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## Decision Fatigue in Digital Promotions: Micro-Choice Effects on Consumer Behavior of Young Working Professionals

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### ABSTRACT

This study examined how decision fatigue caused by having too many choices in digital marketing promotions affects the purchasing behavior and purchase decision-making of young working professionals. It also examined how different promotional strategies affect consumers' decisions and their satisfaction after buying. The study aimed to better understand how exposure to multiple options in digital platforms influences consumers' ability to make decisions and their overall shopping experience. The data for this study were collected through an online survey of 100 young working professionals in Qatar who regularly shop online. The survey asked about their experiences with digital promotions, such as discounts, personalized recommendations, and offers. Respondents shared how these promotions influenced their buying behavior. The responses were then analyzed using the mean and standard deviation to better understand the overall trends in the data. The results showed that most respondents agreed that digital promotions influence their purchasing behavior. Many participants reported that these promotions encouraged them to make purchases and improved their overall shopping experience. However, the findings also revealed that being exposed to too many options and promotional messages made it more difficult for some respondents to decide. This often resulted in confusion, hesitation, and delays in making purchasing decisions. Overall, digital promotions can make shopping easier, but too many choices can also make it harder to decide. These findings suggest that simpler and more organized promotional strategies can help consumers make clearer, faster, and more confident purchasing decisions. This also highlights the importance of presenting information in a way that reduces confusion and supports better decision-making.

### INTRODUCTION

Information is now easier to access and more available than in previous generations. With the rise of digital platforms, customers can evaluate options, search for products, compare alternatives, and make decisions faster. However, this convenience also brings challenges. The large number of choices in digital marketing promotions and advertisements can make decision making more difficult. Consumer behavior is also strongly influenced by social media and digital trends (Khusnah, 2025). Trends, peer influence, and online expectations can influence how individuals view products and make decisions. In addition, although tools like AI-based recommendation systems help narrow choices, they can also increase hesitation and reduce the feeling of control over decisions.

In a country like Qatar, where internet access and mobile usage are high, young professionals who actively use online shopping platforms are often exposed to many options, recommendations, and advertisements. While these are designed to assist consumers, they can also lead to confusion and a feeling of being overwhelmed (Rohden, 2024). This situation is known as decision fatigue, where having too many choices reduces a person's ability to make effective decisions. As a result, consumers may delay purchases, feel unsure about their choices, or experience lower satisfaction after buying a product

(Choudhury, 2025).

Previous studies have shown that too much information and too many choices can lead to indecisiveness, stress, and reduced satisfaction. In digital environments such as online shopping and cryptocurrency investing, consumers often feel pressured due to exposure to excessive information and options (Al-Fattal, 2026). Therefore, this study aims to examine how digital marketing promotions contribute to decision fatigue and how this affects the purchasing behavior and decision making of young working professionals. By understanding these effects, the study seeks to provide insights that can help improve marketing strategies and create a better decision-making experience for consumers.

### LITERATURE REVIEW

The Impact of Decision Fatigue from Digital Promotions on the Purchasing Behavior of Young Working Professionals

Consumers were faced with a number of factors influencing their purchasing behavior as they were exposed to many different product options online, through both personalized recommendations and promotions. As they evaluated and compared these products, their cognitive resources gradually became depleted, which ultimately reduced their confidence and speed in making

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a purchase decision. This cognitive depletion experienced by the consumer was defined as decision fatigue (Li & Kang, 2025). Decision fatigue caused consumers to delay completing a transaction. Furthermore, research conducted by Canarlan (2025) indicated that consumers who experienced decision fatigue and felt overwhelmed by too many choices had an increased risk of abandoning the digital shopping cart. Taken together, these findings suggested that decision fatigue associated with being bombarded by numerous options in digital marketing environments discouraged immediate purchases and instead encouraged consumers to postpone or entirely avoid making a purchase.

Beyond the growing number of product options available in digital marketplaces, various promotional strategies such as flash sales, limited time offers, personalized recommendations, and combined discount schemes further complicated the decision-making process. While all of these strategies were intended to prompt consumer purchase decisions, each strategy created additional cognitive processing for consumers to evaluate and compare an increasing number of products in a very short period. Wang, Mo, and Ho (2023) found that repeated task choices in online shopping environments contribute to choice fatigue, reducing decision quality and consumers' ability to make effective decisions. Similarly, Sharma (2023) discovered that consumer confusion and the complexity of the amount of information available to consumers in online platforms are linked to delayed purchasing behavior. These results suggested that while digital promotional strategies attracted consumers' attention, they also created mental stressors that resulted in decision fatigue. Therefore, rather than creating a sense of urgency for consumers to complete a purchase immediately, over-encouraging promotional stimuli caused consumers to either delay or completely cancel their purchasing decisions.

