

RESEARCH ON THE INFLUENCE OF MARKETING INCENTIVES ON THE ONLINE IMPULSIVE PURCHASING INTENTION OF CONSUMER



¹Sihan Ding and ²Haijun Lu

Panyapiwat Institute of Management, Thailand

tintin525@foxmail.com

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Abstract

With China's economic development, residents' employment and income have gradually shown a steady growth trend. Residents' consumption choices have become more and more diverse, which is also very beneficial to stabilizing China's consumption growth. As the pace of China's economic development accelerates, domestic consumers' consumption concepts have undergone tremendous changes. In the consumer's consumption process, impulse purchasing is a common but special consumption method in the human shopping process. As consumers' consumption concepts and behaviors change, they are no longer restricted by purchase plans and financial resources, and they can relax and fully enjoy shopping. More and more consumers will make purchase decisions on the spot after comparing the marketing methods and efforts of various merchants, and the proportion of impulse purchases has greatly increased. At present, the study of impulsive purchasing behavior has become an important part of the research on consumer behavior issues in China and has attracted widespread attention from the academic community. Thus, this article explores the influencing factors and generation process of consumers' online impulse purchasing intention under marketing stimulation and proposes that marketing incentives affect consumers' impulse purchasing intentions by affecting their two emotions: perception and pleasure. The study adopted a questionnaire survey method for data collection. After testing the data, some hypotheses were supported. Therefore, it shows that marketing incentives has an impact on consumers' online purchase intention. The research conclusions can help e-commerce companies further understand consumers' impulsive purchasing behavior, make full use of the impact of marketing incentives, and formulate more flexible and effective promotion strategies.

Keywords: Online Impulsive purchasing, Marketing Incentives, Consumer Emotions

Introduction

According to the "Statistical Report on the Development of China's Internet", the report mentioned that due to the development of mobile Internet and e-commerce and the popularity of mobile shopping, most users who originally shopped online on PC have

¹Chinese Graduate School, Ph.D. Business Administration, Chinese Graduate School, Panyapiwat Institute of Management, Thailand

²Ph.D. Business Administration Chinese Graduate School, Panyapiwat Institute of Management, Thailand

transferred their shopping behavior to mobile phones. Online shopping, Internet payment technology and security are constantly being upgraded as more and more consumers prefer online shopping, and payment methods are becoming increasingly diversified, including SMS payment, fingerprint payment, and scan payment. Emerging fast payment methods such as face payment have been widely used, and online retail payments have become more convenient due to the improvement of mobile payment levels. The number of participants in recent purchases in online shopping behavior is as high as 40% (Lei Ling et al., 2012). Therefore, many scholars regard high-frequency online purchasing behavior as an important direction in studying online behavior. In recent years, some shopping on the impact of high-frequency online purchasing behavior There are more and more related studies. Although scholars have achieved many constructive results in research on impact shopping. But in the e-commerce context, research on impact shopping is only just developing. This article aims to explore the key factors that influence consumers' high-frequency purchasing behavior from the perspective of online consumers, combined with results from multiple research fields. Through an in-depth analysis of the influence paths of these factors on high-frequency purchasing behavior, this article further studied how external stimulation triggers consumers' inner changes and emotional stimulation, thereby triggering strong purchasing behavior. Besides, this article studies how marketing incentives affect consumers' impulse purchasing intentions in an online purchasing environment. After conducting a questionnaire survey, this article obtain data for empirical research, test relevant hypotheses and draw relevant conclusions. Therefore, this article is based on the S-O-R theoretical model of environmental psychology, and by combining the characteristics of online shopping, this article summarizes the main factors that lead to consumers' impulse purchasing, and analyzes the ways in which these factors influence impulse purchasing behavior.

Literature Review

1. Marketing Incentives

Marketing incentives usually refer to external incentives that stimulate consumers to purchase. These factors include product aspects and external environment aspects, mainly product features, promotion, price, brand, touch feeling, for example. Stern (1962), Zhou & Wong (2003) and Zeng Hao (2006) all believe that the price of goods is the main stimulating factor that affects consumers' impulse purchases. The lower the price of the product, the higher the probability that consumers will make impulse purchases, because consumers are more able to bear the risk of low-priced products, while for more expensive products, consumers need to pay too much money, and consumers often will make purchasing decisions after rational thinking.

