

# Influence of Social Media in Impulsive Consumer Behavior

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## Abstract

In the past few centuries, social media usage increased among the public due to advancements in information technology. Social media advertisements provoked the interest, leading to “impulsive temptations” to buy the product. So, the present research attempts to find the influence of social media in impulsive consumer buying behaviour. The researcher carried out the descriptive study using convenience sampling with a sample size of 136. The sample unit for the study are the general public using social media. Sample area for the study is Chennai city. The research instrument used for the study is structured questionnaire, the required primary data for the study collected through this structured questionnaire and secondary data for the study are collected from the books, journals and from websites. The researcher has conducted a pilot study by collecting 20 samples based on the results of the questionnaire for final data collection. The data collected for the study are analysed with percentage analysis and statistical tools like anova, chi-square test and t-test are also used to test the hypothesis. The study finds reveals that majority of respondents 57% using the social media are male, between the age group of twenty to twenty eight years of age and 68% of the respondents spends daily 2 to 3 hrs in social media, more than 91% of the respondents using Instagram and WhatsApp as a preferred social media. offer is the most important attribute which stimulates impulsive buying behaviour among the consumers According to the findings, social marketing has an important influence in customer purchasing behaviour, and digital marketing will soon become the backbone of any organisation.

**Keywords:** Social media; Impulsive Buying; Buying behaviour; Social media Marketing.

## INTRODUCTION

**S**ocial media marketing has grown in popularity as the number of active users on social media platforms has increased. Facebook, for example, has 2.93 billion active users, Twitter has 330 million active users, and Instagram has 1.39 billion

users. One of the most communal applications is to interact with audiences to raise awareness of their brand or service, to establish a two-way communication system in which the audience and/or consumers can interact back; offering feedback is only one example. Social media can be used to market; for example, placing an ad on Facebook's Newsfeed can allow many people to view it, as can targeting certain demographics based on their usage to increase awareness of a product or brand. Social media users can then like, share, and comment on the advertisement, becoming message senders by forwarding the message to their friends, and so on. Because it allows for transparency and alternate points of view to be heard, the use of new media has moved power from organisations

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to consumers. All avenues of media marketing must be kept up to date. They must also keep up with trends set by major influencers who garner a lot of attention.<sup>1</sup> The social media platform that a corporation chooses is determined by the audience that it is attempting to reach. Marketers have exploited social media personalities to promote their products online. Digital endorsements appear to be effective in addressing social media users of all ages, according to study. Personalities with large social media followings, such as Cristiano Ronaldo and Virat Kohli, frequently endorse products to their cliques on their social media pages. In 2013, the Advertising Standards Authority (ASA) of the United Kingdom advised celebrities and athletes to use the hashtag #spon or #ad within tweets containing endorsements to disclose if they had been paid to tweet about a product or service. The strategy of leveraging social media personalities to market or promote a product or service to their following is known as influencer marketing. The Cambridge Dictionary describes an influencer as "any person (personality, blogger, journalist, celebrity) who has the power to influence others' opinions, habits, or purchases through social media." On social media, consumers are exposed to their peers' purchasing habits via messages from a peer's account, which may be peer written. As part of an interactive marketing approach, modelling, reinforcement, and social interaction mechanisms could all be used in such communications. A 2011 study on social media peer communication found that it could influence purchase intentions in two ways: directly through conformity and indirectly through product engagement stress. According to the research, peer to peer social media discussion about a product has a positive relationship with product engagement. Best Social Media Marketing Platforms Facebook is number one, followed by Instagram, Twitter, Pinterest, LinkedIn, and Snapchat. An impulse buy, also known as an impulse purchase, is a last-minute decision to purchase a product or service. An impulse purchaser or impulse buyer is someone who frequently makes such purchases. According to studies, seeing a product or hearing a well-crafted advertising message can elicit emotions and feelings that impact purchasing decisions. In a supermarket, for example, a customer may not be looking for confectionery. Candy, gum, mints, and chocolate, on the other hand, are prominently displayed in checkout lines to attract impulse customers and/or their children to buy things they might not have considered otherwise. Impulse purchases disrupt the brain's typical decision-

making models. The logical sequence of the customers' behaviour is replaced by an incredible moment of self-gratification. Impulse purchases appeal to the emotions of customers. Some impulse purchases aren't judged functional or necessary in the customers' lives. Setting a budget before shopping and taking a break immediately before buying are two strategies for preventing impulse purchases.

