

THE CHANGE IN CONSUMER HABITS CAUSED BY FLASH SALES AND SOCIAL MEDIA ADVERTISEMENT

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ABSTRACT

The increasing use of flash sales and social media advertisements encourages haste, impulsive purchases, and brand switching, which changes consumer behavior and puts long-term brand loyalty to the test. . There is a lack of research on urgency-driven impulsive purchase, which ignores ethics, cultural differences, and long-term loyalty. To evaluate flash sales and social media advertisements in a sustainable manner, these holes must be filled. Objectives of the study to determine the impact of social media ads on a consumer's preferences, perceptions, and purchasing choices. to ascertain the effect of flash sales on consumer purchasing patterns, such as brand loyalty, urgency, impulse buying, and brand-switching. to investigate whether flash discounts and social media advertisements lead to long-term shifts in customer loyalty and behavior or to impulsive, short-term purchases. This research project is being carried out using a cross-sectional study design. A systematic questionnaire yielded 520 responses in all, which spss software then examined. The majority of participants (90%) were over the age of 18–25, followed by those in the 36–45 age range who were mid-career individuals and parents (40%), young professionals and those in the early stages of their careers (30%), and professionals in the 45–60 age range who were approaching retirement (20%). This study's goal is to influence people's perceptions of impulsive buying, urgency buying, and short- and long-term changes in behavior. Due to increased haste and impulsive purchasing brought on by social media advertisements and flash deals, customers are more likely to switch brands. Because of this changing behavior, businesses are being forced to reconsider their long-term brand loyalty plans and consumer engagement and retention tactics.

I.INTRODUCTION

The study analyzed how brand image, personal characteristics, and social advertising influence Malaysian consumers' purchasing decisions for high-end apparel brands. Results showed that brand image significantly influences purchasing behavior, with materialism and credibility being key determinants. Companies should focus on strong brand identities and reliable social media advertising.(1).The study explores consumer behavior in Indonesian online marketplaces using a quantitative approach. Results show that e-satisfaction and repurchase intention are significantly influenced by utilitarian and hedonistic browsing patterns, with e-satisfaction being a key factor. Future research should consider cross-cultural analysis, qualitative methods, and longitudinal studies. In order to better understand how social media advertising affects customer behavior, this study focuses on 47 relevant papers. Findings suggest that factors like networking, trust, brand awareness, and engagement positively influence purchase intentions, with social media advertising having a greater impact than traditional advertising.The study analyzed the impact of sales promotions on clothing sector purchasing decisions among 330 Indian consumers aged 18-35. Results showed that coupons and discounts significantly influence consumer behavior, promoting repeat business and brand loyalty. The study also highlighted the effectiveness of digital channels and eco- branding strategies

The study on e- shopping expansion in GCC countries post COVID-19 found that perceived utility, consumer psychology, product variety, payment simplicity, budgetary concerns, health concerns, and cultural values significantly impact purchase intentions. Convenience, psychological considerations, and health concerns contributed to the shift (5). A study on social

media advertising in Saudi Arabia found that it significantly influences consumer decisions and impulsive purchasing activities. However, social media networks did not significantly influence impulse purchases due to Saudi Arabia's culture of uncertainty avoidance and methodical purchasing. The study highlights the power of engaging content in social media ads(6).

A mixed-method study on pandemic-related shopping behavior found that sales promotions, such as discounts and free samples, significantly impact consumer purchasing behavior, especially during economic downturns. Free samples were useful for launching new items, while discounts and "buy one get one free" promotions were the most successful(7).A 2022 study surveyed 686 Czech respondents to understand the shift in traditional purchasing considerations over the past 15 years. Quality remains the top factor, but price has become more significant in communication and food/accommodation sectors. New elements include online shopping, coupons, return policies, and environmental considerations(8).

The study explores the factors influencing Instagram social commerce participation using a mixed-method approach. It suggests consumer-brand identification mediates impulsive purchasing and overall motivation, while perceived social risk of commenting moderates the relationship. The findings suggest that social media platforms like Instagram foster interesting purchasing environments, encouraging impulsive purchases(9) (10).

II.RESEARCH OBJECTIVES

- To determine the impact of social media ads on a consumer's preferences, perceptions, and purchasing choices.
- To ascertain the effect of flash sales on consumer purchasing patterns, such as brand loyalty, urgency, impulse buying, and brand-switching
- To investigate whether flash discounts and social media advertisements lead to long- term shifts in customer loyalty and behavior or to impulsive, short-term purchases.

