

## Understanding Consumer Impulse Buying Behaviour in Smartphone Retailing: The Role of Virtual Marketing Strategies in Qatar

Praveena V<sup>1</sup>, Manikandan N<sup>2</sup>

<sup>1</sup>Research Scholar, Department of business Administration, Kalasalingam Academy of Research and Education, Krishnankoil 626126, Tamil Nadu, India

<sup>2</sup>Assistant Professor, Department of business Administration, Kalasalingam Academy of Research and Education, Krishnankoil 626126, Tamil Nadu, India

### Abstract

The fast advancement of digital technologies has radically changed the marketing practice, and the concept of virtual marketing has emerged as one of the driving forces of consumer behaviour in contemporary retailing settings. The virtual marketing techniques like social media marketing, influencer marketing, personalized recommendation, online promotional offers and targeted digital advertising are important in the smartphone retail industry to influence the decision to buy the product. This research paper will seek to investigate how virtual marketing strategies contribute to consumer impulse buying behaviour in smartphone retailing in Qatar. Quantifiable research plan was used and primary data were gathered using an organized questionnaire that was administered to smartphone consumers in Qatar. The data were determined with descriptive statistics, reliability analysis, and correlation and regression investigation in order to determine the connection between virtual marketing approaches and impulse buying behaviour. The results indicate that virtual marketing strategies positively affect the impulse buying behaviour significantly, and the social media marketing and personalized recommendations are found to have the strongest impact. The research also adds to the prevailing body of literature by giving a thorough insight into the influence of virtual marketing strategies on impulse buying behaviour of a particular product and region. The results also provide some practical recommendations to the smartphone retailers, with the emphasis on the need to use individualized and interactive marketing techniques to increase consumer engagement and trigger impulse buying in the competitive digital markets.

**Keywords:** Virtual Marketing Strategies; Impulse Buying Behaviour; Smartphone Retailing; Consumer Behaviour; Social Media Marketing; Qatar.

### 1. Introduction

Digital technologies have radically changed modern day marketing practices resulting in the development of virtual marketing as a powerful paradigm in the retail setting. Such tools used in virtual marketing include social media advertising, influencer marketing, algorithm-based recommendations and custom digital promotions, which help to ensure real-time and interactive communication between companies and customers. Such solutions enable the marketers to deliver a personalised content and target messages, which enhances consumer engagement and influences the purchase decision more than the previous marketing methods (Daoud *et al.*, 2023; Balamurugan, 2024). The growing use of digital platforms has not only reshaped the manner in which products are marketed but also how the consumers perceive, assess and react to marketing stimuli especially in very competitive and technology-intensive markets.

The major noteworthy behavioural implications of virtual promotion is impulse purchasing, spontaneous and unplanned buying, that is caused by emotional and cognitive responses to external stimuli (Chen *et al.*, 2023; Chaudhary *et al.*, 2025). Digital spaces are interactive and engaging and this increases the exposure of consumers

---

<sup>1</sup> Corresponding Author

to the persuasive cues of time-limited deals, social proof and personal suggestions, and hence the likelihood of impulse buying behaviour (Rai and Pandey, 2025). As has been mentioned in the previous studies, virtual marketing strategies, specifically, those that are built on the use of social media and personalised content are essential in inducing impulse buying by shortening the cognitive policymaking procedure and increasing the prominence of emotions in the latter (Semenda *et al.*, 2024; Dwivedi *et al.*, 2021). Therefore, the question of the connection amongst virtual marketing and impulse purchasing performance has been a major issue in consumer behaviour study.

A good example of the relationship that should be studied with the smartphone retail industry is its dynamic character and the high consumer engagement rates in the field. Smartphones are not only useful gadgets, they are also status products, lifestyle, identity and technology products. The high rate of innovation, continuous product release and high competition in the brand market demand advanced virtual marketing techniques to attract the attention of the consumers and generate sales. Influencer endorsements, social media campaigns and personalization based on the data have become a component of smartphone retailing and significantly affect consumer perception and purchase intention (Grewal *et al.*, 2020; Patil *et al.*, 2024). These techniques particularly are very useful in generating urgency and emotional appeal, which are major determinants of impulse buying behaviour.

The virtual marketing is also more relevant in Qatar due to the high digital connectivity of the country, the prevalence of smartphones, and the developing e-commerce environment. Qatar consumers are becoming more vulnerable to marketing stimuli that can instigate impulsive buying behaviour by being exposed to digital marketing content on various platforms. However, in this area, the scarcity of empirical research that examines the influences virtual selling stratagems on impulse buying behaviour in the smartphone retailing market is also a scarcity. The available literature has mostly considered the larger group of electronic products or the overall online shopping behaviour, which neglects the specifics of smartphone usage and the socio-economic background of Qatar (Dwivedi *et al.*, 2021; Grewal *et al.*, 2020).

This work focuses at identifying and analysing the major virtual marketing strategies used by smartphone retailers in Qatar and how consumer impulse buying behaviour is affected. This work will deliver sensitive results on the role of virtual marketing strategies in consumer behaviour by targeting a particular category of products and a unique geographic setting. Hopefully, the results will add to the theoretical accepting the purchaser behaviour and the literature of digital marketing as well as give practical implications on the practitioners who might be interested in the maximisation of virtual marketing strategies to enhance consumer interaction and stimulate impulse buying in smartphone retailing.