Bellenger & Korgaonkar (1980) pointed out that different product categories have different impacts on consumers' impulse purchasing behavior. In their study, 62% of cosmetics and jewelry products were impulse purchases, while consumer goods such as bread, 50% are impulse purchases, but only 27% of women's underwear are impulse purchases. Dittmar et al (1996) pointed out that consumers buy luxury goods because of their hedonistic psychology, while purchasing functional products is more due to actual needs. Under the influence of hedonistic psychology, consumers buy luxury goods to satisfy their self-differences. It is easier to make impulse purchases. Research by Parboteeah (2005) believes that if consumers are frequently prone to impulse purchases of a certain type of product, this type of product will frequently be more likely to prompt impulsive purchasing than other products.

Stern's (1962) research confirmed that advertising can prompt consumers to make impulse purchases. Research by Sinha & Smith (2000) pointed out that if the price of the product is low, consumers prefer quantity promotion, while if the price of the product is high, consumers prefer price reduction promotion. Heilman et al (2002) studied that the main reason

why consumers make impulse purchases is that stores conduct promotions, and pointed out that direct price reductions and price discounts are the most popular promotion methods among consumers. So quantity restrictions are more likely to prompt consumers to make impulsive purchases than time restrictions.

2. Impulsive Purchasing

Scholars' research on impulse purchasing began in the 1950s. The DuPont Institute of Consumer Purchasing was an early research institution that paid attention to consumers' impulse purchasing. In their research, they first believed that difference is the key definition of impulse purchasing, that is, Consumers ultimately purchase more goods than they originally planned to buy, and the difference is considered impulse purchasing. This gives the earliest definition of impulse purchasing and lays the foundation for impulse purchasing. After 70 years of development, relevant theories on impulse purchasing have formed rich academic results. Summarizing previous research, the theoretical development of impulse purchasing has gone through three stages:

- (1) Unplanned purchasing behavior
- (2) Collect unplanned purchases caused by external incentives
- (3) Complex emotional reactions to external incentives

In different stages of research, academics have paid different attention to the factors that cause impulse purchasing at different times. In the early days, scholars focused their research on consumers' planning. Katona & Mueller (1955) recorded the information of consumers entering and exiting the store, and asked and recorded information about the products consumers wanted to buy when they went to the store. When leaving the store, the product information actually purchased by the consumer is recorded again. The difference between the two comparisons is the product information that the consumer purchased impulsively. The difference after the two comparisons is the product information the consumer purchased impulsively. Based on these theories, merchants divide products into impulse goods and non-impulse goods. These theories effectively help merchants set different advertising and promotion plans for different products, and effectively promote consumers' impulse purchases. In recent years, scholars' research on impulse purchasing has begun to shift to mobile shopping scenarios. From a social perspective, Xu Haiqin (2020) pointed out that consumers' impulse purchasing behavior is affected by social identity and group norms. Cui Jianfeng's (2019) research pointed out that online promotion methods and consumers' own perceptions have an impact on impulse purchases.

By studying past literature, it can be found that scholars have conducted extensive and multi-angle research on impulse purchasing and achieved fruitful academic results. In recent years, scholars have begun to pay more and more attention to online impulse shopping and conducted related research. However, in these studies, there are relatively few discussions on impulse purchasing in the mobile shopping environment. Although there have been some studies on impulse purchasing in mobile shopping environments, the underlying mechanisms of impulse purchasing are still insufficiently explored. Therefore, it is necessary for us to systematically study the intrinsic mechanisms that influence consumers' impulse shopping in the mobile shopping environment.

