



# “Impact of In-App Promotions on Consumer Buying Behaviour with Reference to Amazon”

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**ABSTRACT:** The rapid growth of e-commerce platforms has significantly transformed the way consumers search for products and make purchasing decisions, with applications like Amazon playing a major role in shaping modern online shopping behaviour. E-commerce companies increasingly use in-app promotional strategies such as limited-time offers, flash sales, discount coupons, and personalized product recommendations to attract users and encourage them to complete purchases. These promotional techniques often create a sense of urgency and perceived value among consumers, which can influence their buying decisions and sometimes lead to impulse purchases while browsing the application. This study examines the impact of Amazon’s in-app promotional strategies on consumer buying behaviour by analyzing how such marketing tools affect customer engagement, purchase intention, and decision-making patterns. The research is based on primary data collected through a survey of 124 respondents who regularly use the Amazon mobile application for online shopping, along with secondary information gathered from academic literature and industry reports related to digital marketing and consumer behaviour. The findings of the study indicate that promotional strategies such as discounts, flash deals, and time-bound offers significantly influence consumer purchasing behaviour by increasing the attractiveness and affordability of products. Many respondents also indicated that these promotional features encourage them to

explore more options within the app and occasionally make unplanned purchases. The study highlights that wellplanned in-app promotional campaigns can play an important role in improving customer engagement and increasing sales performance on e-commerce platforms, providing useful insights for companies to design more effective digital marketing strategies in the competitive online retail environment.

**Keywords:** In-App Promotions, Consumer Buying Behaviour, Amazon, E-commerce Marketing, Online Shopping, Digital Marketing

### 1. Introduction

The rapid advancement of digital technology and internet accessibility has significantly transformed the retail landscape across the world. In recent years, e-commerce platforms have become an essential part of consumer life by providing convenience, wider product choices, competitive pricing, and easy access to goods and services. Among these platforms, Amazon has emerged as one of the most dominant online marketplaces, offering a diverse range of products and services to millions of users. The increasing use of smartphones and mobile applications has further accelerated the growth of online shopping, enabling consumers to browse, compare, and purchase products anytime and anywhere. As competition among e-commerce companies continues to intensify, businesses are constantly developing innovative marketing strategies to attract customers and influence their purchasing behaviour.

One of the most effective strategies used by online retailers is the implementation of in-app promotional techniques. These strategies include features such as flash sales, limited-time offers, discount coupons, personalized recommendations, and push notifications that appear while consumers are using the application. Such promotional tools are designed to capture consumer attention, create a sense of urgency, and motivate users to complete purchases quickly. In many cases, these strategies also encourage impulse buying behaviour, where consumers make purchase decisions without prior planning due to the attractiveness of promotional offers.

In the context of online retailing, promotional strategies play an important role in shaping consumer perception and influencing purchase intentions. Companies use data-driven insights and customer browsing behaviour to deliver personalized promotions and targeted product recommendations. These techniques not only enhance the overall shopping experience but also increase customer engagement and platform usage. As a result, understanding how these promotional strategies influence consumer behaviour has become an important area of study in the field of digital marketing and consumer research.

This research focuses on analyzing the impact of in-app promotional strategies on consumer buying behaviour with reference to Amazon. The study aims to explore how different promotional tools within the application affect customer decision-making, engagement, and purchasing patterns. By examining consumer responses to these promotional techniques, the research provides insights into the effectiveness of digital marketing strategies used by e-commerce platforms and highlights how such strategies contribute to increased sales and customer interaction in the online marketplace.

## 2. Literature Review

- **Kotler & Keller (Marketing Management)** - Kotler and Keller emphasize that sales promotions significantly influence short-term buying behaviour by creating urgency and increasing perceived value. Their theory supports the idea that digital in-app promotions can stimulate faster purchase decisions.
- **Engel, Blackwell & Miniard – Consumer Behaviour Theory** The authors explain that consumer buying behaviour is influenced by psychological, personal, and situational factors. In-app promotions act as situational stimuli that can trigger immediate responses.
- **Rook (1987) – Impulse Buying Behaviour** Rook defines impulse buying as spontaneous, unplanned purchasing triggered by immediate stimuli. Flash sales and limited-time offers in apps align with this theory.
- **Verplanken & Herabadi (2001)** - Their research states that promotional cues and emotional triggers increase impulsive buying tendencies, particularly when consumers perceive attractive discounts.
- **Belch & Belch (Advertising and Promotion)** - They argue that promotional tools such as price discounts, coupons, and limited-time offers directly influence purchase intention and brand switching.
- **Chaffey & Ellis-Chadwick (Digital Marketing)** - The authors discuss how personalization and data-driven marketing increase engagement and improve conversion rates in e-commerce platforms.
- **Schiffman & Wisenblit (Consumer Behaviour)** - Their work highlights that perceived value and trust significantly affect online buying behaviour, especially when promotions reduce perceived risk

## 3. Research Methodology

This study uses a descriptive research design to analyze the impact of in-app promotional strategies on consumer buying behaviour with reference to Amazon. Primary data was collected through a structured questionnaire from 124 respondents who use the Amazon mobile application for online shopping, using a convenience sampling method. Secondary data was gathered from research articles, journals, and industry reports related to digital marketing and consumer behaviour. The collected data was analyzed using simple percentage analysis and presented through tables and charts to understand the influence of promotional strategies on consumer purchase decisions.