## **2. Literature Review**

The development of virtual marketing has become one of the leading methods of modern retailing and is conditioned by the blistering progress of digital technologies and the emergence of online customer interaction. It is the utilization of digital channels like social media, influencer networks, personalized recommendation systems and targeted online advertising to produce interactive and customer-focused marketing communication (Chaffey and Ellis-Chadwick, 2019; Camilleri, 2020). The advancement of virtual marketing has helped companies to produce personalized content and real-time interaction, thus improving the usefulness of marketing approaches. The marketing of social media and influencer promotion are the essential elements in the formation of consumer perception, whereas personalization and algorithm-based recommendations contribute to the increased relevance of marketing messages and decision-making towards purchases (Sijabat *et al.*, 2022; Saima and Khan, 2020).

The consumer instinct purchasing behaviour is an established theory in marketing literature, which is an unplanned and impulsive buying behaviour caused by emotional and situational causes instead of rational consideration (Huang, 2016; Sohn and Ko, 2021). The common reasons behind this behaviour are psychological stimuli such as excitement, urgency, and the feeling of scarcity, which are usually driven by marketing

communications such as limited time offers and promotional discounts (Wu *et al.*, 2021). These stimuli are enhanced in the digital space as a result of constant bombardment with persuasive messages and, in this scenario, consumers become more vulnerable to impulse buying. Due to this, impulse buying has risen even more in the online and digitally mediated retailing situations.

The relationship between impulse buying behaviour and virtual marketing has gained considerable attention and the digital platforms provide marketers with immense capabilities of influencing the behaviour of consumers. The research shows that social media interaction, influencer marketing and personalised advertising are observed to enhance the level of emotional involvement of the consumer and reduce the cognitive decision-making that augments the likelihood of impulse buying (Setyani *et al.*, 2019; Yang *et al.*, 2024). Furthermore, the implementation of these practises to the online shopping environment creates the experience of immersive and seamless shopping that enables unplanned purchasing behaviour (Grewal *et al.*, 2020). The results show that consumer behaviour in the modern retail world depends on virtual marketing.

The smartphone retail business can be used as a very appropriate example in terms of the analysis of these dynamics since it is a highly competitive and extremely innovative business. Smartphones represent not only practical products but symbolic products that relate to lifestyle and identity, and the process of consumer decision-making is both rational and emotional (Grewal *et al.*, 2020). The consumers are resorting to using digital tools, including social media, online review sites, and online stores to access information and make buying decisions. Specific ads, influencer marketing, and promotion offers might be deemed especially effective in this sector since they provide relevant stimuli in time, which can trigger impulse buying behaviour (Lemon and Verhoef, 2016).

Virtual marketing and impulse buying are becoming important, but there is limited empirical evidence on smartphone retailing in a developing economy like Qatar. The literature has focused mostly on general electronic products or in a wider digital marketing environment, thus not considering product and geographical differences in consumer behaviour (Dwivedi *et al.*, 2021; Grewal *et al.*, 2020). Since Qatar has a large rate of internet penetration and digitally connected consumer base, it becomes important to find out in what way virtual marketing stratagems influence the impulse buying performance in the particular setting. The current research is set to fill this gap by investigating the influence of virtual marketing strategies on the consumer impulse buying behaviour in smartphone retailing in Qatar, thus enhancing the development of the theory and practical marketing practice.

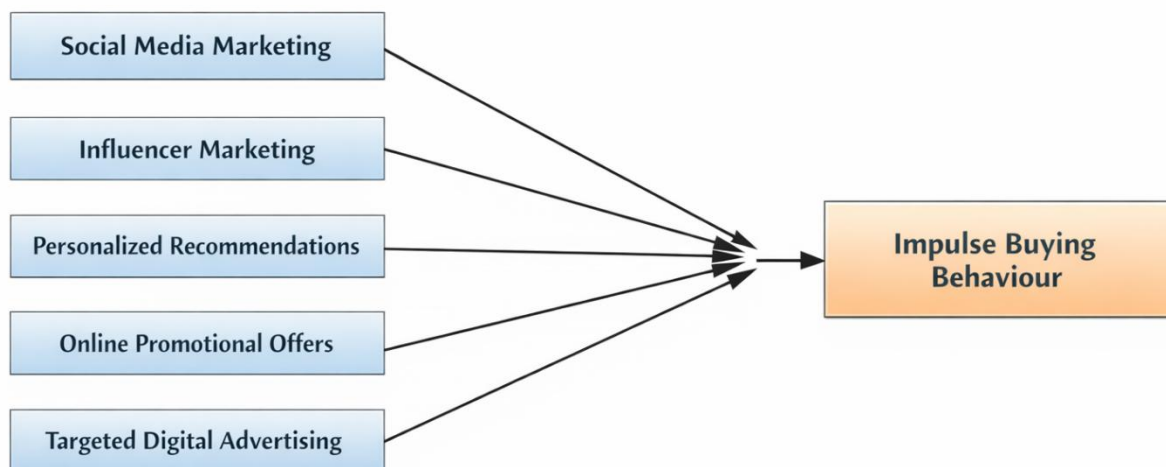
### **3. Conceptual Framework and Hypotheses Development**

#### **3.1 Conceptual Model**

The significance of virtual marketing in modern retail setting has increased academic interest in the explanation of its impact on consumer behaviour. Virtual marketing helps concerns to intermingle with customers in a personalized and interactive way, which is data-driven, and this type of interaction can affect both cognitive and emotional reactions that motivate buying behaviour (Chaffey and Ellis-Chadwick, 2019; Dwivedi *et al.*, 2021). These strategies are very important in digital retailing especially smartphone retailing where they influence consumer experiences and stimulate unplanned purchase behaviour.

