



American Journal of Economics and Business Innovation (AJEBI)

ISSN: 2831-5588 (ONLINE), 2832-4862 (PRINT)

VOLUME 4 ISSUE 2 (2025)

PUBLISHED BY
E-PALLI PUBLISHERS, DELAWARE, USA

The Influence of Online Sales Promotion on Impulsive Buying Behavior among Gen Z Consumers

Shenna Marrie Obiso¹, Cheryl Balala¹, Elvan Klien Samson¹, Albert A. Alonzo^{1*}, Djannez M. Dadole¹, Heidie Amor A. Parcia¹

Article Information

Received: March 15, 2025

Accepted: April 24, 2025

Published: May 31, 2025

Keywords

Buy-One-Get-One-Free, Free Shipping, Impulsive Buying Behavior, Online Coupon, Online Sales Promotion, Price Discount

ABSTRACT

This study investigated the influence of online sales promotions on impulsive buying behavior among Gen Z consumers in Naawan, Misamis Oriental, Philippines. Leveraging Hawkins Stern's Impulse Buying Theory, the research examined how specific promotions, including online coupons, price discounts, buy-one-get-one, and free shipping, influenced purchasing decisions. A descriptive-correlational design was employed, utilizing purposive sampling of 300 Gen Z consumers with experience in online shopping applications. Findings revealed that there were statistically significant differences in the impulsive buying behavior of Gen Z consumers depending on the type of online sales promotion they preferred. Among the four promotional strategies examined, price discounts and free shipping stood out as the most influential. These two promotions were found to significantly predict impulsive buying behavior, indicating that when Gen Z consumers are offered a direct reduction in price or the added convenience of not having to pay for shipping, they are more likely to make unplanned purchases. This suggests that perceived value and ease of transaction are key drivers of impulsivity in online shopping among this demographic. In contrast, online coupons did not exhibit a significant effect on impulsive buying behavior. This may be attributed to the extra steps often required to redeem such coupons, which could reduce the spontaneity of the purchase decision. Additionally, the buy-one-get-one-free (BOGO) strategy, while initially included in the analysis, was excluded from the regression model due to multicollinearity. This means that BOGO offers were too closely related to one or more of the other promotional strategies, making it difficult to isolate their unique effect. These findings indicate that for brands that want to help push a Gen Z consumer to purchase impulsively, they should lead with promotions that simply cut the cost of the purchase or provide a high perceived value in exchange for that purchase.

INTRODUCTION

The internet era has transformed consumer purchasing behavior, particularly among the younger generations. Tech culture has greatly influenced the consumption patterns for Gen Z. Similarly, it has laid the foundation for well-accepted marketplaces through e-commerce platforms, where customers can easily access a wide variety of products and services. In addition to online sales, internet retail operations also involve things like online sales promotions, which usually use persuasive marketing techniques. The digital age has changed how consumers behave, especially for the younger generations. Gen Z, are digital natives and tend to seek out online platforms to do everything from shopping to social interactions. Impulse buying, where people make unplanned purchases without prior thought or consideration, has long intrigued the attention of marketers and researchers alike. Individual personality traits, emotional state, and external environmental triggers influence this behavior. As per Indeed (2023), the typical sales promotions include online coupons, discounts for products, buy-one-get-one-free deals, and free shipping. Additionally, marketers and companies can also modify their marketing strategy so they can appeal more to the population that will ultimately improve their marketing visibility, awareness to their brand, and be more competitive (Niyagah, 2023).

Utilizing promotional methods is among the most critical components of any good marketing strategy. Sales promotion— one of the promotional strategy's components has gained huge popularity in the digital age, as companies leverage multiple platforms and techniques to reach and engage with customers. All companies rely on their customers to keep coming back over and over again. The continuing diversity of the marketplace has resulted in increasing needs for sales promotion even the culture of sales promotion has been so common in a technology-driven society.

As stated by Sloovi (2023), every business entity should have a directory of strategies for sales promotions. And discount coupons on request have become a substantial weapon of businesses craving for additional revenue, cultivate customer loyalty and stimulate sales (Agarwal *et al.*, 2024). Historically, sales promotions mainly took place through offline platforms like print media, airwaves and in-store displays. But with the rise of e-commerce has come the rise of online sales promotions. Digital transformation became an essential survival strategy, allowing businesses to leverage e-commerce platforms, implement digital marketing methods, and adopt innovative pricing approaches to maintain their operations (Abellana & Alonzo, 2025). Promotion tactics used by businesses have become more sophisticated,

