


# AN EMPIRICAL STUDY ON IMPULSIVE PURCHASE INTENTIONS IN ONLINE CONSUMER BEHAVIOR IN THE CONTEXT OF PSYCHOLOGICAL TRIGGERS AND DIGITAL STIMULI

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**Citation** Durmuş, T. & Karaca, M. (2026). An empirical study on impulsive purchase intentions in online consumer behavior in the context of psychological triggers and digital stimuli. *Journal of Academic Approaches*, 17, 008, 01–16. DOI: 10.54688/ayd.1880088

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**Received:** February 2, 2026 / **Revised :** March 03, 2026 / **Accepted:** March 6, 2026 / **Published:** May 07, 2026

## Abstract

The rapid advancement of digitalization is significantly transforming consumption practices, and online shopping environments are draw attention as primary channels that significantly shape consumers' purchasing behaviors. Along with this transformation, the spatial boundaries of shopping are disappearing, and consumers' decision-making processes are becoming more unplanned, intuitive, and rapid, revealing impulsive purchasing tendencies that are carried out suddenly and without consideration. In this context, the main objective of the study is to examine the effects of psychological triggers and digital stimuli on impulsive purchase intention in online consumer behavior and to reveal the comparative importance of these elements within the scope of empirical findings. The data obtained has been analyzed using appropriate statistical analysis software. According to the research results, psychological triggers and digital stimuli were found to have statistically and positively significant effects on impulsive purchase intention in online consumer behavior; psychological triggers were determined to have a lower effect than digital stimuli.

**Keywords:** Psychological triggers, Digital stimuli, Impulsive buying, Digitalization.

**Gel Codes:** D12, M31, D03, L86

## 1. Introduction

In the early days, humans lived as hunter-gatherers. With the transition to a settled lifestyle, the hunter-gatherer system gave way to an agricultural production system. Population growth and the transition to a settled lifestyle led to a shift from a consumer society to a producer society. Products initially manufactured to meet demand have, over time, given rise to the need to satisfy excessive consumption. Both human labor and technological advances have been utilized to meet this demand.

In the early 19th century, many countries were engaged in agricultural production and had economic systems in which their populations were concentrated in rural areas. Consumption took place through the exchange (barter) of goods produced on farms and in homes based on need (Blutner, 2010: 84). By the early 20th century, the importance of production became apparent due to increased consumption. With the establishment and proliferation of factories, an economic shift from agriculture to industrialization took place (Yavuz, 2013: 220). Products have been standardized so that they can be consumed by societies, and their use has been simplified. They have been made accessible to men, women, children, and the elderly by making standard products easier to use. Furthermore, by prioritizing the standardization of public consumption over private consumption, products have been made accessible to multiple target audiences (Bocock, 2009: 15).

The consumer describes digital marketing as a series of stages: conducting research to address a deficiency within a hierarchy of needs, selecting from product options, making a purchase decision, evaluating purchased products, and considering product return options (Ryu, Han, & Jang, 2010: 417). Marketers who identify consumer needs and expectations and who provide services aimed at consumer satisfaction are considered successful to the extent that they satisfy consumers. The basis of success is determining who the consumer is and identifying what products or services they need (Bilge & Göksu, 2010: 53).

Consumption, which aims to meet the target audience's needs, does not stop at satisfying consumers' physiological needs. One fundamental objective of consumption is to fulfill needs that arise from the desire for popularity. For people, eating is more than a physiological need; it is a means of sharing images in a luxurious setting (Koç, 2013: 34). Therefore, consumption today is not merely an activity that reveals shopping content, but is accepted as a language of symbolic representation, signs, and symbols (Tükel, 2014: 8).

Psychoanalyst, sociologist, and philosopher Erich Fromm argues that individuals will be happy by shopping according to their economic power, purchasing products in cash or in installments (Telli, 2010: 88). While Erich Fromm advocates the necessity of individuals shopping in person, Jeff Bezos adds a different dimension to shopping by introducing online shopping. Retail, apart from its classic definition as the sale of goods or services in physical environments, has moved to digital environments since 1994. As a result of changing norms, internet connectivity has become a matter of great importance. The increasing importance of digitalization has led to the electronic wallet replacing the leather wallet and the electronic page replacing the printed catalog (Fiore, 1997: 1).