The virtual marketing strategies are conceptualized in this study as a multidimensional independent variable that includes the following: social media marketing, influencer marketing, personalized recommendation, online promotional offers and targeted digital advertising. These factors are major processes by which companies establish interaction and evoke consumer reactions. Impulse buying behaviour is the dependent variable, which denotes spontaneous and unplanned buying behaviour, which is caused by external stimuli and emotional arousal (Rook, 1987; Verplanken and Herabadi, 2001). The hypothesis is that these dimensions of virtual marketing have a direct influence on impulse purchasing behaviour of customers when selling smartphones.

Figure 1: Conceptual Framework of Virtual Marketing Strategies and Impulse Buying Behaviour



### 3.2 Hypotheses Development

The virtual marketing strategies have been well known as the important determinants of consumer behaviour in online settings. Social media marketing is one of them, as it allows interacting in real-time, creating user-generated content and engaging with the brand, which can lead to emotional reactions and impulsive buying (Kaplan and Haenlein, 2010). The constant exposure to interesting information on social media networks makes the consumer more vulnerable to impulse purchases.

The virtual marketing strategies have been well known as the important determinants of consumer behaviour in online settings. Social media marketing is one of them, as it allows interacting in real-time, creating user-generated content, and engaging with the brand, which can lead to emotional reactions and impulsive buying (Kaplan and Haenlein, 2010). The constant exposure to interesting information on social media networks makes the consumer more vulnerable to impulse purchases.

Promotional offers such as discounts, flash sales, and special offers are good stimuli, and they will make a wisdom of earnestness and scarceness, which are essential psychological stimuli of instinct purchasing behaviour (Kathuria and Bakshi, 2024). These practices promote consumers to make decisions without a lot of consideration. Also, the application of targeted digital advertising increases the effectiveness of the marketing process by providing individual messages according to the preference of consumers and browsing behaviour, making them more relevant and emotional (Grewal *et al.*, 2020).

Following the theoretical and empirical findings mentioned above, the hypotheses are as follows:

**H1:** The social media marketing has a positive influence on the impulse purchasing manners.

**H2:** Influencer marketing has a positive effect on impulse buying manners.

**H3:** Individualized recommendation has a positive influence on impulse purchasing manners.

**H4:** Online promotional offers have positive influence on impulse purchasing manners.

**H5:** The targeted digital advertising has a positive influence on impulse purchasing manners.

## 4. Research Methodology

### 4.1 Research Design

The current research strategy is quantifiable research, which will help to explore the influence of virtual marketing approaches on customer impulse buying manners in smartphone retailing. Marketing research heavily

relies on quantitative research to confirm or refute hypotheses and determine the relationship between variables by performing statistical analysis (Hair *et al.*, 2019). The objective and systematic quality of this methodology allows gathering quantifiable information and draws general conclusions. Since the current study aims at analysing the correlation amongst various free variables and one dependent variable, it is reasonable to assume that a quantitative design is suitable and aligns with the previous research conducted in the domain of consumer behaviour and digital marketing (Ramay and Zia-ur-Rehman, 2023).

#### **4.2 Population and Sampling**

The proposed study population will include smartphone users in Qatar as they are individuals who come into contact with virtual marketing techniques in the retail space.

The absenteeism of the complete specimen frame and technical problems in the data collection procedure, the non-probability convenience sampling technique is adopted. This is a frequent method of conducting research in consumer behaviour studies where the respondents are chosen depending on their availability and willingness to be involved (Mulder and De Bruijne, 2019).

The sample size will be defined according to the requirements of the multivariate analysis (statistically). As stated by Hair *et al.*, (2019), the least sample size of 150-300 respondents is regarded as sufficient to make regression or Structural Equation Modelling (SEM) reliable and valid. To this end, the current research used 500 respondents, which is adequate as per the recommended minimum and can be used to conduct a strong statistical analysis.

#### **4.3 Data Collection Method**

The organized questionnaire is utilised to gather primary data of the study as one of the most popular tools of quantitative research to achieve standardized responses (Malhotra, 2020). The questionnaire will be structured in a way that it will collect the perception of the respondents towards virtual marketing strategies and impulse buying behaviour towards smart phone retailing.

All items are measured by using a 5-point Likert scale (1- 5; Strongly Disagree to Strongly Agree). Likert scales are efficient in measuring attitudes, perceptions, and behavioural inclinations; thus, they can be used to study consumer behaviour (Joshi *et al.*, 2015). The questionnaire is presented online to provide a greater scope and convenience to the respondent.

#### **4.4 Measurement of Variables**

The virtual marketing strategies are a multidimensional construct that is measured in the study as:

- Social media marketing
- Influencer marketing
- Personalized recommendations
- Promotional offers on the internet.
- Personalized online marketing.

Each dimension is operationalized using multiple items adapted from established literature to confirm content validity (Dwivedi *et al.*, 2021; Lemon & Verhoef, 2016).

Impulse buying behaviour is the dependent variable that is measured with the help of the validated scales that determine the propensity of consumers toward impulsive and unintended purchases (Bellini *et al.*, 2017; Aiolfi *et al.*, 2022). A Likert scale is used to ensure consistency in all items. Each construct measurement item was based on the existing works, as exposed in Table 1.

