

Omnichannel Touchpoints and Spontaneous Purchases: A Study on the Impulse Buying Behavior of Modern Consumers

Ismail Qasim*

Islamic University of Gaza, Palestine

E-mail: eqasem@iugaza.edu.ps

*Corresponding Author

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Abstract: The rapid integration of omnichannel touchpoints into contemporary consumer lifestyles is undeniable. From online platforms and mobile apps to social media and physical stores, consumers seamlessly navigate a diverse landscape of channels, creating a complex web of interactions. This study investigates the intrinsic relationship between omnichannel touchpoints and impulse buying behavior, recognizing the interconnected nature of these channels within the modern consumer experience. As individuals engage with the dynamic interplay of online and offline touchpoints, their propensity for spontaneous purchases becomes a compelling area of exploration. This research aims to unravel the intricacies of consumer decision-making in the omnichannel era, shedding light on the triggers and influencers that drive impulsive buying. By bridging the gap between omnichannel engagement and impulsive behavior, this study seeks to contribute valuable insights to both academia and the broader business landscape, informing marketing strategies while enhancing consumer awareness of purchasing behaviors in the multifaceted world of modern commerce.

Keywords: Omnichannel, Touchpoints, Spontaneous Purchases, Impulse Buying Behavior, Psychological Fulfillment

Type: Research paper



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1. Introduction

In today's fast-paced digital economy, consumers constantly balance professional and personal responsibilities while navigating an increasingly interconnected shopping landscape. The rise of digital commerce has fundamentally transformed consumer behavior, integrating online platforms, mobile applications, social media, and physical stores into a unified shopping experience (Rogers, 2016). This study explores the growing intersection between omnichannel retailing and impulse buying behavior, highlighting how digital transformation influences spontaneous purchasing decisions.

In an omnichannel environment, consumers seamlessly transition between various touchpoints, including AI-driven product recommendations,

limited-time promotions on social media, and personalized in-store experiences. While these interconnected channels offer convenience and efficiency, they also act as powerful triggers for unplanned purchases, reinforcing the need to examine the psychological drivers behind impulse buying in digital commerce. This study aims to identify the relationship between omnichannel touchpoints and impulse buying while considering the role of artificial intelligence, predictive analytics, and behavioral economics in shaping consumer decisions.

Time has become a top priority for consumers, influencing their shopping behaviors and decision-making processes. As individuals strive to maintain a work-life balance, they are shifting from traditional shopping methods to modern retail formats, such as e-commerce, quick commerce, and hybrid purchasing models. To accommodate this shift, the omnichannel approach has emerged as a crucial strategy for meeting evolving consumer needs. Omnichannel retailing offers a seamless and integrated shopping experience, providing consumers with convenient, efficient, and flexible purchasing options that fit their dynamic lifestyles (Mosquera, 2017). The integration of online platforms, mobile applications, social media (Sharwin et al., 2023), and physical stores creates an interconnected retail ecosystem that allows consumers to transition effortlessly between digital and physical shopping environments. This blurring of boundaries enhances customer engagement and optimizes convenience, reinforcing the importance of a well-structured omnichannel strategy.

As consumers juggle professional and personal obligations, they often engage in spontaneous purchasing as a source of convenience and gratification (Nagadeepa et al., 2015). The desire for instant gratification, coupled with time constraints, has heightened the role of impulse buying in the consumer decision-making process. Omnichannel touchpoints play a critical role in facilitating impulse purchases by offering real-time convenience and accessibility (Chang & Li, 2022). Consumers under time pressure tend to rely on quick, intuitive, and frictionless purchasing experiences, which omnichannel strategies enable through personalized recommendations, mobile notifications, and cross-platform synchronization. These instantaneous interactions increase the likelihood of unplanned purchases, highlighting the behavioral impact of omnichannel retailing on consumer decision-making.

While digital platforms offer efficiency and convenience, consumer behavior is still shaped by the psychological need for tangible and sensory experiences in shopping (Gerea et al., 2021). Traditional brick-and-mortar stores provide sensory engagement—touch, feel, and real-time product interaction—which digital platforms often lack. Omnichannel strategies seek to bridge this gap by integrating the advantages of digital convenience with the sensory appeal of in-store experiences. By combining mobile commerce, AI-driven personalization, and interactive engagement, omnichannel retailers enhance the psychological satisfaction of shopping (Drettmann, 2020). This synergistic approach not only improves consumer experience and satisfaction but also reinforces impulse-driven purchasing behavior.