The advancement of technology and the widespread use of the internet have shifted consumption from physical to online environments. The migration of shopping malls to the internet has enabled consumers to shop conveniently without leaving their physical environments. Factors such as the variety of products, customer satisfaction, and product reviews offered to consumers contribute to consumers' preference for online shopping. Offering discounts on product prices to meet consumer needs is often insufficient. This is because consumers do not shop solely to satisfy their physiological needs; they also turn to consumption to satisfy their psychological needs (Pooler, 2003: 1).

The proliferation of online shopping environments has led both consumers and retailers to change their marketing strategies (Hsieh, Hsieh, Chiu & Yang, 2014). In online shopping environments, consumers eliminate the constraints

of space and time and have the opportunity to compare products more easily (Eroglu, Machleit & Davis, 2001). For retailers, online shopping environments are defined as a different sales environment and an opportunity to maintain their presence in the market (Varadarajan & Yadav, 2002).

The development of online shopping environments has led to the emergence of competition. In order to maintain their presence in the market, retailers have had to renew their goals and enhance their visibility. Retailers offer consumers various opportunities to retain them and to maintain their position in the competitive environment. Within this framework, consumers are unable to resist the products and services offered and tend to make impulsive purchases.

Virtual marketplaces are evolving alongside digital innovations. Therefore, as virtual marketplaces grow, e-marketers must constantly innovate the services and products they offer. Advancing technology, renewed opportunities, and increased product diversity are directing consumers toward non-essential consumption. Physiological needs give way to psychological needs. The desire to be popular and concern for social acceptance drive consumers toward non-essential consumption. Environmental factors impulsively drive consumers to make unplanned or nonessential purchases.

This study is significant in that it examines the factors influencing consumers' impulsive purchase intentions in online shopping environments from a multidimensional perspective. The purpose of the study is to examine the effects of psychological triggers and digital stimuli on impulsive purchase intention in online consumer behavior, and to clarify the roles of these variables in explaining that intention based on empirical findings. A quantitative research method was adopted; data were collected through a survey, and convenience sampling was used. Data from the study involving 220 participants were analyzed using IBM SPSS 25.0. The analysis revealed that digital stimuli had a statistically stronger effect on online impulsive purchase intention than psychological triggers. Furthermore, no significant association was found between gender and purchase intention.

## 2. The Role of Psychological Triggers in Purchase Intentions

Consumers were oriented toward consumption to satisfy physiological needs. In later stages of their lives, the establishment of a psychological satisfaction threshold has led individuals to make nonessential purchases. Among the reasons for this situation are a desire for social acceptance and a concern about fitting into one's social environment. Unplanned consumption has become ingrained in people's lives, driven by environmental impulses. Non-essential purchases manifest within the framework of time and space. Consumers experiencing psychological deprivation tend to make planned or impulsive purchases in an attempt to alleviate this deprivation.

The impulsive buying phenomenon was first studied by Clover (1950) in the second half of the 20th century. Clover defined impulsive buying as purchasing behavior not planned in advance but arising from a sudden impulse, and he addressed planned and impulsive purchasing behavior within different frameworks. Similarly, Applebaum (1951: 176), who analyzes consumer behavior, defines impulse buying as a purchasing behavior that is decided without going to any store or without prior planning, and is decided suddenly after going to the store. Stern (1962: 59-60), who examines impulse buying in a broader context, divides impulse buying into three groups: planned, suggestion-based, and pure reminder-based. Kollat and Willett (1967: 21-24) defined impulsive buying behavior solely as unplanned purchasing and examined impulsive buying through customer differences, variables related to shopping behavior, and demographic-economic variables.

Impulsive buying has been defined as emotional motivation in consumers, mental control in purchasing decisions, and responses to stimuli (Weinberg & Gottwald (1982: 44). In other words, impulse buying is expressed as an unplanned desire to act naturally, psychological incongruity, disregard for the insignificance of purchasing activity, and finally, a decline in mental control (Rook & Hoch, 1985: 23). Rook (1987:191) describes impulsive buying behavior as a complex structure that arises from a sudden and powerful urge to buy immediately, causing emotional conflicts in consumers.

He also defines it as purchasing behavior carried out without considering the consequences of the purchase. Another definition describes impulsive buying as an unplanned, spontaneous, and sudden purchasing tendency (Rook & Fisher, 1995: 306). According to Beatty and Ferrel (1998: 170), impulsive buying occurs after the impulse to buy arises and takes place in an unplanned manner. At the same time, consciously purchased products are described as having strong motivation, while unconsciously purchased products are described as having weak motivation (Koç, 2016: 250-251).