## IMPULSIVE BUYING AND SOCIAL MEDIA MARKETING

Online retailers are advantageous since they may communicate with clients anytime via content, email, show promotions, and online life. The Internet is one of the most essential tools a store can utilise to influence customers and enhance sales. Customers may now navigate the new retail landscape on the spur of the moment by using web-based networking media.<sup>2</sup> The research looks into the possibilities of internet based life promotion to influence purchasing behaviour. As the organisation emphasises encouraging achievement of significant targeted notices, online networking apparatuses like Instagram, Facebook, Twitter, and Snapchat continue to loom.

The following are the social media marketing factors that influence online impulse purchase behaviour:

- **Hedonic Motivation:** Hedonic motivation is the effect of a person's pleasure and pain receptors on their willingness to pursue a goal.
- **Website Quality:** The appearance, content, functionality, website usability, and search engine optimization are all aspects of website quality.
- **Trust and Ethical Values:** Trust and Ethical values are the positive and safe practices businesses have with their customers.
- **Situational Variable:** The situational variable refers to the circumstances in which a customer purchases a product.

## REVIEW OF LITERATURE:

*Ozuem, Wilson & Naeem, Muhammad (2021)* During the COVID-19 pandemic, the usage of social media improves worldwide information flow; as a result, customers are more aware and establish backup plans to make the best judgments possible. The customer psychology of impulse buying

during the COVID-19 epidemic is investigated in this study. The researcher seeks to comprehend social patterns in impulsive purchasing techniques during the COVID-19 pandemic as a social constructivist. The telephone interview approach was used to interview forty UK consumers to maintain social distancing habits. According to the findings, customers' panic impulsive buying behaviour was heightened by fear of illness, dread of bare shelves, fear of price increases, and social predisposition to buy extra for staying at home. Many people interpreted the evidence of a high death rate and bare shelves, resulting in more misinformation, rumours, and sensationalism, which boosted customers' impulsive purchasing behaviour. Finally, the risk of going outside, the COVID-19 outbreak among local retail store personnel, and health specialists' advice to stay at home led to impulsive shopping. Based on this study's findings and fear and perceived risk theories, a research framework for customer psychology of impulse buying has been developed. During the COVID-19 pandemic, the study also illustrates how dread of fear, risk perception, and conformist tendencies boosted impulsive buying. The ramifications for retailers have been examined in depth in this study.<sup>3</sup>

**Ahmed, R. R., Streimikiene, D., Rolle, J-A, & Duc, P. A. (2020)** This study explores impulse purchasing trends during the COVID-19 Pandemic in key US cities using a methodology based on the Fear Theory. The survey statistics were examined using SEM based multivariate techniques. Data from 889 US consumers were acquired from major US cities to investigate impulse buying behaviour fluctuations. COVID-19 was utilised as a moderator of this impulse purchasing behaviour. Fear of a complete lockdown, peer buying, shortage of vital products on shelves, US stimulus checks, limited supply of critical goods, and panic buying all had a powerful and affirmative influence on the dramatic swings in impulse buying patterns, according to the findings. Fear Appeal and social media fake news, as mediating factors, have a large beneficial impact on impulse buying, 18 according to the research. Finally, COVID-19 was a significant moderating element impacting US people's impulse purchase behaviour. The practical consequences include that, in the future, marketers and brand managers should design unique tactics to increase their brand's market share to gain a competitive edge in COVID-19 or other panic circumstances. These findings are critical for understanding the dramatic changes in impulse purchase habits in today's competitive competition environment in the United