Young working professionals were particularly vulnerable to decision fatigue caused by digital promotional activities due to the high cognitive demands of their occupational responsibilities. Working daily created many job-related mental and physical demands, such as meeting deadlines and completing multiple tasks at once. This served as an additional drain on an individual's mental resources, creating less time and ability to use systematic information processing techniques while shopping online. As a result, consumers were forced to make decisions based on heuristics rather than a full analysis of all available information. Zhang, Cao, and Liu (2023) found that in live commerce environments characterized by information overload, consumers tend to shift from systematic processing to heuristic decision-making. Similarly, Li *et al.* (2022) demonstrated through the Elaboration Likelihood Model that under conditions of information overload, promotional cues such as price discounts have a stronger influence on consumer purchasing behavior, particularly among individuals with lower cognitive capacity for processing information.

Therefore, when younger working professionals encountered extensive digital promotions after a cognitively demanding workday, they were more likely to experience decision fatigue, make impulse purchases, delay decisions, or abandon transactions.

Overall, a wide range of existing studies indicated that digital promotion-based environments generated cognitive strain through information overload, repeated exposure to persuasive messages, and the complexity of available choices. The empirical evidence clearly showed that these elements shaped consumers' information processing behaviors and influenced their purchasing decisions, often resulting in impulse buying, postponing a purchase, or completely abandoning purchases. Furthermore, prior research identified decision fatigue as a key mechanism linking digital promotional exposure to changes in consumer behavior. These findings highlighted the importance of examining decision fatigue specifically within the context of digital promotions among young working professionals. As this age group was likely to experience high levels of cognitive demand related to their job, it was essential for researchers to investigate how exposure to digital promotional strategies influenced their purchasing decisions.

The results of this study suggested that digital promotions influenced purchasing behavior, but they also contributed to decision fatigue as consumers were faced with too many choices and excessive information.

H1. Decision fatigue from digital promotions influenced the purchasing behavior of young working professionals. Digital Promotional Formats and Their Association with Decision Fatigue Among Young Working Professionals Digital promotional formats such as flash sales, limited-time offers, push notifications, bundling, and recommendation personalization were among the most important ways that shoppers decided what products or services to buy in an online shopping environment. The primary goal of these formats was to grab the shopper's attention and create a sense of urgency for a purchase. However, they also resulted in additional information that shoppers had to quickly process. This increased exposure to digital promotional advertising may have heightened cognitive load, which led to less systematic evaluation of alternatives by consumers (Pittman and Haley, 2022). Shoppers exposed to multiple promotional messages at once were more likely to use heuristics when making a decision than to systematically compare all options (Hatzithomas *et al.*, 2023). While using simpler decision strategies allowed shoppers to better deal with information overload, it resulted in lower decision quality and contributed to mental exhaustion. Additional research into digital information overload suggested that excessive exposure to digital promotional advertisements increased psychological distress and negatively affected consumer judgments. For young working professionals who already experienced high levels of cognitive demands due to their job responsibilities, exposure to digital promotions was even more mentally fatiguing. Consequently, while

promotional advertising campaigns were developed to promote a purchase, they also inadvertently contributed to decision fatigue and ultimately affected consumer purchasing behavior.

Understanding digital marketing in terms of how consumers managed information in an environment of mental overload, it became easier to see the effects of various forms of online shopping promotional content presented to consumers simultaneously. In online shopping, consumers were often exposed to flash sales, limited-time discounts, push notifications, and personalized recommendations all at once. These promotions presented a large amount of information that had to be processed quickly, which felt mentally overwhelming. In highly personalized digital environments, constant exposure to algorithm-driven advertisements also contributed to mental exhaustion and reduced attention towards promotional messages among consumers (Balaskas *et al.*, 2025). When consumers were exposed to an overwhelming number of options at the same time, it was unlikely that they made careful evaluations of each option and instead used easily accessible cue items to help them decide, such as the price being discounted, whether other customers had purchased a product, or if there was an indication of urgency related to the purchase.

