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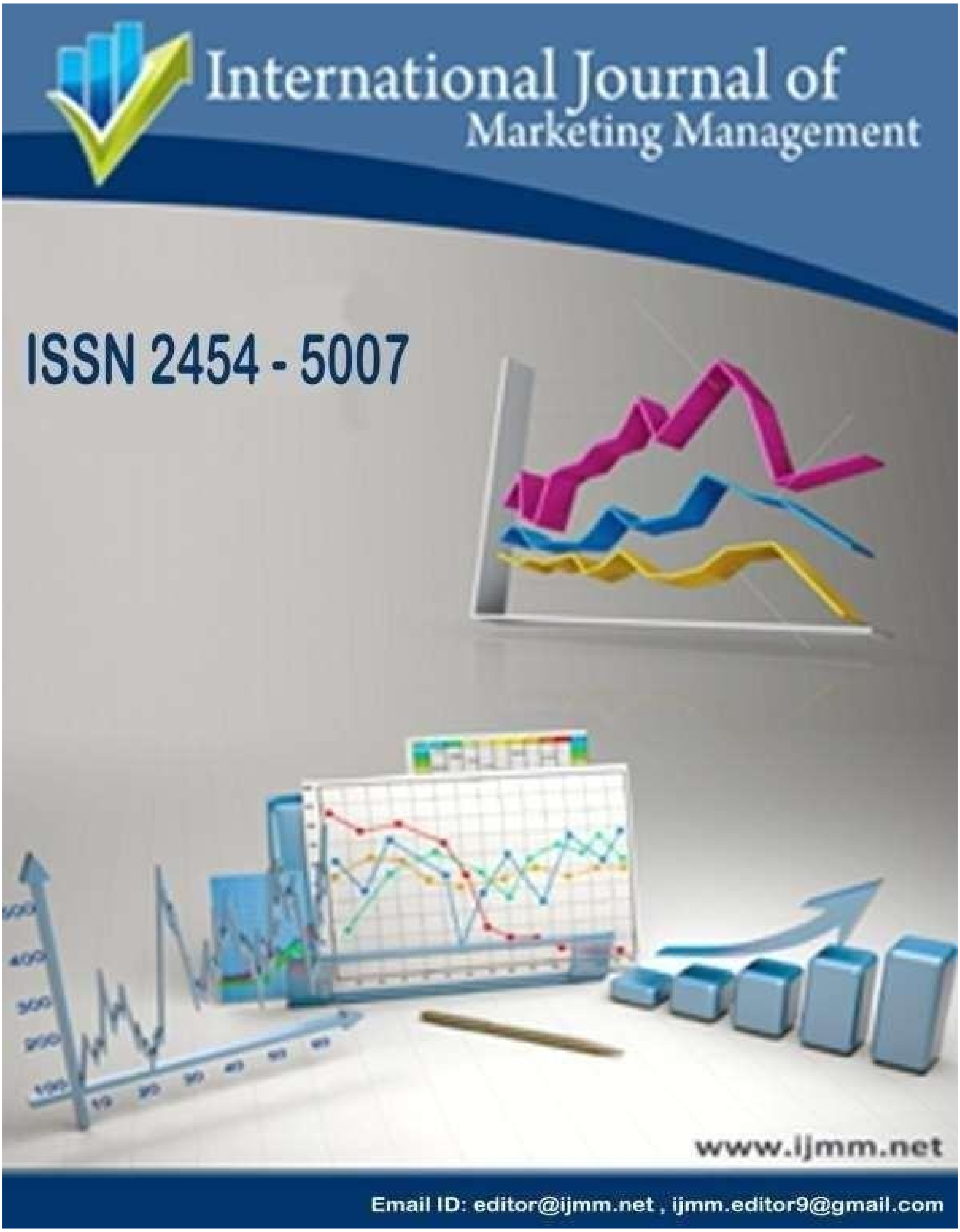

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A STUDY ON IMPACT OF URGENCY MESSAGES ON CONSUMER BUYING BEHAVIOUR WITH REFERENCE TO COIMBATORE CITY

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ABSTRACT

This research investigates the impact of urgency messages on consumer buying behavior, with a focus on Coimbatore city. The study explores how marketing messages that create a sense of urgency, such as limited-time offers or low-stock alerts, influence consumer decision-making and purchase intentions. Findings reveal that urgency messages significantly affect consumer behaviour by increasing the likelihood of impulsive purchases and accelerating decision-making. The study concludes by recommending that marketers strategically design urgency-based campaigns to enhance sales effectiveness while maintaining consumer trust and satisfaction.