¹ Department of Accountancy and Business Management, Mindanao State University at Naawan, Philippines

* Corresponding author's e-mail: imadbiotechnology@gmail.com

using data analytics and personalization to reach specific consumer segments effectively. Thus, this has made Gen Z consumers to buy impulsively thanks to the ubiquity of online shopping and aggressive marketing tactics. Some unplanned purchases, usually caused by sales promotions and can be a trap that costs you a debt and financial stress. Although existing literature implies an overall increase in impulsive buying through promotional strategies (Karim *et al.*, 2021), there is still a need to consider such specifically the Gen Z of Naawan, Misamis Oriental. This study examines the influence of selected sales promotions on the impulsive buying behavior of this population. By delving into the multifaceted nature of these factors, this study aims to provide a deeper understanding of how Gen Z navigates the challenges of online promotion.

LITERATURE REVIEW

Theory of Impulsive Buying

The research is grounded in the Theory of Impulse Buying proposed by Hawkins Stern (1954). He introduced the impulse buying theory challenging the assumption that all buying decisions are made after thought and detailed planning by the consumer. Impulse Buying Theory asserts that external stimuli make consumers more inclined to impulse purchase (Agarwal & Chetty, 2019). Also, the theory suggests that when a consumer goes shopping, they are bombarded by outside stimuli, like sales, which urge them to make a spontaneous purchase that they did not plan to buy beforehand. Moreover, the theory sheds light on the cognitive and emotional factors that drive impulsive buying behavior, and how sales promotions influence consumer choice. Although all impulse purchases can be considered unplanned, but Sohn and Ko (2021) argue that not all unplanned purchases are impulse. A customer feels the need to purchase but has not included a functional product in their shopping list beforehand for some reason so it may lead to unplanned purchase. This means that the strong want that typically comes with impulse purchases may not always accompany unanticipated purchases. Additionally, Ismail and Siddiqui (2019) noted that the advantage of sales promotion offers could attract many customers to deal with level of comfort, time, and money preservation, thus consumers enjoy much better sense between hopeless and positivity. This holds true regardless of age, gender, income, or employment. Promotional events and discount also stimulate impulsive buying behavior particularly among younger consumers (Santini *et al.*, 2019). It can even be argued that Gen Z makes spur of the moment purchases because of their engagement with digital marketing techniques that promote instant gratification and rarity, both of which have been discovered to drive impulsive buying action, as also simplicity and speed is one of the keys to impulsive buying decision (Chetioui *et al.*, 2023).

Online Sales Promotion

Online sales promotion is a marketing strategy that businesses employ as a short-term promotion or offer to

boost interest in and demand for their goods and services. According to Kelwig (2022), a business may decide to utilize a sales promotion, or “promo,” for a variety of reasons, but the main one is to boost sales. Ismail and Siddiqui (2019) emphasize that promotion is essential for any business to preserve market share and grow more efficiently. Sales promotion is one strategy that can help achieve this. During shopping, these offerings influence how customers act or think, persuading potential customers to buy a brand or product.

Keenan (2024) defines sales promotion as a marketing activity that can increase sales, encourage repeat purchases, create brand awareness. Usually, this means offering a discount or some other form of incentive to encourage people to interact with the brand or purchase the products. Sales promotions are some of the most tried-and-true marketing techniques in business — and with good reason. Approximately 88% of consumers use a coupon or discount code at least yearly. From business point of view, sales promotions develop to high revenue while from customers point of view, it gets special offer. A promotional event that requires consumers to put in more effort or to make more of a commitment produces a somewhat lower impulsive reaction than a promotion whose role is simply to get people shopping online. This is probably because they require a deeper level of involvement, which may delay the urgency of the buying decision (Luo *et al.*, 2021).

In the top websites in the Philippines, the most popular marketplace in March 2024 was Shopee, which was rated first and followed by Lazada. According to the Statista Research Department, as of the second quarter of 2022, Shopee was the most well-known B2C e-commerce website in the Philippines with around seventy-two million (72 million) monthly web visitors. Tools that Shopee offers include Bundle Deals, which give customers better value for their money while increasing average order spend, Add-on Deals, which encourage a guaranteed minimum spend through free gifts or additional discounts, Shipping Fee Promotion, which encourages purchases with free shipping or discounted shipping fees, and Shop Follow Prizes, which use vouchers to entice new shop followers. These tools highlight the unique selling point and enhance interest in the shop or products, encouraging customers to take immediate action. Trailing closely behind in second place was Lazada, boasting over thirty-seven million (37 million) monthly visitors. Lazada empowers sellers with a suite of tools called the Power of Five (5). These tools include Seller Picks, Lorikeet, Chat, Promotional Tools, and Store Builder. By utilizing these key tools, Lazada sellers can effortlessly boost their sales.