Research grounded in cognitive load theory suggested that time pressure and message complexity reduced analytical processing and encouraged heuristic-based decision making (Schmidt, Eisend, & Langner, 2022). Similarly, studies on information overload in digital environments showed that excessive promotional exposure increased cognitive burden and negatively influenced judgment quality (Zhang, Cao, & Liu, 2023). The Stimulus-Organism-Response model provided a further explanation of how external promotional stimuli led to changes in internal psychological states, such as cognitive overload and fatigue, and ultimately affected behavior, such as impulse purchases, delayed purchases, and/or avoidance of a purchase (Lim *et al.*, 2022).

Given that young working professionals, particularly those in entry-level positions, were typically tasked with managing multiple demands throughout the workday, repeated exposure to digital promotional content exacerbated their levels of mental exhaustion. Due to continued depletion of cognitive resources, young working professionals experienced decision fatigue, resulting in changes to their purchasing behaviors and quality of decision-making.

Another issue associated with digital promotional formats was the growing problem of cognitive overload among consumers when they were exposed to large amounts of information in online environments. Often, while using digital platforms, consumers were exposed to an array of product details, recommendations, and promotions simultaneously. This overwhelmed the ability of consumers to process all of the available information efficiently. Research has shown that

excessive information in online environments can exceed consumers' information processing capacity and lead to poorer decision quality and increased decision difficulty (Peng, Xu, & Huang, 2021). As consumers evaluated many alternatives, they suffered mental exhaustion and therefore utilized fewer attentional resources during the decision-making process. Research also suggested that repeated exposure to advertising across digital platforms gradually led to advertising fatigue, reducing consumers' responsiveness and engagement with promotional messages (Guo & Jiang, 2024). Similarly, studies have shown that repeated exposure to advertising on social media platforms can contribute to social network fatigue and influence how users perceive and respond to digital advertisements (Milas & Lesinger, 2022). When consumers became overwhelmed by continuous promotional messages, they began to ignore advertisements or relied on simple decision cues rather than carefully evaluating all available options. This situation was particularly noticeable among young working professionals who frequently used smartphones and digital platforms throughout the day. Consequently, frequent exposure to digital promotional formats contributed to decision fatigue, which affected consumer purchasing decisions by either delaying purchase decisions, causing consumers to rely on heuristics, or resulting in a lack of purchase altogether.

Digital promotional formats also influenced consumer purchasing behavior through personalized marketing strategies used by online platforms. Many e-commerce websites used recommendation systems that suggested products based on consumers' preferences, browsing history, or previous purchases. These personalized recommendations were designed to improve consumers' shopping experience and increase engagement with online platforms. Research has shown that the quality of recommended products can significantly influence consumers' online purchasing behavior and may even trigger impulse buying in digital environments (Ampadu *et al.*, 2021). When consumers were exposed to personalized product suggestions while browsing online stores, they became more interested in products that they had not originally planned to purchase. Ultimately, recommendation systems changed consumers' purchase intention and their decision-making process when shopping online. Exposure to personalized promotional content continued to influence the purchasing behaviors and decision-making processes of young working professionals, who frequently relied on digital platforms for shopping purposes due to their busy schedules.

Overall, existing studies suggested that digital promotional formats significantly influenced how consumers processed information and made purchasing decisions in online environments. The primary objective of promotional strategies was to encourage consumer attention and engagement through various strategies, including flash sales, push notifications, and personalized product recommendations. However, while digital promotional

strategies were effective at attracting consumer attention, repeated exposure to promotional stimuli resulted in both information overload and increased cognitive demands on consumers. As several studies have shown, excessive promotional exposure can reduce decision quality, encourage heuristic processing, and lead to cognitive fatigue during the decision-making process (Peng, Xu, & Huang, 2021; Zhang, Cao, & Liu, 2023). Furthermore, personalized recommendation systems can influence consumers' purchasing intentions and may trigger impulse buying behaviors in digital retail environments (Ampadu *et al.*, 2021). Although these promotional strategies were successful in drawing consumer attention, excessive exposure to digital marketing content generated an increased mental burden for individuals. Young working professionals were particularly at risk because of the already elevated levels of cognitive load due to the demands of their work. Therefore, examining how digital promotional formats contributed to decision fatigue among young working professionals was essential for understanding how digital marketing strategies influenced consumers' purchasing behavior.

The results of this study suggested that different digital promotional formats, particularly price discounts, product reviews, and personalized recommendations, played a significant role in influencing consumer decisions, while also contributing to decision fatigue due to repeated exposure and excessive promotional information.

H2. Digital promotional formats were associated with decision fatigue among young working professionals.