### 1. Research Design

This study adopts a **descriptive research design** to examine the impact of in-app promotional strategies on consumer buying behaviour with reference to Amazon. Descriptive research is suitable for this study as it helps in understanding consumer opinions, preferences, and behaviour related to promotional offers such as discounts, flash sales, and limited-time deals within the application. The design focuses on collecting and analyzing information from respondents to describe how these promotional strategies influence their purchase decisions and engagement with the platform.

## 2. Nature of Research

The nature of this research is quantitative and analytical, as it focuses on collecting numerical data from respondents to understand the impact of in-app promotional strategies on consumer buying behaviour with reference to Amazon. The study analyzes consumer responses related to promotional offers such as discounts, flash sales, and limited-time deals to identify patterns and trends in purchase behaviour. This approach helps in drawing meaningful conclusions based on the data collected through the survey

## 3. Sources of Data

The research study is based on both primary and secondary sources of data.

### Primary Data:

Primary data for this study was collected through a structured questionnaire distributed among 124 respondents who actively use the Amazon mobile application for online shopping. The questionnaire included questions related to consumer awareness of promotional offers, purchasing frequency, and the influence of discounts, flash sales, and limited-time deals on their buying decisions. The responses provided direct insights into consumer behaviour and preferences regarding in-app promotional strategies.

### Secondary Data:

Secondary data for this research was collected from various sources such as academic journals, research papers, industry reports, and online articles related to digital marketing, e-commerce, and consumer buying behaviour. These sources helped in understanding existing research, theoretical concepts, and industry trends relevant to in-app promotional strategies used by platforms like Amazon.

## 4. Data collection Method

The data for this study was collected using a structured questionnaire distributed to respondents who regularly use the Amazon mobile application for online shopping. The questionnaire was designed to gather information about consumer awareness of in-app promotional strategies, purchasing behaviour, and the influence of promotional offers such as discounts and flash sales. The responses were collected online, which helped in obtaining quick and convenient feedback from the participants.

## 5. Sampling Technique

The sampling technique used in this study is **convenience sampling**. Respondents were selected based on their availability and willingness to participate in the survey, particularly individuals who regularly use the Amazon mobile application for online shopping. This method was chosen because it allowed the researcher to collect data quickly and efficiently from relevant users of the platform.

## 6. Sample Size

The sample size for this study consists of **124 respondents** who actively use the Amazon mobile application for online shopping. These respondents were selected to understand their opinions, preferences, and purchasing behaviour related to in-app promotional strategies such as discounts, flash sales, and limited-time offers. The selected sample size helped in obtaining meaningful insights for the research.

## 7. Target Population

The target population for this study includes consumers who use the Amazon mobile application for online shopping. These users were selected because they are directly exposed to in-app promotional strategies such as discounts, flash sales, and limited-time offers. Studying this group helps in understanding how such promotional techniques influence their purchasing behaviour and decisionmaking process.

## 8. Data Analysis Technique

The data collected for this research was analyzed using simple percentage analysis. The responses obtained from the questionnaire were organized and presented in the form of tables and charts to clearly understand consumer preferences and behaviour. This method helped in identifying patterns and interpreting how in-app promotional strategies influence purchase decisions.

### 4. Null Hypothesis(H0)

- **In-app promotional strategies do not significantly influence consumer purchase decisions on Amazon.**
- **Discounts, flash sales, and limited-time offers do not have a significant impact on consumers' buying behaviour** while using the Amazon mobile application.
- **Exposure to promotional notifications and offers does not affect the frequency of purchases** made by consumers on Amazon

### Alternative Hypothesis(H1)

- **In-app promotional strategies significantly influence consumer purchase decisions on Amazon.**
- **Discounts, flash sales, and limited-time offers have a positive impact on consumers' buying behaviour** while using the Amazon mobile application.
- **Exposure to promotional notifications and offers increases the purchase frequency** of consumers on Amazon.