3. Consumer Emotions

Scholars also have different views on the definition of emotion, but most scholars agree to that emotion is the process of emotion. Arnold (1960) believed that the essence of emotion is a connection between the feeler and the thing being perceived. Research by Strongman (1978) shows that emotions are physiological changes that occur inside people after being exposed to certain external incentives. It can be seen that emotions are an individual's reaction and interpretation of the external environment, and are the body's reflection of one's own perception, resulting in actions (Bai Changhong et al, 2008). Emotions are what people feel subjectively, and can be divided into positive emotions and negative emotions. Positive emotions refer to the satisfaction of individual needs after being stimulated by the external environment, while the opposite is negative emotions. However, some scholars

believe that emotions are not affected by the outside world and arise spontaneously by themselves. For example, scholar Stern (1962) believes that emotions are people's physiological phenomena and are subjective. Dube & Menon (2000) pointed out that emotion is a complex physiological phenomenon of the human body that is comprehensively impacted by internal and external factors. So if consumers receive external stimulation, they will form their own emotional perceptions, which will impact consumers' subsequent purchasing behavior.

In the study of emotions during the shopping process, Russell & Mehrabian (1978) proposed the emotional Pleasure-Arousal-Dominance model (PAD model), which is used to express the degree of individual self-control. Donovan & Rossiter (1982) believed that through the analysis of research data, it was concluded that the dominance dimension has little impact on consumers, and this dimension should be deleted. The two dimensions of pleasure and arousal can be used to cover the consumer's feelings during the shopping process.

Theoretical Basis and Research Hypothesis

1. Theoretical Basis

While continuing the results of previous research, this study also considers marketing stimulus factors. Based on the CIFE model of scholars Beatty and Ferrell and scholar Dholakia, this study combines the S-O-R theoretical model and scholar's application to explain consumers' impulse purchases under the mainstream online shopping model. Behavioral characteristics and mechanisms of action, and construction of theoretical models. The following is a brief review of the models of these scholars to prepare for the construction of the model in this article.

Based on the S-O-R theory (Stimulus-Organism-Response) in psychology, that is, the stimulus-organism-response theory, Mehrabian and Russell (1974) further constructed the M-R model of environmental psychology to explain the occurrence of individual behavior. They believe that the bipolarity of pleasant-unpleasant, aroused-unaroused, dominant-non-dominated in an individual's emotional state under environmental incentives affects the individual's approach or avoidance behavior. Later, Donovan and Rossiter (1982) further improved and revised the model (modified MR model). They used this model to study consumer behavior in a retail environment and verified that emotions play a role in the relationship between the store environment and in-store consumer behavior. With a mediating role, this model was later widely used in research on the relationship between physical environment, customer emotions and customer behavior. When consumers shop online, they will be stimulated by the outside world and have strong emotional reactions, especially when merchants have advertising, which will make consumers feel emotional when they see or imagine owning the goods. Emotions are aroused, and they feel pleasure, which is highly likely to prompt them to perform further actions, and may even lead to impulse purchases.

Examining the emotional factors and divide them into two categories: pleasure and arousal based on the research of scholars. In Parboteeah et al.'s model, perceived pleasure is used as an affective response to the environment. However, Parboteeah et al.'s model cannot well explain the impact of marketing stimulus environments on consumer impulse purchasing behavior. Therefore, this paper adopts this division to further explain consumers' affective/emotional responses when stimulated by marketing environments.

Research Hypothesis

1. The impact of marketing incentives on consumer emotions

The S-O-R model points out that the environment may have an impact on human behavior. Bagozzi (1986) applied it to consumer behavior research and defined stimulus variables (S) as things external to the individual, mainly composed of marketing mix variables and environmental factors. Specifically, it includes: product brand, in-store product display, sales atmosphere, promotional activities, for example. the organism variable (O) is defined as the individual's internal activities and structures between incentives and behavioral responses, which are composed of perceived, psychological and thinking activities, specifically including: consumer emotions and cognition (Bagozzi, 1986); conceptualizing response variables (R) as consumer reactions and final behaviors, including psychological reactions or behavioral reactions, such as purchase intention, purchasing impulse or actual purchasing behavior, for example. Kahneman and Tversky's (1979) pointed out in prospect theory that consumers will be more likely to purchase if they perceive gains during the purchase process. That is to say, consumers will feel that they will receive additional benefits from purchasing the product, thus triggering positive emotions, a kind of excitement of "earning money", and pleasant emotions can easily trigger impulsive purchasing intentions. In order to create a good shopping environment for consumers, merchants will continue to stimulate consumers through advertising and other promotion methods, so that they perceive benefits, thereby improving their mood or arousal state to achieve the purpose of promoting consumer purchases.