Table 1: Measurement Scale of Variables and Sources

Variable	Dimension	No. of Items	Source
Virtual Marketing Strategies	Social Media Marketing	4	Kaplan & Haenlein (2010)
	Influencer Marketing	4	Dwivedi <i>et al.</i> , (2021)
	Personalized Recommendations	4	Lemon & Verhoef (2016)
	Online Promotional Offers	4	Sharma <i>et al.</i> , (2010)
	Targeted Digital Advertising	4	Grewal <i>et al.</i> , (2020)
Impulse Purchasing Behaviour	Impulse Purchasing Behaviour	5	Rook (1987); Verplanken & Herabadi (2001)

#### 4.5 Data Analysis Techniques

The data gathered are processed with the help of the statistical approaches to assess the hypotheses proposed and study the dependence between variables. First, the descriptive statistics summarize the features of the respondents and give an idea about the data.

Cronbachs alpha is used to perform reliability analysis to determine inner steadiness of extent scales; a value above 0.70 is acceptable (Adamson and Prion, 2013). Correlation examination is subsequently done in an endeavour to study the way and the power of the connection among variables.

To test the hypotheses, the numerous regression examinations are applied to determine the effect of each dimension of virtual marketing strategies on impulse buying behaviour. Also, Structural Equation Modelling (SEM) can be employed to test the conceptual framework and model fit (Hair *et al.*, 2019). The techniques will afford a widespread and strict examination of the planned relationships.

### 5. Results and Analysis

#### 5.1 Demographic Profile of Respondents

Demographic features of the respondents are valuable information on the sample structure and facilitate the extrapolation of the research results. The variables that will be included in the analysis are age, gender, income and occupation of smartphone consumers in Qatar. The results indicate that the sample comprises a diverse group of respondents across demographic categories, ensuring balanced representation of consumer segments.

Table 2: Respondents' Demographic Profile

Variable	Category	Frequency (n=500)	Percentage (%)
Age	18–25	120	24.0
	26–35	190	38.0
	36–45	110	22.0
	Above 45	80	16.0
Gender	Male	280	56.0
	Female	220	44.0
Incomea(QAR)	Below 5,000	100	20.0

	5,000 to 10,000	180	36.0
	10,001 to 15,000	130	26.0
	Above 15,000	90	18.0
Occupation	Student	140	28.0
	Employed	260	52.0
	Self-employed	60	12.0
	Others	40	8.0

Respondents between 26 and 35 years are the largest group followed by 18-25 age. This shows that younger consumers constitute a considerable part of the sample and have more interactions with digital platforms and are more exposed to virtual marketing strategies. Consequently, this group tends to be more prone to impulse buying behaviour and hence very useful in the study.

The sample is quite balanced in the gender aspect with a slight majority of male respondents. Such balance boosts the validity of the results, where the findings depict the impulse purchasing performance in both male and female customers with no major bias.

The income distribution shows that a large percentage of the respondents are classified under the middle-income group. This indicates that, moderate-income consumers are currently in the process of smartphone buying and will probably be affected by the price point, promotional activities, and online marketing campaigns, which could lead to impulse buying behaviour. With respect to occupation, most of the respondents are working people and then students. This points out that the major consumer in the smartphone market is made up of working professionals and digitally active young people. These population groups tend to have more contacts with virtual marketing platforms and hence become more vulnerable to impulse buying.

In general, the demographic situation shows that the sample is suitable to the study, as it reflects a digitally connected, economically active population that is highly pertinent to explore the impact of virtual marketing strategies on impulse purchasing behaviour in smartphone retailing.

### **5.2 Descriptive Analysis**

The eloquent statistics are utilised to explain the chief tendency and dispersion of the variables in the study to give a picture of how respondents perceive the virtual marketing strategies and their impulse buying behaviour. The standard deviation is a quantity of the variability of the responses of the participants and the mean values show the average level of agreement.

**Table 3: Descriptive Statistics of Study Variables**

<b>Variable</b>	<b>Mean</b>	<b>Standard Deviation</b>
Social Media Marketing	3.98	0.72
Influencer Marketing	3.85	0.75
Personalized Recommendations	4.10	0.68
Online Promotional Offers	4.05	0.70
Targeted Digital Advertising	3.90	0.73
Impulse Buying Behaviour	3.95	0.71

The findings show that the respondents answer the statements on virtual marketing strategies moderately to highly and this implies that they are highly exposed and active in digital marketing practises. The highest mean is associated with personalised recommendations (Mean = 4.10) and online promotional offers (Mean = 4.05), which means that these methods are perceived by the respondents as the ones with a considerable influence on their buying choices.

The highest mean is associated with personalised recommendations (Mean = 4.10) and online promotional offers (Mean = 4.05), which means that these methods are perceived by the respondents as the ones with a considerable influence on their buying choices.

Social media marketing and targeted digital advertising also have relatively high mean scores, which can be attributed to the fact that digital platforms are very important in reaching the consumers and making them act in a specific way. Influencer marketing is the most acceptable compared to slightly less, which explains why it can be applied to consumer perceptions and purchasing intentions.

Moreover, the average of the impulse buying behaviour (Mean = 3.95) indicates that the respondents are more likely to make impulse buying choices, especially when retailing smartphones. The standard deviation among all variables is rather small, which indicates that there is consistency in the responses and consumer perceptions of virtual marketing strategies and impulse buying behaviour are quite similar. By and large, the descriptive analysis affirms that consumers are quite familiar with virtual marketing strategies and they are influential in the determination of their impulse purchasing performance.