Individuals sometimes find it difficult to limit their purchasing behavior. In such cases, consumption habits go beyond what is normal, leading to unconscious purchases and impulsive buying (Hirschman, 1992: 158). Conscious consumption, or necessary consumption, is defined as meeting unavoidable needs, addressing deficiencies, or achieving physiological satisfaction. Unconscious consumption or impulsive buying, on the other hand, is described as unplanned and non-essential. Consumers who embrace this situation are people who need psychological satisfaction and value social acceptance (O'Guinn & Faber, 1989: 147). These individuals believe that obtaining material gains is the fundamental path to success, happiness, and identity. Conversely, they are unhappy due to their unconscious and necessary consumption (Dittmar & Drury, 2000: 14).

Consumption habits arise from psychological dissatisfaction that consumers believe brings them relief. Although unconscious and excessive shopping initially makes consumers happy, it later leads them to experience emotional changes. Consumers engage in impulsive and unconscious consumption to escape the stress and anxiety induced by environmental factors. Over time, the urge to escape stress and anxiety gives rise to compulsive shopping, ultimately transforming individuals into compulsive consumers.

Consumers act on the belief that they will experience psychological relief when purchasing products. However, unconscious and excessive consumption causes feelings of guilt and discomfort to arise in individuals (Harnish & Bridges, 2015: 10). The discomfort experienced by individuals negatively affects their lives. The development of the Internet and the emergence of social media platforms have enabled the proliferation of product marketing systems and allowed consumers easier access to products. Through social media platforms, individuals seek to satisfy their psychological needs, but when they overindulge in this satisfaction, it causes them to experience stress and anxiety (Oberst et al., 2017: 51-53).

Individuals who want to take advantage of developing technologies seek to benefit from the basic features of media platforms. The development of technology and the fact that it offers individuals a wide range of opportunities when usage conditions are taken into account make the internet an indispensable tool. The perception of media platforms as socially acceptable is an important factor in individuals' preferences for these channels. In particular, the fact that media platforms incorporate different features encourages individuals to use these platforms (Yılmaz, Yeşil & Ulaş, 2022: 116). The fact that platforms facilitate communication between marketers and consumers, offer opportunities for visual and auditory interaction, provide information about products and services, and control feedback between producers and consumers is an important factor in individuals' preferences for digital marketing methods.

In general, individuals make impulsive purchases unconsciously and without planning. The fear of not being accepted during socialization leads them to consume unconsciously. Technological developments increase consumption rates. Shopping behaviors carried out unconsciously and in an unplanned manner while moving around a store are examples of impulsive buying. The idea that every product purchased will bring happiness and satisfaction is a common misconception among individuals. Although every unnecessarily purchased product may initially appear to be a source of happiness, over time it gives way to feelings of guilt and regret. Therefore, attempts to achieve psychological satisfaction through impulsive buying create misconceptions among individuals and increase feelings of stress and anxiety.

### 3. The Relationship Between Digital Prompts and Impulsive Purchasing

Consumption is shifting from physical to virtual spaces as technology develops. Rising levels of consumption are whetting the appetite of e-marketers and directing them toward finding ways to sell their products and services more easily to consumers. With the establishment of virtual marketing sites, consumers can easily access products and services for sale. Furthermore, features available on these sites, such as product reviews, a variety of products, and consumer feedback options, encourage consumers. The establishment of multiple e-marketing sites, enabled by advancing technology, increases consumer choice and leads to competition among e-marketers.

With digital marketing opportunities, marketers' effects on consumers may vary (Forghani, Sheikh, Hosseini & Sana 2022: 625-627). The establishment of digital marketing spaces has created opportunities for marketers to promote their products and services to consumers quickly and easily (Mulyadi, Novalita & Damar 2019: 62). Traditional advertising, including television and print ads, is losing its effectiveness. Digital marketing sites, email, and social media platforms have replaced traditional advertising (Charlesworth, 2020: 15-20).