It can be seen that there are differences in consumers' emotional responses to different environments (Derbaix and Pham, 1991). That is to say, differences in environmental incentives will trigger differences in consumers' emotional responses, and strong emotional responses will eventually manifest as behavioral convergence. Anil and Smith (1997) pointed out in their research that emotion plays a mediating role in consumers' purchasing decisions, which means that changes in the shopping environment stimulate changes in consumers' emotions, which in turn affects their purchasing behavior.

In the theoretical model, marketing incentives serve as independent variables and include the following dimensions: Advertising. The following analyzes the impact of various factors of marketing stimulation on various factors of consumer emotions in turn, and proposes corresponding hypotheses.

Advertising campaigns can prompt shoppers to make impulse purchases and are an important factor in stimulating them to make impulse purchases. Promotional activities are essentially communicating with shoppers, sending various information to shoppers so that shoppers can be informed, stimulating shoppers' potential needs, and influencing their purchasing behavior. Advertising is to advertise widely, with the purpose of making shoppers aware of the existence of a product or fully understanding a product, thereby stimulating shoppers' needs. This article believes that promotional advertising is a form of advertising through which merchants make consumers aware of the existence of goods and understand their basic characteristics such as shape, color, price and representative meaning. Advertising generally goes through five links from the merchant to the consumer's behavioral response: attention, interest, willingness, search, and purchase. That is, consumers pay attention to the content of the advertisement, then attracted by it and want to buy. After that consumers may start searching for information related to it, and finally implement purchasing behavior.

The stronger the persuasiveness and attractiveness of advertising information, the easier it is for consumers to be attracted by it, attract their attention, stimulate their purchase intention, and implement purchasing behavior. Stern (1962) pointed out in his research that consumers' impulse purchasing behavior is deeply affected by large-scale advertising. Agee

and Martin (2001) pointed out in their research that merchants often send advertising information to make consumers aware of the existence of the product and the difference from other products, thereby arousing consumers' desire to purchase. The research results of Heilman, Nakamoto and Rao (2002) also confirmed that consumers' impulse purchasing behavior is impacted by promotions. Akram (2018) found that promotional activities have a significant impact on online impulse purchasing. There are many forms of promotional advertisements, which can successfully attract the attention of shoppers and make them want to make impulse purchases. Those who ultimately make impulse purchases have the characteristics of clear and easy-to-remember themes, concrete images, and concise and easy-to-understand text.

This article believes that advertising can promote consumers' perceived arousal and perceived pleasure, and increase consumers' impulse purchasing intentions.

Therefore, the following assumptions are proposed:

H1: Marketing stimulation(Advertising) has a positive impact on consumer emotions

H1a: Advertising has a positive impact on consumers' emotional arousal

H1b: Advertising has a positive impact on consumers' pleasant emotions

2.The impact of consumer emotions on impulsive purchasing intentions

The study of emotions in this study draws on the theoretical foundation of the M-R model, which is based on the S-O-R theory in environmental psychology, that is, individuals undergo emotional reactions and lead to behavioral results when stimulated by the external environment. Emotion is a non-intentional and diffuse affective state (Frijda, 1993). Emotional reactions will affect consumers' explicit behaviors, such as wanting to stay in a certain environment and being willing to spend more money. (Mebrabian, 1979; Donovan and Rossiter, 1982).

Impulsive purchasing intention can be regarded as the result of a strong emotional reaction, and impulse purchasing is the manifestation of strong emotional reaction in consumer behavior. When consumers are stimulated, they will have an extremely strong reaction to the product. Strong emotional response, and this positive emotion will make consumers want to reward themselves more generously (Cunningham, 1979; Isen and Levin, 1972). The emotional response experienced by consumers includes the strong desire to buy before purchasing. Rook (1987) pointed out that the positive emotions triggered by product stimulation will lead consumers to have the urge to buy the product, and impulse is usually defined as a strong, even irresistible drive. In other words, when a product triggers a strong emotional response, consumers will have a desire to own the product. Bellenger and Korgoankar (1980) found that purchase drives may be triggered and strengthened as a result of emotional responses to environmental and marketing incentives.

