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**FUTURE OF MARKETING INTENT TO ACTION:
INVESTIGATING CONSUMER'S ONLINE & OFFLINE BUYING
PATTERNS, ILFORD UK** **Muhammad Zohaib ^(a) Muhammad Ismail ^(b) Ambreen Zaineb ^(c) Muhammad Yasir Tahir ^(d) Fariha Tazin ^(e)**^(a) Lecturer, Superior Group of Colleges, Pakistan, Institute of Southern Punjab, Pakistan; E-mail: muhammadzohaib7481@gmail.com^(b) Adjunct Faculty, Member of the Project and Operation Management Department, The Islamia University of Bahawalpur, Pakistan; E-mail: ismaillehari14@gmail.com^(c) Assistant Professor, Department of Business Administration & Economics, Grand Asian University, Pakistan; E-mail: muhammadyasirtahir@gmail.com^(d) Ph.D. Scholar, Department of commerce, Bahauddin Zakriya University, Pakistan; E-mail: azizahkamila787@gmail.com^(e) Assistant Professor, Department of Business Administration, The Millennium University, Bangladesh; E-mail: farihatazin@gmail.com**ARTICLE INFO****Article History:**Received: 30th October 2024Reviewed & Revised: 30th October 2024
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double-masked method.**ABSTRACT**

The complicated retail environment brought forth by the growing confluence of online and offline channels calls for a better comprehension of customer impulse buying patterns. The tendency of the consumers for unplanned and spontaneous shopping was the core purpose of finding out through this study, from the United Kingdom consumer's perspective. To dig-out the propensity of the consumers towards online and offline buying habits and planning. This study is based on a qualitative approach by using 'desk methodology' We've collected 146 articles/studies via web browsing, and selected core 44 article's (secondary data), which enhances understanding of the consumer's impulsive buying decisions specifically in Ilford., a suburban field, in East London. This study uses thematic analysis to shine a light on the dynamics of impulse purchases differently in online and offline contexts due to, among other factors, sensory experience for groceries but not fashion vs. convenience. Results showed that happy consumers are more inclined to make spontaneous purchases. While offline impulse purchases are tied to sensory and in-store elements. Ilford (UK) based consumers are very conscious about their time and desired products. They spend their time only on those buyings which are very essential in their daily routine. For the rest of things, they preferred to buy online. The major findings of this study exhibit that channel-specific strategies are crucial for businesses since consumers' impulse buying habits differ in online and offline settings and demonstrate that retailers to shift their marketing strategies to account for the distinct features of every channel.

© 2024 by the authors. Licensee Marketing Research Innovation Society, USA. This article is an open-access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<http://creativecommons.org/licenses/by/4.0/>).**INTRODUCTION**

Rapid developments in digital technology have completely changed the retail industry by allowing companies to offer goods and services to consumers via a variety of platforms, articulated by Islam et al. (2023a) including social media, smartphone apps, internet portals, and physical stores. The traditional single-channel retail model has evolved into a multichannel retail model as a result of consumers' expectations that different channels and touchpoints will be used alternately over the entire process of making decisions (Naeem, 2021). Empirical data, however, indicates that a sizable percentage of consumers looking for an effortless buying experience are not sufficiently served, with a clear discrepancy between customer needs and the real potential of integrated service delivery. Customers now prioritize having access to a variety of perks and experiences across various channels above a consistent purchasing experience across channels when they shop in cross-channel retailing, along with the effects of advertising, (Awan et al., 2015). Using and combining different channel benefits should be a top priority for retailers to give customers the best possible shopping experience. The current gap between traditional brick-and-mortar retail and e-commerce must be closed. One common customer behavior that has been studied

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in both online and offline retail settings is impulse buying (Omar & Atteya, 2020; Qazzafi, 2019). In addition to providing instant satisfaction, impulsive purchases may have unfavorable effects including regret or financial difficulties.