III.SCOPE OF THE STUDY

The study "Social Support, Source Credibility, Social Influence, and Impulsive Purchase Behavior in Social Commerce" explores the role of peer influence, source credibility, and social support in impulsive purchasing behavior in online social commerce platforms. The research uses Sina Weibo as the primary research setting and employs a survey- based approach. The study provides insights into how social media interactions influence consumer behavior and suggests strategies for social commerce platforms to enhance user engagement and increase sales

IV.METHODS AND RESULTS OF THE STUDY

The goal of this study is to employ a quantitative methodology, gathering information from 686 Czech respondents who completed a structured questionnaire survey in 2022. Discount codes, quality, cost, mode of purchasing, and environmental considerations were important traditional criteria. Discount codes, online and in-store purchases, and environmental considerations were new factors. The following five factors were found to be important: sustainability, experience, pricing, recommendations, and current trends. This Paper examine the Emerging influences include mode of purchase, Includes brand, design, and return options, Environmental aspects and product origin.

V.THE MAIN CONTRIBUTION OF THIS PAPER

- Analysis of Social Media Advertisement Influence, targeted social media advertisements shape consumer preferences, brand perception, and purchasing behavior.
- Impact of Flash Sales on Buying Decisions, role of limited-time offers in creating urgency and driving impulsive purchases among consumers.
- Shifts in Consumer Shopping Habits, digital promotions and social media engagement contribute to the transition from traditional shopping to e-commerce.
- Consumer Psychology and Decision- Making, psychological triggers such as scarcity, exclusivity, and social proof that influence buying behavior in digital marketing.

VI.REVIEW OF LITERATURE

Fazal ur Rehman et al. (2022) This study is quantitative method, collecting data from 288 analyzing them using Smart PLS-SEM. 288 respondents were a mix of males (45.5%) and females (54.5%) The participants had been exposed to social media advertising and used stylish clothes labels. According to the study, brand image, personal characteristics, and social advertising all have a big impact on consumers' purchasing decisions when used with trustworthy tactics.

V. Kumaradeepan et al. (2020) Analyzes literature on advertisement on social media and customer behavior, focusing on theoretical evidence from 47 relevant articles from 70 indexed journals.No direct empirical data collection was conducted.The analysis was based on secondary data from published research papers and articles. Social media advertising

significantly influences consumer behavior through networking, trust, and brand awareness, fostering better engagement and influencing purchase intentions through interactive content.

Prakash Singh et al. (2023) A quantitative study analyzed 259 valid responses from social media users, revealing a majority use of Instagram and Facebook for online shopping, primarily for books and fashion accessories. It significantly impacts impulse buying intention and behavior, influencing consumer decisions. Consumers are cautious, focusing on utility rather than impulsive tendencies, and effective content can drive impulse buying behaviors.

Jackeline Andrea Macías Urrego et al. (2024) To gather information about 214 participants' use of social media platforms for pre-purchase decision-making, a mixed-method research methodology was employed. The most popular social media site for consumer pre-purchase research is Instagram, where decisions are somewhat influenced by content trust. Individual and situational factors hold more sway, and educational background does not significantly influence platform preferences.

Martaleni Martaleni et al (2022). This quantitative study analyzed flash sales and impulse buying among 150 e-commerce consumers using online questionnaires and PLS-SEM analysis. It significantly influences consumer emotions, positively influencing impulse buying. However, their direct impact is insignificant. Businesses can optimize flash sales by focusing on positive emotions.

VII.COMMON RESEARCH GAP IN THIS REVIEW OF LITERATURE

1. There is a dearth of longitudinal research analyzing the long-term effects of emerging technologies like AI and
2. AR on customer engagement and brand loyalty, as most studies concentrate on short-term consumer behaviors and digital marketing trends.
3. Research comparing the efficacy of advertising across various there aren't many sites like
4. Facebook, Instagram, and TikTok, even though social media advertising has been studied in great detail. The question of how customer interaction differs on various platforms is still unanswered.
5. Although there are ethical concerns with the growing personalization of digital marketing, there is currently a lack of research on how data privacy policies and openness in targeted advertising impact customer trust.
6. Studies primarily focus on specific demographic groups or regions, leading to a gap in understanding how different cultures and age groups interact with digital marketing strategies and consumer engagement models.
7. While AI, AR, and machine learning are frequently mentioned as transformative tools in marketing, there is little empirical research on how businesses can effectively integrate these technologies to enhance customer experience and retention.