Beatty and Ferrell (1998), Adellar et al. (2003) and others have confirmed in empirical studies that positive emotions have a positive impact on impulsive purchasing intention. Loewenstein (1996) pointed out that if the intensity of instinctive factors such as mood or emotion increases, it will trigger consumer purchasing impulses. In other words, emotions mainly influence impulsive purchasing by experiencing more purchasing drive (Beatty and Ferrell, 1998), and ultimately promote impulsive purchasing behavior (Jeon, 1990). Wirtz and Mattila (2000) found that consumers' approach behavior when dining in restaurants is related to their affective expectations.

Under the influence of marketing incentives, consumers will be emotionally stimulated, causing them to have psychological fluctuations. Such emotional reactions not only stimulate consumers' interest in the product, but also stimulate their desire to shop, thereby alleviating their emotional reactions. Therefore, perceived arousal can increase consumers' impulse purchasing tendency. Likewise, consumers will respond positively to products and develop impulse purchases due to the pleasant emotions induced by marketing

strategies. Therefore, it can be concluded that consumers' positive emotional reactions such as perceived arousal and perceived pleasure have a positive predictive effect on impulse purchasing intention.

Therefore, the following assumptions are proposed:

H2: Marketing stimulation (Advertising) has a positive impact on consumers' online impulse purchasing intention

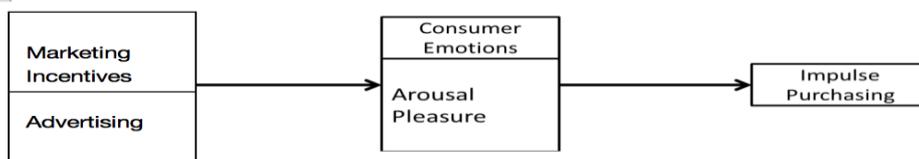


Figure 1 Structure of theoretical research model

Research Design and Hypothesis Testing

In order to conduct an effective and in-depth analysis of the influencing factors of marketing stimulation and consumers' own emotions on impulse purchasing intention, however, it is difficult to analyze the factors affecting marketing stimulation through advertising and a series of complex emotional changes related to consumers. There is information to obtain relevant data. Therefore, this article mainly obtains relevant data through questionnaire survey method and analyzes it.

This article builds on previous research exploring related fields and clearly defines relevant variables to ensure the reliability and accuracy of measurement results. First, through a comprehensive analysis of relevant domestic and foreign literature, this article selected a scale suitable for the research purpose and measured the research variables. The final scale formed is as follows:

Table 1: Variable Measurement

Variable	Dimension	Question	Reference source
Marketing Incentives	Advertising	You will be affected by various advertising campaigns	Agee and Martin (2001); Heilman, Nakamoto and Rao (2002); Akram (2018)
		You think the type of advertising will attract your attention	
		You prefer emotional and creative advertising	
		You will choose to buy goods or services because of a brand's advertising	
Consumer Emotions	Pleasure	happy	Pappas I(2017) Peck J(2006) Xiong Suhong (2009)
		satisfy	
		excited	
		relieved	
	Arousal	I can't help feeling excited when I see a product	
		I feel relaxed when I see a product	
		Seeing a certain product will arouse a strong desire to buy in the heart	
		Seeing a product makes one feel clear-headed	

Impulse Purchasing	It is easy to be attracted by shopping platform advertisements	Weun S (1998) ; Hao ZhengJun(2018);Xiong Xiaojuan (2016)
	Every time I see a new product, I feel like I have known each other	
	Just place an order for the item you like	
	Don't think about money when shopping	

1. Pre-questionnaire survey

This article follows the steps of the questionnaire survey, and conducts a pre-survey on the basis of examining the reliability and validity of the questionnaire. The first is the determination of sample size. Different scholars do not have a unified view on the number of sample sizes. They all have a relatively unified view on the number of main factors, that is, the number required for factor analysis is 5-10 times the number of variables. The data source of this article is mainly in the form of online distribution. A total of 550 pieces of data were collected. After excluding invalid data, the total number of valid questionnaires was 524, and the effective questionnaire rate was as high as 95.27%. The following is a test of the reliability and validity of the data.