The Effect of Micro-Choices in Digital Promotions on the Purchasing Behavior of Young Working Professionals

Micro-choices embedded in digital promotions played an important role in shaping consumer decision-making in online environments. The digital nudge referred to a small design element used to direct users to a particular course of action through the use of information, reminders, and cues; digital nudging presented information, reminders, or cues that impacted how individuals considered all available options to arrive at a final decision. According to Hettler *et al.* (2025), digital nudging enables an individual to overcome decision inertia by focusing their attention on a specific course of action and prompting them to act. Similarly, Demir and Akbıyık (2025) explain that digital nudges embedded in online platforms can significantly influence user engagement and behavior by guiding individuals toward desired outcomes. Digital marketing typically presented the digital nudge in the form of a limited-time discount, a recommended product highlighted with a special icon, a reminder notification, or the default option presented to the consumer, which presented the easiest course of action to make a decision. While such micro-choices were designed to facilitate decision-making and increase consumer engagement, they also influenced how consumers processed information and evaluated alternatives. For young working professionals, who were most likely to shop digitally due to limited time availability and/or hectic

work schedules, these cues greatly influenced both their purchasing behavior and decision-making processes.

Micro-choices integrated into the digital promotion environment had a significant impact on how consumers made purchasing decisions while using an online platform for shopping. The micro-choices were usually displayed as highlighted promotional items, as personalized product recommendations, or as quick-purchase options that supported simplification in making the decision to purchase. Such features were commonly integrated into e-commerce platforms to enhance consumer engagement and encourage purchasing behavior. Research indicates that the effectiveness of e-commerce platforms can shape how consumers perceive economic benefits and evaluate products when shopping online (Tran, 2021). In addition, studies applying the Stimulus-Organism-Response framework suggest that environmental stimuli within online platforms, such as promotional cues or interactive features, can trigger emotional responses that increase the likelihood of impulse buying behavior (Li *et al.*, 2022). When consumers encountered a micro-choice while browsing an online store, it had the potential to elicit reliance on a simpler decision cue rather than taking the time to consider each individual option. For young working professionals who spent a considerable amount of time shopping online while simultaneously managing high levels of demand at their job, they were significantly influenced by digital micro-choice prompts. Ultimately, this was because the micro-choice prompts required less mental effort and allowed consumers to make faster purchasing decisions.

Digital marketing environments provided various stimuli that influenced consumers' purchasing behavior during online shopping. Many digital marketers utilized features like interactive web design, an omnichannel approach to selling products, and social media to promote products and services, all with the intent of increasing consumer interaction and subsequently driving purchasing decisions. According to the stimulus-organism-response (S-O-R) framework, these digital stimuli can trigger psychological and emotional responses that influence consumer behavior. For instance, research on live streaming shopping environments revealed that factors such as convenience, interactivity, and playfulness positively stimulate the perceived enjoyment of the consumer, which in turn increases their impulse buying intentions (Lin *et al.*, 2023). Similarly, studies in omnichannel retail environments indicate that platform convenience and channel integration enhance consumer empowerment, trust, and satisfaction, which ultimately influence impulsive purchasing behavior (Pereira *et al.*, 2023). In addition, social media marketing activities have been found to trigger emotional responses and brand resonance, significantly increasing consumers' online impulse buying intentions (Safeer, 2024). These findings indicated that digital marketing environments influenced consumer purchasing behavior by creating an environment that stimulated quicker, sometimes

impulsive buying decisions.

Although previous studies have demonstrated that digital marketing stimuli, such as interactive platform features, omnichannel retail systems, and social media marketing activities, can influence consumers' impulse buying behavior, several limitations remained in the existing literature. Most past research examined the extent to which digital marketing stimuli influenced consumers' impulse buying behaviors through platform design, emotional response, and consumer engagement in online environments. While these studies provided useful information about how digital stimuli influenced consumer behavior, they did not consider whether repeated exposure to multiple forms of digital promotional activity resulted in cognitive overload or decision fatigue. Specifically, young working professionals, who often were exposed to numerous digital marketing messages while simultaneously managing significant work-related responsibilities, found it difficult to process large volumes of marketing messages while shopping online. Therefore, further research was needed to determine how exposure to digital promotional environments affected consumers' cognitive processes and purchasing decisions, with emphasis on examining the relationship between digital marketing stimulus exposure and decision fatigue among young working professionals.

The results of this study showed that micro-choices, such as personalized recommendations and promotional cues, influenced purchasing behavior by encouraging quicker and sometimes impulsive decisions, while also contributing to decision fatigue as consumers were exposed to multiple options and continuous promotional stimuli.