Marketers targeting broad audiences have been compelled to provide consumers with high-quality service because of increased competition. Consumers have also gained the opportunity to choose and evaluate the options presented to them. Rapid technological advancement has forced marketers to keep pace. While consumers gain opportunities amid evolving platforms, marketers have focused on providing quality service to keep pace with this technology. The increase in the number of marketers, especially in a competitive environment, is considered one of the important factors that make e-marketing opportunities preferable (Hamdani, Muladi & Maulani 2022: 153).

One of the key benefits digital marketing provides consumers is access to information. Consumers can access detailed information about a product before purchasing it. Through digital marketing, we can readily access various types of information such as product variety, price, quality, and discount opportunities, from our current location. The ease of access to products and services, the variety of media platforms, and the visual and written capabilities these platforms provide are among the factors that impulsively drive consumption.

Consumers, especially on media platforms, make purchases by comparing products (Akbar, Priyambodo, Kusworo & Fandeli, 2020: 25-27). The availability of detailed information about products on media platforms and the opportunity for consumers to compare products play an important role in conscious consumption (Charlesworth, 2020: 111). The development of technology, the widespread reach of the internet, and consumers spending more time on social media platforms are driving consumers toward impulsive purchasing (Smith, 2011: 489).

Digital marketing encompasses digital channels such as social media platforms, email, and websites. These channels aim to increase sales for marketing companies by prioritizing customer satisfaction (Rajagopal, 2019: 26). The primary function of social media platforms is to facilitate direct communication with consumers. Search engines (browsers) facilitate communication with consumers by increasing the visibility of marketing companies. Digital marketing monitors and controls campaigns aimed at increasing sales. Marketers are informed based on the results of these monitored campaigns, and opportunities targeting the target audience are increased (Stephen, 2016: 17).

The primary goal of marketing companies is to reach their target audience. To do this, they use various communication channels. At the core of these channels are media platforms and Internet browsers. Through these platforms, digital marketing facilitates communication between consumers and marketers. Various surveys and visual materials are published to determine the desires and preferences of the target audience. The results are conveyed to marketers based on feedback from the target audience, and the marketers subsequently develop products that reflect that audience's preferences. With the development of technology, the availability of a wide range of products on media platforms and

browsers the ease of access to products, and open access to product information are among the factors that encourage consumers to use electronic markets.

Social media platforms are a powerful force in compensating for the lack of physical environments where people cannot gather (Hetz et al., 2015: 262). Through media platforms, people can communicate in online meetings without physically gathering, thereby eliminating communication gaps. Consumers accustomed to the warmth and ease of online communication fear losing this form of connection over time. Consumers who have become accustomed to the comfort of online platforms will continue to be influenced by online communication, spending more time on media platforms.

The development of mobile technology and easier access to consumers have increased consumption opportunities (Dastane, 2020: 123-124). Technological developments have strengthened communication opportunities between marketers and consumers. Digital marketing has a significant impact on purchasing behavior. Digital marketing not only influences consumers' thoughts about products and services, but also guides their purchasing decisions (Hamdani et al., 2022: 155).

Digital marketing employs various sales strategies. Consumers exhibit different attitudes and behaviors during the purchasing process. Therefore, digital marketing must understand consumers and apply different sales strategies to reach them. Understanding the consumer is a key factor in helping businesses deliver their marketing strategies to their target audience. First, the consumer must be analyzed and monitored. When planning their sales strategies, businesses should operate within a framework that allows them to easily reach consumers and to influence and guide them. Consumers may exhibit planned or unplanned consumption behavior. Therefore, businesses should find a way to influence indecisive consumers and to quickly guide them toward making a purchase. Consumers should be encouraged to make impulse purchases by reaching them with offers such as promotions, discounts, or bargain products (Zhang, Leng & Liu 2022: 9).

Consumers measure the reliability of a product by conducting detailed research before purchasing it. Digital marketing plays an effective role in building consumer trust in businesses by providing access to product reviews, product information, and comparisons (Dwivedi et al., 2021: 2-3). Furthermore, digital marketing is an effective tool in building consumer trust in brands offered by media platforms or internet-based businesses. Consumers who feel confident may decide to repurchase that product (Charlesworth, 2020: 150).

In general, digital marketing serves as an effective bridge between consumers and marketers, facilitating the demonstration of consumers' purchasing behavior. It is a communication channel that enables marketers to understand consumers and reach their target audience. Owing to the effective use of media platforms and internet-based search engines, it serves as a source of information for consumers. With the opportunities and informational methods it offers consumers, it is a source of consumer trust towards brands. Digital marketing is a digital-market system that effectively increases recognition of brands and services and reaches the target audience.