States and worldwide.<sup>4</sup>

**Sibel (2019)-** The internet, social media, and mobile technologies are all becoming increasingly important in our daily lives. Over the previous decade, online social networking sites such as Twitter and Facebook, as well as its social media apps such as Instagram, have had a significant impact on people's communication and connection. Furthermore, social networking sites have piqued the interest of everybody with an Internet connection and the ability to use computers, tablets, or cell phones. Youth and university students, in particular, increasingly use the internet and social media as a mass communication vehicle with easy and fast access for academic and/or other objectives. In addition to being an excellent source of knowledge, these tools became a fantastic reference guide for social engagement, gaming, information exchange, and other objectives. People naturally seek entertainment to have fun and learn new things. Modern clients also used social networking sites to meet their knowledge needs on several issues. The persistence of this study was to evaluate the impact of Instagram on opinion seeking utilising attitude, as well as the role of consumer innovativeness as a mediator in this relationship. According to the conclusions of this survey, consumers use Instagram as a source of information about businesses, products, and services. Furthermore, the way people use Instagram influences how they seek information.<sup>5</sup>

**Nuri Handayani (January 2019)-** Every marketer in business wants consumers to be aware of product details. Before the internet, customers might obtain information through reading newspapers, magazines, watching television, or listening to the radio. Consumers who desire information can now quickly access the internet through smartphones, tablets, or computers, unlike in the past. In terms of social media development has evolved into a channel or gateway for marketing and informing products over the last ten years. Instagram is one of the social media podia that has been utilised to promote the product and business. The area of this study was to see how utilitarian and hedonic motivation affect purchase intent, word-of-mouth intent, and impulse buying, as well as how social media information browsing affects utilitarian and hedonic motivation. According to the findings, browsing beauty products has a beneficial influence on purchasing motivation such as utilitarian and hedonic motivation, utilitarian motivation has a positive effect on purchase intention, but not on word of mouth intention or impulse buying. Hedonic motivation, on the other hand, has a



favourable impact on purchase intent, word of mouth intent, and impulse buying.<sup>6</sup>

### NEED FOR THE STUDY

*The study is carried out for the following needs.*

- To learn about consumers' internet social media and shopping habits.
- To comprehend the future significance of social media marketing.
- To identify the problem, corrective action, and improvements required.
- To investigate many aspects of digital impulsive buying behaviour.

### OBJECTIVES OF THE STUDY

*The research study is carried out with the following objectives:*

- To study the effect of social media on customer impulsive purchasing behaviour.
- To look at the factors that impact impulsive purchasing.
- To determine a better understanding of the influence of social media on purchase decisions

### DATA ANALYSIS AND RESULTS

Demographic Profile of the Respondents:

Description	Demographic Information	Frequency	Percentage
Gender	Male	78	57%
	Female	58	43%
Age	Less than 20 years	9	7%
	20 - 28 Years	107	79%
	28 - 36 years	14	10%
	More than 36 Years	6	4%
Marital Status	Single	106	78%
	Married	30	22%
Qualification	Undergraduate	49	36%
	Post Graduate	77	57%
	Professional	10	7%
Occupation	Student	71	52%
	Self employed	31	23%
	Professional	31	23%
	Government employee	3	2%
Annual Income	Less than 2,00,000	73	54%
	2,00,000 - 5,00,000	39	29%
	5,00,000 - 8,00,000	10	7%
	More than 8,00,000	14	10%

### SCOPE OF THE STUDY

This research aims to see how social media influences customer impulsive buying behaviour. This study also comprehends the future significance of social media marketing. With the help of apposite social media marketing, it is also possible to target a specific group of customers in order to improve sales.

### RESEARCH METHODOLOGY

This study is descriptive in nature. The sampling method espoused for the study is convenience sampling with a sample size of 136 respondents. The sample unit for the study are the general public using social media. Sample area for the study is Chennai city in Tamil Nadu. The research instrument used for the study is structured questionnaire, the required primary data for the study collected through this structured questionnaire and secondary data for the study are collected from the books, journals and from websites. The researcher has conducted a pilot study by collecting 20 samples based on the results of the questionnaire for final data collection. The data collected for the study are analysed with percentage analysis and statistical tools like Anova, chi-square test and t-test are also used to test the hypothesis.