Keywords - Urgency Messages, Consumer Buying Behaviour, Impulse Buying, Purchase Decision

INTRODUCTION

In today’s competitive retail environment, marketers increasingly use urgency messages such as limited time offers, flash sales, and low stock alerts to influence consumer buying behaviour. These messages create a sense of scarcity or time pressure, prompting quicker decision-making and often encouraging impulsive purchases. Understanding the impact of such marketing strategies is crucial for businesses seeking to enhance sales and customer engagement. Coimbatore city, with its growing retail market and diverse consumer base, provides an ideal context to study how urgency messages affect buying behaviour. This research aims to analyze the influence of urgency-based marketing communications on consumer purchase decisions, examining how factors such as perception of scarcity, time pressure, and promotional tactics shape buying patterns. The findings will help marketers design more effective campaigns while maintaining consumer trust and satisfaction.

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STATEMENT OF THE PROBLEM

The increasing use of urgency messages in marketing such as limited-time offers and low stock alerts has transformed consumer purchase behaviour by creating pressure to make quick decisions. While these tactics can drive sales, their actual impact in non-metro cities like Coimbatore remains underexplored. Factors such as age, gender, income level, and digital literacy may influence how consumers perceive and respond to these cues. Overexposure to urgency messages can also result in consumer fatigue, impulsive buying, post-purchase regret, and declining brand trust. These issues raise concerns about the ethical and long-term effectiveness of urgency-based marketing strategies. The future of consumer–brand relationships in such markets depends on striking a balance between persuasive marketing practices and consumer satisfaction, with responsible communication playing a key role in fostering trust and sustainable growth.

OBJECTIVES

- To assess the level of consumer awareness and perception regarding urgency cues in marketing.
- To identify the various types of urgency cues used in online and offline marketing strategies.

NEED OF THE STUDY

The increasing use of urgency messages in marketing, such as “limited-time offers” and “only a few left,” has created both opportunities and challenges in influencing consumer buying behaviour. While these tactics are effective in driving quick purchase decisions, they may also lead to impulsive buying, post-purchase regret, and reduced trust in brands. In non-metro cities like Coimbatore, the impact of such urgency cues remains underexplored, with demographic factors such as age, gender, income, and digital literacy likely influencing consumer response. Studying this area is essential to understand the real effect of urgency messages on consumer behaviour and to provide insights for designing marketing strategies that balance business growth with consumer trust and satisfaction.

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LIMITATIONS OF THE STUDY

- The study is confined to Coimbatore City.
- Time constraints limited the sample size, which may affect the generalizability of the results.
- The study relies solely on information provided by the respondents, which may include subjective bias or inaccuracies.
- External factors such as seasonal sales, economic conditions, or brand loyalty were not deeply considered in analyzing consumer responses.

REVIEW OF LITERATURE

Step Labs (2024)[1] studied the effects of scarcity and urgency on consumer behaviour during high-traffic sales events like Cyber Monday. The report found that personalized urgency cues, such as “only 2 left in your size” or “selling fast in Coimbatore,” are more effective than generic messages, increasing emotional engagement and purchase likelihood. Urgency works best when it is relevant, authentic, and supported by real-time data.

Bui My Duyen, Tran Dinh Quoc, and Nguyen Trinh Hong Anh (2025)[2] examined how emotional engagement, FOMO, visual stimuli, and perceived value influence online purchases among 412 Vietnamese shoppers. Emotional engagement ($\beta = 0.51$) and perceived value ($\beta = 0.44$) were the strongest predictors of buying behaviour, while visual stimuli ($\beta = 0.42$) and FOMO ($\beta = 0.38$) also had significant effects. The study suggests combining urgency messaging with emotional storytelling and value propositions while avoiding excessive FOMO to maintain trust.

ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

Table 1

Demographic Profile of the respondents

		Frequency	Percent
	Student	196	77.2
	Labour	7	2.8

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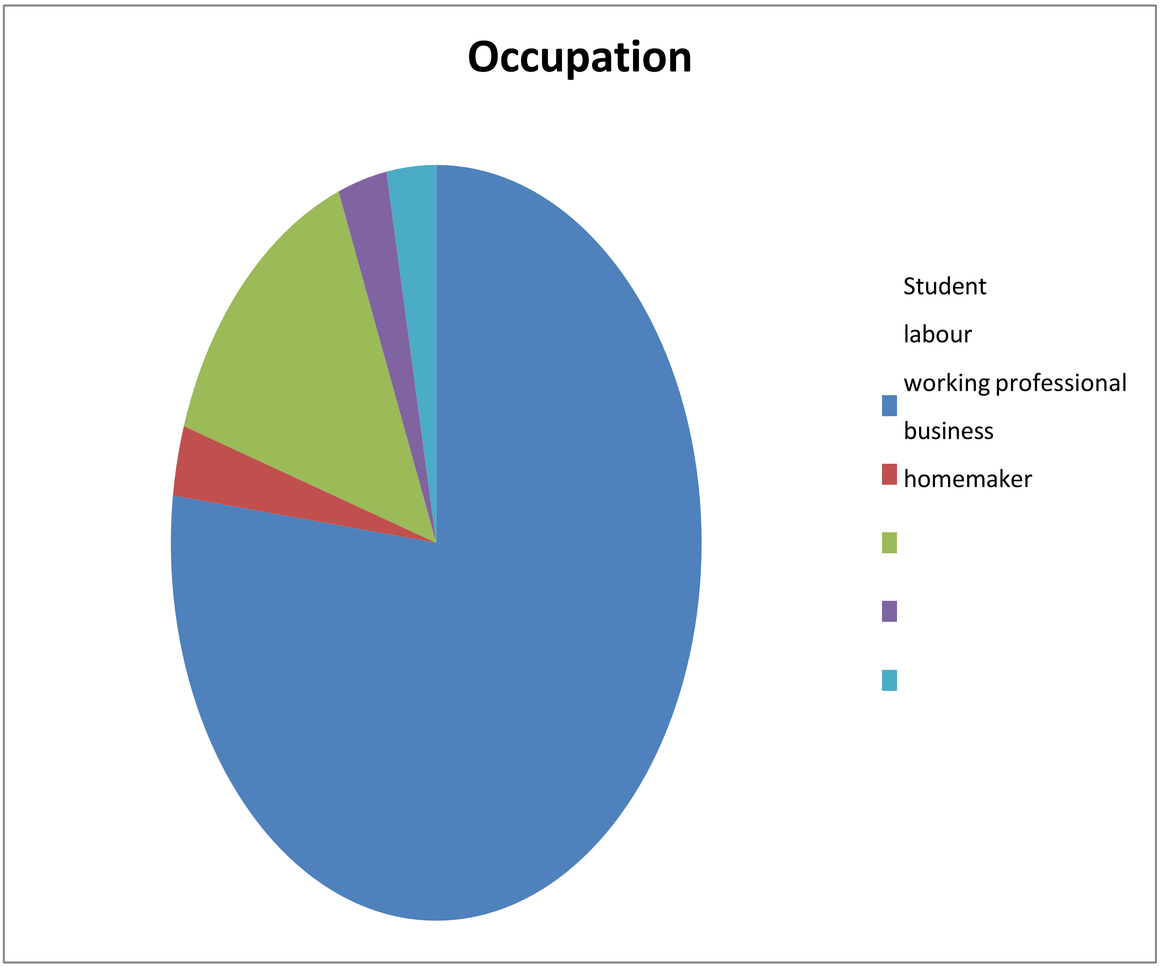
Occupation	Working professional	35	13.1
	Business	8	2.8
	Homemaker	7	2.8

Based on the Occupation of the Respondents

The analysis of respondents occupations shows that students form the largest group, comprising 77.2% of the surveyed population. Working professionals account for 13.8%, representing a smaller yet notable segment. Business owners make up 3.1% of respondents,