1.1 Reliability Test

Reliability test is defined as the possibility of using the same observation method to obtain the same observation data results for the same object. As for the article itself, stability, equivalence and consistency are often used to test whether the survey respondents fill it out carefully. The internal consistency split-half method and Cronbach's α coefficient method are usually used to test. After reviewing relevant literature, it was found that for the reliability evaluation standard, 0.7 is the most convincing. When the α coefficient is greater than 0.7, it indicates that the scale has good reliability, and vice versa.

Table 2: Reliability test of each variable in pre-investigation

variable	number of questions	Cronbach Alpha
Advertising	5	0.962
Pleasure	5	0.944
Arousal	3	0.951
Impulse Purchasing	4	0.978

As the table shown above, the reliability coefficient value is 0.979, which exceeds 0.9, which indicates that the reliability quality of the research data is very high.

1.2 Validity Test

The validity of the pre-questionnaire data was tested through exploratory factor analysis. The principal component analysis method was used to extract factors and criteria with eigenvalues greater than 1 were selected, and the variance maximal orthogonal rotation method was used for rotation to obtain the factor analysis results. This paper conducts factor analysis on the scale measurement issues of the questionnaire, mainly using the kmo test and Bartlett's sphericity test to determine whether the scale is suitable for factor analysis measurement. The results are as follows.

Table 3: Scale measurement item factor analysis results

variable	Kmo	Spherical test		
		approximate chi-square	degrees of freedom	companion probability
Advertising	0.869	1808.905	10	0
Pleasure	0.867	1131.835	6	0
Arousal	0.853	1253.538	6	0
Impulse Purchasing	0.933	3536.392	28	0

Table 4: KMO and Bartlett's test

KMO Sampling Suitability Quantity		.707
Bartlett's sphericity test	approximate chi-square	29008.206
	degrees of freedom	630
	salience	.000

The test results show that the KMO values of these 4 variables are all greater than 0.7. At the same time, the correlation probability of their Bartlett's ball test is 0.000, passing the Bartlett's ball test, indicating that these eight variables are suitable for factor analysis.

1.3 Hypothesis Testing

This article uses multiple linear regression method to verify the model. In addition, the multiple regression model can also interact with variables and can also be used as intermediate variables to fit. In order to process relevant data, this article still chooses to use spss25 software.

Table 5: Summary Table of model regression coefficient test

Model regression coefficient test							
X	→	Y	Unstandardized path coefficient	SE	z (CR value)	p	standardized path coefficient
Advertising	→	Arousal	0.298	0.047	6.319	0.000	0.298
Advertising	→	Pleasure	0.274	0.056	4.872	0.000	0.274
Advertising	→	Impulse Purchasing	0.027	0.050	0.546	0.585	0.027

Remarks: →Indicates path influence relationship

Table 6: Summary table of model fitting indicators

model fit index										
Common indicators	χ^2	df	p	χ^2/df	GFI	RMSEA	RMR	CFI	NFI	NNFI
Judgment criteria	-	-	>0.05	<3	>0.9	<0.10	<0.05	>0.9	>0.9	>0.9
Value	328.104	126	0.468	2.604	0.963	0.001	0.099	0.929	0.929	0.910
Other indicators	TLI	AGFI	IFI	PGFI	PNFI	SRMR	RMSEA 90% CI			
Judgment criteria	>0.9	>0.9	>0.9	>0.9	>0.9	<0.1	-			
Value	0.910	0.954	0.930	0.058	0.983	0.099	0.786 ~ 0.918			

Default Model: $\chi^2(10)=2650.247, p=1.000$

Table 7: Summary table of model fitting degree

Summary table of model fit R^2	
Item	R^2
Impulse Purchasing	0.582
Pleasure	0.415
Arousal	0.591

