	1.283	0.652	12.54	< .001
IBB2	IBB2	1.02	0.0781	0.867	1.173	0.733	13.05	< .001
IBB3	IBB3	1.535	0.1142	1.312	1.759	0.811	13.45	< .001
IBB4	IBB4	1.199	0.0951	1.013	1.385	0.661	12.6	< .001
IBB5	IBB5	1.444	0.108	1.232	1.655	0.794	13.37	< .001
IBB6	IBB6	1.61	0.1192	1.376	1.843	0.824	13.51	< .001
IBB7	IBB7	1.156	0.0915	0.977	1.336	0.666	12.64	< .001
IBB8	IBB8	1.096	0.0843	0.931	1.262	0.725	13	< .001
IBB9	IBB9	1.185	0.0978	0.994	1.377	0.598	12.12	< .001
SALES PROMOTION	SALES PROMOTION	0.57	0.0775	0.418	0.722	1	7.35	< .001
ADVERTISING	ADVERTISING	0.641	0.083	0.478	0.804	1	7.72	< .001
BUSINESS COMMUNICATION	BUSINESS COMMUNICATION	0.635	0.0883	0.462	0.808	1	7.19	< .001
IMPULSIVE BUYING BEHAVIOUR	IMPULSIVE BUYING BEHAVIOUR	0.258	0.0489	0.162	0.354	0.436	5.28	< .001
SALES PROMOTION	ADVERTISING	0.769	0.0756	0.621	0.917	1.273	10.18	< .001
SALES PROMOTION	BUSINESS COMMUNICATION	0.846	0.0814	0.687	1.006	1.407	10.39	< .001
ADVERTISING	BUSINESS COMMUNICATION	0.899	0.0845	0.733	1.064	1.409	10.64	< .001

Table 4 presents the variances and covariances of observed and latent variables involved in the study, along with their statistical significance. The diagonal entries reflect the variances of individual items under different constructs—Sales Promotion (SP1–SP6), Advertising (AA1–AA6), Business Communication (BC1–BC4), and Impulsive Buying Behaviour (IBB1–IBB9)—with estimates ranging from 0.912 to 1.61, all significant at $p < .001$. These values indicate stable and significant internal consistency across the items. Furthermore, the latent constructs—Sales Promotion, Advertising, Business Communication, and Impulsive Buying Behaviour—also show significant variances, with Sales Promotion (0.57), Advertising (0.641), Business Communication (0.635), and Impulsive Buying Behaviour (0.258), demonstrating acceptable dispersion within each construct. Covariances between latent variables were also statistically significant ($p < .001$), with strong relationships observed between Sales Promotion and Advertising (0.769), Sales Promotion and Business Communication (0.846), and Advertising and Business Communication (0.899), indicating high interrelatedness among these constructs. All estimates were well-supported by narrow 95% confidence intervals and high z-values, confirming robust model fit and significant associations among the measured variables.

Table-5 Intercepts

VARIABLE	INTERCEPT	SE	95% CONFIDENCE INTERVALS		Z	P
			LOWER	UPPER		
SP1	2.388	0.067	2.256	2.519	35.518	< .001
SP2	2.23	0.066	2.101	2.359	33.987	< .001
SP3	3.138	0.066	3.007	3.268	47.251	< .001
SP4	2.572	0.066	2.444	2.701	39.12	< .001
SP5	2.4	0.068	2.267	2.533	35.291	< .001
SP6	2.203	0.065	2.075	2.33	33.97	< .001
AA1	2.373	0.067	2.242	2.503	35.578	< .001
AA2	2.223	0.066	2.094	2.351	33.913	< .001
AA3	2.382	0.068	2.25	2.515	35.213	< .001
AA4	2.25	0.065	2.122	2.378	34.539	< .001
AA5	3.12	0.067	2.99	3.25	46.895	< .001
AA6	2.572	0.066	2.443	2.702	38.951	< .001
BC1	2.402	0.068	2.269	2.536	35.37	< .001
BC2	2.243	0.066	2.113	2.372	34.014	< .001
BC3	3.105	0.066	2.975	3.235	46.89	< .001
BC4	2.533	0.066	2.403	2.662	38.409	< .001
IBB1	3.317	0.065	3.19	3.445	50.863	< .001
IBB2	2.065	0.059	1.949	2.181	35.02	< .001
IBB3	3.085	0.069	2.95	3.22	44.847	< .001
IBB4	2.522	0.067	2.39	2.655	37.453	< .001
IBB5	3.063	0.067	2.93	3.195	45.419	< .001
IBB6	2.915	0.07	2.778	3.052	41.72	< .001
IBB7	2.905	0.066	2.776	3.034	44.096	< .001
IBB8	2.728	0.062	2.607	2.848	44.345	< .001
IBB9	3.047	0.07	2.91	3.185	43.313	< .001
SALES PROMOTION	0	0	0	0		
ADVERTISING	0	0	0	0		
BUSINESS COMMUNICATION	0	0	0	0		
IMPULSIVE BUYING BEHAVIOUR	0	0	0	0		

Table 5 outlines the intercept values for the observed variables across four main constructs: Sales Promotion (SP), Advertising (AA), Business Communication (BC), and Impulsive Buying Behaviour (IBB). The intercepts represent the expected values of these observed indicators when latent variables are zero, providing insights into baseline perceptions or tendencies. All intercept estimates range between 2.065 (IBB2) and 3.317 (IBB1), with highly significant z-values (ranging from 33.97 to 50.86) and $p < .001$, indicating that each intercept is statistically meaningful. Notably, items such as SP3, AA5, BC3, and several IBB items (e.g., IBB1, IBB3, IBB5, IBB9) report relatively higher intercepts, suggesting a generally strong agreement or positive inclination towards those statements at the item level. The standard errors (SE) are consistently low (around 0.065–0.07), and the 95% confidence intervals are narrow, ensuring precision and reliability in the estimation. The latent variables themselves (Sales Promotion, Advertising, Business Communication, and Impulsive Buying Behaviour) are fixed at zero intercept, a common practice in structural modelling to serve as reference points. Overall, the intercept values confirm the soundness of measurement indicators and support the model's reliability.

