

The Influence of Social Media on Impulse Buying Behavior of The Customers

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Abstract:

The rapid expansion of social media platforms has fundamentally changed how consumers behave, opening up new channels for marketing tactics and impacting consumer choices. This study explores the complex link between customers' impulsive purchasing inclinations and their use of social media. The purpose of the research is to investigate the psychological processes that are at work when people come across peer recommendations, targeted ads, and promotional material on social media sites. To fully understand the effect of social media on impulsive purchase, the study uses a mixed-methods approach, integrating quantitative analysis from surveys with qualitative insights from in-depth interviews. The research aims to establish correlations and causalities by looking at things like the frequency of social media usage, the kind of information seen, and the emotional triggers linked to impulsive purchases. The research also assesses the function of different social media platforms, taking into account variations in user demographics, content distribution methods, and interaction tactics. It also looks at the possible moderating impacts of individual characteristics including socioeconomic status, personality traits, and past internet buying experiences. The outcomes of this study not only enhance scholarly comprehension of contemporary consumer behavior in the digital realm, but also provide significant perspectives for marketers and enterprises seeking to maximize their social media tactics. Businesses may better interact with customers and take advantage of the impulsive nature of internet purchases by customizing their marketing strategies based on a more sophisticated knowledge of the impact of social media.

Introduction

Social media platforms have become vital spaces influencing consumer behavior in a time of digital connectedness and online interactions. There is no denying social media's effect on a number of facets of our life, including consumer buying choices. A very fascinating aspect of this effect is the phenomena known as impulsive purchasing, in which people buy things out of the blue and without planning, often in response to outside cues.

This study aims to investigate the complex link between customers' inclination towards impulsive purchases and their use of social media. The distinction between an online and offline marketplace is becoming hazier due to the widespread use of smartphones and the ease of access to social media. Customers are inundated with peer recommendations, emotionally charged material, and tailored ads as they navigate through their social media accounts. Understanding the mechanics of impulsive purchasing in the context of social media is important because it has applications for marketers and companies in addition to being fascinating from an academic standpoint. Deciphering the mental processes that drive impulsive purchases on social media might provide important information about how consumers make decisions.

This knowledge then enables companies to create more focused and efficient marketing campaigns, which in turn influences customer behavior in a way that supports their corporate objectives. Our goal in starting this investigation is to examine the many aspects of social media's impact on impulsive purchases. This research aims to contribute to a comprehensive understanding of the evolving dynamics between social media and consumer behavior by looking at the frequency and type of social media interactions, the kinds of content that cause impulsive responses, and the individual factors that may moderate this influence.

Objectives

- To know the demographic factors of the respondents
- To examine the influence of factors of social media on impulse buying behavior

Review of Literature

Social networking sites (SNS) have a big impact on what people decide to buy (Wegmann et al., 2023; Xiang et al., 2022). This impact often results in impulsive purchasing, also known as spontaneous purchases made while idly browsing online sites (Han, 2023). Impulsive purchasing has increased as a result of the widespread use of social media (Johan et al., 2023). The rapid and impulsive choice to make a purchase is referred to as "impulse buying" (Amos et al., 2014; Stern, 1962). Shopping is quite important in today's society, but it's important to understand that excessive and careless purchasing might have unfavorable effects. The propensity for users of social networking sites to make impulsive purchases is much increased by these sites (Pahlevan Sharif et al., 2022; She et al., 2021). The usage of social networking sites has expanded dramatically since the early 2000s. Businesses have taken advantage of this trend by adopting social commerce tactics, which have improved revenue (Xiang et al., 2022).

Scope of the Study

1. Chennai district only have been focused in this research
2. Percentage analysis, correlation and regression were used in this research paper
3. Hedonic Motivation, Website Quality, Trust, Situational Variable, Variety Seeking and Word of Mouth only have been adopted as independent factors for this research

Limitation of the Study

1. This research is focused only on residents of the Chennai. Hence, generalization to a large population is challenging
2. Time factor is major constraint

Statement of Problem

The rise in social media use in recent years has extended beyond the conventional bounds of marketing and commerce to become a ubiquitous force in influencing consumer behaviors. While social media clearly has an effect on many facets of consumption, its impact on impulsive purchasing behavior is a serious cause for worry. With people using social media more and more, the issue of how much social media contributes to the surge in impulsive purchases arises. This research aims to address a number of important issues related to the confluence of impulsive purchasing and social media. First of all, there is a dearth of thorough knowledge on the particular components of social media that set off impulsive purchase behaviors. Businesses looking to maximize their marketing efforts must recognize the kinds of content, advertising tactics, and user interactions that are critical in inciting impulsive sales.

Research Methodology

To get 100 samples for this investigation, a convenience sampling technique was used. In this research project, primary and secondary sources are both consulted. Nonetheless, a significant amount of the main data used in this investigation was obtained via the distribution of questionnaires to many customers residing in the Chennai region. SPSS 26 Software was the data analysis application that was used. Research techniques used in this study included multiple correlation analysis and Regression Analysis.

Table 1 Demographic profiles of the respondents

Demographics	Options	Percent
Gender	Male	50.8
	Female	49.2
Age	13 – 20	30.4
	21 – 25	17.8
	26 – 36	28.6
	37 and above	23.2
Educational Qualification	SSLC / HSC	22.6
	UG	32.4
	PG	11.6
	Professional Degree	33.4
Income	Below 20000	29.4
	20000 – 40000	58.8
	40000 and above	11.8

Primary Source,

According to Table 1, the majority of respondents (51%) were male (30%), between the ages of 13 – 20, and had a professional degree (33%). 48.8% of responders, or the majority, fell within the 20000–40 000 range.