The Influence of Online Coupon on Impulsive Buying Behavior

According to Nejako (2023), in this highly competitive market, acquiring new customers and retaining current customers are paramount. One way in which businesses can increase sales, create customer loyalty,

and engage customers all at the same time is by using online coupons. Not only does this strategy incentivize customer purchases, it also encourages repeat business with special offers for loyal customers. Atkins (2024) mentions that a large pool of customers is likely to be noticed when businesses present online coupons, as the audience searching for online shopping is ready to spend. Customers frequently search for deals while they make a purchase, with recent studies finding that ninety-two percent (92%) of customers actively search for coupons and discount codes to get great deals. This behavior is fueled by the nature of online retail, where customers know they have many options at their disposal. Besharat *et al.* (2021) stated that you can help Gen Z buy your products by appealing to them with discounts, but Gen Z is not only motivated by discounts; there are other factors that they take into consideration. Coupons can also build customer loyalty, leading to repeat purchases, as customers will repeatedly take advantage out of deals and special offers, specifically when coupons are attached to customer loyalty programs. Keep in mind that discounted items attract more sales than full-priced ones, and coupons make the chances of conversions more likely.

H1 Online Coupon significantly influence impulsive buying behavior

The Influence of Price Discount on Impulsive Buying Behavior

The use of price discounts has been identified as one of the most effective marketing tactics used to bring consumers into the store and to encourage immediate purchases by creating the perception of a limited-time purchase trigger, with the consequence being to spur purchases by consumers immediately to avoid miss out on buying (Santini *et al.*, 2019). Presents research suggests discounts affect consumer purchasing behavior and discounts can easily convince consumers, attract new customers, increase sales, and boost customer loyalty Chaddock (2024). They also influence purchase behavior and may lead to higher sales conversion rates. Price discounts make customers happy and excited as they discover a good deal, which creates a positive association between customers and the retailer, leading to an increased likelihood of future purchases (Kathir and Amirtharaj, 2023). Also, when customers see other people taking the same offer, it increases their likelihood of a purchase via social proof. Huang and Sarigöllü's (2021) research reinforce the idea that promotional strategies, most significantly in the form of discounts, may create higher perceived value for young globe consumers, leading to effective purchasing behavior. Kumar and Singh (2020) similarly found that price promotions have a higher precedence for Gen Z shoppers, especially when they operate within competitive markets, whereas Wang *et al.* (2022) noted that Gen Zs are driven by the perception of savings, and these impulses lead them to buy the products.

H2 Price Discount significantly influence impulsive

buying behavior

The Influence of Buy-One-Get-One Free on Impulsive Buying Behavior

Buy-one-get-one free is a type of promotion is often used to increase sales volume, clear out excess inventory, or introduce new products to the market. The buy one, get one (BOGO) sales campaign is a well-known and widely used marketing tactic (Kelwig, 2022). The main goal of BOGO marketing is to increase consumer awareness of the product. By spreading the word about their excess goods, customers can increase their customer base by referring friends and relatives. According to Said *et al.* (2023), BOGO promotions create a perception of greater value and encourage trial purchases, particularly among younger shoppers.

According to Dawal (2023) it is a sales promotion where customers who purchase one product of equal or greater value are given the option to receive a free product or discounted goods (for example, paying only half price). This promotion has its roots in the early days of retail and e-commerce, when businesses would give away a free item to consumers who purchased another. Commonly employed to promote new products or during slow times, these kinds of promotions worked very well to persuade people to buy more items by providing a second unit of the same product free of charge or at a substantial discount (Suhag, 2023).

H3 Buy-One-Get-One Free significantly influence impulsive buying behavior

The Influence of Free Shipping on Impulsive Buying Behavior

Customers who buy online are increasingly opting for free shipping when they do not wish to spend an extra cost on shipping. Free shipping is palatable to clients with an eye for simple pricing plans, which may provide online merchants a reasonable advantage. According to Yang *et al.* (2005), free shipping is crucial in attracting customers and expanding sales as the shipping costs prevent most online buyers and around sixty percent of online retailers from purchasing more. Some customers are deterred by shipping costs, so free shipping is a strong selling point (Detweiler, 2023). Free shipping is perceived as a strong incentive to make an online purchase, allowing the removal of barriers to purchase and promoting a sense of provides savings (MacDonald, 2023). Businesses can offer free shipping if the order is over a certain amount or during a specified time. This sort of promotion is especially effective for lowering shopping cart abandonment rates since excessive shipping rates can prevent a client from finalizing their purchase. Free shipping is a sales and marketing strategy that is targeted primarily at internet shoppers. In order to persuade customers to buy qualifying products, online retailers will often waive delivery expenses (Heegaard, 2022). Gen Z shoppers are especially impacted by free shipping, given that they respond well to digital marketing that

highlights immediate rewards and minimizes perceived risks (Shankar *et al.*, 2020).