It is motivated by a combination of marketing tactics, emotional impulses, and psychological aspects. Although there is a growing body of research on impulse buying, little is known about the factors influencing consumer decisions in the context of hybrid commerce, it can be connected with the 5th generation (millennial generation) buying habits, it already researched by (Ismail et al., 2021). The impact of physical and online marketing strategies on UK customers' inclination for impulsive purchases has received particularly little attention. Examining the geographical aspects of online impulsive buying has become crucial, according to recent studies (Li et al., 2022; Madhu et al., 2023). Comparative examination of the effects of online and offline marketing methods on consumer behavior is mostly ignored in favor of focusing on the individual components of these strategies. Although impulse buying is becoming more and more significant in both online and offline retail settings, but there is a lack of comprehensive understanding of the factors that affect consumer's impulse buying decisions in these settings. In particular, it is unclear how buyers' impulse buying habits vary in online and offline contexts and what tactics retailers might employ to successfully target and sway impulse purchase decisions in each channel. This knowledge gap has important ramifications. To fill this research gap, this study looks into the elements that influence consumers' purchasing decisions and how marketing methods affect their impulsive purchases. The importance of this research is found in its capacity to offer marketers and merchants insightful information about the intricacies of customer behavior in the smooth retail experience. By investigating the factors that influence impulsive purchasing in both online and physical retail contexts, this study adds to the body of knowledge on consumer behavior and marketing. The phenomena of impulse buying have been examined in previous research, with an emphasis on its connections to psychological factors, emotional cues, and marketing strategies (Dahiya & Gayatri, 2018; Qazzafi, 2019). Additionally, studies have looked into how online marketing tactics can exacerbate impulsive buying habits. Nevertheless, little is known about how offline and internet marketing tactics interact and influence consumer purchasing decisions. The overall impact of offline and online marketing efforts can be increased by combining them, with the best marketing plans leveraging the benefits of both digital and conventional approaches (Nash, 2019).

This study makes multiple contributions to the body of existing literature. In the first place, it offers a thorough examination of the factors that influence impulsive purchases in Ilford, UK, illuminating the regional aspects of online impulsive buying. Second, it compares how offline and online marketing methods affect consumer behavior, providing information for merchants and marketers looking to create focused marketing campaigns. Third, this study extends to the body of knowledge by emphasizing how crucial it is to mix physical and online marketing strategies to optimize their combined impact. In particular, this study exploits a desk methodology and a qualitative approach to gather and examine 146 articles and studies through web browsing. Of these, 44 articles are key because they shed light on the impulsive purchasing decisions of customers in East London, Ilford. Through the use of thematic analysis, this study illuminates the dynamics of impulsive purchases in both online and offline settings, highlighting the importance of elements like convenience, customer emotions, and sensory experience. Finally, this study provides valuable insights for merchants to create multichannel marketing strategies that meet the changing demands and habits of their clientele.

The study findings reveal a clear purchasing pattern among Ilford, UK, buyers. Consumers specifically show a strong preference for offline marketing channels when it comes to buying everyday routine things. Customers appear to like the tactile sensation and instant gratification of physical stores while making purchases of necessities, as seen by their preference for offline channels. On the other hand, Ilford customers favor internet channels for non-essential or special event-based purchases. The significance of retailers implementing a multichannel strategy that meets the distinct requirements and preferences of their target market is shown by this disparity in channel choices.

The prior studies suggest ramifications for companies looking to make well-informed choices and modify their plans to maximize their marketing initiatives and achieve their objectives (Zhu & Gao, 2019). In conclusion, this study seeks to offer a sophisticated comprehension of the intricate connections among consumer behavior, marketing tactics, and impulsive purchasing patterns in the context of hybrid retailing.

LITERATURE REVIEW

A common occurrence in marketing, impulse buying describes impulsive purchases that are driven by an acute, sudden, and long-lasting desire (Aragoncillo & Orus, 2018). In addition to unplanned acquisition, scholars have extended this idea to include sentimental and compulsive components (Hussain et al., 2021). According to (Hussain et al., 2021), impulse buying is characterized by a lack of planning, outside stimulus, spontaneity, and emotional/cognitive reactions. Impulsive buying, despite its bad reputation, accounts for a considerable amount of sales roughly \$4 billion a year in the US (Iyer et al., 2020). Researchers have found that situational circumstances and personality qualities are internal factors that influence impulse purchases (Huang et al., 2022).