VIII.RESEARCH METHODOLOGY



Figure 1

Study Design

This was a cross-sectional and descriptive study made with random people who shifting there habit become the social media advertisement and flash sales.

Source of data and data collection

The primary data of 520 was collected from consumer through questionnaire and secondary data was collected from websites and journals.

Sampling Size

The sampling size is over 2000000 people in this area. This data sampling size is 385.

Data Analysis

The data was collected through Google Forms and that was entered in a spreadsheet. The data was coded into SPSS 2025 software.

Sampling tool

The Analyses using the sampling tool in chi- square test, Multi regression Analysis.

IX.DATA ANALYSIS AND INTERPRETATION

Figure :2
Age Distribution

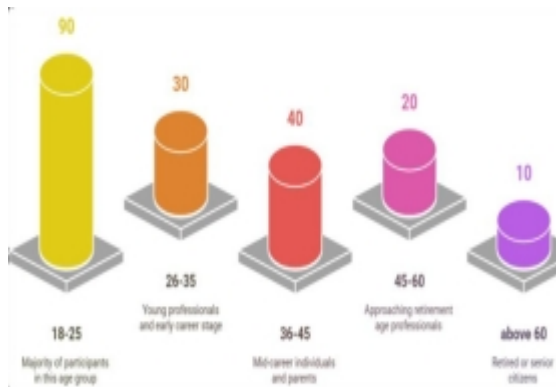


Figure :3
Gender Distribution

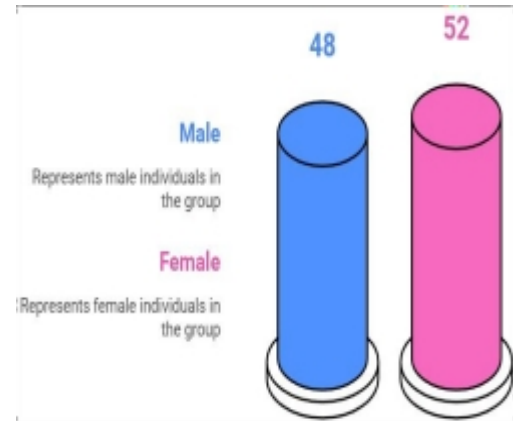


Figure: 4
Employment Status



Figure: 5
Monthly Income

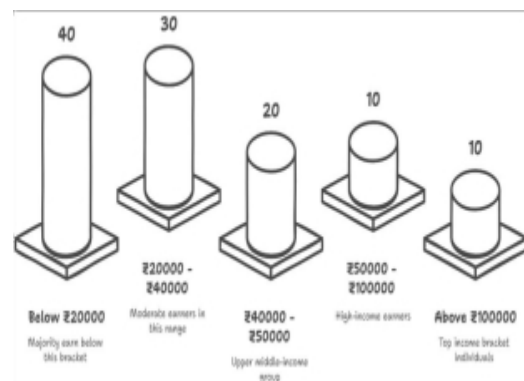
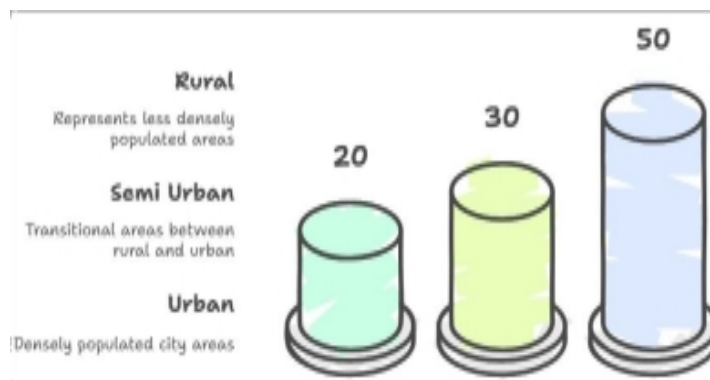