For Gen Z, free shipping is less a perk than it is an expectation, and a major one at that (Faber, 2024). Free shipping contributes to frugal and pleasurable shopping journeys for younger demographics, therefore fostering repeat orders (Raye, 2019). Previous studies showed where Gen Z believes free shipping plays an important role in buying decisions (Reynolds, 2023; Pérez-Cabañero, 2020). Yendola *et al.* (2022) showed that beneficial conditions of free shipping increased hedonic motivation and positive feelings which resulted in more impulsive purchasing decisions. With free shipping being a strong customer satisfaction associated attribute along with a bait for impulse purchase behavior for younger audience therefore, implementing free shipping facility is one solution to implement which will not only improve customer satisfaction level but also greatly profit impulsive buy behavior. Pramesti *et al.* (2022) further supports this by confirming that free shipping lowers perceived costs, triggering impulsive purchasing behaviors and compelling online shoppers to do so.

H4 Free Shipping significantly influence impulsive buying behavior.

MATERIALS AND METHODS

This study used quantitative method. It also employed descriptive and correlational design provide thorough and accurate interpretations of findings. This study was conducted at Naawan, Misamis Oriental. The respondents

belonged to Generation Z, encompassing individuals born between 1997 and 2012. Furthermore, participants had practical experience using online shopping applications and engaged with online sales promotion tools, including online coupons, product discounts, buy-one-get-one-free offers, and free shipping services. The researchers used a purposive sampling procedure to select respondents for this study. Purposive sampling involves selecting participants based on specific criteria relevant to the research objectives (Nikolopoulou, 2022). This method ensures the relevance and complexity of the data gathered by allowing researchers to select individuals with qualities or experiences pertinent to the study. In this type of non-probability sampling, the researchers selected participants based on their judgment and specific criteria, aiming to recruit 300 respondents. The research instrument was adapted and modified from various questionnaires used in prior studies (Ismail & Siddiqui, 2019; Yendola & Windasari, 2022; Rani, 2023) to ensure relevance to the research objectives. An online survey form via Google Forms was chosen for convenience in accessing respondents.

RESULTS AND DISCUSSION

The demographic profile of respondents indicates most are female participants, with 210 out of 300 respondents (70%) identifying as female, while 90 respondents (30%) were male. This finding aligns with Narciso (2020), who noted that females are more inclined to use coupons and view shopping as a rewarding activity and they also tend

Table 1: Demographic Profile of Respondent

Description Criteria	Frequency (f)	Percentage (%)
Age		
17 - 20 years old	127	42.3
21 - 24 years old	154	51.3
25 - 27 years old	19	6.3
Total	300	100%
Sex		
Female	210	70
Male	90	30
Total	300	100%

Table 2: Constructs

Constructs	Cronbach Alpha	No. of Items	Remarks
Online Coupons	0.923	5	Excellent
Price Discount	0.919	5	Excellent
Buy-One-Get-One Free	0.917	5	Excellent
Free Shipping	0.919	5	Excellent
Impulsive Buying Behavior	0.853	5	Good
Overall	0.888	30	Good

to appreciate discounts offered for purchasing products online. In terms of age distribution, most respondents were between 21 and 24 years old, comprising 154

respondents (51.3%), while those aged 17 to 20 made up 127 respondents (42.3%), and only 19 respondents (6.3%) were between 25 and 27 years old. This shows that

young adults aged 21-24 are the most engaged in online shopping.

Table 2 presents the Cronbach's alpha coefficients corresponding to each construct. The overall Cronbach's alpha value of 0.888 indicates a high level of internal consistency among the survey items. This value aligns with the widely recognized standards for reliability in empirical

research. Consequently, the items within the questionnaire demonstrate strong internal coherence, suggesting that they reliably measure a common underlying construct.