### **5.3 Reliability and Validity Analysis**

Reliability examination is executed to find the internal consistency of the extent scales with the help of Cronbachs alpha. The findings reveal that Cronbach’s alpha of all constructs is larger than 0.70, the suggested threshold, which proves the reliability and internal consistency of measuring instruments (Izah *et al.*, 2023). This implies that the scale items that have been employed to gauge each construct are stable and can be used to analyse it further.

**Table 4: Reliability Analysis (Cronbach’s Alpha Values)**

<b>Description</b>	<b>Numbers</b>	<b>Cronbach’s Alpha</b>
Social Media Marketing	Four	0.82
Influencer Marketing	Four	0.80
Personalized Recommendations	Four	0.85
Online Promotional Offers	Four	0.83
Targeted Digital Advertising	Four	0.81
Impulse Buying Behaviour	Five	0.86

Factor analysis and item loadings are used to determine construct validity. The findings have shown that all the factor loadings are above the suitable level of 0.60 is indicative of that the measurement items are suitable to represent their respective constructs (Hair *et al.*, 2019). This establishes the convergent validity of the constructs applied in the research.

Moreover, factor loading consistency and lack of significant cross-loadings reveal that the variables have satisfactory discriminant validity. The findings specify that the dimension model is consistent and valid and thus it can be used in further statistical tests such as connection and regression tests.

5.4 Correlation Analysis

Correlation analysis will be done to analyse the power and way of the connections among virtual marketing strategies and consumer impulse buying behaviour. The level of correlation amongst the variables of the work is determined using Pearson correlation coefficients. The findings imply that there is a positive and noteworthy correlation between all the independent variables and impulse purchasing behaviour, that is, the higher the exposure of the consumer to virtual marketing strategies the higher the chances of making spontaneous decisions to purchase the product.

Table 5: Correlation Matrix

Variables	SMM	IM	PR	OPO	TDA	IBB
Social Media Marketing (SMM)	1					
Influencer Marketing (IM)	0.62**	1				
Personalized Recommendations (PR)	0.65**	0.60**	1			
Online Promotional Offers (OPO)	0.58**	0.55**	0.63**	1		
Targeted Digital Advertising (TDA)	0.60**	0.57**	0.61**	0.59**	1	
Impulse Buying Behaviour (IBB)	0.68**	0.64**	0.70**	0.66**	0.67**	1

Note: p less than 0.01 (2-tailed)

The correlation outcomes indicate that impulse buying behaviour is statistically and positively correlated with all the dimensions of virtual marketing. The strongest connection with impulse buying behaviour is observed with personalized recommendations ( $r = 0.70$ ), social media marketing ( $r = 0.68$ ), and targeted digital advertising ( $r = 0.67$ ). It means that individualized, interactive marketing approaches are especially efficient to make the spontaneous buying choices. There is also a sturdy positive association amongst influencer marketing and online promotional offers, which underscores their importance in determining consumer behaviour in terms of trust, persuasion, and urgency. The inter correlations between the independent variables are also moderate indicating that the constructs are correlated; however, they are not multicollinear.

On balance, the results prove that virtual marketing strategies are strongly linked to impulse buying behaviour, which proves the proposed conceptual relationships and the necessity to test the hypotheses with the help of regression analysis.

5.5 Hypothesis Testing

To verify the hypotheses, the multiple regression analysis will be done to determine the effect of virtual selling stratagems on customer impulse purchasing behaviour. Social media marketing, influencer marketing, personalized recommendations, online promotional offers and targeted digital advertising are the independent variables whereas impulse purchasing behaviour is the dependent variable.

Table 6: Regression Analysis

Description	Beta ( $\beta$ )	t-value	p-value	Result
Social Media Marketing	0.28	4.85	0.000	Supported (H1)
Influencer Marketing	0.21	3.92	0.000	Supported (H2)
Personalized Recommendations	0.32	5.40	0.000	Supported (H3)
Online Promotional Offers	0.24	4.10	0.000	Supported (H4)
Targeted Digital Advertising	0.23	4.25	0.000	Supported (H5)

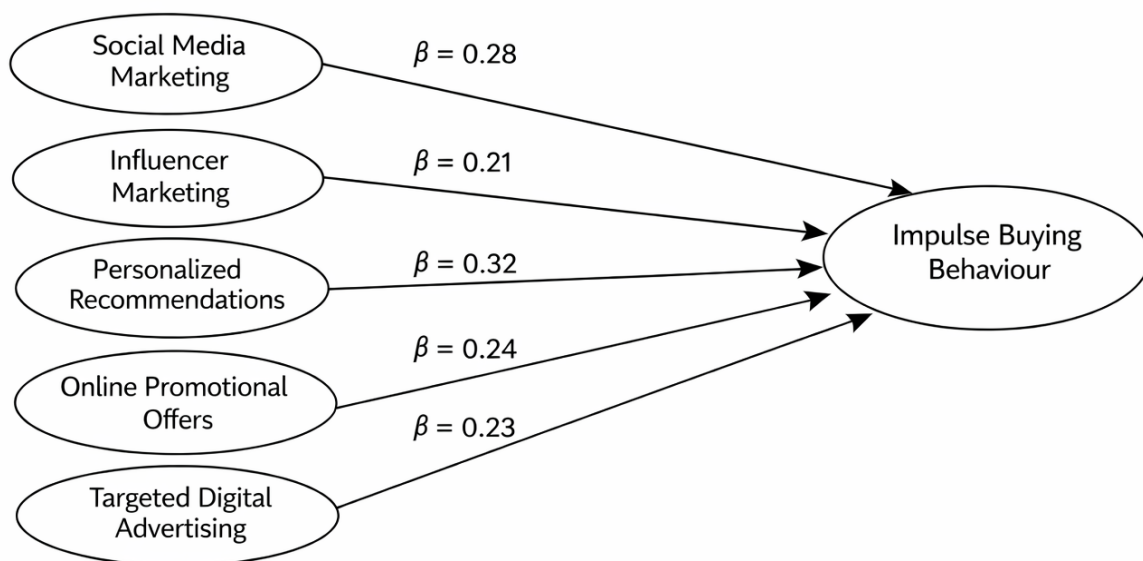
The regression outcome shows that the five dimensions of the virtual marketing strategies possess a positive and statistically noteworthy influence on the impulse purchasing behaviour with all the  $p < 0.05$  threshold. This supports the fact that virtual marketing strategies are good predictors of consumer impulse buying behaviour in smartphone retailing.