According to (Abas et al., 2022), people have varied proportions of impulse-buying tendency (IBT), which is an innate trait. (Abas et al., 2022) IBT is also influenced by normative judgments, which are customers' opinions on the appropriateness of impulse buying as per the area rural or urban area diversification, also expressed by (Islam et al., 2023b). Impulsive purchasing is influenced by situational factors such as anticipated duration and economic accessibility, social mobility, and alluring deals (Hidayat, 2022). Impulsive purchase is also influenced by external factors, such as product attributes and marketing stimuli (Iyer et al., 2020). Instinctive buying is more likely to occur for products with low costs, short lifespans, compact physical dimensions, and easy storage alternatives (Hosseini et al., 2020). Online shopping encourages impulsive purchases because it is anonymous (Baker Qureshi et al., 2019), convenient (Chen et al., 2023), and offers a greater selection of products (Huang et al., 2022).

However, online impulse purchases may be discouraged by price/product comparisons, more consumer control, and delayed satisfaction (Yulianto et al., 2021). The anonymity of online shopping encourages impulsive spending since it enables customers to peruse and buy without in-person interactions (Baker Qureshi et al., 2019). Online impulse purchasing is also influenced by convenient accessibility and a greater selection of products (Chen et al., 2023; Huang et al., 2022). On the other hand, impulsive purchases might be deterred by increased consumer control and delayed pleasure (Wiranata & Hananto, 2020; Yulianto et al., 2021). Several interrelated internal and external elements affect impulsive purchases. Convenience and anonymity are two examples of variables that encourage impulsive purchasing, while customer control and delayed pleasure are examples of factors that may discourage it. It is crucial for customers who want to control their purchase habits as well as for marketers who want to understand those procedures to encourage impulse buying. Future studies should examine possible interactions and mediating factors as well as the relative impacts of internal and external factors on impulsive purchasing. Analyzing impulsive purchases in diverse cultural contexts and retail settings can also yield insightful information. In conclusion, both internal and external factors can have an impact on the multifaceted phenomenon of impulse purchase. Understanding these elements helps guide consumer choices and marketing tactics, which in turn shapes the retail environment.

Theoretical Framework

The study's theoretical framework is presented in figure 1 below.

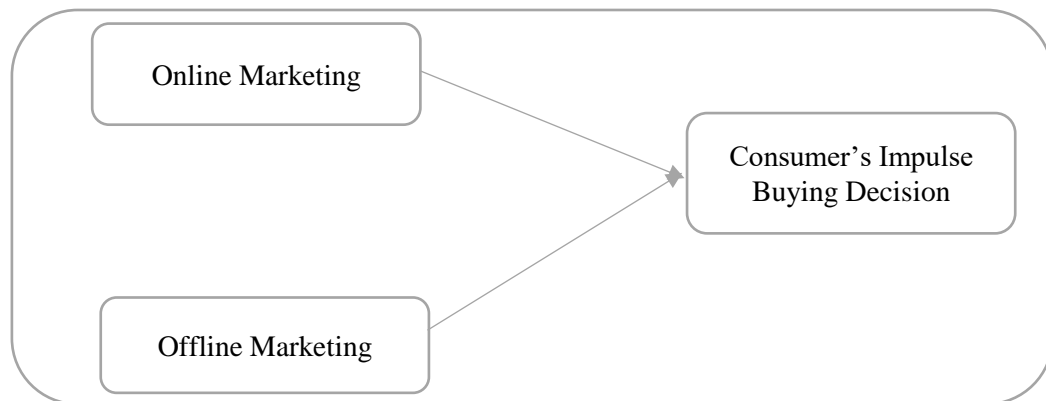


Figure 1. Theoretical Framework of the Study

MATERIALS AND METHODS

This study presents the strategies used to address the effects of offline and online marketing on ILFORD's customers' purchasing behaviors. For this study, qualitative research methodology was employed. A total number of 146 articles were collected, and out of them and strained core 44 articles for this study by using 'desk methodology'. In light of the study's objectives, this section looks for the most effective method for gathering pertinent empirical data that will help the researcher learn about the subject (Azungah, 2018).