Results

H1: Marketing environment stimulation has a positive impact on consumer emotions

The marketing stimulation methods proposed in this article include advertising, which will have an impact on consumers' emotions, including arousal and pleasure. Changes in consumer sentiment will further stimulate their impulse purchasing desires. Therefore, it is necessary to first analyze the relationship between advertising and consumer sentiment. As can be seen from the above data table:

H1a: The standardized path coefficient of the impact of advertising on arousal is 0.298, which is greater than 0. And the significance level of this path is 0.01 ($z=6.319$, $p=0.000<0.01$). Therefore, it can be shown that advertising has a significant positive impact on arousal, which means that the hypothesis is established. This shows that in marketing stimulation, the stronger the stimulation of advertising to consumers, the easier it will be to attract consumers' attention.

H1b: The standardized path coefficient of the impact of advertising on pleasure is 0.274, which is greater than 0. And the significance level of this path is 0.01 ($z=4.872$, $p=0.000<0.01$). Therefore, it can be shown that advertising has a significant positive impact on pleasure, which means that the hypothesis is established. This shows that in marketing stimulation, the stronger the advertisement stimulates consumers, the more it can arouse consumers' positive attention and resonate with consumers' emotions, thereby enhancing consumers' sense of pleasure.

H2: Marketing stimulation has a positive impact on consumers' online impulse purchasing intention

The marketing stimulus in this article includes one variable: advertising, which may have a certain impact on consumers' online impulse purchasing intentions. It can be seen from the above table:

When H2 advertising affects online impulse purchase intention, this path is not obvious ($z=0.546$, $P=0.585>0.05$), which means that the degree of advertising does not play a role in impulse purchase intention. Explain that the hypothesis is not valid. The practical reason may be that when consumers shop online, the information transparency is high, so consumers have sufficient access to information and can also shop around. In this case, advertising has a relatively small impact on consumers' online shopping experience. Impact on impulse purchasing.

Discussion

This study explores the impact of marketing incentives on consumers' purchase intentions and conducts in-depth research on the underlying mechanisms that influence consumers' impulse shopping behavior. By using a questionnaire survey, a model of the impact of marketing stimulation on consumer purchase intention was established, and the S-O-R mechanism transformation process of consumer purchase intention was revealed. Research results show that advertising in marketing incentives has a positive impact on consumer sentiment and advertising does not play a role in affecting impulse purchase intention.

Conclusion

Marketing stimulation can have a positive impact on consumer sentiment. The first part of the paper draws on the S-O-R theory in psychology and explores consumer shopping psychology and behavior combined with advertising in the real marketing environment. Through empirical analysis, it is found that among the marketing incentives, advertising incentives will have a positive impact on consumer emotions. Specifically, consumers are in an era of rapid information development and have stronger demands for online shopping and the pursuit of high-quality life. Online shopping is based on electronic products such as mobile phones and tablets, and it is easier to have a comparison and herd mentality during consumption. They do not care about price or advantages and disadvantages when shopping, and they are more sensitive to a series of preferential activities launched by related software. Therefore, relevant software can attract the attention of most consumers through some advertising. After analyzing consumers' early purchase information, it can accurately push the required products, which can easily arouse consumers' emotional resonance and trigger consumers' consumption emotions. For the promotion of merchants and related software, half of the success is achieved. The rest is to set reasonable price promotions. Related to this is the intuitive price stimulation of the interface, which allows consumers to quickly calculate the actual price and guides consumers to Products are purchased. Pre-sales, consumption and after-sales are all reflected on the same operating platform, reducing consumers' shopping time and obtaining hidden services behind the products. These will bring higher product circulation rates to the platform and promote consumers to have a strong emotional experience. Based on empirical analysis data, it is found that strengthening marketing stimulation can directly stimulate consumer emotions, which can be used as the first step to attract consumers to shop, and as the main entry point for marketing in online shopping, thereby changing consumer emotions and prompting them to maintain Pleasant mood and a desire to shop are of practical significance to merchants and app developers.

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