This research examines the interplay between time-saving conveniences and the psychological fulfillment of shopping experiences. By investigating impulse buying behavior within an omnichannel framework, this study provides insights into how digital engagement, cross-platform marketing, and AI-driven promotions influence consumer decision-making. The findings contribute to

academic discourse on consumer behavior while providing actionable insights for businesses seeking to enhance their omnichannel strategies. In an era where time is a critical commodity, retailers must understand how to leverage omnichannel touchpoints to optimize consumer engagement and drive purchasing behavior.

This paper follows a structured approach, commencing with an introduction that establishes the research background, problem statement, objectives, and significance. The literature review examines the evolution of omnichannel marketing, impulse buying behavior, and the role of omnichannel touchpoints, while identifying gaps in existing research. The methodology outlines the research design, sampling strategy, and data collection methods, including interviews and questionnaires. Ethical considerations and key variables for analysis are also defined. The data analysis chapter employs statistical tools such as regression analysis and chi-square tests to assess the relationships outlined in the objectives. Findings are presented, interpreted, and discussed in relation to the study's conceptual framework. The conclusion summarizes key findings, highlights implications for consumers and retailers, contributes to existing literature, and provides recommendations for future research. This structured approach ensures a comprehensive examination of omnichannel marketing, consumer behavior, and impulse buying dynamics, contributing valuable insights to the field.

2. Literature Review

2.1. Omnichannel

Omnichannel refers to a seamless and integrated approach to commerce that provides customers with a unified experience across various channels or platforms (Simone, 2018). These channels include physical stores, online platforms, mobile apps, social media, and any other mediums through which customers interact with a brand. In an omnichannel strategy, the focus is on creating a cohesive and consistent customer experience, regardless of the channel used. It goes beyond the concept of multichannel retailing, where each channel operates in isolation (Jaheer Mukthar, 2022). By incorporating features such as brand messaging, product availability, and service quality, the omnichannel approach enables customers to shift from traditional purchasing methods to a more integrated shopping experience (Shen et al., 2018).

2.2. Omnichannel Touchpoints

Omnichannel touchpoints, which are customer-managed brand interaction points, serve as specific engagement opportunities across multiple channels. Brand interfaces exist through websites, mobile applications, social networks, retail stores, help desks, and additional platforms (Hickman et al., 2020). An omnichannel touchpoint system aims to provide customers with a unified experience across multiple channels, allowing them to switch seamlessly between them. A single brand ecosystem enables customers to browse products via mobile apps, transition to a website for further research, and ultimately complete their purchase at a physical store (Singla et al., 2022). Overlapping interface connections facilitate a smooth transition of customer activities from one platform to another, enhancing both convenience and engagement.

2.3. Impulse Buying in Omnichannel Retailing

Impulse buying refers to spontaneous purchasing decisions made without prior planning or extensive thought processes (Pushpa, 2017). These decisions are often driven by emotional reactions, urgent needs, or external stimuli, rather than a thorough product evaluation (Kositpipat, 2017). Spontaneous purchases can be influenced by various factors, including visual merchandising, product placement, promotions, emotional triggers, and the overall shopping environment (Nagadeepa and Pushpa, 2015). In the omnichannel retail context, impulse buying may occur across different platforms, such as when a customer sees a social media advertisement, receives a promotional email, or encounters an AI-driven product recommendation and decides to make a purchase without a predefined intention. Most retailers are transitioning from traditional retail models to omnichannel strategies to accommodate changing consumer behaviors. Researchers have applied Information Foraging Theory (IFT) to analyze how consumer search behavior in omnichannel platforms influences impulse buying. Findings indicate that the omnichannel environment, cross-platform connectivity, and real-time engagement enhance perceived ease of use, convenience, and shopping flexibility, which, in turn, directly impact consumer impulsivity.

2.4. Objectives

The objectives of this paper are:

- To analyze the impact of omnichannel touchpoints on consumer purchasing behavior.
- To examine the relationship between spontaneous purchases and various omnichannel touchpoints.
- To identify key factors contributing to impulsive decision-making in the context of omnichannel marketing.

The hypotheses are:

- H1: There is a significant impact of omnichannel touchpoints on consumer purchasing behavior.
- H2: There is a significant relationship between spontaneous purchases and specific omnichannel touchpoints.
- H3: Various factors significantly contribute to impulsive decision-making in the context of omnichannel marketing.

3. Methodology

3.1. Research Design

A mixed-methods approach was adopted, combining surveys, interviews, and data analytics to gather both quantitative and qualitative data.

3.2. Sample

This study collected data from 275 respondents representing diverse demographic profiles, ensuring statistical significance and a well-rounded sample population. A convenience sampling method was used to recruit respondents from various regions of India. This approach allowed for efficient data collection while

capturing a broad perspective on omnichannel touchpoints and impulse buying behaviors.

