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## MANAGING CONSUMER URGENCY: INFLUENCE ON IMPULSIVE PURCHASE BEHAVIOR AND SATISFACTION

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### ABSTRACT

*This study examines how consumers' purchasing decisions are influenced by urgency cues and examines the connection between impulse buying and urgency cues. It looks on how marketing cues like scarcity, time-limited deals, and FOMO impact impulsive buying and snap decisions. The study also looks at how urgency shapes post-purchase satisfaction, emphasising its psychological and emotional implications. The data from Coimbatore customers is analysed using statistical tools such as percentage analysis, chi square tests, t tests, descriptive statistics, and analysis of variance. The results are intended to serve as a reference for marketers on how to use urgency cues in an ethical manner while preserving customer satisfaction and confidence.*

**Keywords** - Urgency cues, Impulse buying, Consumer purchasing decisions, Scarcity, FOMO, Ethical marketing

### INTRODUCTION

Marketing frequently uses urgency cues to elicit quick responses from customers by conveying a sense of time constraints or limited availability. Customers frequently react emotionally to these cues, which leads to impulsive purchases. Urgency marketing can quickly boost sales, but if customers feel under pressure or regret their choices, it may also have a negative impact on their post-purchase satisfaction. Understanding the effects of urgency cues

on consumer purchasing behavior and the satisfaction that follows impulsive purchases is the main goal of this study.

## **STATEMENT OF THE PROBLEM**

In today's competitive retail environment, marketers frequently use urgency-driven strategies such as limited-time offers, countdown timers, and scarcity cues to encourage quick consumer decisions. These tactics are designed to trigger impulsive purchase behavior by creating a sense of time pressure and fear of missing out. While such strategies can effectively boost short-term sales, they may also lead to negative outcomes, such as post-purchase regret and reduced satisfaction. Many consumers who make impulsive purchases under urgency conditions later question their decisions, which can harm brand trust and customer loyalty. However, limited research has examined the balance between managing consumer urgency to drive sales and ensuring long-term satisfaction. Therefore, the problem addressed in this study is the need to understand how managing consumer urgency influences impulsive buying behavior and its subsequent impact on post-purchase satisfaction.

## **OBJECTIVES**

- To study how consumer urgency influences impulsive buying behavior.
- To explore how impulsive purchases affect consumers' post-purchase satisfaction.

## **NEED OF THE STUDY**

With the increasing prevalence of urgency cues in marketing strategies, understanding their influence on consumer satisfaction and impulsive purchase behavior is essential. This study holds particular importance in emerging markets like Coimbatore, where rapid digital and retail growth exposes consumers to frequent urgency-based marketing stimuli. The findings will provide valuable insights for marketers to implement ethical business practices that foster consumer trust, promote informed decision-making, and encourage conscientious consumer behaviour.

## LIMITATIONS

- The sample size used in the study may be relatively small, restricting the ability to broadly apply the results to larger populations.
- The analysis does not extensively account for external economic factors that might influence consumer purchasing behavior.
- Brand loyalty and other psychological factors affecting consumer decisions are not deeply explored within the study.
- Time constraints and resource availability may have limited the depth and breadth of data collection.

## REVIEW OF LITERATURE

Beikverdi et al. (2023)<sup>1</sup>, **Post-Purchase Effects of Impulse Buying: A Review and Research Agenda**, conducted a framework-based systematic literature review using TCCM and ADO models, analyzing 54 peer-reviewed articles across consumer behavior and marketing domains. Their findings revealed that urgency cues such as scarcity and time pressure significantly trigger impulse buying, often leading to emotional outcomes like regret and cognitive dissonance. The results highlighted a cyclical pattern in consumer behavior, where individuals repeatedly engage in impulsive purchases despite prior dissatisfaction. The study classified outcomes into individual (emotional regret), societal (overconsumption), and business (brand disloyalty) categories, emphasizing the need for ethical urgency marketing to preserve consumer trust.