Research Philosophical Underpinnings

Interpretivism

According to (Thürmer et al., 2020), interpretivism is a philosophical viewpoint in the realm of social science that emphasizes understanding human thought processes. This study examined the relationship between buyers' engagement to online marketing and impulsive purchases. Consumer purchase patterns are directly correlated with customer satisfaction levels. Thus, interpretivism is significant and supported by qualitative data.

Positivism

As stated and narrated by Lina and Ahluwalia (2021), positivists emphasize the use of scientific methods to investigate their surroundings. It uses this data to create categories that are empirically supported by research on the effects of offline and online marketing on impulsive purchase decisions among UK consumers. This study is significant because it applies positivist ideology and the concepts of scientism, categorization, pattern recognition, clustering, and coding (a component of research design), which are a part of thematic analysis (Wu & Chen, 2019).

Research Methodology Selection

Qualitative Approach

The qualitative approach is most appropriate for this study since it focuses on the human element in cognition and decision-making, not only in the buying as well as in the selection of financial products and services, said by Islam (2016) also stated by the (Weischedel et al., 2005). Qualitative methods are used to measure independent variables such as offline and online marketing techniques and dependent variables like impulsive purchasing decisions. All of the study's variables are measured using thematic analysis, which is described in the section that follows (Weischedel et al., 2005; Yao et al., 2022). The background of this study is contextual analysis, which forms the foundation for further investigation. Understanding the

meaning, and viewpoints, as well as of our target audience UK, ILFORD in particular requires a nuanced approach, which the qualitative technique can only provide.

Research Strategy

Approach to Systematic Literature Review (SLR) Design

Many researchers offer by supporting the research of (Ittaqullah et al., 2020) by employing the extensive literature review technique, as the current study is concluding a variety of theories and previous literature. Systematic reviews of the literature describe a systematic process for finding pertinent literature. (Bobrytskyy & Střiteský, 2024) some, but not all, of the valuable material from the systematic literature review has been utilized as the foundation for thematic analysis. The following is a summary of the methodology used to evaluate the literature on the topic of impulse purchases.

The first step was finalizing the SLR subject in the second week of June 2024. Starting in the third week of June, phase 2 operations (critiquing on research questions) were in full swing. From the 21st to the 28th of June, 2024, searches in journals, databases, conference proceedings, and grey literature had been done. Afterward inclusion criteria i.e., demographics as a moderating variable were added and researched. On June 29th, 2024, data extraction regarding population, participants, and methods was finalized and then the drafting process officially began.

Search terms for paper finding

Google Scholar is a more sophisticated search engine used to find academic papers.

Table 1. Search terms for papers finding

Online Library	String of Search Terms
Emblered	(("Offline" as well as "Online)" & ("Marketing strategies" along with "methods")) & (("impulsive" as well as
Sage Open	"buying") & ("Behavior" moreover "Purchase") & ("UK" as well as "British")
Taylor & Francis Journals	
Inder Science	
Elsevier	
Google Scholar	
Springer Nature	

Source: Prepared by authors

Initially, the search query was used to search the Google Scholar and Elsevier libraries. Following that, searches were conducted using more scholarly resources such as Sage Open and Emblered. Initially, a large number of papers were deemed essential. A screening process is then used to reduce the number of possible papers based on title, abstract, and content quality. Additionally, this was addressed in the systematic review literature.

Criteria for Inclusion and Exclusion as well as Paper Quality Assessment

According to (Jadad et al., 1998) the first quality filter is the article titles, which are followed by two more. The abstract is reviewed after items are disregarded based only on their titles. The third step involves a thorough examination of the pertinent documentation. The following details the selection and filtering of the papers.