H3. Micro-choices in digital promotions influenced the purchasing behavior of young working professionals.

### Research Questions

With the increasing use of digital promotions and online advertisements, young working professionals are often faced with many choices that may lead to decision fatigue. While these promotions are meant to attract consumers and encourage purchases, they may also affect how people make decisions and spend their money. This study aims to understand how digital promotions and micro-choices influence the purchasing behavior of young working professionals. Specifically, this study aims to answer the following research questions:

1. How does decision fatigue from digital promotions influence the purchasing behavior of young working professionals?
2. Which types of digital promotional formats are most associated with decision fatigue among young working professionals?
3. How do micro-choices in digital promotions affect the purchasing behavior of young working professionals?

## MATERIALS AND METHODS

### Research Locale

The study will be conducted in Qatar, with a total of 100

young working professionals (aged 18-35) from various sectors as respondents. Social media and e-commerce platforms are highly popular in Qatar, and these platforms utilize different types of promotions, such as flash sales, targeted advertisements, emails, and push notifications, to market products. Many of these young professionals often work long hours and are continuously exposed to digital advertising through their devices. Balancing demanding work responsibilities with constant exposure to online promotions may influence their purchasing decisions and contribute to mental fatigue during online shopping.

### Conceptual Framework

This study adopts the IPO (Input-Process-Output) model, which is applied to examine whether there is a relationship between the type of digital promotional format and the buying behavior of young working professionals. The IPO model describes how an input is transformed into an output through a series of processes. Frame 1 (Input). Inputs for this study are the exposure of young working professionals to digital promotional formats, such as flash sales, push notifications, personalized ads, bundles, and micro-choice structures. These promotional strategies increase the information load and decision demands on young working professionals.

Frame 2 (Process). Young working professionals process digital information while also experiencing cognitive load and decision fatigue due to their work responsibilities. As a result, young working professionals' mental resources can be depleted, and they are less likely to engage in analysis when making purchasing decisions and more likely to rely on heuristics.

Frame 3 (Output). The outcome is the purchasing behavior of working professionals. Decision fatigue may result in impulsive purchasing, delaying purchase decisions, poor-quality purchasing decisions, or abandoning transactions altogether.

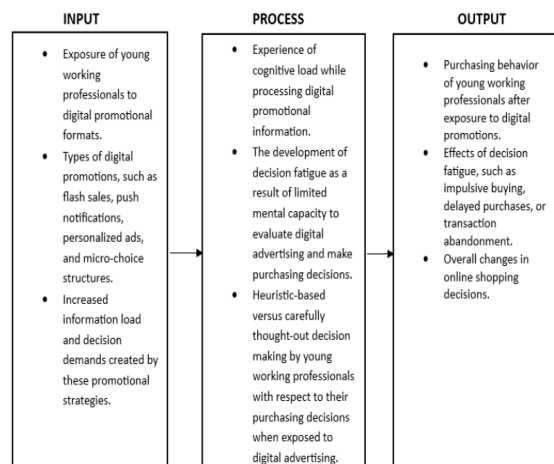


Figure 1: IPO Model Decision Fatigue in Digital Promotions and Its Effects on the Purchasing Behavior of Young Working Professionals.

**Sampling Method**

This study used convenience sampling to gather responses from young working professionals. The participants were selected based on their availability and willingness to answer the survey. The majority of those completing the survey were individuals between 18 years old to 35 years old, as well as full-time employees that frequently use online shopping services. This approach helped the researchers collect relevant data from people who are already familiar with digital promotions and online buying behavior.

**Data Gathering Procedure**

Data for this study were collected through an online survey. The survey link was shared on social media platforms such as Facebook and Instagram, as well as in online community groups catering to young working professionals in Qatar. The data collection period lasted approximately one week, during which responses were monitored until the target of 100 respondents was reached.

Reminders were sent from time to time to encourage more responses. Participation was voluntary, and no incentives were given. All the information gathered was kept confidential and used only for academic purposes.

**Instrument**

The primary data collection of instruments used for the study is a structured online questionnaire made with Google Forms. To confirm that respondents are of legal age and currently residing in Qatar, the survey starts with a privacy and integrity agreement before asking pre-qualifying questions. Upon completion, it moves to Section A, which collects demographic data including names, ages, genders, profession, status of employment, and frequency of online purchases. These specifics help in categorizing the profile of the respondents and confirming that they belong to the study’s target group. Section B, C, and D comprise most of the questionnaires. Section B uses a 5-point Likert scale to assess the positive effects of digital promotions, including exposure to promotional tools, satisfaction, and buying influence. While Section C includes multiple-choice questions that reflect the respondents’ favorite platforms, buying patterns, and decision-influencing elements like reviews and discounts. While Section D also uses 5-point Likert scale to assess the negative effect of digital promotions, particularly decision fatigue caused by micro-choices such as countdown timers, pop-ups, and personalized recommendations, and their impact on impulsive-buying, satisfaction, and purchasing behavior. The instrument is designed to efficiently evaluate how digital promotions, decision fatigue, and customer behavior are related.