Bajpai (2022)<sup>2</sup>, **Impulse Purchase and Post Purchase Regret: A Study of Consumer Behavior in the Online Apparel Segment**, employed a quantitative survey-based approach targeting online apparel consumers. Using descriptive statistics and correlation analysis, the

study found that urgency cues like festive sales and limited-time discounts strongly influenced impulse buying, while emotional states such as excitement and mood swings were key predictors. The results showed a positive correlation between urgency and impulsive behavior, and a negative correlation between impulsive purchases and post-purchase satisfaction. Bajpai concluded that corrective measures like return policies can help mitigate post-purchase dissonance, reinforcing the importance of ethical marketing in digital retail.

## ANALYSIS AND INTERPRETATIONS

### PERCENTAGE ANALYSIS

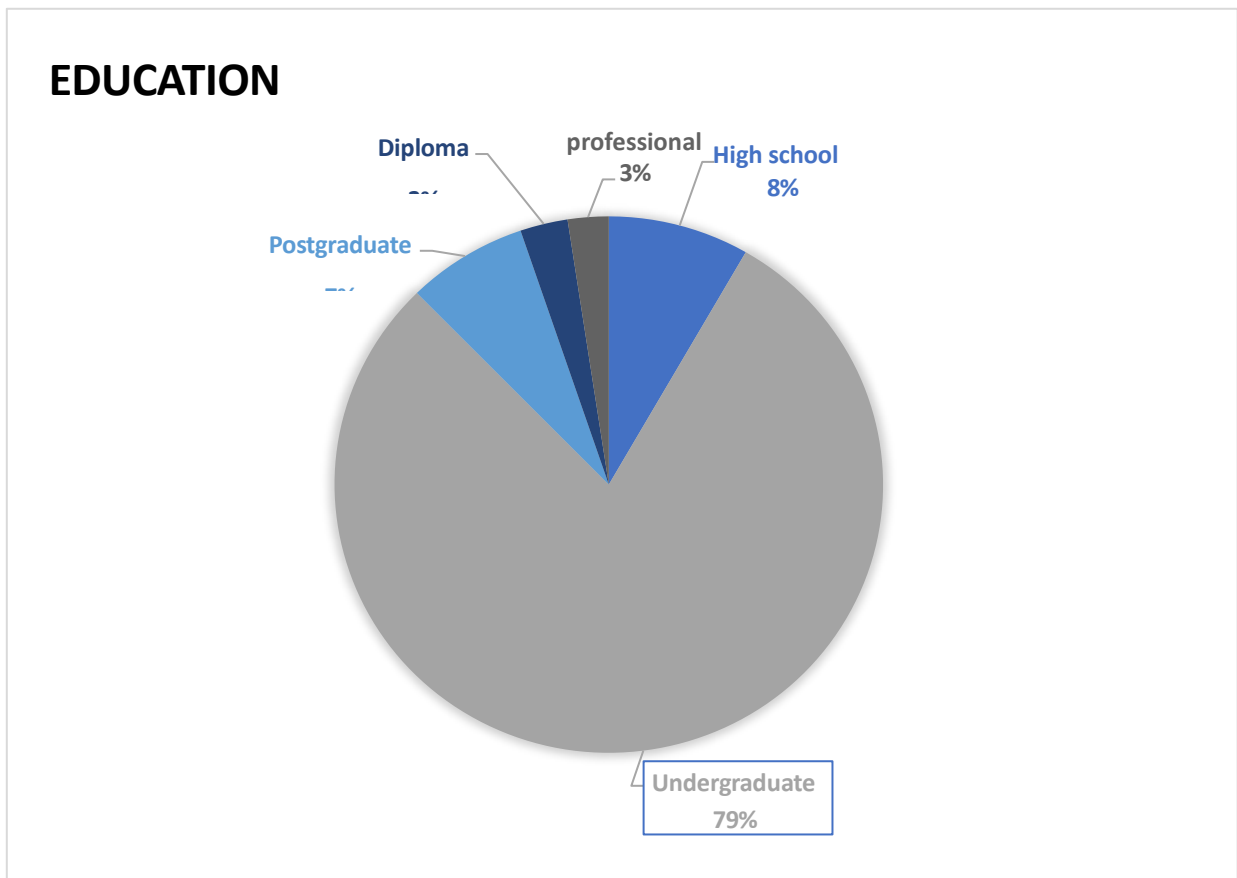
**Table 1**

**Demographic Profile of the respondents**

Demographic Profile	Groups	Frequency	Percent
<b>Education Level</b>	High School	21	8.3
	Undergraduate	201	79.1
	Postgraduate	18	7.1
	Diploma	7	2.8
	Professional	6	2.4

### Based On the Education Level Respondents

The analysis of respondents' education levels indicates a predominantly undergraduate demographic. A substantial 79.1% of respondents hold an undergraduate degree, reflecting a major portion of the surveyed population. This is followed by 8.3% of respondents with a high school education, and 7.1% who have completed postgraduate studies, suggesting a smaller yet notable representation of these groups. Additionally, 2.8% of respondents hold a diploma, while 2.4% have professional qualifications, highlighting a limited presence of these educational categories among the surveyed individuals.



( Source: Primary Data)

**CHI – SQUARE TEST**

**Table 2**  
**Emotional impact of urgency messages on consumers**

Demographic Factors	Group	Emotional impact of urgency messages on consumers												Chi-Square	Sig.	