## 5. HYPOTHESIS TESTING

### Hypothesis 1:

**H0:** In-app promotional strategies do not significantly influence consumer purchase decisions on Amazon.

**H1:** In-app promotional strategies significantly influence consumer purchase decisions on Amazon.

Based on the survey results, a majority of respondents agreed that promotional offers such as discounts, flash sales, and limited-time deals influence their purchase decisions. Since most responses are positive, the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted.

This indicates that in-app promotional strategies have a significant impact on consumer buying behaviour.

### Hypothesis 2:

**H0:** Promotional notifications and offers do not affect the purchase frequency of consumers.

**H1:** Promotional notifications and offers increase the purchase frequency of consumers.

The analysis shows that many respondents regularly check promotional notifications and are influenced by special offers while making purchases. This increases their buying frequency.

Therefore, the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted. This suggests that Promotion Notification Positively influence consumer purchase frequency.

## 6. CHI-SQUARE TEST

To further examine the relationship between in-app promotional strategies and consumer buying behaviour, a Chi-square test was applied.

### Hypothesis 1 :

**H0:** There is no significant relationship between in-app promotional strategies and consumer buying behaviour.

**H1:** There is a significant relationship between in-app promotional strategies and consumer buying behaviour.

### Observed Frequency Table

Response Category	Observed Frequency (O)
Strongly Agree	17
Agree	47
Neutral	33
Disagree	20
Strongly Disagree	7
<b>Total</b>	<b>124</b>

Table 1

### Expected Frequency

Expected frequency (E) = Total / Number of categories =  $124 / 5 = 24.8$

### Chi-Square Calculation

Category	O	E	(O - E) <sup>2</sup> / E
Strongly Agree	17	24.8	2.45
Agree	47	24.8	1.968
Neutral	33	24.8	2.71
Disagree	20	24.8	0.93
Strongly Disagree	7	24.8	12.77
<b>Total</b>			<b>38.54</b>

Table 2

**Degree of Freedom**  $df = n - 1 = 5 - 1 = 4$

### Critical Value

At 5% level of significance,  $\chi^2$  table value = 9.488

### Result

Calculated value (38.54) is greater than table value (9.488).

### Interpretation

Since the calculated value is higher than the table value, the null hypothesis (H<sub>0</sub>) is rejected and the alternative hypothesis (H<sub>1</sub>) is accepted. This shows that there is a significant relationship between in-app promotional strategies and consumer buying behaviour

### Hypothesis 2:

**H<sub>0</sub>:** Promotional notifications and offers do not affect the purchase frequency of consumers.

**H<sub>1</sub>:** Promotional notifications and offers increase the purchase frequency of consumers.

### Observed Frequency Table

Response Category	Observed Frequency (O)
Strongly Agree	22
Agree	44
Neutral	30
Disagree	18
Strongly Disagree	10
<b>Total</b>	<b>124</b>

### Expected Frequency:

Expected frequency (E) =  $124 / 5 = 24.8$

### Chi-Square Calculation

Category	O	E	$(O - E)^2 / E$
Strongly Agree	22	24.8	0.32
Agree	44	24.8	14.87
Neutral	30	24.8	1.09
Disagree	18	24.8	1.86
Strongly Disagree	10	24.8	8.83

<b>Total X<sup>2</sup> Value</b>			26.97
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Table2

**Degree of Freedom**

$$df = 5 - 1 = 4$$

**Critical Value**

At 5% level of significance,  $\chi^2$  table value = 9.488

**Result**

Calculated value (26.97) is greater than table value (9.488).

**Interpretation**

Since the calculated value is higher than the table value, the null hypothesis (H<sub>0</sub>) is rejected and the alternative hypothesis (H<sub>1</sub>) is accepted. This indicates that promotional notifications and offers significantly influence the purchase frequency of consumers.

**7. DATA ANALYSIS****Table: Impact of In-App Promotional Content on Consumer Attention**

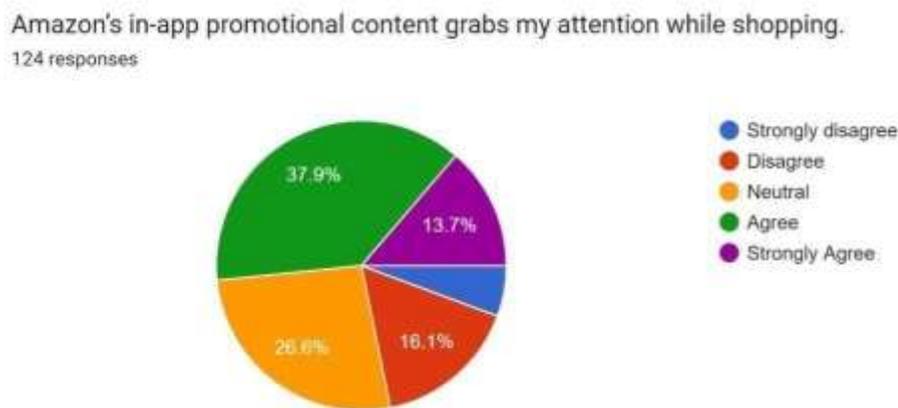
<b>Response Category</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Strongly Agree	17	13.7%
Agree	47	37.9%
Neutral	33	26.6%
Disagree	20	16.1%
Strongly Disagree	7	5.6%
<b>Total</b>	<b>124</b>	<b>100%</b>