**Statistical Treatment of Data**

After the data collection was completed, the responses were organized and analyzed with the help of a statistician. The study used descriptive statistics, specifically the mean

and standard deviation, to summarize the results and provide a clearer understanding of the data.

**Interpretation of Likert Scale**

A 5-point Likert scale was used to measure the respondents’ opinions and perceptions. Each response was given a value from 1 to 5, where 1 means “Strongly Disagree” and 5 means “Strongly Agree.” The results were interpreted using the mean to determine the general level of agreement.

**Use of Mean and Standard Deviation**

The mean was used to find the average response of the participants. This helped show the overall trend of their answers. On the other hand, the standard deviation was used to measure how consistent the responses were. A low standard deviation means the answers were similar, while a high standard deviation means the answers were

**Likert Scale Intervals and Interpretation**

Scale Range	Interpretation
1.00-1.80	Strongly Disagree
1.81-2.60	Disagree
2.61-3.40	Neutral
3.41-4.20	Agree
4.21-5.00	Strongly Agree

more varied.

The Likert scale intervals were used to interpret the computed mean values. These ranges helped determine the respondents’ level of agreement and understand their views on digital promotions and purchasing behavior.

**Scope and Limitations**

This study explores how young working professionals’ purchase behavior is affected by decision fatigue triggered by online marketing and micro-choices. It particularly examines how decision-making, purchase delays, impulsive purchasing, and purchase avoidance are affected by exposure to different digital promotional strategies, including flash sales, limited-time deals, push alerts, and customized suggestions. The research is aimed at 100 young working professionals in Qatar between the ages of 18 and 35 years old.

This study examines the effects of digital promotions and micro-choice factors on the purchasing behavior of young working professionals by concentrating only on online shopping platforms and their customers. Additionally, the results did not fairly represent consumer behavior in other countries or regions as the survey only included respondents who resided in Qatar. Because the survey is performed online, it is possible that respondents are more active on digital platforms, which might explain the wide variety of responses. Other external factors, such as financial status, individual preferences, overall economic conditions, and other promotional strategies not included in the survey, are not examined in this study.

**RESULTS AND DISCUSSIONS**

The findings of the study are presented in this part, together with statistical analysis and important

conclusions drawn from the data gathered. For clarity, the results are provided in tables and figures.

Table 1 presents the demographic profile of the

**Table 1:** Demographic Profile

		Frequency	Percent
Age	18 - 20 years old	35	30.7
	21 – 23 years old	15	13.2
	24 – 27 years old	8	7.0
	27 – 35 years old	56	49.1
Gender	Male	54	47.4
	Female	59	51.8
	Prefer not to say	1	0.9
Employment status	Employed	85	74.6
	Owned Business	7	6.1
	Seasonal	9	7.9
	Self-Employed	13	11.4
Frequency of shopping online	Daily	4	3.5
	Weekly	28	24.6
	Once a month	35	30.7
	Twice a month	19	16.7
	Quarterly	22	19.3
	Twice a year	2	1.8
	Yearly	3	2.6
	Never	1	0.9

respondents. It includes data such as their names, ages, genders, professions, employment status, and frequency

of online purchases.

Table 2 presents the assessment of the positive effects

**Table 2:** Positive Effects Of Digital Promotions On Consumer Purchasing Behavior

	Mean	SD	Interpretation
I feel satisfied with my decision to add the items to my cart.	3.85	0.88	Agree
Countdown timers in promotions truly influenced my decision to buy products.	3.39	1.10	Agree
Limited offers messages made me more likely to purchase a product quickly.	3.29	1.17	Neutral
Pop-up promotional offers affected my online purchasing decisions.	3.39	1.19	Neutral
Personalized product recommendations influenced what I buy.	3.71	1.06	Agree
Digital promotions somehow enhanced my overall shopping experience online.	3.76	0.97	Agree
Micro-choices in digital promotions increased my satisfaction with online purchasing.	3.45	1.01	Agree
Finding better deals enables me to have more options when buying.	4.20	0.96	Agree
Micro promotions sometimes lead me to make impulse purchases.	3.46	1.16	Agree
Small promotional cues like countdown or limited stock pop messages influence my purchasing decision.	3.33	1.09	Neutral
Overall	3.58	1.10	High Positive Effects

of digital promotions, including exposure to promotional tools, customer satisfaction, and influence on purchasing behavior. The findings reveal that respondents perceive digital promotions to have a high positive effects on

consumer purchasing behavior, as indicated by an overall mean score of 3.58 and a standard deviation of 1.10. Table 3 shows the respondents' preferred platforms, buying patterns, and decision-making factors in online