- Articles that don't discuss offline and internet marketing tactics are excluded.
- Included are no papers that discuss the benefits and drawbacks of impulsive purchasing.
- Journals only accepted abstracts, and papers that did not offer a thorough summary were rejected.

The review was deliberately restricted to high-caliber articles and conference papers. Initial considerations were the abstract, the year of publication, and the type of publication (journal, conference, workshop, etc.). To determine which portions of each paper should be kept, the abstract and occasionally other sections are assessed. This SLR research examines the interaction between various physical and online marketing strategies to determine how well they affect consumers' inclination to make impulsive purchases (Jadad et al., 1998). The study searched for articles that examined the impact of different marketing strategies on consumers' choices. Therefore, it was possible to use papers that were presented during 2010 and 2024. Following the selection of the preliminary articles, the results were collated and published. The following standards are used to filter the papers.

- Mark is assigned a value of 1 if the title comprises each keyword (both techniques); otherwise, 0
- Marks are assigned one instead of 0 if the abstract explains a comparative or assessment measure.
- The mark is 1 if the introduction and conclusion discuss performance measurements; otherwise, it is 0.
- If the final findings are included in the paper, the mark is 1, otherwise 0.
- The paper with a score higher than three is included in the final results.

Table 2. Number of papers following the selection process

Section	Progression	Selection Standards	Taylor & Francis	Elsevier	Emblered	Google Scholar	Sage Open	Total
1	Searched	Keywords	35	22	24	30	35	146
2	Examine	Title	29	19	21	20	22	111
3	Probe	Abstract	18	17	16	9	12	72