Table 3

## Analysis

The above table shows the distribution of responses regarding whether in-app promotional content grabs consumer attention. A majority of respondents fall under the “Agree” and “Strongly Agree” categories, indicating that promotional strategies are effective in attracting user attention. However, some respondents remained neutral or disagreed, suggesting that the impact of promotions varies among individuals.

## 8. Result and Discussion



The above pie chart represents respondents' opinions on whether in-app promotional content on Amazon grabs their attention while shopping. It can be observed that a significant portion of respondents agree (37.9%) and strongly agree (13.7%) that promotional content attracts their attention. At the same time, 26.6% of respondents remained neutral, indicating that while they notice such promotions, they may not always be influenced by them. A smaller percentage of respondents disagreed (16.1%) or strongly disagreed (around 5%), suggesting that not all users are equally affected by promotional strategies. Overall, the data shows that a majority of users are positively inclined toward noticing promotional content within the application.

## INTERPRETATION

The findings suggest that in-app promotional strategies are effective in capturing consumer attention on Amazon. The high percentage of agreement indicates that promotional elements such as banners, discounts, and offers are successful in engaging users during their shopping experience. However, the presence of neutral and negative responses highlights that while promotions are impactful, their effectiveness may vary depending on individual preferences and shopping behaviour.

## 9. Conclusion and Recommendations

The study highlights that the growth of e-commerce platforms has significantly influenced the way consumers make purchasing decisions, with Amazon playing a major role in this transformation. The convenience of online shopping combined with the availability of multiple promotional offers has changed traditional buying patterns. Consumers today are more exposed to marketing strategies within mobile applications, which directly impact their engagement and decision-making process.

The findings of the study clearly indicate that in-app promotional strategies such as discounts, flash sales, limited-time offers, and personalized recommendations are effective in capturing consumer attention. A majority of respondents agreed that these promotional tools influence their purchase decisions and encourage them to explore more products within the application. These strategies create a sense of urgency and perceived value, which motivates consumers to make quicker purchasing decisions.

The study also reveals that promotional strategies contribute to impulse buying behaviour among consumers. Many respondents admitted that they sometimes make unplanned purchases when they come across attractive deals or offers while browsing. However, it is also observed that a portion of consumers remains neutral or less influenced, suggesting that factors such as personal preference, product need, and price sensitivity also play an important role in purchase decisions.

Overall, the research concludes that in-app promotional strategies are a powerful marketing tool for ecommerce platforms like Amazon. When used effectively, these strategies can enhance customer engagement, improve user experience, and increase sales performance. Therefore, companies should focus on designing well-targeted and relevant promotional campaigns to better meet consumer expectations and strengthen their position in the competitive online market.

### Recommendations

- **Personalized Promotions Strategy** - Amazon should focus on improving personalized promotions based on customer preferences, browsing history, and past purchases. When consumers receive offers that match their interests, they are more likely to engage with the platform and make a purchase. This approach can also enhance the overall shopping experience.
- **Use of Time-Bound Offers** - The company should make effective use of time-bound offers such as flash sales and limited-time discounts. These strategies create a sense of urgency among consumers, encouraging them to make quicker purchase decisions. Proper timing and frequency of such offers can help increase sales.
- **Use of Time-Bound Offers** - Push notifications should be used carefully to ensure they remain relevant and useful for users. Sending too many notifications may irritate customers, while welltargeted alerts can attract attention and drive engagement. A balanced approach will improve customer response.

- **Enhancing Customer Engagement Features** - Amazon should introduce more engaging features such as exclusive app-only deals, reward points, and special discounts for regular users.

These features can encourage customers to spend more time on the application and build stronger engagement with the platform.

- **Transparency in Promotional Offers** - It is important for the company to maintain clarity and transparency in promotional offers. Clearly stating terms and conditions helps build trust among consumers and reduces confusion or dissatisfaction related to misleading offers.
- **Focus on Product Quality and Service** - While promotional strategies are important, Amazon should also focus on maintaining product quality and customer service. Long-term customer loyalty depends not only on discounts but also on overall satisfaction, timely delivery, and reliable product experience.

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