**Table 3:** Most Associated Digital Promotional Formats

		<b>Frequency</b>	<b>Percent</b>
Platform do you most frequently use for online shopping	Temu	40	35.1
	Shein	47	41.2
	Amazon	11	9.6
	Lazada	3	2.6
	Shopee	2	1.8
	Tiktok	1	0.9
	Others	11	9.6
Shop online more than once a week	Yes	27	23.7
	No	87	76.3
Number of platforms do you usually check out	One	23	20.2
	Two	51	44.7
	Three	27	23.7
	More than four	13	11.4
What usually influences your decision to buy a product online	Limited Time Promotions	6	5.3
	Personalized Recommendations	10	8.8
	Price Discount	54	47.4
	Product Reviews	44	38.6
Do you consider/check other people's reviews before purchasing the products	Always	87	76.3
	Only when I feel like it	8	7.0
	Sometimes	19	16.7
How many products from different shops do you compare before adding to your cart	Only One	13	11.4
	Two to Four Products	86	75.4
	Until my eyes are exhausted	5	4.4
	More than five products	10	8.8
Have you ever abandoned an online purchase because choosing between the promotions feels confusing	Yes	85	74.6
	No	29	25.4
How often do you feel overwhelmed and exhausted when doom scrolling through online shop	Never	7	6.1
	Rarely	38	33.3
	Sometimes	60	52.6
	Always	9	7.9
Actions do you usually take after seeing a promotional advertisement	Compare with other products	50	43.9
	Ignore the promotional and give it to the next person	3	2.6
	Purchase the product immediately	6	5.3
	Save the product for later	55	48.2

Number of promotional options do you usually see for a product when shopping online	One promotion	13	11.4
	Two to three promotions	78	68.4
	Four to five promotions	12	10.5
	More than five promotions	11	9.6

shopping. Most respondents frequently use Temu and Shein, rely on price discounts and product reviews, and typically compare products before purchasing.

Table 4 presents the assessment of the negative effects of digital promotions on consumer purchasing behavior. The findings reveal that respondents perceive digital

**Table 4:** Negative Effects Of Digital Promotions On Consumer Decision-Making

	Mean	SD	Interpretation
I frequently encounter digital promotions like flash sales, discount offers, and vouchers when shopping online.	3.93	0.98	Agree
I frequently add items to my cart and never actually buy them.	3.71	1.04	Agree
I feel mentally tired when I am presented with too many promotional offers online.	3.19	1.06	Neutral
I find it harder to make final purchase decisions when there are too many options to choose from.	3.61	1.12	Agree
I often feel fatigued when doomscrolling in online shops.	3.18	1.08	Neutral
Too many choices make me feel overwhelmed.	3.52	1.12	Agree
Similar products make it harder for me to decide what to choose.	3.68	1.03	Agree
I delay my purchases because there are too many choices on different platforms.	3.46	1.07	Agree
After purchasing through online promotions, I sometimes feel uncertain if I made the right decision to buy it.	3.46	1.07	Agree
I regret making a purchase influenced by multiple digital promotions.	2.87	1.02	Neutral
Overall	3.46	1.10	High Negative Effects

promotions to have a high negative effects, as indicated by an overall mean score of 3.46 and a standard deviation of 1.10. This suggests that digital promotions may also lead to unfavorable outcomes, such as impulsive buying and overspending among respondents.

**Discussion**

(Table 2) The outcome of this research has provided the different effects of young working professionals' behaviors decision fatigue in digital promotions. This study found that most respondents strongly agreed to the benefits of digital promotions, such as the customer satisfaction, exposure to promotional tools, and the impact on the purchase behaviors, which may be due to the result in a very high positive effects with an overall mean of 3.8, and the standard deviation of 1.10, which answers our third question. (Table 1) With a proportion of 49.1%, respondents between the ages of 27 to 35 have the most frequent online shopping experience. The majority of these respondents are female, employed, and only shop once a month.