## **4. Methodology**

This section covers the research method, the model, and the hypotheses, as well as the data collection technique and tool. The research was conducted with the approval of the İnönü University Social and Human Sciences Research Ethics Committee (decision number 2026/1-27).

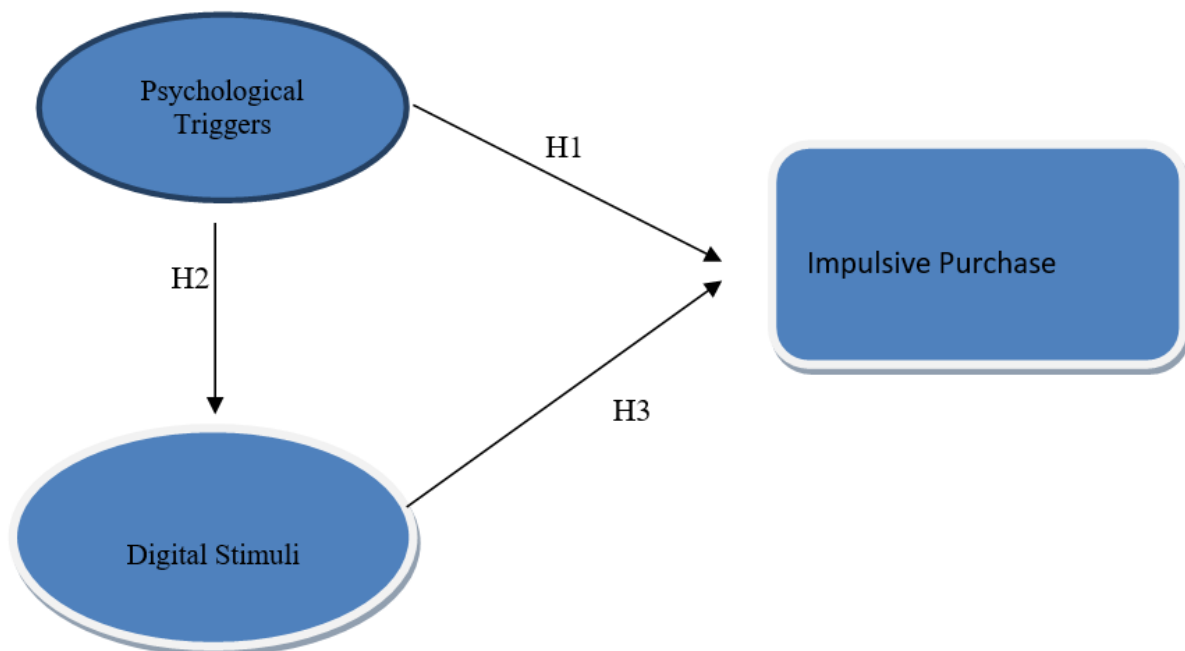
### **4.1. Research Methodology**

This study employed a quantitative analysis method. Quantitative research aims to quantify data and generalize findings obtained from a study sample across various perspectives. It requires the collection, analysis, and interpretation of quantitative data to test a hypothesis presented in a specific study. Furthermore, quantitative research is based on

data collection and data analysis grounded in a logical method focused on testing theory influenced by empiricist and positivist ideologies (Ghanad, 2023: 3794). Quantitative research involves the objective and systematic observation and measurement of numerical values to gain knowledge about the current situation and facts, and the process of conducting repeatable measurements (Burns & Grove, 1993).

#### 4.2. Research Model

In addition to the increase in consumers' incomes, the rise in psychological factors and digital stimuli that influence consumer behavior has led to increased impulsive purchasing. According to research, 40% of consumers identify themselves as impulsive buyers (Cinjarevic, Tatic & Petric, 2011: 4). Impulsive buying is the behavior of acquiring products by making relatively quick decisions. In this context, a research model was established based on a literature review. In the model, the tendency toward online impulsive buying is the dependent variable, while psychological triggers and digital stimuli are the independent variables. The research model is shown in Figure 1.



**Figure 1.** --Conceptual Model

The hypotheses developed within the scope of this study are as follows:

**H1:** There is a positive and significant relationship between psychological triggers and impulsive purchase intention.