Personalized recommendations ( $\beta = 0.32$ ) are the most influential and the social media marketing ( $\beta = 0.28$ ) follows. This indicates that the personalized and interactive marketing strategies are especially useful in shaping the impulse purchasing behaviour of customers. The role of urgency and relevance in marketing communication is also reflected in online promotional offers and targeted digital advertising that are also proving to be very effective. Although its magnitude is a bit less, influencer marketing has a significant and statistically significant effect.

The independent variables are highly explanatory as the model accounts about 64 percent of the variance ( $R^2 = 0.64$ ) in impulse buying behaviour. The complete model is noteworthy, as shown by the F-value, which proves its appropriateness to test the hypothesis.

(H1-H5) hypotheses are accepted and it is proved that virtual marketing strategies are important in influencing consumer impulse buying behaviour. These results highlight the significance of digital interaction, personalization and promotional practices in the process of influencing consumer decision-making in smartphone retailing.

Figure 2: Structural Equation Model Results



$$\chi^2 = 124.56, p < 0.001; CFI = 0.95; RMSEA = 0.048$$

## 6. Discussion

### 6.1 Interpretation of Results

The findings of the study offer good empirical evidence for the aim of the study, which is to investigate the role of virtual selling strategies on consumer impulse buying behaviour in smartphone retailing in Qatar. These findings demonstrate that the entire aspect of virtual marketing, social media marketing, influencer marketing, personalized recommendations, online promotional offers and targeted digital advertising impact on instinct purchasing performance in a significant positive manner. The results indicate that virtual marketing techniques

are useful in arousing impulse buying behaviour by increasing consumer involvement and lessening cognitive thinking.

Social media marketing and personalized recommendations are the factors that are identified as the most influential determinants of the impulse purchasing performance. This is due to their capacity to provide interactive and customized content that appeals to the preference and emotional conditions of the consumers. These findings are consistent with the concept that live communication and one-on-one communication cause consumers to be more receptive and stimulate impulsive behaviour (Lemon and Verhoef, 2016). In line with this, the large impact of influencer marketing demonstrates the relevance of trust and social proof in the consumer behaviour, particularly in the online environment where consumers rely on peer and influencer reviews (Dwivedi *et al.*, 2021).

Online promotional offers and targeted digital advertising also strongly influence impulse buying behaviour, reinforcing the importance of urgency, scarcity and relevance in marketing communication. These strategies create a sense of immediacy and encourage quick decision-making, which are key characteristics of impulse buying (Kathuria & Bakshi, 2024). Overall, the results confirm that virtual marketing strategies play a critical role in shaping consumer behaviour in smartphone retailing, thereby fulfilling the study's primary objective.

## **6.2 Comparison with Previous Studies**

The findings of the present study are in agreement with the previous studies, which emphasize the high influence of digital and virtual marketing strategies on consumer impulse buying behaviour. As an example, Kaplan and Haenlein (2010) highlight the contribution of the social media sites in shaping consumer interactions and consumer decision making which justifies the positive correlation found amongst social media marketing and impulse purchasing behaviour. On the same note, Dwivedi *et al.*, (2021) recognize influencer marketing as a primary force of consumer behaviour in online platforms, which is consistent with the current study results.

Lemon and Verhoef (2016) also support the effect of personalized recommendations, which is reported in this study and state that a personalized customer experience can foster engagement and boost the chances of making a purchase decision. Further, the promotional strategies have the same influence on the initiation of impulse purchasing performance as the findings of Liao *et al.*, (2009), who highlight the importance of urgency and scarcity in the authority of influencing impulse buying.

Nevertheless, the research will further expand the body of work that has examined smartphone retailing in the Qatari context, which has been rather under-researched. Although prior research has been done on the general online retail or electronic goods, the current study has given more detailed findings on the consumer behaviour concerning the specific products and the impact of the virtual marketing in a digitally developed emerging market. This contextual contribution improves the relevance and applicability of the findings.

## **6.3 Theoretical Implications**

The research contributes to the consumer behaviour and marketing theory in a number of ways. First, it broadens the insights on the impulse buying behaviour by placing several dimensions of virtual marketing within a single conceptual framework. The research provides a more inclusive understanding of the influence of digital stimuli on the consumer decision-making process through demonstrating that different virtual marketing strategies have a compounding impact on the impulse buying behaviour.

Second, the findings enhance to the current research on digital and virtual marketing since it empirically demonstrates that interactive, personalised and data-driven approaches are applicable in influencing consumer behaviour. The current work supports the theoretical perspective that consumers online markets are increasingly making more emotional and experiential decisions rather than decisions rooted in rationality (Islam *et al.*, 2024; Li *et al.*, 2012).