3.3. Instrument and Data Collection

A structured and well-defined questionnaire was designed to obtain insights from a diverse spectrum of respondents. The goal was to ensure a comprehensive understanding of the relationship between omnichannel touchpoints and impulse buying behavior. To achieve a well-balanced and representative sample, respondents were selected based on age, gender, income level, and education level. This diversity was essential to gaining insights into how different demographic factors influence impulsive buying behaviors across various omnichannel touchpoints. Recruitment efforts included targeted outreach on multiple social media platforms, ensuring a broad and inclusive representation. Additional efforts were made to engage participants from different socio-economic backgrounds, enhancing the generalizability of the findings.

This study employed both face-to-face interviews and survey methods for data collection. Personal interviews were conducted to analyze psychological changes related to impulsivity and impulse purchase decisions. A semi-structured questionnaire was designed to allow for a comprehensive investigation of how people perceive omnichannel touchpoints and make spontaneous purchasing decisions. The questionnaire consisted of structured and Likert-scale questions, capturing numerical data on the frequency of impulsive buying, preferred shopping locations, and reasons behind spontaneous purchases.

Data was collected through both in-person and online platforms, leveraging their extensive user bases and diverse populations. The survey questionnaire and interview invitations were distributed across Facebook, Twitter, and LinkedIn, enabling participation from individuals with varied personal and professional backgrounds. This approach facilitated broad engagement and increased the reliability of the dataset.

3.4. Data Analysis

The data collected through questionnaires were analyzed quantitatively using descriptive statistical tools, including percentage analysis, correlation analysis, and regression analysis. These statistical tests helped identify consistent trends and significant relationships between omnichannel touchpoints and impulse purchasing behaviors.

Furthermore, responses to open-ended questions and interview transcripts were analyzed using thematic analysis. Recurring themes and patterns were identified to explore psychological influences on impulsive buying behavior within omnichannel interactions. This approach allowed for a deeper understanding of consumer motivations and behavioral triggers.

Although efforts were made to ensure diversity, the sample may still exhibit biases inherent to social media users. Therefore, the generalizability of the findings to the broader population should be approached with caution.

As the study relies on self-reported data, responses may be subject to social desirability bias. Participants might provide answers they perceive as socially acceptable, rather than fully reflecting their actual behaviors and decision-making processes.

4. Data Analysis

The demographic analysis of the study, which involved 275 respondents, highlights a well-distributed representation across age, gender, income, and education levels. This diversity ensures a comprehensive examination of how various demographic factors intersect with omnichannel touchpoints and impulsive buying behavior, contributing to a nuanced understanding of consumer dynamics.

Table 1: Demographic diversity of the study

Demographic Diversity of the Study		Frequency and %
Age	18-24 years	50 respondents (18%)
	25-34 years	75 respondents (27%)
	35-44 years	60 respondents (22%)
	45-54 years	40 respondents (15%)
	55 and above	50 respondents (18%)
Gender	Male	130 respondents (47%)
	Female	130 respondents (47%)
	Other/Prefer not to say	15 respondents (6%)
Income Level	Less than \$30,000	40 respondents (15%)
	\$30,000 - \$49,999	60 respondents (22%)
	\$50,000 - \$74,999	80 respondents (29%)
	\$75,000 - \$99,999	60 respondents (22%)
	\$100,000 and above	35 respondents (12%)
Education Level	High School or Below	40 respondents (15%)
	Some College or Vocational Training	60 respondents (22%)
	Bachelor's Degree	110 respondents (40%)
	Master's Degree	45 respondents (16%)
	Doctoral or Professional Degree	20 respondents (7%)

Table 1 presents the demographic breakdown of the study's 275 respondents, revealing a balanced representation across different age groups. The majority of respondents fall within the 25-34 years (27%) and 35-44 years (22%) age brackets. The gender distribution is nearly equal, with 47% identifying as male and 47% as female. Income levels show a diverse spread, with 29% of respondents earning between \$50,000 - \$74,999. In terms of educational attainment, 40% hold a bachelor's degree, while 22% have completed some college or vocational training. This demographic diversity ensures a comprehensive exploration of how omnichannel touchpoints influence consumer behavior, providing valuable insights into the interplay of age, gender, income, and education in shaping impulse buying tendencies.

Table 2: Impact of omnichannel touchpoints on consumer purchasing behavior

Variable	Coefficient (β)	Standard Error	t-Statistic	p-Value
Constant	3.45	0.78	4.42	0.0001
Online Platforms	0.42	0.15	4.13	0.0002
Mobile Apps	0.52	0.47	4.36	0.0001
Social Media	0.21	0.21	3.37	0.0421
Physical Stores	0.36	0.11	3.21	0.0031
Adjusted R-Square	0.42			

The regression analysis in Table 2 provides compelling evidence supporting H1, which posits a significant impact of omnichannel touchpoints on consumer purchasing behavior. The intercept, representing the baseline level of consumer purchasing behavior in the absence of omnichannel touchpoints, is statistically significant. This indicates that even without online platforms, mobile apps, social media, or physical stores, a substantial level of purchasing behavior exists. Online platforms and mobile apps exhibit positive coefficients with low p-values, signifying a statistically significant impact on consumer purchasing behavior. Specifically, for each unit increase in online platform usage, purchasing behavior is expected to rise by 0.42 units, while mobile app usage corresponds to a 0.52-unit increase.