**H2:** There is a positive and significant relationship between psychological triggers and digital stimuli.

**H3:** There is a positive and significant relationship between digital stimuli and impulsive purchase intention.

**H4:** Psychological triggers and digital stimuli have a statistically significant effect on impulsive purchase intention.

**H5:** Psychological triggers have a stronger effect on impulsive purchase intention than digital stimuli.

#### 4.3. Data Collection Tool and Technique

This study employed the survey technique as a quantitative research method. The survey technique consists of structured lists of questions designed to reveal the opinions and attitudes of individuals or groups regarding a specific

phenomenon, topic, or relationship. As a concept, a survey is defined as a data collection tool consisting of standardized statements, created to obtain data from a sample, although it is often viewed as a questionnaire (Ural & Kılıç, 2013: 53). Surveys are used to identify the thoughts, tendencies, expectations, preferences, and perceptions of participants in the sample regarding the subject or phenomenon being researched (Salı, 2018:136). Due to time and cost constraints, convenience sampling was used, and data were collected via an online platform. Convenience sampling is a non-random sampling method in which the sample selected from the population is determined by the researcher's judgment. In convenience sampling, data is collected from the population in the easiest, fastest, and most economical way (Malhotra, 2004: 321, Aaker et al., 2007: 394, Zikmund, 1997: 428).

The study population comprises consumers aged 18 and over who live in Turkey and use social media. The questionnaire used in this study consists of three sections. The first section contains statements related to psychological triggers and digital stimuli; the second, statements related to impulsive purchase intent; and the final, demographic characteristics. The first section of the questionnaire was determined using a scale consisting of seven statements developed by Loureiro and colleagues (2019), which has proven validity and reliability, for psychological trigger statements. In addition, a scale consisting of eight statements developed by Wu and colleagues (2013), which has proven validity and reliability, was used for digital trigger statements. The second part of the survey included a 14-item impulsive buying tendency scale used in the studies by Verplanken and Herabadi (2001). All statements of the three scales used were translated into Turkish by two academics, and then back-translated into English by two different academics. All scale questions were administered using a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree).

## 5. Analysis and Findings

To analyze the research data, frequency, regression, reliability, ANOVA, and correlation analyses were performed using the IBM SPSS 25.0 statistical program.

### 5.1. Demographic Findings

Table 1 presents the demographic characteristics of study participants: gender, age, education, and income.

Table 1. *Demographic characteristics of participants*

		Frequency (n)	Percentage (%)
<b>Gender</b>	Woman	135	61,4%
	Man	85	38,6%
<b>Age</b>	18-25	134	60,9%
	26-35	38	17,3%
	36-45	36	16,4%
	46-55	12	5,5%
	55 and above	0	0,0%
<b>Educational Status</b>	Primary education	2	0,9%
	High school	30	13,6%
	Associate degree	40	18,2%
	Bachelor's degree	148	67,3%
	Postgraduate	0	0,0%
<b>Income Status</b>	20000 TL and below	103	46,8%
	20001-30000 TL	25	11,4%
	30001 - 40000 TL	11	5,0%
	40001 - 50000 TL	25	11,4%
	50001 TL and above	56	25,5%
<b>Total</b>		220	100

Table 1 shows that of the 220 participants in the study, 61.4% were female and 38.6% were male. Regarding age demographics, more than half of the participants in the study were in the 18-25 age group, 17% were in the 26-35 age group, and the remaining 21.9% were aged 36-45 or older (46-55, 55 and above). When examining participants' educational status, 67.3% were university graduates. 46.8% of participants were in the income group of 20,000 TL or below.

## 5.2. Reliability Analysis

The psychological triggers, digital stimuli, and impulsive purchase intention scale used in the study were subjected to reliability analysis. The results of the reliability analysis are presented in Table 2.

Table 2. *Reliability Analysis of the Scales*

Scale	Cronbach's Alpha	Number of expressions
Psychological triggers	,886	7
Digital stimuli	,874	8
Impulsive purchase intention	,745	14

Table 2 shows that the Alpha values for the psychological triggers scale, the digital triggers scale, and the impulsive purchase intention scale are .886, .874, and .745, respectively. The Cronbach Alpha reliability coefficient ranges from 0 to 1, and a minimum value of 0.70 is required for it to be considered acceptable (Altunışık et al., 2010: 124). Therefore, the scales used in the study are reliable.