		P1		P2		P3		P4		P5		Total				
		No	%	No	%	No	%	No	%	No	%	No	%			

<b>Gender</b>	Male	9	13.9	27	41.6	16	24.6	13	20	0	0	65	100	9.351	.053
	female	23	12.23	50	26.5	59	31.3	42	22.3	14	7.4	18	100		
<b>Age Group</b>	18-25	22	10.8	61	30.8	61	30	47	23.1	12	5.9	20	10	12.297	.422
	26-35	6	16.6	12	33.3	12	33.3	4	11.1	2	5.5	36	10		
	36-45	3	27.2	4	36.3	2	18.1	2	18.1	0	0	11	10		
	46-55	1	33.3	0	0	0	0	2	66.6	0	0	3	10		
	Above 55	-	-	-	-	-	-	-	-	-	-	-	-		
<b>Education level</b>	High school	1	4.76	6	28.5	5	23.8	8	38.0	1	4.76	21	10	17.586	.349
	Under graduate	25	12.4	60	29.8	62	30.8	42	20.8	12	5.9	20	10		
	Post graduate	4	22.2	6	33.3	6	33.3	1	5.5	1	5.5	18			
	Diploma	0	0	4	57.1	2	28.5	1	14.2	0	0	7	10		
	Professional	2	33.3	1	16.6	0	0	3	50	0	0	6	10		
<b>Occupation</b>	Student	26	13.2	59	30.1	60	30.6	40	20.4	11	5.6	19	10	17.422	.359
	Labour	0	0	2	28.5	1	14.2	4	57.1	0	0	7	10		

Residential status	Working professional	5	14.2	11	31.4	11	31.4	7	20	1	2.85	35	100
	Business	1	12.5	4	50	1	12.5	2	25	0	0	8	100
	Home maker	0	0	1	14.2	2	28.5	2	28.5	2	28.5	7	100
	Urban	9	9.8	25	27.47	30	32.9	20	21.9	7	9.6	91	100
	Semi-urban	12	13.1	27	29.6	32	35.1	16	17.5	4	4.3	91	100
	Rural	10	17.8	20	35.7	9	16	15	26.7	2	3.5	56	100
	Semi-rural	1	6.6	5	33.3	4	26.6	4	26.6	1	6.6	15	100
Family monthly income	Below ₹25000	8	10.25	24	30.7	23	29.4	18	23.0	5	6.41	78	100
	₹25001 - ₹50000	9	10.3	28	32.1	29	33.3	18	20.6	3	3.4	87	100
	₹50001 - ₹75000	8	15	17	32	15	28.3	11	20.7	2	3.7	53	100
	₹75001 and above	7	20	8	22.8	8	22.8	8	22.8	4	11.4	35	100

### Based on Gender of the Respondents

Among males, the majority (41.6%) reported P2, followed by P3 (24.6%) and P4 (20%). None of the male respondents experienced P5. Among females, the highest share of responses was for P3 (31.3%), followed by P2 (26.5%) and P4 (22.3%). A small percentage (7.4%) of female respondents experienced P5.