Table 3 presents the mean scores and standard deviations concerning the influencing effect of online sales promotional strategies and impulsive buying behavior among Generation Z. It was revealed that the mean

Table 3: Level of Influence of the following Online Sales Promotion Strategies and Impulsive Buying Behavior

Constructs	Mean	Standard Deviation	Interpretation
Online Coupons	3.10	.52	Moderate Influence
Price Discount	3.19	.50	Moderate Influence
Buy-One-Get-One Free	3.17	.55	Moderate Influence
Free Shipping	3.46	.50	High Influence
Impulsive Buying Behavior	3.08	.50	High Impulsivity
Overall	0.888	30	Good

score for the online coupons construct was 3.10 (SD = 0.52), showing moderate influence. This means that these types of offers can be a huge push for Gen Z students to interact with brands they may not have previously associated with. As noted by Said *et al.*, (2023), when Generation Z consumers make purchasing choices, they often favor promotions based on pricing, especially in competitive retail consumption settings. In a similar pattern, price discounts showed moderate power, with an overall mean of 3.19 (SD = 0.50). This backs up the claim made by Said *et al.*, (2023) and price sensitivity is the most important predictor of purchase behavior of younger consumers. The buy-one-get-one free promotional strategy demonstrated a similar effect (M = 3.17, SD = 0.55), also affording further credence to Gen Z consumers consumer sensitive. On the other hand, free shipping showed a comparatively greater level of impact with an average score of 3.46 (SD = 0.50). As Raye (2019) suggest, free shipping incentives are part of positive consumers experience by lowering the overall perceived costs of a transaction, which drives

more recurrence. As observed by Shankar *et al.*, (2020), it is possible that these promotional strategies have exerted a salient influence on Gen Z due to their cumulative exposure to digital marketing approaches that foster immediacy and accessibility, thereby increasing insider risk, and framing rapid rewarding under direct provision as the end goal.

In addition, data display average scores on and standard deviations of impulsive buying behavior of Gen Z students, proving the tendency of this group to be prone to high impulsivity. The overall mean of the construct was 3.08 (SD = 0.50). This is in accordance with the results of Santini *et al.* (2019) who noted that price-based promotions and other time-limited offers trigger impulsivity, particularly in young adults. As discussed by Chetioui *et al.* (2023) suggests that the impetuous purchasing inclination of Generation Z may be mediated through digital marketing tactics that exploit the concepts of scarcity and urgency, which are both known to amplify impulsive reactions during consumer decisions.

Table 4: Test of Difference of Impulsive Buying Behavior when Grouped According to the Preferred Online Sales Promotion

Online Sales Promotion	Impulsive Buying Behavior		
	df	Kruskal-Wallis H	p-value
Online Coupons	3	40.936***	.000
Price Discounts	3	54.586***	.000
Buy-one-get-one Free	3	40.371***	.000
Free Shipping	3	80.330***	.000

Note: *** - significant at 0.001 level

Table 4 shows the results of the Kruskal-Wallis H test analyzed to identify the significant difference of impulsive buying behavior groups based on the preferred type of online sales promotion among Z Generation consumers. As displayed in the table above, all four promotional strategies—online coupons, price discounts, buy-one-get-one-free offers, and free shipping—yielded statistically significant results at the 0.001 level. In particular, online coupons demonstrated an H value of 40.936 (p = .000),

signifying those respondents who preferred the subject of the promotion exhibited significant differences in impulsive buying. In the same way, price discounts had an H value of 54.586 (p = .000) which means that price-based incentives have an especially high incentive shed on impulsive buying tendency. Buy-one-get-one-free promotions exerted a strong effect, too, with an H value of 40.371 (p = .000), but this behavioral tilt was compounded by the increase in added-value deals.

Free shipping had the greatest impact ($H = 80.330$; $p = .000$), suggesting that this strategy is most effective in distinguishing impulsive buying behaviors between the Gen Z consumers. According to Chetioui *et al.* Such behaviors, according to (2023), can be explained by Gen Z's improved attentiveness to digital marketing strategies which are related to immediate indulgence and decreased

perceived hazards. As observed by Santini *et al.* (2019) Marketing stimulation frequently leads to impulsive behavior particularly in the younger demographics. In general, the findings provide evidence that the type of online marketing strategy has a significant impact on the impulsive buying behavior of Gen Z consumer.