## 5.3. ANOVA Analysis and t-test

Table 3 presents the results of the independent samples t-test analysis regarding whether impulsive purchase intention differs according to participants' demographic characteristics.

Table 3. *Analysis of the relationship between impulsive purchase intention and demographic characteristics*

Gender	n	X	tValue	p Value
Women	135	61,4%	-1,104	,211
Man	85	38,6%		
Age	n	X	F Value	pValue
18-25	134	60,9%	1,538	,001
26-35	38	17,3%		
36-45	36	16,4%		
46-55	12	5,5%		
55 and above	0	0,0%		
Educational Status	n	X	F Value	pValue

Primary education	2	0,9%	5,400	,206
High school	30	13,6%		
Associate degree	40	18,2%		
Bachelor's degree	148	67,3%		
Postgraduate	0	0		
Income Status	<b>n</b>	<b>X</b>	<b>F Value</b>	<b>pValue</b>
20,000 TL and below	103	46,8%	4,208	,053
20,001 TL - 30,000 TL	25	11,4%		
30,001 TL - 40,000 TL	11	5,0%		
40,001 TL - 50,000 TL	25	11,4%		
50,001 TL and above	56	25,5%		

\*p<0.05 is statistically significant.

The analysis presented in the table shows no significant difference in purchase intention between genders (t: -1.104; p: .211). Therefore, women and men have similar purchase intentions. Because of an the imbalance among age variables, the Hochberg post hoc test was applied. Accordingly, a significant difference was found between the 18–25 and 36–45 age groups (md: -0.26221, p: 0.004). Therefore, impulsive purchase intention is higher among participants aged 36-45 than among those aged 18-25.

#### 5.4. Regression analysis

The data set was subjected to preliminary examination before regression analysis was performed. In this context, outliers, missing data, and items that negatively affected the analysis assumptions were evaluated. In order to ensure that the assumptions required for multiple regression analysis were met, seven items were excluded from the analysis, and the final analyses were performed on the resulting data set that met these assumptions.

Table 4. Regression analysis of the scales

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,211	2	1,105	6,896	,001*
	Residual	33,661	210	,160		
	Total	35,871	212			

According to the results presented in the table, psychological triggers and digital stimuli are significant predictors of impulsive purchase intention. More broadly, psychological triggers and digital stimuli have a statistically significant effect on impulsive purchase intention (p < .005). Therefore, H4 is accepted.

Table 5. Multiple regression analysis for the scales

Variable	Beta ( $\beta$ )	t	Sig (p)
Psychological triggers	,078	,800	,424
Digital stimuli	,186	1,923	,054

According to the results presented in Table 5, the effect of psychological triggers on impulsive purchase intention is not statistically significant ( $\beta=.078$ ;  $p>0.05$ ). Furthermore, the effect of digital cues is not statistically significant ( $\beta=.186$ ;  $p>0.05$ ). Therefore, H5 is rejected.

### 5.5. Correlation Analysis

Pearson correlation analysis was used to determine the relationships among psychological triggers, digital cues, and impulse buying. The findings are presented in the table.

Table 6. Relationship Between Psychological Triggers, Digital Prompts, and Impulsive Purchase Intentions

		Psychological triggers	Impulsive purchase intention	Digital stimuli
Psychological triggers	Pearson r	1	,333*	,747*
	p		,000	,000
	n	220	220	220
Impulsive purchase intention	Pearson r	,333*	1	,365*
	p	,000		,000
	n	220	220	220
Digital stimuli	Pearson r	,747*	,365*	1
	p	,000	,000	
	n	220	220	220

\* $p<0.01$  is statistically significant

According to the correlation analysis results in Table 6, there is a moderate, positive, and significant correlation ( $r=0.333$ ,  $p<0.05$ ) between psychological triggers and attitudes toward impulsive purchase intentions; a strong, positive, and significant correlation ( $r=0.747$ ,  $p<0.05$ ) between psychological triggers and digital cues; and a moderate, positive, and significant correlation ( $r=0.365$ ,  $p<0.05$ ) between attitudes toward digital cues and purchase intentions. Accordingly, hypotheses H1, H2, and H3 were accepted. Therefore, as individuals' exposure to psychological triggers and digital stimuli increases, their impulsive purchase intentions also increase.