The chi-square value is 9.351 with a significance level of 0.053, which is slightly above 0.05. Hence, there is no significant association between gender and the emotional impact of urgency messages. The null hypothesis is accepted.

### **Based on Age of the Respondent**

Respondents aged 18–25 are more distributed across P2 (30%) and P3 (30%), with smaller shares in P4 (23.1%) and P5 (5.9%). Those in the 26–35 group also showed higher responses in P2 (33.3%) and P3 (33.3%). The 36–45 group had stronger responses in P1 (27.2%) and P2 (36.3%). Respondents aged 46–55 showed higher responses in P1 (33.3%) and P4 (66.6%). No responses were recorded for respondents above 55.

The chi-square value is 12.297 with a significance level of 0.422, which is greater than 0.05. Therefore, there is no significant association between age and the emotional impact of urgency messages. The null hypothesis is accepted.

### **Based on Educational Level of the Respondents**

Respondents with high school education showed stronger responses in P4 (38%). Undergraduates reported the highest in P3 (30.8%) and P2 (29.8%). Postgraduates and diploma holders had balanced responses across P2 and P3, while professionals showed stronger responses in P1 (33.3%) and P4 (50%).

The chi-square value is 17.586 with a significance level of 0.349, which is above 0.05. Hence, education does not have a significant association with the emotional impact of urgency messages. The null hypothesis is accepted.

### **Based on Occupation of the Respondents**

Students reported the highest in P2 (30.1%) and P3 (30.6%). Labourers showed a dominant response in P4 (57.1%). Working professionals had stronger responses in P2 (31.4%) and P3 (31.4%). Business respondents reported higher in P2 (50%), while homemakers were evenly distributed across P3, P4, and P5 (28.5% each). The chi-square value is 17.422 with a significance level of 0.359, which is higher than 0.05. Therefore, there is no significant association between occupation and the emotional impact of urgency messages. The null hypothesis is accepted.

### Based on Residential Status of the Respondents

Urban respondents reported higher responses in P3 (32.9%) and P2 (27.4%). Semi-urban respondents had the highest in P3 (35.1%). Rural respondents leaned towards P2 (35.7%) and P4 (26.7%), while semi-rural respondents were equally distributed across P2, P3, P4. The chi-square value is 10.780 with a significance level of 0.548, which is greater than 0.05. This shows that there is no significant association between residential status and the emotional impact of urgency messages. The null hypothesis is accepted.

### Based on Family Monthly Income of the Respondents

Respondents with income below ₹25,000 showed higher responses in P2 (30.7%) and P3 (29.4%). Those earning between ₹25,001–₹50,000 reported higher in P3 (33.3%). The ₹50,001–₹75,000 group leaned towards P2 (32%) and P3 (28.3%). Respondents with income above ₹75,000 were more distributed, with P1 (20%), P2 (22.8%), P3 (22.8%), and P4 (22.8%). The chi-square value is 7.677 with a significance level of 0.810, which is much greater than 0.05. This indicates that family monthly income does not significantly influence the emotional impact of urgency messages. The null hypothesis is accepted.