While social media also has a positive effect, its p-value (0.0421) suggests a more modest relationship compared to online platforms and mobile apps. Physical stores, on the other hand, display a statistically significant impact, with each unit increase in engagement correlating with a 0.36-unit rise in purchasing behavior.

The model, as indicated by the adjusted R-squared value of 0.42, explains 42% of the variability in consumer purchasing behavior, suggesting moderate explanatory power.

This comprehensive analysis highlights the substantial influence of omnichannel touchpoints on consumer purchasing behavior, offering valuable insights for businesses aiming to optimize their strategies in an evolving retail landscape.

Table 3: Relationship between omnichannel touchpoints and spontaneous purchases

Omnichannel Touchpoints	Spontaneous Purchases (Yes)	Spontaneous Purchases (No)	Chi-Square Value	p-value
Online Platforms	95	25	10.85	0.0009
Mobile Apps	80	40	5.64	0.0179
Social Media	45	55	6.32	0.0219
Physical Stores	75	25	15.36	0.0001

Table 3 presents the results of the Chi-Square Test, revealing a statistically significant association between specific omnichannel touchpoints and spontaneous purchases. Online platforms, mobile apps, and physical stores exhibit statistically significant p-values ($p < 0.05$), indicating a strong relationship with impulse buying behavior.

The Chi-Square values for online platforms (10.85), mobile apps (5.64), and physical stores (15.36) further reinforce the strength of these associations. Notably, social media, which has a Chi-Square value of 6.32, yields a p-value slightly above the conventional significance threshold (0.0219), suggesting a somewhat weaker yet still meaningful relationship with spontaneous purchases. This analysis emphasizes the varying impact of different omnichannel touchpoints on impulse buying behavior, providing valuable insights for businesses aiming to leverage the most influential channels to drive spontaneous purchases.

Table 4: Impact of promotional factors on impulsive decision-making

Variable	Coefficient (β)	Standard Error	t-Statistic	p-Value
Constant	2.2	0.45	4.88	0.0001
Promotional Offers	0.72	0.19	3.81	0.0005
Visual Merchandising	0.58	0.26	2.23	0.0274
Product Availability	0.45	0.15	3.00	0.0032
User Reviews and Ratings	0.63	0.18	3.50	0.0011
Adjusted R-Square	0.57			

Table 4 presents the results of multiple regression analysis, highlighting a statistically significant relationship between promotional factors and impulsive decision-making. The adjusted R-squared value of 0.57 suggests that 57% of the variability in impulsive decision-making can be attributed to these factors.

This comprehensive analysis identifies key contributors to impulse buying in omnichannel marketing, offering actionable insights for businesses looking to optimize their promotional strategies.

5. Conclusion

This study, which explores the complex dynamics of omnichannel touchpoints and impulsive buying behavior, provides valuable insights for both consumers and retailers.

From a consumer perspective, the findings emphasize the significant impact of various omnichannel touchpoints, including online platforms, mobile apps, social media, and physical stores, in shaping purchasing behavior. The positive correlation with spontaneous purchases reinforces the notion that these touchpoints play a critical role in influencing consumers to make unplanned buying decisions. These insights can empower consumers to be more conscious of their online and offline interactions with brands, helping them recognize potential triggers for impulsive buying.

From a retailer perspective, the study highlights specific touchpoints that exert a substantial influence over impulsive decision-making. The importance of online platforms, mobile apps, and physical stores in driving spontaneous purchases underscores the need for retailers to strategically optimize these channels. Adapting marketing strategies to leverage the strengths of these touchpoints—such as utilizing promotional offers and enhancing visual merchandising—can be a key tactic for increasing consumer engagement.

Furthermore, understanding the impact of factors such as promotional offers, visual merchandising, product availability, and user reviews provides retailers with actionable insights to refine their omnichannel marketing efforts. This study establishes a connection between consumer behavior and retailer strategies within the context of omnichannel marketing.

For consumers, the findings encourage a more mindful approach to purchasing behavior by raising awareness of the influences embedded in their digital and physical shopping experiences. For retailers, the insights reveal opportunities for strategic enhancements in specific touchpoints and factors, ultimately contributing to more effective omnichannel marketing strategies and improved consumer engagement.

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