Table 5: Regression Analysis of Online Sales Promotional Strategy and Level of Impulsive Buying Behavior among Gen Z Respondents

Model	Unstandardized Coefficients		t-value	p-value	Remark
	B	S. E.			
(Constant)	.560	.192	2.919	.004	Significant
Online Coupons (X_1)	.129	.088	1.467 ^{ns}	.143	Not Significant
Price Discounts (X_2)	.253	.101	2.500*	.013	Significant
Free Shipping (X_3)	.372	.087	4.275***	.000	Significant

Note: $R^2 = .375$, ANOVA for Regression: $F=44.305^{**}$, $p=.000$

Excluded Variable: Buy One Get One Free (Collinearity Statistics Tolerance = 0.000)

***-significant at .001 level, *-significant at .05 level

Dependent Variable (Y) = Level of Impulsive Buying Behavior

Fitted Regression Model: $Y = .560 + .253X_2 + 0.372X_3$

Table 5 presents the results of the regression analysis which were carried out to examine the influence of online sales promotional strategies on Gen Z respondents impulsive buying behavior. To construct the model, three promotional strategies are included—namely, online coupons (X_1), price discounts (X_2), and free shipping (X_3); the buy-one-get-one free strategy was excluded due to perfect multicollinearity (tolerance = 0.000). The ANOVA ($F = 44.305$, $p = .000$) suggests that the overall regression model was statistically significant ($p=.000$), and accounts for 37.5% of the variance in the impulsive buying behavior ($R^2 = 0.375$).

The equation for the fitted regression is: $Y = 0.560 + 0.253X_2 + 0.372X_3$

Regarding the significant factors, price discount (X_2) is statistically significant as a positive factor influencing impulsive buying behavior ($\beta = 0.253$ $p = .013$), indicating that a one-unit increase in price discounts leads to a 0.253 increase in the level of impulsive buying. This result is in line with Said *et al.*, (2023), which found that purchase decisions among Gen Z are particularly swayed by price discounts. Moreover, the ability to offer free shipping (X_3), proves to be the most powerful predictor ($B = 0.372$, $p = .000$), aligning with earlier research (Raye, 2019) that depicted free shipping as an antecedent of repeat purchasing due to its perceived value and convenience.

In comparison, online coupons (X_1) have a statistically non-significant effect ($B = 0.129$, $p = .143$), which suggests that this approach might not be one of the effective strategies for reducing impulse buying behavior for Gen Z consumers within this context. The other constant of $B=0.560$ performed with indicator significance ($p = .004$), which indicates the average level of impulsive buying behavior when no promotional

strategies were applied.

All in all, the findings highlight that, of all the promotional tools investigated, price discounts and free shipping are significantly predictive of the extent of impulsive buying behavior, while electronic coupons do not show a significant effect. These findings indicate that for brands that want to help push a Gen Z consumer to purchase impulsively, they should lead with promotions that simply cut the cost of the purchase or provide a high perceived value in exchange for that purchase.

CONCLUSION

The results reveal that online sales promotions, such as free shipping and price discount promotions, have a strong effect on Gen Z's impulsive purchasing behavior in Naawan. These marketing gameplans significantly influence their spending patterns, as they tend to spend impulsively without over-zealous considerations. They have a significant influence on their expenditure patterns, frequently resulting in unanticipated and impulsive buys. This finding is consistent with one of the constructs of Hawkins Stern's Impulse Buying Theory, which claims that impulse-buying patterns of consumer behavior are often provoked by external stimuli. Promotional strategies like discounts and shipping incentives have been shown to trigger impulses in the digital marketplace, confirming the relevance of the theory in the context of online shopping

Thus, the study provides evidence that businesses can strategically use the more impulsive behavior of Gen Z by tailoring online promotional effort particularly those that highlight features of cost savings (e.g., free shipping and discounts). Additionally, marketers are advised to create campaigns focusing on convenience and instant gratification, as they have proven appealing to this

consumer audience. Gen Z appreciates efficiency and responsiveness in their online shopping journeys. As a result, buyers may be more responsive to promotional messages focused on immediate rewards, thus increasing sales effectiveness. Not only does this align with Gen Z behavioral tendencies, but it also cements the necessity of digital promotions in their purchasing decisions.