Figure: 6

DISTRIBUTION OF RESIDENTIAL AREA



According to Figure 4, 40% of people are 90% of people in the 18–25 age range report that their consumption patterns have changed. 40% of the 36–45 age group expresses habits, indicating a moderate level of interest. The 26–35 age group exhibits a slightly lower inclination, with 30% of individuals changing their habits. Those over 60 show the lowest rate of habit change, with only 10%, while those in the 45–60 age range show even fewer habits (20 percent) (Figure 2). Of these people, 52% are female and 48% are male (Figure 3).unemployed, 30% are students, 15% are self-employed, 10% are working, and 5% are retired. According to Figure 5, 40% of people make less than Rs20,000 per month, 30% make between Rs 20,000 and Rs 40,000 per month, 20% make between Rs 40,000 and Rs 500,000, 10% make between Rs 50,000 and Rs 1,000,000, and 10% make more than Rs 1,000,000. About half of residential areas are in rural areas, 30% are in semi-urban areas, and 20% are in urban areas.

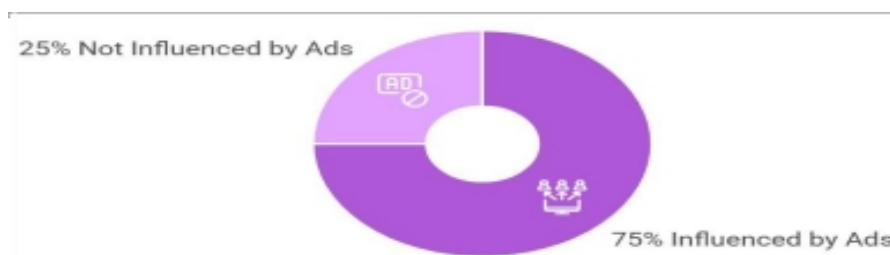


Figure 7

Changing their Habits in Shopping

People are affected in their changing their habits in social media Advertisement and Flash Sales are 75% in highly majority influenced and 25% are not influenced in changing their habits

X.ANALYSIS THE CHANGING THEIR HABITS

Table 1: Need of using the Products

	value	Degree of Freedom	Asymptomatic sig. (2-tailed)
Pearson chi-Square	54.87	16	.000
Likelihood Ratio	54.33	16	.000
Linear-by-Linear Association	36.24	1	.000
N of Valid Cases	495		

SOURCE: PRIMARY DATA

ANALYSING THE URGENCY OF IMPULSIVE BUYING OF FLASH SALES

Table 2: Urgency of impulsive Buying

	value	Degree of Freedom	Asymptomatic sig. (2-tailed)
Pearson chi-Square	52.34	16	.000
Likelihood Ratio	43.84	16	.000
Linear-by-Linear Association	18.71	1	.000
N of Valid Cases	493		

SOURCE: PRIMARY DATA**ANALYSIS THE INFLUENCE OF CONSUMER PREFERENCE****Table 3: Influence of Consumer Preference**

	Chi-Square	Degree of freedom	Asymptomatic sig.
Gender	658.31	4	.000
Social Media Advertisement influence my preference for specific brand or Product	210.10	4	.000

SOURCE: PRIMARY DATA**ANALYSIS THE IMPROVE THE BRAND CREDITABLE FOR THE CONSUMER****Table 4: Improve the brand creditable**

	value	Degree of freedom	Asymptomatic sig. (2-tailed)
Pearson chi-Square	86.51	16	.000
Likelihood Ratio	71.89	16	.000
Linear-by-Linear Association	21.8	1	.000
N of Valid Cases	9		
	520		

SOURCE: PRIMARY DATA

In today's digital world, social media advertisements and flash sales play a crucial role in shaping consumer behavior. This study examines whether there is a significant association between exposure to social media ads, flash sales, and changes in consumer purchasing habits. The Chi-Square test results in the table provide statistical evidence of this relationship. Social media advertisements and flash sales have revolutionized consumer shopping behavior. This statistical analysis, based on the Chi-Square test, examines whether there is a significant relationship between exposure to social media ads, flash sales, and changes in consumer purchasing habits. Social media advertisements and flash sales play a significant role in shaping consumer preferences and purchasing habits. This Chi-Square test helps us understand how various groups respond to marketing techniques by examining if gender and social media ads influence brand preference. Whether social media advertisements and flash sales have a substantial impact on changes in consumer behavior is assessed using the Chi-Square test. A meaningful association between these marketing methods and consumer behavior may be ascertained with the use of

XI.FINDINGS FROM THE CHI-SQUARE TEST

Social media advertisements, flash sales, and habit modifications are strongly and significantly correlated, according to the Pearson Chi-Square value (54.87, $p = .000$). The results demonstrate that consumer behavior is not random and is impacted by social media marketing tactics because $p <$

0.05. This test validates the significant influence of sales promotions and ads on consumer behavior by supporting the Pearson Chi-Square finding. This value points to a recurring pattern: customers are more inclined to alter their purchasing patterns when they are exposed to more social media advertisements and flash bargains. With 493 participants, the study offers a solid foundation for extrapolating the findings. This metric assesses whether social media advertisements and flash deals are linked to shifts in consumer purchasing patterns. A high correlation is indicated by the high Chi-Square score (52.34).