4	Explore	Introduction & Conclusion	9	23	8	6	7	53
5	Further Explore	Complete Article	5	20	10	4	5	44

Source: Generated by author

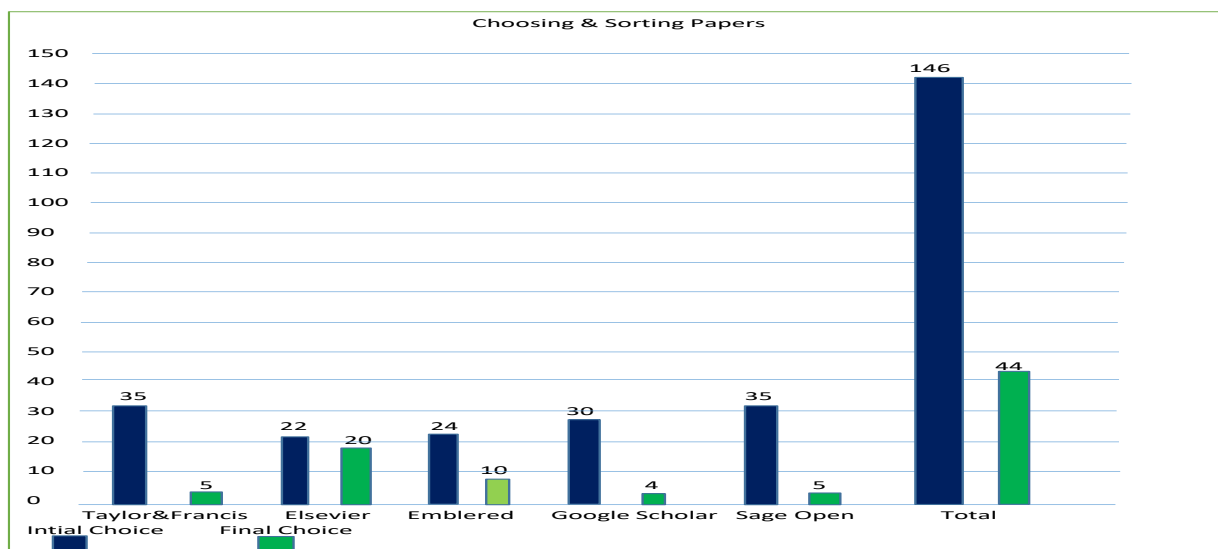


Figure 2. Filtering and selected papers

Source: Prepared by author

Research Design

Thematic analysis (Yao et al., 2022) is the most appropriate methodology because the study is qualitative in nature. Thematic analysis has the benefit of being flexible and adaptable to a wide range of consumers. Similar to our customers, which are founded on volunteering, trends may have been identified. An additional benefit is the availability of a comprehensive strategy. It strives to navigate among the lines; therefore, it offers comprehensive knowledge. It is simple to use and works with a variety of data formats. As contextual analysis is carried out, its depth and insights become more apparent. Ultimately, the outcome is plain, lucid, and clear.

Thematic Analysis

This component clarifies the UK audience because, as previously said, the target demographic was chosen by convenience, snowball, and volunteer sampling. All of the aforementioned suggests that audiences should get more familiar with experts and other people in terms of both marketing realms and how they affect purchasing decisions (Yao et al., 2022). As stated in SLR, the scholar of the present research becomes acquainted with the topic's circumstances through studying and reviewing (Abedin et al., 2021). After completing this phase, the scholar used the coding approach to identify the important themes. The codes and themes that were emphasized from the numerous secondary research papers that were located online will be displayed together with the results in the next section. These keywords are important since their inclusion will guide the research to a specific conclusion. The nature of the current study is inductive. It begins with the unique and concludes with the general.

Theme 1: The first theme is the impact of Online advertising on impulsive purchases.

Sources: Statements from participants explaining how they were influenced to engage in impulsive buying by targeted online marketing.

Theme 2: The second theme compares impulsive purchases in offline and online settings.

Sources: Participant perceptions of the distinctions among their online and offline impulsive purchasing behaviors.

Theme 3: The third theme is Emotional Determinants in Impulsive Purchases.

Sources: Quotations suggest that feelings like curiosity, enthusiasm, or FOMO (fear of missing out) contribute to impulsive purchases that are impacted by both offline and online marketing concepts.

Theme	Period	Author's	Title	A short analysis
Theme One	June 2016	(Wu et al., 2016)	Examining the Drivers of Impulsive Purchasing Behavior in Online Marketing	The work by Xioni and colleagues offers insights into hitherto undiscovered facets of online shopping by identifying possible correlations between impulsivity, purchase intent, subjective norms, and online buying behavior. These findings can be applied in both theoretical and practical contexts.
Theme Two	2018	(Aragoncillo & Orus, 2018)	Impulsive Purchase Behavior: A Comparison of Online and Offline Practices and the Effect of Social Media	Exploring the phenomenon of impulsive purchases in the commercial sector is the goal of this research. We examine both online and offline methods to see which is thought to encourage more impulsive purchases. It is precisely in line with the current study's pattern.
Theme Three	2015	Li Yalin	Effects of Impulsive Purchases on Post impulsive Purchase Contentment	Li Yalin's work reveals an outline that impulsive purchasing Behavior directly impacts the intersection of emotion-consequent action, which in turn influences the post-impulsive buying happiness for the consumer.

Source: Prepared by authors

DISCUSSIONS

This study describes the results of a secondary research study that was intended to understand how different types of marketing affected the happiness and impulse purchases of customers in the United Kingdom (Ilford). The study found recent information to learn about consumers' impulse-buying habits and mindsets (Ruane & Wallace, 2013). The results of this research on the effect of both offline and online marketing on the propensity of UK consumers to make purchases according to their needs.

Theme 1: Effect of Online Marketing on UK Consumers' Satisfaction

Keywords: Online Marketing, Marketing Strategies, Customer Satisfaction, Impact of Online Marketing, UK Customer Buying Pattern

The term online marketing is used to describe a wide range of tactics, including banner ads, social media campaigns, email blasts, and SEO (Abedin et al., 2021). Based on our results, marketing on the Internet has a significant impact on the level of fulfillment experienced by clients. The views of customers of businesses and goods may be influenced favorably by well-targeted and interesting Internet marketing. Internet marketing that is both relevant and personalized has been shown to dramatically increase satisfaction among customers (Sharma et al., 2022).