REFERENCES

- Abellana, J. J., & Alonzo, A. (2025). Distribution channels and innovation strategies as catalysts for MSME growth: Insights from Northern Mindanao's bakery sector. *American Journal of Social Development and Entrepreneurship*, 4(1), 49–60. <https://doi.org/10.54536/ajsde.v4i1.4588>
- Agarwal, A., & Chetty, P. (2019). Use of Hawkins Stern's impulse buying theory (1962) in online shopping. Project Guru. <https://www.projectguru.in/hawkins-sterns-impulse-buying-theory-online-shopping/>
- Agarwal, H., Solanki, P., Agarwal, S., Sonigara, N., Bohra, D., & Gupta, M. (2024). A study on online discount vouchers. *International Journal of Emerging Technologies and Innovative Research*, 11(3), pp. ppk34–k45. <http://www.jetir.org/papers/JETIR2403A05.pdf>
- Atkins, I. (2023). *Online coupons can attract and retain customers*. Business News Daily. <https://www.businessnewsdaily.com/15352-shoppers-searching-for-online-coupons.html>
- Besharat, A., Nardini, G., & Roggeveen, A. L. (2021). Online daily coupons: Understanding how prepayment impacts spending at redemption. *Journal of Business Research*, 127, 364–372. <https://doi.org/10.1016/j.jbusres.2021.01.047>
- Chaddock, L. (2024). *Impact of product discounts on customer queries*. Sentiment Digital Customer Service Platform. <https://www.sentiment.io/how-impactful-were-product-discounts-on-customer-questions/>
- Chetioui, Y., & El Bouzidi, L. (2023). An investigation of the nexus between online impulsive buying and cognitive dissonance among Gen Z shoppers: Are female shoppers different? *Young Consumers*, 24(4), 406–426. <https://doi.org/10.1108/YC-06-2022-1548>
- Chen, H. H., Kang, H.-Y., Xing, X., Lee, A. H. I., & Tong, Y. (2008). Developing new products with knowledge management methods and process development management in a network. *Computers in Industry*, 59(2-3), 242–253. <https://doi.org/10.1016/j.compind.2007.06.020>
- Dawal, A. (2023). *BOGO promotions explained: Why buy one get one deals work and how to use them*. Voucherify.io. <https://www.voucherify.io/blog/bogo-promotions-explained-bogo-meaning>
- Detweiler, L. (2023). *E-commerce discounts: Types, benefits, and how to use psychology to make them effective*. Omnia Retail. <https://www.omniaretail.com/blog/e-commerce-discounts-types-benefits-and-how-to-use-psychology-to-make-them-effective>
- Faber, E. (2024). *Gen Z and Millennial survey: Living and working with purpose in a transforming world*. Deloitte. <https://www.deloitte.com/global/en/issues/work/content/genz-millennialsurvey>
- Heegaard, S. (2022). *Free shipping*. Recharge. <https://getrecharge.com/glossary/free-shipping/>
- Huang, Y., & Sarigöllü, E. (2021). The impact of price promotions on consumer behavior: The role of perceived value. *Journal of Retailing and Consumer Services*, 63, 102717. <https://doi.org/10.1016/j.jretconser.2021.102717>
- Indeed. (2023). *12 common types of discounts*. Indeed Career Guide. <https://www.indeed.com/career-advice/career-development/discounts-types>
- Ismail, A., & Siddiqui, D. A. (2019). *Impact of sales promotion on consumer impulse purchases in Karachi, Pakistan*. SSRN. <https://ssrn.com/abstract=3384158> or <http://dx.doi.org/10.2139/ssrn.3384158>
- Karim, N. U., Nisa, N. un, & Imam, S. S. (2021). Investigating the factors that impact online shopping and sales promotion on consumer's impulse buying behavior: A gender-based comparative study in the UAE. *International Journal of Business and Administrative Studies*, 7(3). <https://dx.doi.org/10.20469/ijbas.7.10002-3>
- Kathir, M. S. A., & Amirtharaj, D. (2023). A study on the impact of discount on consumer behaviour. *European Chemical Bulletin*, 12(S1, Part B), 4114–4120. <https://doi.org/10.31838/ecb/2023.12.s1-B.405>
- Kelwig, D. (2022). *Sales promotion: Definition, examples, ideas, and types*. Zendesk. <https://www.zendesk.com/blog/sales-promotion/>
- Luo, H., Cheng, S., Zhou, W., Song, W., Yu, S., & Lin, X. (2021). Research on the impact of online promotions on consumers' impulsive online shopping intentions. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(6), 2386–2404. <https://doi.org/10.3390/jtaer16060131>
- MacDonald, J. (2023). *The most effective free shipping messaging involves a hint of marketing psychology to set the tone for shopping behavior*. LinkedIn. <https://www.linkedin.com/pulse/how-free-shipping-incentives-can-influence-purchase-jon-macdonald/>
- McCombes, S. (2023). *Descriptive research design: Definition, methods and examples*. Scribbr. <https://www.scribbr.com/methodology/descriptive-research/>
- Keenan, M. (2024). *Sales promotions: Types and examples*. Shopify. <https://www.shopify.com/ph/retail/sales-promotion>
- Narciso, D. E. (2020). *Online shopping: How men & women are different*. Debutify. <https://debutify.com/blog/how-men-and-women-are-different-when-it-comes-to-online-shopping>
- Nejako, A. (2023). *Suggested best practices for online coupons and offers*. Medium. <https://medium.com/@anejako/suggested-best-practices-for-online-coupons-and-offers-381f01e7f72b>
- Nikolopoulou, K. (2022). *What is purposive sampling?* Scribbr. <https://www.scribbr.com/methodology/purposive-sampling>