### 6. Conclusion

As technology advances, individuals are increasingly using the internet. The availability of the internet in every home has increased people's exposure to it. Marketing opportunities have developed in line with technological advances, and shopping opportunities, which were previously limited to physical spaces, have moved to digital spaces. Consistent with innovations enabled by digitalization, consumers can simultaneously access multiple sources of information

about products and services they intend to purchase while shopping. Within the scope of digital marketing, consumers are granted rights including product evaluation, access to product variety, quality control, and customer satisfaction. Therefore, consistent with the opportunities offered to individuals, consumers are encouraged to make impulse purchases.

Increased time spent online has led to the emergence of internet addiction among consumers. Because of impulsive usage behavior, individuals attempt to carry out all their tasks, even routine ones, through digital environments. This provides individuals with significant convenience. But it also causes them to become detached from physical structures (Hirschman, 1992). Badgaiyan & Verma (2015) conducted studies on impulsive buying, evaluating the effect of situational factors. As a result of these studies, they sought to clarify the relationship between impulsive buying behavior and impulsive use. At the same time, Brand et al. (2016) showed in their studies that uncontrolled, irregular internet use causes physical and mental conditions that negatively affect human life.

A review of the literature reveals that studies on impulsive purchase intention generally show a significant positive relationship between variables. In the literature review, Yalçinkaya and Karadağ (2022) investigated the effect of five major personality types on impulsive buying tendency and concluded that these personality types affect impulsive buying tendency. In another study, Akkaya (2025) examined the relationships between emotional responses (pleasure and satisfaction), impulsive buying, regret, and return behavior in consumers' online product purchasing processes and revealed that regret and perceived return benefit play a sequential mediating role in the relationship between impulsive buying and return attitude. Kafadar and Yılmaz (2022), on the other hand, aimed to develop a model in their studies predicting impulsive purchasing tendencies based on variables such as an individual's personality traits, affect, and cognitive factors. Their findings suggest that emotional factors (positive and negative emotions) may trigger impulsive purchasing. Furthermore, Tokgöz (2019) examined the effect of hedonic and utilitarian consumption on impulsive and compulsive purchasing behaviors and found that hedonic consumption has a significant and positive direct effect on impulsive and compulsive purchasing; while utilitarian consumption has a significant and negative direct effect on impulsive and compulsive purchasing. The results obtained in this study partially support the findings of other research. However, this study differs from others in that it examines the effects on consumers' impulsive purchase intentions of psychological triggers — which encompass internal processes such as an individual's mood, the pursuit of pleasure, and emotional states — and of digital stimuli, such as campaigns, limited offers, and visual and auditory elements presented in online environments.

This study contributes to the limited empirical literature on online consumer behavior by examining both psychological triggers that reflect an individual's internal dynamics and marketing-based stimuli presented on digital platforms. This research aims to examine the effects of psychological triggers and digital stimuli on impulsive purchasing behavior. According to the research model and hypotheses presented in Figure 1, which were created to achieve this goal, psychological triggers have a significant and positive effect on impulsive purchase intention ( $r=0.333$ ). Digital stimuli also have a significant positive direct effect on impulsive purchasing behavior ( $r=0.365$ ). Both variables are strongly, positively, and significantly associated with impulsive purchase intention. In contrast, psychological triggers and digital stimuli are not significantly related to impulsive purchase intention (psychological triggers:  $\beta=.078$ ,  $p>0.05$ ; digital stimuli:  $\beta=.186$ ,  $p>0.05$ ). Furthermore, the regression model that considers psychological triggers and digital stimuli simultaneously explains a portion of impulsive purchase intention; the effect sizes of the variables differ.

The findings contribute to the literature on online consumer behavior from a theoretical perspective and have important implications for practice. For example, digital marketing practices can yield more effective results that depend on the presentation style and quality of stimuli encountered by consumers in online environments rather than on their psychological tendencies. Based on the findings of this study, it is recommended that future studies use different sampling methods and recruit larger sample groups. Furthermore, future research that examines psychological triggers

and digital stimuli as sub-dimensions, incorporates individual differences into the model, and investigates the effects of these variables in the online context in greater detail may contribute to the field.

**Peer-review:** Externally peer-reviewed.

**Contribution Rate Statement:** CorrespondingAuthor: %50, Otherauthor: %50.

**Conflicts of Interest:** The authors declare that there is no potential conflict of interest.

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