5 Discussion and Conclusion

The primary aim of this study was to examine the influence of sales promotion, advertising, and business communication on impulsive buying behaviour within the fast-moving consumer goods (FMCG) sector, focusing on consumer responses in key urban markets such as Jaipur, Jodhpur, Kota, and Udaipur. By analyzing consumer perceptions and behavioural patterns in response to marketing stimuli, the research sought to understand which strategic marketing tools most effectively triggered unplanned purchases.

The result indicated that sales promotion had a great and positive impact on impulsive buying behaviour. In this case, this proved the assumption that consumers were very sensitive to promotional tactics like discounts, free samples or bundled pricing especially in the case of low involvement products such as FMCGs. The findings were consistent with previous research by Marais, Klerk and Bevan-Dye (2014) who had earlier reported similar consumer reactions to bonus packs and promotional offers in the South African retail environment. Similarly, Jose and Nema (2017) also found the ability of in store promotional cues to promote impulse purchases, further reinforcing the fact that strategic promotional tools are a disruptive tool towards rational decision making and an activating impulse consumption.

Furthermore, advertising was found to have a large impact on impulsive buying behaviour. It not only attracted the attention but it also triggered emotional engagement, which would then further influence purchase decisions without prior planning. The results were consistent with Perera and Kumara (2016) who found that emotional and rational appeals in advertisements influence purchase intentions of FMCG consumers in Sri Lanka. Also, Songdi Li (2014) supported that advertising had a strong impact on impulsive buying, especially to Generation Y consumers, and visual and narrative content could alter consumer thought processes and increase impulsive buying likelihood. Business communication was also found to have a moderate but significant effect on impulsive buying behaviour. It was demonstrated that business communication, through message clarity, relevance and emotional appeal in advertisements and marketing efforts, have a strong relationship with unplanned purchasing tendency. These findings also correspond to the Hausman (2000) studies which pointed out emotional adherence and crystal-clear talking as an incentive of hedonic motivations and stimulate buying versions. Additionally, Mamuya and Pandowo (2018) also confirmed that marketing strategy should focus on delivering content to promote products and offers thus contributing to increased impulsivity among supermarket shoppers in Indonesia.

In summary, the results from this study were strong evidence that all three constructs (sales promotion, advertising, and business communication) did, indeed, significantly affect impulsive buying behaviour, although to varying degrees. According to the findings, there

is a hierarchy of impact, with sales promotion being the most powerful influence, secondly advertising and thirdly business communication. Previous research, such as Soejatmiko (2017) that showed the promotional offers like rebates and discounts had more influence on impulsive purchases than advertising alone. On the other hand, while business communication had a moderate but positive effect, it was important in the strategic role in reinforcing the effectiveness of the other marketing tools.

The study also advanced existing literature by confirming that impulsive buying in the FMCG sector is not a matter of irrational behaviour but a phenomenon that can be predicted by certain marketing strategies. Finally, the research aligned the empirical results to existing theoretical framework as well as prior studies to prove that integrated marketing communication is essential for shaping consumer decision in both the physical retail and digital retail environment.

6 Study implication

The findings of this study hold significant implications for marketing practitioners in the FMCG sector, especially those targeting urban markets with diverse consumer bases. By confirming that sales promotion, advertising, and business communication each have a measurable impact on impulsive buying behaviour, the study underscores the need for integrated marketing strategies that combine promotional incentives with emotionally compelling advertising and clear, persuasive messaging. Marketers should prioritize time-sensitive promotions and visually engaging advertisements while ensuring that the core message resonates with consumers' emotional and psychological triggers. Furthermore, understanding that even moderate influences, such as message clarity in communication, can reinforce impulse buying behaviours suggests that all components of the marketing mix must be carefully aligned to maximize consumer engagement and spontaneous purchase responses. These insights can guide retailers and brand managers in optimizing in-store layouts, digital marketing content, and campaign timing to enhance overall sales effectiveness and consumer satisfaction.

7 Study limitations

The future scope of this study offers several promising directions for further research. Firstly, while the current study focused on urban markets in Rajasthan, future research could extend the geographic scope to include rural or semi-urban regions to examine whether consumer impulsivity varies across different market settings. Additionally, longitudinal studies could be conducted to assess changes in impulsive buying behaviour over time, particularly in response to evolving digital marketing strategies and post-pandemic consumer trends. Incorporating moderating variables such as income levels, personality traits, or digital literacy could provide deeper insights into how different consumer segments respond to sales promotion, advertising, and business communication. Future studies might also explore the influence of emerging platforms such as influencer marketing and livestream commerce, which are increasingly relevant in shaping real-time consumer decisions. Finally, cross-cultural comparisons could offer valuable perspectives on how cultural norms and values affect the relationship between marketing stimuli and impulse buying, thereby broadening the global relevance of the findings.

8 Ethical Considerations

Participants were informed about the purpose of the study, and informed consent was obtained prior to data collection. Anonymity and confidentiality were assured, and participation was strictly voluntary. The study adhered to ethical research practices throughout the process.

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