- Nyagah, G. (2023). *The benefits of promotions for online businesses*. LinkedIn. <https://www.linkedin.com/pulse/benefits-promotions-online-businesses-gideon-nyagah>
- Pérez-Cabañero, C. (2020). Impact of free shipping promotions on online purchase decisions. *Journal of Retailing and Consumer Services*, 57, 102297. <https://doi.org/10.1016/j.jretconser.2020.102297>
- Pramesti, A. S., Broto, B. E., & Rambe, B. H. (2022). The influence of price, electronic word of mouth (E-WOM), discount, and tagline “free shipping” on purchase decisions at Shopee marketplace (Case study on students at the Faculty of Economics and Business, Labuhanbatu University). *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 5(1), 6243–6255. <https://doi.org/10.33258/birci.v5i1.4344>
- Rani, N. M., & S, C. (2023). A study on impulsive buying behaviour in online shopping. *International Journal of Professional Business Review*, 8(3), e01237. <https://doi.org/10.26668/businessreview/2023.v8i3.1237>
- Raye, M. (2019). *Free shipping's impact on the consumer's buying behavior*. Supply Chain 24/7. https://www.supplychain247.com/article/free_shipping_impact_on_the_consumers_buying_behavior
- Reynolds, C. (2023). *Nearly two-thirds of Gen Z prefer in-store shopping to online, new study finds*. L.E.K. Consulting. <https://www.lek.com/press/nearly-two-thirds-gen-z-prefer-store-shopping-online-new-study-finds>
- Said, L. R., Anggela, M., & Fariany, G. R. (2023). Online purchase decision of Gen Z students at Shopee marketplace. *International Journal of Professional Business Review*, 8(5), e01187. <https://doi.org/10.26668/businessreview/2023.v8i5.1187>
- Santini, F. D. O., Ladeira, W. J., Vieira, V. A., Araujo, C. F., & Sampaio, C. H. (2019). Antecedents and consequences of impulse buying: A meta-analytic study. *RAUSP Management Journal*, 54(2), 178–204. <https://doi.org/10.1108/RAUSP-07-2018-0037>
- Shankar, V., Batra, R., & Kaur, A. (2020). The impact of promotional strategies on consumer engagement in online shopping. *Journal of Business Research*, 112, 245–257. <https://doi.org/10.1016/j.jbusres.2019.09.017>
- Sloovi. (2022). *Sales promotion: Sales promotion types, examples*. Sloovi. <https://sloovi.com/blog/sales-promotion/>
- Statista. (2022). *Leading B2C e-commerce sites Philippines Q2 2022, by monthly web visits*. <https://www.statista.com/statistics/993273/philippines-major-b2c-ecommerce-sites/>
- Stern, H. (1962). *Hawkins Stern impulse buying*. PDFCOFFE. <https://pdfcoffee.com/hawkins-stern-impulse-buying-pdf-free.html>
- Sohn, Y. S., & Ko, M. T. (2021). The impact of planned vs. unplanned purchases on subsequent purchase decision making in sequential buying situations. *Journal of Retailing and Consumer Services*, 59, 102419. <https://doi.org/10.1016/j.jretconser.2020.102419>
- Suhag, S. (2023). *BOGO promotions: Meaning, pros and cons for businesses*. Rehook. <https://rehook.ai/blogs/b-o-g-o-promotions-meaning-strategy-and-how-to-make-bogo-effective-for-your-business/>
- Wang, L., & Huang, J. (2022). The role of price promotions in impulsive buying behavior among Gen Z consumers. *Journal of Consumer Psychology*, 32(4), 581–593. <https://doi.org/10.1002/jcpy.1279>
- Yang, Y., Skander Essegaier, S., & Bell, D. R. (2005). Free shipping and repeat buying on the internet: Theory and evidence. *Marketing Science*, 24(4), 430–445. <https://doi.org/10.1287/mksc.1040.0110>
- Yendola, R. A., & Windasari, N. A. (2023). Role of threshold of free shipping promotion and product type on impulsive buying behaviour in e-commerce platforms. *The Winners*, 23(2), 161–171. <https://doi.org/10.21512/tw.v23i2.8140>