## DESCRIPTIVE STATISTICS

**Table 3**  
**Perception of the Impact of Urgency Messages on**  
**Consumer Behaviour**

Statements	N	Minimum	Maximum	Mean	Std. Deviation
Urgency to purchase	254	1	5	3.28	.897
Scarcity influence	254	1	5	3.35	.979
Urgency excitement	254	1	5	3.25	.999
Message scepticism	254	1	5	3.44	1.024
Decision acceleration	254	1	5	3.23	1.015

Buyer's remorse	254	1	5	3.32	1.029
Social proof effect	254	1	5	3.43	1.019

In accordance with the descriptive analysis, it is revealed that respondents exhibit moderate to high levels of influence from urgency messages. The mean values indicate that message scepticism (3.44) and social proof effect (3.43) are the most prominent factors affecting consumer behaviour, suggesting that while consumers are influenced by urgency cues, they critically evaluate the credibility of the messages and rely on social validation before making decisions. Scarcity influence (3.35) and buyer's remorse (3.32) show that limited-time offers and post-purchase feelings also play a moderate role in shaping behaviour. Other factors such as urgency to purchase (3.28), urgency excitement (3.25), and decision acceleration (3.23) indicate that urgency messages can prompt quicker decisions and generate excitement, but the impact varies among individuals. Overall, the findings suggest that urgency messages moderately influence consumer behaviour, highlighting the importance of credibility, social proof, and well-designed marketing strategies in driving effective consumer responses.

## T – Test

T-test has been used to examine the perception of the impact of urgency messages on consumer behaviour based on the gender of the respondents. For this purpose, a null hypothesis has been framed and the analysis is presented in the following Table 4.4.1.

**H<sub>0</sub>:** There is no significant difference in the perception of the impact of urgency messages on consumer behaviour when classified based on the gender of the respondents.

**Table 4**

**The Perception of the Impact of Urgency Messages on Consumer Behaviour**

Statements	Gender	N	Mean	Std. Deviation	Std. Error Mean
Urgency to purchase	Male	65	3.47	1.047	.129
	Female	188	3.21	.832	.060
Scarcity influence	Male	65	3.35	1.110	.137
	Female	188	3.35	.933	.680

<b>Urgency excitement</b>	Male	65	3.41	1.171	.145
	Female	188	3.19	.929	.067
<b>Message skepticism</b>	Male	65	3.38	1.141	.141
	Female	188	3.46	.983	.071
<b>Decision acceleration</b>	Male	65	3.41	1.130	.140
	Female	188	3.17	.967	.070
<b>Buyers remorse</b>	Male	65	3.49	1.200	.148
	Female	188	3.26	.959	.069
<b>Social proof effect</b>	Male	65	3.67	1.238	.153
	Female	188	3.35	.921	.067

### Based on the Gender of the Respondents

Both male respondents (mean = 3.47) and female respondents (mean = 3.21) indicated that urgency to purchase moderately influences their consumer behaviour, with males slightly more responsive. For scarcity influence, both genders reported the same mean (3.35), suggesting similar perceptions. Urgency excitement was slightly higher among males (mean = 3.41) than females (mean = 3.19), while message skepticism was slightly higher among females (mean = 3.46) than males (mean = 3.38), indicating that females are marginally more critical of urgency messages. For decision acceleration and buyer's remorse, males had slightly higher mean scores (3.41 and 3.49) compared to females (3.17 and 3.26), showing minor differences in perceived influence. Social proof effect was rated higher by males (mean = 3.67) than females (mean = 3.35), suggesting males may be slightly more influenced by social validation. Overall, the differences between genders are minimal, and therefore the null hypothesis is accepted, indicating no significant difference in the perception of urgency messages on consumer behaviour based on gender.

## ONE WAY – ANNOVA

**Table 5**  
**Perception of Scarcity Messages**

Demographic profiles	Groups	Scarcity-based promotional messages increase the likelihood of making a purchase.					
		N	Mean	SD	F-value	Sig. value	S/NS
Gender	Male	65	3.3538	1.11005	.000	.984	NS
	Female	188	3.3511	.93314			
Age group	18- 25	203	3.3103	.99863	.912	.436	NS
	26-35	36	3.5556	.93944			
	36-45	11	3.5455	.82020			
	46-55	3	3.000	.0000			
Education	High School	21	3.2857	1.00712	.945	.438	NS
	UnderGraduate	201	3.3731	.94608			
	Postgraduate	18	3.5000	1.09813			
	Diploma	7	2.7143	.95119			
	professional	6	3.1667	1.60208			
Occupation	Student	196	3.3776	.93934	.746	.562	NS
	Labour	7	3.1429	1.21499			
	Working professional	35	3.1714	1.20014			
	Business	8	3.7500	.88641			