(Source : Primary Data)

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CHI – SQUARE TEST

Table 2

Effect of urgency messages on budgeting and spending behaviour

Demographic Factors	**Group**	**Effect of urgency messages on budgeting and spending behaviour**												**Chi-Square**	**Sig.**
		P1		**P2**		**P3**		**P4**		**P5**		**Total**			
		No	**%**	**No**	**%**	**No**	**%**	**No**	**%**	**No**	**%**	**No**	**%**		
Gender	Male	6	9.2	12	18.4	25	38.4	18	27.6	4	6.1	65	100	3.029	.553
	Female	17	9.0	36	19.1	85	45.2	34	18.0	16	8.51	188	100		
Age Group	18-25	16	7.8	43	21.1	86	42.3	38	18.7	20	9.8	203	100	24.844	.016
	26-35	5	13.8	3	8.3	17	47.2	11	30.5	0	0	36	100		
	36-45	0	0	2	18.1	6	54.5	3	27.2	0	0	11	100		
	46-55	2	66.6	0	0	1	33.33	0	0	0	0	3	100		
	Above 55	-	-	-	-	-	-	-	-	-	-	-	-		
	High school	1	4.7	4	19.0	7	33.3	7	33.3	2	9.5	21	100	17.203	.373
	Undergraduate	17	8.4	38	18.9	93	46.2	36	17.9	17	8.4	201	100		

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Education level	Post graduate	2	11.1	3	16.6	6	33.3	7	38.8	0	0	18	100		
	Diploma	1	14.2	1	14.2	3	42.8	2	28.5	0	0	7	100		
	Professional	2	33.3	2	33.3	1	16.6	0	0	1	16.6	6	100		
Occupation	Student	14	7.1	39	19.8	89	45.4	38	19.3	16	8.1	196	100	20.924	.11
	Labour	1	14.2	0	0	5	71.4	0	0	1	14.2	7	100		
	Working proessional	7	20	5	14.2	9	25.7	11	31.4	3	8.5	35	100		
	Business	1	12.5	3	37.5	2	25	2	25	0	0	8	100		
	Home maker	0	0	1	14.2	5	71.4	1	14.2	0	0	7	100		
Residential status	Urban	7	7.6	13	14.2	41	45	21	23.0	9	9.8	91	100	18.732	.05
	Semi-urban	6	6.5	24	26.3	44	48.3	12	13.1	5	5.4	91	100		
	Rural	7	12.5	9	16.0	22	39.2	15	26.7	3	5.3	56	100		
	Semi-rural	3	20	2	13.3	3	20	4	26.6	3	20	15	100		

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Family monthly income	Below ₹25000	8	10.25	24	30.7	23	29.4	18	23.0	5	6.41	78	100	7.677	.80
	₹25001 - ₹50000	9	10.3	28	32.1	29	33.3	18	20.6	3	3.4	87	100		
	₹50001 - ₹75000	8	15	17	32	15	28.3	11	20.7	2	3.7	53	100		
	₹75001 and above	7	20	8	22.8	8	22.8	8	22.8	4	11.4	35	100		

(Source : Primary Data)

Based on Gender of the Respondents

Male respondents mostly reported P3 (38.4%) and P4 (27.6%), while females reported higher in P3 (45.2%) followed by P2 (19.1%). The chi-square value is 3.029 with a significance of 0.553, which is greater than 0.05. This indicates no significant association between gender and the effect of urgency messages on budgeting and spending behaviour. Hence, the null hypothesis is accepted.

Based on Age of the Respondents

Among respondents aged 18–25, 42.3% reported P3 and 21.1% reported P2. The 26– 35 group showed 47.2% in P3 and 30.5% in P4, while the 36–45 group reported 54.5% in P3. Respondents aged 46–55 leaned towards P1 (66.6%). No responses were recorded for above 55. The chi-square value is 24.844 with a significance of 0.016, which is less than 0.05. This indicates a significant association between age and the effect of urgency messages on budgeting and spending behaviour. Hence, the null

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hypothesis is rejected.