Geographical Region	Urban	102	75%
	Semi Urban	22	9%
	Rural	12	16%
No. of Hours Spend on social media daily	Lessthan 2 Hours	14	10%
	2 - 3 Hrs	52	38%
	3 - 4 Hrs	40	30%
	4 - 5 Hrs	18	13%
	More than 5 Hrs	12	9%
Social Platform Used (Multiple response)	Facebook	52	38%
	Instagram	128	94%
	WhatsApp	124	91%
	snapchat	69	51%
	Twitter	27	20%
	Pinterest	16	12%
	YouTube	99	73%
	Telegram	2	1%

It can be inferred that 57 percent of the respondents are male, 79 percent of the respondents are between the ages of twenty and twenty eight years, 78 percent of the respondents are not married, 57 percent of the respondents have a postgraduate degree, 54 percent of the respondents have an

annual income of less than Rs. 2,00,000/-, 75 percent of the respondents live in an urban area, 38 percent of the respondents spend between two and three hours on social media platforms, and the majority of the respondents

#### Chi-Square Tests

Particular	Degree of Freedom	Value	P value
Pearson Chi-Square Value	6	13.472	.036
Likelihood Ratio	6	13.696	.033
Linear by Linear Association	1	4.445	.035
N of Valid Cases	136	136	-

## INFERENCE

Since P value is 0.036, which is less than 0.05, Accept Alternate Hypothesis. Hence, there is a significant association between Geographical Region and Frequently Purchased Products.

## CORRELATIONTEST

Relationship	Website Quality
Trust	0.521
Situational Factors	0.592
Variety Seeking	0.508
Hedonic Motivation	0.566
P value	0.000

## INFERENCE

The person correlation ranges between .508 to .760. The association between situational factors and

website quality (.592). There is weak association (.508) between website quality and variety seeking. This infers positive correlation between the factors Interpretation All the elements have moderate to strong association between them.

## SUGGESTIONS

- More awareness and lectures in universities and colleges are needed to help the future generation grasp the value of digital and social mediemarketing.
- According to this study, marketers and advertisers should strengthen their social network marketing to encourage customers to make impulsive purchases.
- Hedonic motivation and impulsive buying behaviour were revealed to have a strong association in the study. People acquire items for various reasons, including pleasure,

satisfaction, and happiness. As a effect of the various strategies used by marketers to influence consumers, unplanned purchases are becoming increasingly widespread.

- According to the study's findings, consumers are more inclined to purchase a product or service if they have faith in the brand. As a consequence of this, marketers should focus their efforts on cultivating positive relationships with their customers, as this will increase their customers' sense of loyalty and trust, in addition to their tendency to make impulsive purchases.

## CONCLUSION

According to the findings, social marketing has an important influence in customer purchasing behaviour, and digital marketing will soon become the backbone of any organisation. Quantitative study with a bigger sample size could be conducted in the future to extend the relevance of the findings to a larger population.<sup>7</sup> Future research could look into consumers' influencing elements and behavioural responses to certain promotional activities given by influencers on various social media platforms, for example. Even though Instagram did not appear to influence male participants' spontaneous purchases, it was recognised as a factor in their rational decision-making. More research might be done to look into aspects that can act as stimulus to encourage them to buy. Female participants used Instagram for fashion inspiration, so the study might try to figure out where males go for fashion inspiration. This may give you a better understanding of the situation. This could give us a better idea of how other social media platforms influence men's spontaneous purchases. Participants highlighted TikTok, a new social media app, multiple times as a regularly used app, and one participant revealed it as a trigger for earlier impulse purchases. Future research with comparable research goals and adaptations of the S-O-R model could yield useful

results and a deeper theoretical foundation.

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