	Home maker	7	3.2857	.75593			
Residential status	Urban	91	3.2857	1.02508	.239	.869	NS
	Semi-urban	91	3.3846	.91614			
	Rural	56	3.4107	1.02295			
	Semi-rural	15	3.3333	.97590			
Family monthly income	Below ₹25000	78	3.2692	1.04039	.337	.799	NS
	₹25001-₹50000	87	3.3678	.94149			
	₹50001-₹75000	53	3.3774	.88201			
	₹75001 and above	35	3.4571	1.09391			

### Based on the gender of the respondents

The p-values are greater than 0.05 for all types of urgency messages, including limited-time offers, flash sales, stock scarcity messages, bundle deals, and promotional alerts. This indicates that there is no statistically significant difference between male and female respondents in their perceptions of these urgency messages. Therefore, the null hypothesis is accepted for all variables, suggesting that both genders have similar views on the influence of urgency messages on consumer buying behaviour in Coimbatore city.

### Based on Age Group of the respondents

The p-values are greater than 0.05 for all types of urgency messages, indicating that there is no statistically significant difference between respondents of different age groups in their perceptions. Therefore, the null hypothesis is accepted for all variables, suggesting that consumers across age groups have similar views on the impact of urgency messages.

### **Based on Education of the respondents**

The p-values are greater than 0.05 for all types of urgency messages, showing that there is no statistically significant difference between respondents with different education levels in their perceptions. Therefore, the null hypothesis is accepted for all variables, indicating that education does not significantly influence responses to urgency messages.

### **Based on Occupation of the respondents**

The p-values are greater than 0.05 for all types of urgency messages, indicating that there is no statistically significant difference between respondents from different occupational groups in their perceptions. Therefore, the null hypothesis is accepted for all variables, suggesting similar responses to urgency messages across occupations.

### **Based on Residential Status of the respondents**

The p-values are greater than 0.05 for all types of urgency messages, showing that there is no statistically significant difference between respondents from different residential areas in their perceptions. Therefore, the null hypothesis is accepted for all variables, indicating that residential status does not affect responses to urgency messages.

### **Based on Family Monthly Income of the respondents**

The p-values are greater than 0.05 for all types of urgency messages, indicating that there is no statistically significant difference between respondents with different family income levels in their perceptions. Therefore, the null hypothesis is accepted for all variables, suggesting that family income does not influence the perception of urgency messages.

## **SUGGESTIONS**

- Use urgency cues such as scarcity, limited-time offers, and social proof ethically to encourage buying without creating excessive pressure.
- Ensure urgency messages are clear, credible, and trustworthy as consumers exhibit skepticism and critically evaluate such messages.
- Implement return policies or corrective measures to reduce post-purchase regret from impulsive buying driven by urgency.

- Balance urgency marketing to drive sales while maintaining consumer satisfaction to build long-term brand trust and loyalty.
- Promote ethical urgency marketing that facilitates informed and conscientious consumer decision-making.
- Recognize that demographic factors like age, gender, education, occupation, residence, and income do not significantly change responses to urgency cues, allowing broad application of these strategies.
- Focus on social validation alongside urgency cues to effectively influence consumer behavior.

## CONCLUSION

The study concludes that urgency cues moderately influence consumer impulsive buying behavior by accelerating purchase decisions and creating excitement, but can also lead to buyer's remorse affecting post-purchase satisfaction. Consumers critically assess the credibility of urgency messages and rely on social proof, with no significant differences in perception across demographic groups. Ethical application of urgency marketing is vital to balance boosting short-term sales and preserving long-term consumer trust and satisfaction. Marketers should use urgency cues thoughtfully to enhance sales outcomes while avoiding negative emotional consequences, fostering a more positive consumer-brand relationship.

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