Based on Education Level of the Respondents

High school respondents reported higher in P3 (33.3%) and P4 (33.3%), undergraduates in P3 (46.2%), postgraduates in P4 (38.8%), diploma holders in P3 (42.8%), and professionals in P1 (33.3%) and P2 (33.3%). The chi-square value is 17.203 with a significance of 0.373, which is above 0.05, indicating no significant association. Hence, the null hypothesis is accepted.

Based on Occupation of the Respondents

Students reported the highest in P3 (45.4%), labourers and homemakers leaned strongly towards P3 (71.4%), working professionals had balanced responses, and business respondents leaned more towards P2 (37.5%). The chi-square value is 20.924 with a significance of 0.181, greater than 0.05. Thus, occupation shows no significant association with budgeting/spending behaviour. The null hypothesis is accepted.

Based on Residential Status of the Respondents

Urban respondents reported higher in P3 (45%), semi-urban in P3 (48.3%), rural in P3 (39.2%) and P4 (26.7%), while semi-rural respondents were more evenly distributed. The chi- square value is 18.732 with a significance of 0.095, which is above 0.05, indicating **no significant association**. Hence, the null hypothesis is accepted.

Based on Family Monthly Income of the Respondents

Respondents across all income groups reported higher in P2 and P3, e.g., ₹25,001–
₹50,000 group in P3 (33.3%) and ₹50,001–₹75,000 group in P2 (32%). The chi-square value is 7.677 with a significance of 0.810, greater than 0.05. Thus, family income has no significant association with the effect of urgency messages. The null hypothesis is accepted.

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DESCRIPTIVE STATISTICS

Table 3

Table Perception of the Impact of Urgency Messages on Consumer Behaviour

Statements	N	Minimum	Maximum	Mean	Std. Deviation
Urgency to purchase	254	1	5	3.28	.897
Scarcity influence	254	1	5	3.35	.979
Urgency excitement	254	1	5	3.25	.999
Message scepticism	254	1	5	3.44	1.024
Decision acceleration	254	1	5	3.23	1.015
Buyer's remorse	254	1	5	3.32	1.029
Social proof effect	254	1	5	3.43	1.019

In accordance with the descriptive analysis, it is revealed that respondents exhibit moderate to high levels of influence from urgency messages. The mean values indicate that **message skepticism (3.44)** and **social proof effect (3.43)** are the most prominent factors affecting consumer behaviour, suggesting that while consumers are influenced by urgency cues, they critically evaluate the credibility of the messages and rely on social validation before making decisions. **Scarcity influence (3.35)** and **buyer's remorse (3.32)** show that limited-time offers and post- purchase feelings also play a moderate role in shaping behaviour. Other factors such as **urgency to purchase (3.28)**, **urgency excitement (3.25)**, and **decision acceleration (3.23)** indicate that urgency messages can prompt quicker decisions and generate excitement, but the impact varies among individuals. Overall, the findings suggest that urgency messages moderately influence consumer behaviour, highlighting the importance of credibility, social proof, and well-designed marketing strategies in driving effective consumer responses

T – TEST

Table 4

The Perception of the Impact of Urgency Messages on Consumer Behaviour

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Statements	Gender	N	Mean	Std. Deviation	Std. Error Mean
Urgency to purchase	Male	65	3.47	1.047	.129
	Female	188	3.21	.832	.060
Scarcity influence	Male	65	3.35	1.110	.137
	Female	188	3.35	.933	.680
Urgency excitement	Male	65	3.41	1.171	.145
	Female	188	3.19	.929	.067
Message skepticism	Male	65	3.38	1.141	.141
	Female	188	3.46	.983	.071
Decision acceleration	Male	65	3.41	1.130	.140
	Female	188	3.17	.967	.070
Buyers remorse	Male	65	3.49	1.200	.148
	Female	188	3.26	.959	.069
Social proof effect	Male	65	3.67	1.238	.153
	Female	188	3.35	.921	.067

The analysis of the perception of urgency messages on consumer behaviour based on gender reveals some interesting trends. Overall, both male and female respondents show a **moderate level of agreeability** toward the impact of urgency messages, with mean scores ranging from 3.17 to

3.67. Male respondents report slightly higher mean values for **urgency to purchase (3.47)**, **urgency excitement (3.41)**, **decision acceleration (3.41)**, **buyers' remorse (3.49)**, and **social proof effect (3.67)**, indicating that males may be marginally more influenced by urgency cues in these areas. Female respondents, on the other hand, show slightly higher scores for **message skepticism (3.46)**, suggesting they are more likely to critically evaluate the credibility of urgency messages before acting. Despite these small variations, the standard deviations indicate considerable individual differences within each gender group. Overall, the findings suggest that while urgency messages impact both genders, males may be slightly more susceptible to action- oriented cues, whereas females exhibit higher skepticism, highlighting the importance of message credibility in marketing strategies.