According to research, when a business actively interacts with its target demographic online, customer satisfaction rises. These findings highlight the significance of internet advertising in affecting Ilford, UK client satisfaction. Connection and personalization directly lead to greater satisfaction. Usually, when a business engages in strategic online marketing initiatives and effectively utilizes online social networks, customer satisfaction increases.

Theme 2: Effect of Offline Marketing on UK Consumers' Satisfaction

Keywords: Offline Marketing, Offline Marketing Strategies, Customer Satisfaction, Impact of Offline Marketing, UK Customer Buying Pattern

Marketing via traditional offline mediums like radio, television, newspapers, and billboards is still quite effective in changing consumers' minds (Rafiq & Fulford, 2005). According to the results of our study, there is a strong link between consumer satisfaction and spontaneous purchases. Consumers who have a positive experience are more inclined to purchase the spot. Clients are more likely to make impulse buys or purchases that weren't originally intended when they believe in the quality of an item or company. Therefore, marketing techniques that raise customers' happiness might boost their impulsive spending. The contentment of customers in the UK may be influenced by offline marketing techniques. Offline marketing is more effective at developing connections with people and establishing trust via face-to-face contacts, whereas digital marketing shines at personalization (Vrtaña, 2019). The pleasure of UK clients might be greatly affected by these encounters. Increased consumer satisfaction has been connected to good shopping experiences, which include friendly and supportive sales staff. Customer happiness in the UK may be significantly influenced by offline marketing techniques like direct mail and interactive marketing.

Theme 3: Perceive impulsive buying in both online and offline shopping contexts

Keywords: Online and Offline Shopping, UK Customer Buying Behavior, Impulsive Buying

Online Shopping Context

Customers in the Ilford, United Kingdom often characterize impulsive purchasing as making unplanned purchases prompted by emotional responses when perusing online stores or social networking sites. They consider it giving in to tempting web ads, missing out on a deal because it expired too quickly, or going against a computer's algorithmically generated advice. One-click purchases and electronic shopping carts make it easy to make impulsive purchases while purchasing online (Hussain et al., 2023). Customers in the Ilford, United Kingdom see impulsive purchases with mixed emotions when it comes to internet purchasing. It's possible to look at it in a positive light, as something that gives you a rush of adrenaline and a sense of accomplishment.

Offline Shopping Context

Consumers in the Ilford, United Kingdom understand impulsive buying as making an unanticipated acquisition when present in a brick-and-mortar business. In-store advertisements, eye-catching screens, and convincing salespeople have been linked to this phenomenon. Physical shop impulse purchases may also be related to the sensual sensation of handling and experiencing things. Clients in the United Kingdom associate more sensory and instant gratification with impulsive purchases made in physical stores (Hussain et al., 2023; Kathuria & Bakshi, 2024). When people come over for in-store discounts, promotions, and appealing product displays, it might provoke the same sensations of excitement and delight as internet purchasing. Excessive spending and buying things later regret may seem stronger at a real store, adding to the list of possible disadvantages. Major factors for impulsive purchases in physical shops include store design, visual appeal, and promotions at the store (Kathuria & Bakshi, 2024). The capacity to physically engage with things and the persuasiveness of sales employees both contribute to the illusion that impulsive purchases are made on the spur of the moment at brick-and-mortar stores.

The impulsive buying habits of customers in Ilford, UK, are in line with our expectations about online and offline marketing. The preference for offline settings for routine buying by buyers in Ilford, UK illustrates the significance of senses and instant gratification while making impulsive purchases. Because they value the chance to personally handle objects and receive immediate satisfaction, buyers tend to prefer offline methods when purchasing routine items including groceries or items for the house. Customers' preference towards offline channels is most likely impacted by their sensory experience and emotional connection to retail outlets. On the other hand, as a part of the discussion our study found that customers in Ilford, UK, preferred purchasing online for non-essential items highlighting how crucial ease and flexibility are when making impulsive purchases. For example, consumers tend to choose online channels when purchasing prestige or memorable items because they value the freedom to browse and compare items whenever they want, without being constrained by offline locations or hours. This preference for online channels may be primarily due to the convenience and cost of online shopping, as well as the chance to avoid the social pressures and heightened senses that are occasionally associated with physical storefronts.