The statistical significance of this link and its lack of chance are confirmed by the p -value of .000 (< 0.05). This validates the Chi-Square test, confirming the finding that flash discounts and social media advertisements have a big impact on customer behavior. There is a clear trend here: customers' purchasing habits shift in tandem with their increased exposure to advertisements and flash discounts. The strong correlation between gender and the purchasing behavior influenced by flash sales and social media advertisements is indicated by the high Chi-Square value (658.31). The significant influence of gender on the way individuals react to internet marketing is confirmed by the p -value (.000) < 0.05 . Therefore, it's possible that men and women will react or enjoy social media promotions differently. Customers' brand preferences and social media ads are strongly correlated, according to the Chi-Square value of 210.10. This is statistically significant, as indicated by the p -value (.000) < 0.05 , which indicates that advertisements have an impact on consumers' decisions on which brands or goods to buy. This implies that social media marketing initiatives successfully influence customer loyalty and decision. A substantial correlation between social media advertisements, flash sales, and changes in consumer behavior is indicated by a high Chi-Square score of 86.51. The statistical significance of the p -value (.000) < 0.05 confirms that certain marketing methods have an impact on consumers' purchasing decisions. Additionally, this value affirms the importance of the relationship and strengthens the idea that social media. This metric shows that there is a regular pattern in how these advertisements and sales cause customers to alter their behavior. A relatively large sample size (520 respondents) increases the reliability of the findings, making the results more generalizable.

HOW SOCIAL MEDIA ADVERTISEMENT & FLASH INFLUENCE HABITS CHANGES

Flash sales instill a sense of urgency in customers, leading them to buy things they had not planned to. Regular exposure to advertisements affects how people perceive brands, which increases their preference and level of trust in promoted brands. Social media promos and discounts entice customers to shop online instead of in-store. Limited-time deals and eye-catching advertisements elicit feelings like FOMO (Fear of Missing Out), which motivates customers to take immediate action. Flash sales with a limited duration create a sense of urgency that encourages impulsive purchasing. People are more likely to prefer promoted brands when they are exposed to advertisements on a regular basis since they are more aware of and trust the brand. A lot of customers are switching to internet shopping because of the alluring deals and discounts. People are urged to respond fast by FOMO (Fear of Missing Out) marketing strategies, which alters their purchasing habits. Discounts, urgency, and company messaging in social media advertisements may elicit distinct reactions from men and women. Campaigns can be customized by marketers to appeal to particular gender inclinations. Ads on social media provide brands more visibility, which increases the likelihood that consumers will become brand loyal. Time-limited sales instill a sense of urgency in customers, encouraging them to make snap decisions. Customers are moving toward digital shopping platforms and depending more on social media promotions to direct their purchasing decisions. devotion. Targeted discounts and promotions may cause consumers to switch from traditional to online purchasing. Ads may have varying effects on different demographic groups, necessitating customized marketing tactics.

The findings support the notion that flash sales and social media ads have a big impact on customer behavior. The statistical analysis backs up the claim that digital platform marketing tactics successfully influence consumers' purchasing decisions and timing. A robust and statistically significant correlation between social media advertisements, flash sales, and shifts in consumer behavior is confirmed using the Chi-Square test. Customers are

successfully influenced by these marketing techniques, which results in higher spending, brand loyalty, and a preference for internet purchasing.