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ONE WAY- ANOVA

Table 5

Perception of Limited-Time Offers

Demographic profiles	**Groups**	**Seeing a "limited time offer" often triggers a strong urge in me to purchase the product**					
		N	**Mean**	**SD**	**F-value**	**Sig. value**	**S/NS**
Gender	Male	65	3.4769	1.04743	4.236	.041	NS
	Female	188	3.2128	.83214			
Age group	18- 25	203	3.2069	.87685	2.634	0.50	NS
	26-35	36	3.5278	.94070			
	36-45	11	3.6364	1.00000			
	46-55	3	4.0000	.89769			
Education	High School	21	2.7619	.99523	3.538	.008	S
	UnderGraduate	201	3.2886	.85809			
	Postgraduate	18	3.7222	.89479			
	Diploma	7	3.7143	1.11270			
	professional	6	3.0000	.89443			
Occupation	Student	196	3.2857	.85934	.193	.942	NS
	Labour	7	3.2857	1.49603			
	Working professional	35	3.2857	.95706			
	Business	8	3.3750	1.18773			

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	Home maker	7	3.0000	.81650			
Family monthly income	Below₹25000	78	3.1823	.95425	1.373	.252	NS
	₹25001-₹50000	87	3.2068	.82318			
	₹50001-₹75000	53	3.4717	.79913			
	₹75001 and above	35	3.3714	1.05957			
Residential status	Urban	91	3.0879	.91467	3.329	0.20	NS
	Semi-urban	91	3.3626	85005			
	Rural	56	3.5179	.93402			
	Semi-rural	15	3.0667	.70373			

ANOVA has been used to test whether the agreeability scores on the impact of urgency messages on consumer behaviour differ significantly among respondents classified based on demographic profiles. The analysis reveals that the agreeability scores of respondents show **no significant difference** on key attributes such as urgency to purchase, urgency excitement, and decision acceleration when classified based on **gender, age, and occupation**. However, the agreeability scores exhibit a **significant difference** on key attributes, including scarcity influence, message skepticism, and social proof effect, when classified based on **educational qualification, residential status, and family monthly income**. This suggests that while some demographic factors do not strongly affect consumers' responsiveness to urgency messages, factors like education, place of residence, and income level play a significant role in shaping perceptions and reactions toward such marketing communications.

SUGGESTIONS

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- Use urgency messages responsibly, avoiding exaggerated scarcity or false claims to maintain consumer trust.
- Monitor and adjust urgency campaigns based on consumer feedback to enhance effectiveness without creating frustration or skepticism.
- Provide clear information alongside urgency cues to help consumers make informed purchase decisions.
- Educate buyers on recognizing and critically evaluating urgency messages to reduce impulsive purchases.
- Encourage mindful shopping habits and digital literacy to better manage impulse-driven buying behaviour.

CONCLUSION

Urgency messages, as a strategic marketing tool, have a profound impact on consumer behavior, particularly in stimulating quick decision-making and impulsive purchases. By leveraging psychological triggers such as scarcity, time limitations, and the fear of missing out (FOMO), these messages create a sense of immediacy that motivates consumers to act promptly. They are most effective among younger, digitally savvy, and urban consumers who are highly responsive to online promotions andlimited-time offers. However, while urgency messages can boost short-term sales and engagement, they can also evoke emotional responses such as anxiety, pressure, and occasional post-purchase regret. Therefore, integrating urgency messages ethically balancing immediacy with transparency and genuine product availability ensures that businesses not only drive conversions but also maintain consumer trust and foster long- term loyalty.

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