

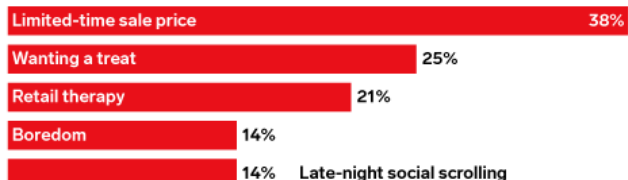
# Limited-time sales are the top way to inspire impulse purchases

Article



## Factors That Contributed to US Shoppers' Most Recent Online Impulse Purchase, Sep 2024

% of respondents



Note: ages 18+; among those who have made impulse purchases online  
Source: Gale Group, "From Clicks to Culture: Decoding the Identity Signals in Online Shopping," Nov 19, 2024

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**Key stat:** Limited-time sale pricing was the top factor contributing to US shoppers' most recent online impulse purchases, according to September 2024 data from Gale Group.

### Beyond the chart:

- Books, consumer electronics/tech, and video games follow only travel, insurance, and banking services as the categories consumers worldwide most prefer to buy online, according to a July 2024 from YouGov.
- Over three quarters (78%) of US consumers say that reviews from other customers are influential in their online purchase decisions, per September 2024 AfterShip data. Reviews from other customers are the second most influential factor behind sales or promotions,

**Use this chart:** [Retailers](#) can use this chart to emphasize the role price and emotion play in impulse purchases and create [campaigns](#) that tap into consumer's emotional triggers to encourage more impulse spending.

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- [Retail Trends to Watch in 2025](#) (EMARKETER subscription required)
- [Retail and Ecommerce Sales Benchmarks: Q4 2024](#) (EMARKETER subscription required)

*Methodology: Data is from the November 2024 Gale Group report titled, "From Clicks to Culture: Decoding the Identity Signals in Online Shopping." 2,000 US consumers ages 18+ were surveyed during September 2024.*