The Chi-Square test demonstrates that flash sales and social media advertisements have a major impact on customer behavior and brand preference, with gender being a major determinant of buying patterns. These results emphasize how crucial customized marketing tactics are to increasing engagement and revenue. Statistics show that flash discounts and social media advertisements have a big influence on customer behavior, promoting brand loyalty, impulsive purchases, and changes in purchasing patterns. Companies can utilize this information to improve client interaction and hone their digital marketing tactics

XII.ANALYSIS THE ONE-SAMPLE TEST FOR CHANGING THEIR HABITS

Table 5: ONE-SAMPLE TEST

Particluars	Test Value = 520					
	t	df	Sig.(2 tailed)	Mean Differe nce-	95% confidence Interval of the Difference	
					Lower	Upper
I)Social media advertisements influence my preference for specific brands or products.	-11776.1	519	.000	-517.64	-517.73	-517.56
II)perceive brands promoted on social media as trendy or popular.	-10814.4	519	.000	-517.50	-517.59	-517.41
a) social media advertisements motivate me to make impulsive purchases.	-10426.6	519	.000	-517.45	-517.55	-517.35
b)Flash sales create a sense of urgency that influences my buying decisions.	-10.718.2	519	.000	-517.54	-517.63	-517.44
c)Flash sales strengthen my loyalty to a brand if they offer attractive discounts.	-10525.0	519	.000	-517.39	-517.49	-517.30
d)Social media ads often lead me to make impulsive purchases.	-10902.9	519	.000	-517.50	-517.59	-517.40
e)Flash sales reinforce my preference for brands I already trust.Social media ads and flash	-10471.1	519	.000	-517.37	-517.46	-517.27
f) Sales shape my preferences for shopping channels(e.g., online vs in- store)	-10661.8	519	.000	-517.43	-517.53	-517.34

SOURCE: PRIMARY DATA

The results of a one-sample t-test used to determine if flash sales and social media advertisements had a substantial impact on customer behavior are shown in this table. A neutral or expected response level is probably represented

by the test value of 520.

XIII.FINDINGS IN ONE SAMPLE TEST

All claims have a p-value (Sig. 2-tailed) of.000, indicating that the findings are highly statistically significant. This demonstrates how flash deals and social media advertisements have a big influence on customer behavior. All of the t-values are extremely negative, indicating that respondents report a significantly lower assessment of the impact and usually disagree with the test result (520). The actual answers are significantly lower than the test value (520), as indicated by the mean difference values (around -517), which point to a significant negative departure from the intended neutral response. We are certain that the true mean difference lies inside the 95% Confidence Interval, which is about between -517.73 and -517.24. The conclusion that social media advertisements and flash deals have a significant impact on consumer behavior is further supported by the fact that the whole confidence interval is negative.

Customers concur that social media advertisements help consumers choose promoted brands and mold their brand preferences. Impulsive purchasing is a result of the sense of urgency created by flash discounts and social media ads. Customers' preference for online purchasing over in-store purchases is influenced by online promos and flash deals. Brand loyalty is strengthened by alluring offers and encouraging social media feedback. The findings provide compelling evidence that flash sales and social media advertisements have a big influence on consumers' purchasing decisions. Digital marketing methods have a significant impact on customers, as evidenced by the statistical significance, negative mean differences, and confidence intervals.

XVI.RESULT

90% of people in the 18–25 age range report that their consumption patterns have changed. 40% of the 36–45 age group expresses habits, indicating a moderate level of interest. The 26–35 age group exhibits a slightly lower inclination, with 30% of individuals changing their habits. Those over 60 show the lowest rate of habit change, with only 10%, while those in the 45–60 age range show even fewer habits (20 percent). Of these people, 52% are female and 48% are male. According to, 40% of people are unemployed, 30% are students, 15% are self-employed, 10% are working, and 5% are retired. 40% of people make less than Rs20,000 per month, 30% make between Rs 20,000 and Rs 40,000 per month, 20% make between Rs 40,000 and Rs 500,000, 10% make between Rs 50,000 and Rs 1,000,000, and 10% make more than Rs 1,000,000. About half of residential areas are in rural areas, 30% are in semi-urban areas, and 20% are in urban areas.

XV.CONCLUSION

The results of this study show that flash discounts and social media ads significantly influence shifting customer behavior. The statistical study, which included One-Sample t-tests and Chi-Square testing, consistently produced significant p-values ($p = .000$), indicating that these marketing methods have a variety of effects on consumer behavior. Chi-Square values are substantial, indicating that consumers tend to acquire preferences for brands and items advertised on social media. A sense of urgency is created by flash sales and social media advertisements, which increases impulsive buying. Promotions and discounts increase brand loyalty among consumers. The influence of social media and marketing tactics causes many customers to change their purchasing patterns (e.g., online vs. in-store). The table's statistical statistics, which include Pearson Chi-Square, Likelihood Ratio, and Linear-by-Linear Association values.

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