Reliability test

Table 2

Reliability Statistics	
Cronbach's Alpha	Number of Items
.842	07

Result

The purpose of the reliability test is to evaluate the validity of the questionnaire and the internal consistency of its questions. The guideline states that if the Cronbach's alpha is more than 0.05, it should be adequate. With a Cronbach's alpha of 0.842, this survey demonstrates its validity and accuracy. As a result, further analysis of the data gathered is possible.

Hypothesis Testing

H₀= There is no relationship between Social Media Factors and Impulsive Buying

H₁= There is a relationship between Social Media Factors and Impulsive Buying

Correlations								
		Hedonic	Website Quality	Trust	Situational Variable	Variety seeking	WOM	Impulse Buying
Hedonic	Pearson Correlation	1	.278*	.355**	.131	.281**	.310**	.282**
	Sig. (2-tailed)		.005	.000	.193	.005	.002	.004
	N	100	100	100	100	100	100	100
Website Quality	Pearson Correlation	.278**	1	.581**	.655**	.656**	.529**	.337**
	Sig. (2-tailed)	.005		.000	.000	.000	.000	.001
	N	100	100	100	100	100	100	100
Trust	Pearson Correlation	.355**	.581*	1	.681**	.555**	.750**	.448**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100
Situational Variable	Pearson Correlation	.131	.655*	.681**	1	.706**	.644**	.287**
	Sig. (2-tailed)	.193	.000	.000		.000	.000	.004
	N	100	100	100	100	100	100	100

Variety seeking	Pears on Correlation	.281**	.656*	.555**	.706**	1	.650**	.436**
	Sig. (2-tailed)	.005	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100
WOM	Pears on Correlation	.310**	.529*	.750**	.644**	.650**	1	.449**
	Sig. (2-tailed)	.002	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100
Impulse Buying	Pears on Correlation	.282**	.337*	.448**	.287**	.436**	.449**	1
	Sig. (2-tailed)	.004	.001	.000	.004	.000	.000	
	N	100	100	100	100	100	100	100
**. Correlation is significant at the 0.01 level (2-tailed).								

Interpretation

The significant value of all the factors is less than 0.05 which is significant at 5% level. It infers that the H_0 is accepted and the H_1 is rejected. There is a relationship between Social Media Factors and Impulsive Buying of the Consumers. Hence, the factors such as Hedonic, Website quality, Trust, Situational Variables, WOM, Variety seeking have relationship with Impulsive buying behaviour of the consumers.

Regression (Family income and Expectation towards quality)

H_0 = There is no significant impact of social media factors on impulsive buying behaviour

H_1 = There is a significant impact of social media factors on impulsive buying behaviour

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.542 ^a	.294	.249	.955
a. Predictors: (Constant), WOM, Hedonic, WebsiteQuality, Varietyseeking, Trust, SituationalVariable				

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.372	6	5.895	6.460	.000 ^b
	Residual	84.868	93	.913		
	Total	120.240	99			
a. Dependent Variable: ImpulseBuying						
b. Predictors: (Constant), WOM, Hedonic, WebsiteQuality, Varietyseeking, Trust, SituationalVariable						

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.095	.672		-.141	.008
	Hedonic	.070	.105	.066	.670	.005
	Website Quality	.034	.154	.029	.223	.024
	Trust	.370	.190	.295	1.948	.044
	Situational Variable	.185	.104	-.270	-1.781	.028
	Variety seeking	.380	.166	.326	2.287	.024
	WOM	.181	.170	.155	1.062	.031
a. Dependent Variable: Impulse Buying						

Interpretation

Dependent variable	Sig Value	Hypothesis Results	Interpretation	Equation
Impulse Buying	0.05	The sig value of all the social media factors is less than 0.05 at 5% significant level. Hence, H ₀ rejected and H ₁ accepted.	There is a significant change in the impulsive buying of the consumer through social media factors.	$Y=0.095+0.070X_1+0.034 X_2+0.370 X_3+0.185 X_4+0.380 X_5+0.181 X_6$

Conclusion

As a result of exploring the intricate connection between social media use and impulsive purchasing, this research has shed light on the intricate interactions between variables that contribute to this dynamic consumer phenomena. The acknowledgement of social media's ubiquitous presence in today's economy, where digital interactions increasingly affect consumer decision-making, marked the beginning of our investigation. After doing a thorough literature analysis and empirical research, we were able to pinpoint the essential components—from emotionally charged material to peer recommendations and tailored advertisements—that cause impulsive purchases on social media. The results highlight how consumers' reactions to social media stimuli are dynamic and how crucial it is to comprehend the subtleties of interaction and content distribution tactics. Furthermore, our study demonstrated the importance of individual variations in reducing the influence of social media on impulsive purchases. The requirement for tailored marketing strategies that take into account the varied profiles of social media users is highlighted by the identification of personality characteristics, socioeconomic position, and past online buying experiences as significant determinants. Our comprehension was further enhanced by the platform-specific data, which demonstrated how various social media sites generate diverse reactions from customers. Businesses looking to customize their marketing tactics to fit each platform's distinct features and successfully reach the wide range of user bases must be aware of these subtleties. Equipped with the knowledge gained from this study, companies may make wise choices to maximize their marketing tactics as they traverse the digital terrain.

The ability to create emotionally charged material, recognize and serve a wide range of customer types, and customize strategies for different social media networks stand out as crucial lessons for companies looking to capitalize on social media's impact on impulsive purchases. This study essentially adds to the body of knowledge in the fields of academic research and real-world marketing applications by giving businesses seeking to engage and influence today's consumers a more nuanced understanding of how social media influences consumer behavior and practical insights.

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