This study examined how digital promotions affect the buying behavior of young working professionals in Qatar with the focus on decision fatigue. The results support the first hypothesis that shows that digital promotions have a clear and meaningful influence on how consumers

behave when making purchases.

Looking at the participants, nearly half of them (49.1%) were between 27 and 35 years old, and most (74.6%) were employed. Furthermore, when it comes to online shopping habits, 30.7% of the respondents shop once a month, whereas 24.6% of the respondents shop every week. As a result, this increases the chances that promotions affect decisions as they are regularly exposed to digital promotions.

On top of that, the findings showed that digital promotions have a positive impact on purchasing behavior with an average score of 3.58, and features like the personalized recommendations, countdown timers, and limited time offers were found to influence decisions and make the shopping experience more engaging. However, these same features can also make people rely more on promotional signals and that leads to more impulsive buying.

Likewise, in terms of the types of promotions, price discounts (47.4%) and product reviews (38.6%) are the most influential, and many of the respondents said that they compare several products before making a purchase. Although this shows that they are actively thinking about their choices, it also means that they are putting more mental effort during the decision-making process.

In this part, it looked at how digital promotions

contributes to decision fatigue among the young working professionals in Qatar and the findings show that although digital promotions can be useful, they also have a clear negative effect on how people make decisions when shopping.

The results indicate that respondents experience a noticeable level of decision fatigue with an overall average of 3.46. In addition, many of the participants agreed that having too many choices makes it harder to decide (3.61) and can feel overwhelming (3.52). Furthermore, they also found it difficult to choose between similar products (3.68) that adds to the confusion. The respondents also reported the feeling of mental strain when they are exposed to many promotions resulting in some feeling mentally tired (3.19), whilst others experience fatigue when browsing online shops (3.18)

The behavioral data supports these results. A large number of respondents (74.6%) said they have abandoned a purchase because they felt confused by too many promotional options. Likewise, 52.6% have said that they sometimes feel overwhelmed while browsing. Moreover, many tend to delay their purchases (3.46) or feel unsure after buying something (3.46), and these patterns show that too many promotions can make decision making more difficult instead of easier.

## CONCLUSION

This study found that digital promotions have both positive and negative effects on the purchasing behavior of young working professionals. While promotions such as discounts and personalized recommendations can encourage purchases and improve the shopping experience, exposure to too many options can lead to decision fatigue. This can make it more difficult for consumers to decide, sometimes resulting in confusion, hesitation, delayed purchases, or even avoiding buying. The findings also show that decision fatigue influences purchasing behavior, especially when consumers are exposed to multiple promotional messages and choices. Although digital marketing strategies are effective in attracting attention, they may also create challenges in decision making. Overall, the study suggests that businesses should focus on creating simpler and more organized promotional strategies. By reducing unnecessary complexity and presenting information more clearly, companies can help consumers make better and more confident purchasing decisions.

## Recommendations

Based on the findings of the study, several recommendations are suggested.

First, businesses and online sellers should continue using digital promotional strategies such as discounts, limited-time offers, and personalized recommendations, as these were shown to influence purchasing behavior. However, they should avoid excessive and repetitive promotions, since too many options may lead to decision fatigue.

Second, e-commerce platforms should improve how promotions are presented. By organizing content in a clear and simple way and reducing unnecessary pop-ups or notifications, they can help consumers make better decisions without feeling overwhelmed.

Third, businesses should focus on improving customer engagement by providing clear product information and honest reviews. This can help build confidence and reduce confusion during online shopping.

Fourth, pricing strategies should be used carefully. While discounts attract buyers, too many promotions presented at the same time may create pressure and lead to impulsive or delayed decisions.

Lastly, future researchers are encouraged to explore other factors related to digital promotions, like emotional responses, long-term effects on behavior, or different groups of consumers, to better understand the impact of digital marketing.

## Compliance with Ethical Standards

To guarantee that every participant is treated equally and with respect, this study complies with ethical research guidelines. Respondents are told of the study's objectives before participation, and their agreement is acquired. Additionally, participants are allowed to leave the study at any moment without facing consequences.

Any private information is treated with absolutely confidentiality, and all responses are kept anonymous. The information gathered is protected in compliance with data privacy laws and is solely used for educational purposes. The researchers made sure that there were no conflicts of interest and that the results were reported with fairness and truthfully. The paper has been evaluated to guarantee clarity, correctness, and academic integrity, and proper citation of sources is followed to prevent plagiarism.

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