The disparity among both online and offline avenues when it comes to impulsive purchases has important ramifications for merchants looking to increase sales and satisfy customers. By comprehending the distinctions between online and offline impulsive buying, businesses can develop marketing tactics that are especially suited to the needs and preferences of their target audience. While the tactile experience and emotional connection of physical establishments can be used to drive sudden purchases of routine essentials, the versatility and ease of use of online platforms might have been utilized to promote impulse buying of non-essential items.

CONCLUSIONS

This study's examination of how offline and internet marketing affect customers' impulsive purchases in Ilford, UK, has produced important new information. The findings show a strong correlation between marketing methods and impulsive purchasing, highlighting the significance of channel-specific tactics. The study's findings, which emphasize the importance of instant fulfillment and tactile touch, showed consumers from Ilford, UK, valued physical shops for routine transactions. However, for non-essential goods, online methods are preferred, highlighting the importance of flexibility and convenience. The application of a qualitative approach that combines thematic analysis with secondary sources of data has been effective in elucidating the pattern of impulsive purchases in online as well as offline environments. Understanding the factors that influence impulsive buying, such as consumer emotions, convenience, and sensory experience, has been simpler thanks to this method. The results of this study highlight the need for multichannel marketing strategies that consider the unique needs and preferences of target markets, significantly adding to the body of knowledge previously available on impulsive purchasing. The study's contributions encompass a detailed analysis of various variables affecting buying on impulse in Ilford, UK, an examination of the consequences of both online and offline promotional tactics on consumer behavior, and an emphasis on the importance of combining physical and online medium marketing approaches to optimize its paired impact.

The novelty of this study exaggeration its emphasis on Ilford, UK market, which offers a sophisticated comprehension of the regional elements of online impulsive purchasing. The conclusion of the study has significant implications for marketers and retailers hoping to capitalize on the growing impulse buying trend and optimize their marketing campaigns. This research holds importance as it provides firms with valuable insights for creating effective multichannel marketing strategies. Future studies could enlarge the sample size, employ additional data collection methods, and examine whether the findings are generalizable to other markets and circumstances to get over these limitations.

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Conflicts of Interest: The authors declare no conflict of interest.

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APPENDICES

Appendix A: The Heading to Appendix A

Impulse buying decisions	Impulsive buying is the act of a customer acting on their interests and purchasing a purchase without giving it any thought, planning, or preparation. Most of the time, the consumer made a snap decision and bought it while window shopping or just for fun.
Online Marketing	The phrase "online marketing" encompasses a wide range of tactics, including search engine optimization (SEO), pay-per-click (PPC) advertising web marketing, networking websites blog posts, and email promotion, that are meant to connect and engage target audiences, boost website traffic, create leads, and eventually influence purchasing decisions.
Offline Marketing	"Offline marketing" refers to the promotion of products, brands, or services using traditional, non-digital media, such as printing (papers, media outlets, booklets), television (media, radios), exterior (banners, signs), events (exchange indicates showcases), and social media.
Thematic Analysis	Thematic analysis is a qualitative research method used to identify, analyze, and evaluate trends and themes in literature reviews and other kinds of studies.

Section	Progression	Selection Standards	Taylor & Francis	Elsevier	Emblered	Google Scholar	Sage Open	Total
1	Searched	Keywords	35	22	24	30	35	146
2	Examine	Title	29	19	21	20	22	111
3	Probe	Abstract	18	17	16	9	12	72
4	Explore	Introduction	& 9	23	8	6	7	53

		Conclusion						
5	Further Explore	Complete Article	5	20	10	4	5	44

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