Lastly, the research offers a context-oriented contribution as it analyses these associations in the smartphone retailing business in Qatar. This adds to the dearth of purchaser behaviour studies in the new markets

and the necessity of having regional and product specific dimensions in marketing research. In general, the research contributes to the theoretical knowledge by connecting virtual marketing strategies to impulse buying behaviour in a holistic empirically tested framework.

### **7. Managerial Implications**

The findings of this research offer valuable managerial inferences to smartphone retailers and marketers in Qatar in the use of virtual marketing strategies to increase consumer engagement and stimulate impulse buying behaviour. With a growing digital retail landscape, companies should consider using data-driven and consumer-focused strategies to stay competitive. The retailers of smartphones must focus on the social media marketing to develop interactive and engaging content that draws the attention of the consumers and inspires them to buy the products on the spur of the moment. Consumer trust and emotional involvement can be improved through visual appeal content, live promotions and user generated reviews.

The paper also brings out the significance of personalization where retailers can use data analytics and artificial intelligence to provide personal product suggestions depending on consumer preferences and behaviour. Individualized communication makes the communication more relevant and less demanding on decisions, which increases the tendency to make impulse purchases. The brand credibility and visibility can also be enhanced through influencer marketing because trusted personalities can be used to influence the decision-making of consumers. Also, the retailers are supposed to develop effective promotional mechanisms, including limited time offers and flash sales, which would develop urgency and trigger immediate buying behaviour.

In addition, targeted digital advertising can allow companies to send personalized messages to certain groups of consumers, enhancing the effectiveness of marketing and the conversion rates. Retargeting techniques can also be used to motivate the consumer to make a purchase. Lastly, an omnichannel strategy incorporating both online and offline customer experience can improve customer engagement and offer numerous channels of influence over purchase behaviour.

As a whole, this paper highlights that efficient application of the virtual marketing concepts, especially the social media, individualization, and targeted offers, may contribute greatly to the improvement of impulse buying behaviour and give a competitive edge in selling smartphones.

### **8. Conclusion**

This paper has discussed how virtual marketing techniques affect consumer impulse purchasing performance in smartphone retailing in Qatar. The results indicate that virtual marketing approaches like social media marketing, influencer marketing, personalised recommendations, online promotional offerings and targeted digital advertising have a positive and noteworthy influence on impulse purchasing behaviour. The results indicate that the respondents respond moderately to highly to the statements on virtual marketing strategies, and this means that they are highly exposed and engaged in digital marketing activities. The highest mean is associated with personalised recommendations (Mean = 4.10) and online promotional offers (Mean = 4.05), which means that these methods are perceived by the respondents as the ones with a considerable influence on their buying choices.

Social media marketing and targeted digital advertising also have relatively high mean scores, which can be attributed to the fact that digital platforms are very important in reaching the consumers and making them act in a specific way. Influencer marketing is the most acceptable compared to slightly less, which explains why it can be applied to consumer perceptions and purchasing intentions.

These findings are consistent with the concept that live communication and one-on-one communication cause consumers to be more receptive and stimulate impulsive behaviour (Lemon and Verhoef, 2016). In line with this, the large impact of influencer marketing demonstrates the relevance of trust and social proof in the consumer

behaviour, particularly in the online environment where consumers rely on peer and influencer reviews (Dwivedi *et al.*, 2021).

Further, the promotional strategies have the same influence on the initiation of impulse purchasing performance as the findings of Liao *et al.*, (2009), who highlight the importance of urgency and scarcity in the authority of influencing impulse buying.

The research provides an extra complete understanding of the influence of digital stimuli on the consumer decision-making process through demonstrating that different virtual marketing strategies have a compounding influence on the impulse purchasing performance.

Second, the findings contribute to the current body of knowledge on digital and virtual marketing because it empirically proves the relevance of interactive, personalised and data-driven strategies in shaping consumer behaviour. The current work supports the theoretical perspective that consumers online markets are increasingly making more emotional and experiential decisions rather than decisions rooted in rationality (Islam *et al.*, 2024; Li *et al.*, 2012).

This enhances to the dearth of purchaser behaviour studies in the new markets and the necessity of having regional and product specific dimensions in marketing research. Among them, interactive and personalised approaches were singled out as the most effective in the process of stimulating spontaneous purchasing decisions. The research is valuable to the literature because it offers a specialist insight into the effect of virtual selling approaches on impulse buying performance of a given product and area. It is also imparting valuable lessons to the smartphone retailers to enhance consumer engagement through personal communication, engagement on social media, and good promotional strategies.

Overall, the research shows that virtual marketing is gaining momentum in determining consumer behaviour in Internet shops. The ability of retailers to utilize these strategies well can help them to improve customer interaction and maximize on the effect of impulse buying in a competitive market such as Qatar.

## **9. References**

- [1] Adamson, K. A., & Prion, S. (2013). Reliability: measuring internal consistency using Cronbach's  $\alpha$ . *Clinical simulation in Nursing*, 9(5), e179-e180.
- [2] Aiolfi, S., Bellini, S., & Grandi, B. (2022). Using mobile while shopping in-store: a new model of impulse-buying behaviour. *Journal of Consumer Marketing*, 39(5), 432-444.
- [3] Balamurugan, M. (2024). AI-driven adaptive content marketing: Automating strategy adjustments for enhanced consumer engagement. *International Journal for Multidisciplinary Research*, 6(5), 27940.
- [4] Bellini, S., Cardinali, M. G., & Grandi, B. (2017). A structural equation model of impulse buying behaviour in grocery retailing. *Journal of Retailing and Consumer Services*, 36, 164-171.
- [5] Camilleri, M. A. (2020). The use of data-driven technologies for customer-centric marketing. *International journal of big data management*, 1(1), 50-63.
- [6] Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing*. Pearson uk.
- [7] Chaudhary, R., Jain, S., Gupta, R., & Aggarwal, V. (2025). Understanding the psychology of impulse buying in e-commerce: A behavioural review. *Journal of Marketing & Social Research*, 2, 102-113.
- [8] Chen, J. V., Ha, Q. A., & Vu, M. T. (2023). The influences of virtual reality shopping characteristics on consumers' impulse buying behaviour. *International Journal of Human-Computer Interaction*, 39(17), 3473-3491.
- [9] Daoud, M. K., Al-Qeed, M., Ahmad, A. Y. B., & Al-Gasawneh, J. A. (2023). Mobile marketing: Exploring the efficacy of user-centric strategies for enhanced consumer engagement and conversion rates. *International Journal of Membrane Science and Technology*, 10(2), 1252-1262.
- [10] Dwivedi, Y. K., Hughes, L., Ismagilova, E., Aarts, G., Coombs, C., Crick, T., ... & Williams, M. D. (2021). Artificial Intelligence (AI): Multidisciplinary perspectives on emerging challenges, opportunities, and agenda for research, practice and policy. *International journal of information management*, 57, 101994.

- [11] Grewal, D., Hulland, J., Kopalle, P. K., & Karahanna, E. (2020). The future of technology and marketing: A multidisciplinary perspective. *Journal of the Academy of Marketing Science*, 48(1), 1-8.
- [12] Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European business review*, 31(1), 2-24.
- [13] Huang, L. T. (2016). Exploring utilitarian and hedonic antecedents for adopting information from a recommendation agent and unplanned purchase behaviour. *New Review of Hypermedia and Multimedia*, 22(1-2), 139-165.
- [14] Islam, M. S., Ali, M., & Azizzadeh, F. (2024). Consumer decision-making processes in digital environments A psychological perspective. *Applied Psychology Research*, 3(1), 1362-1362.
- [15] Izah, S. C., Sylva, L., & Hait, M. (2023). Cronbach's alpha: A cornerstone in ensuring reliability and validity in environmental health assessment. *ES Energy and Environment*, 23, 1057.
- [16] Joshi, A., Kale, S., Chandel, S., & Pal, D. K. (2015). Likert scale: Explored and explained. *British journal of applied science & technology*, 7(4), 396-403.
- [17] Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business horizons*, 53(1), 59-68.
- [18] Kathuria, A., & Bakshi, A. (2024). Influence of promotional factors on online impulse buying: exploring the mediating role of impulse buying tendency. *Current Psychology*, 43(44), 34035-34051.
- [19] Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of marketing*, 80(6), 69-96.
- [20] Li, M., Dong, Z. Y., & Chen, X. (2012). Factors influencing consumption experience of mobile commerce: A study from experiential view. *Internet Research*, 22(2), 120-141.
- [21] Liao, S. L., Shen, Y. C., & Chu, C. H. (2009). The effects of sales promotion strategy, product appeal and consumer traits on reminder impulse buying behaviour. *International Journal of Consumer Studies*, 33(3), 274-284.
- [22] Mulder, J., & De Bruijne, M. (2019). Willingness of online respondents to participate in alternative modes of data collection. *Survey Practice*, 12(1).
- [23] Patil, R., Shivashankar, K., Porapur, S. M., & Kagawade, S. (2024). The role of ai-driven social media marketing in shaping consumer purchasing behaviour: An empirical analysis of personalization, predictive analytics, and engagement. In *ITM web of conferences* (Vol. 68, p. 01032). EDP Sciences.
- [24] Rai, N., & Pandey, A. C. (2025). The impact of digital atmospheric cues on e-impulsive buying: Exploring the role of task, aesthetic, and social cues.
- [25] Ramay, M. I., & Zia-ur-Rehman, M. (2023). Dynamics of digital marketing and consumer buying behaviour: a quantitative analysis. *Journal of Development and Social Sciences*, 4(2), 301-315.
- [26] Saima, & Khan, M. A. (2020). Effect of social media influencer marketing on consumers' purchase intention and the mediating role of credibility. *Journal of promotion management*, 27(4), 503-523.
- [27] Semenda, O., Sokolova, Y., Korovina, O., Bratko, O., & Polishchuk, I. (2024). Using social media analysis to improve E-commerce marketing strategies. *International Review of Management and Marketing*, 14(4), 61-71.
- [28] Setyani, V., Zhu, Y. Q., Hidayanto, A. N., Sandhyaduhita, P. I., & Hsiao, B. (2019). Exploring the psychological mechanisms from personalized advertisements to urge to buy impulsively on social media. *International Journal of Information Management*, 48, 96-107.
- [29] Sijabat, L., Rantung, D. I., & Mandagi, D. W. (2022). The role of social media influencers in shaping customer brand engagement and brand perception. *Journal Management Bisnis*, 9(2), 280-288.
- [30] 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.
- [31] Wu, Y., Xin, L., Li, D., Yu, J., & Guo, J. (2021). How does scarcity promotion lead to impulse purchase in the online market? A field experiment. *Information & Management*, 58(1), 103283.
- [32] Yang, P., Sheng, H., Yang, C., & Feng, Y. (2024). How social media promotes impulsive buying: examining the role of customer inspiration. *Industrial Management & Data Systems*, 124(2), 698-723.