

## EFFECT OF SOCIAL MEDIA ON IMPULSIVE BUYING

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### Abstract

An impulse purchase, also known as a motivation buy, is a simple purchase in which the decision to purchase an item is made only a moment before the actual purchase is made and is not pre-planned. Online retailers are in a unique position because they can reach out to customers at any time through content, email, show promotions, and web-based social networking. Web-based life is one of the most important factors that a retailer can use to influence customers and increase purchasing motivation. Customers can now explore items, name, and reprimand them in level with measure, and the sky is the limit from there.

According to research on the use of social media, it tends to influence, if not alter, human perceptions when purchasing, and frequent targeted marketing on these platforms has also influenced consumer purchasing behaviour. This paper evaluated the topic of Social Media Marketing using a rigorous systematic literature review and critically examines the effect on consumer behaviour, particularly impulse buying. As a result, many organisations today have pages on interpersonal organisations to supplement the data held about items, held by buyer input about items and have a tendency to relate more to an organisation after perusing various surveys. The purpose of this paper is to discuss the role of social media marketing factors and their impact on impulse purchasing behaviour.

**Keywords:** Social media, Impulse purchase, Consumer behaviour, Marketing, Purchasing.

### **Introduction**

Social media can prove to be effective not only for your personal use but also for your business. All companies and non-governmental organizations, large or small, can use social media to connect with customers and grow their online community. Social media marketing is the use of social media to reach people and promote your business. Many successful businesses are changing the way people learn, investigate, and discover through social media. Businesses can publish their advertising on social media in a planned manner and with their customers in mind. With social media, you can also get good value for money spent on advertisements. Aragoncillo, L., & Orus, C. (2018).

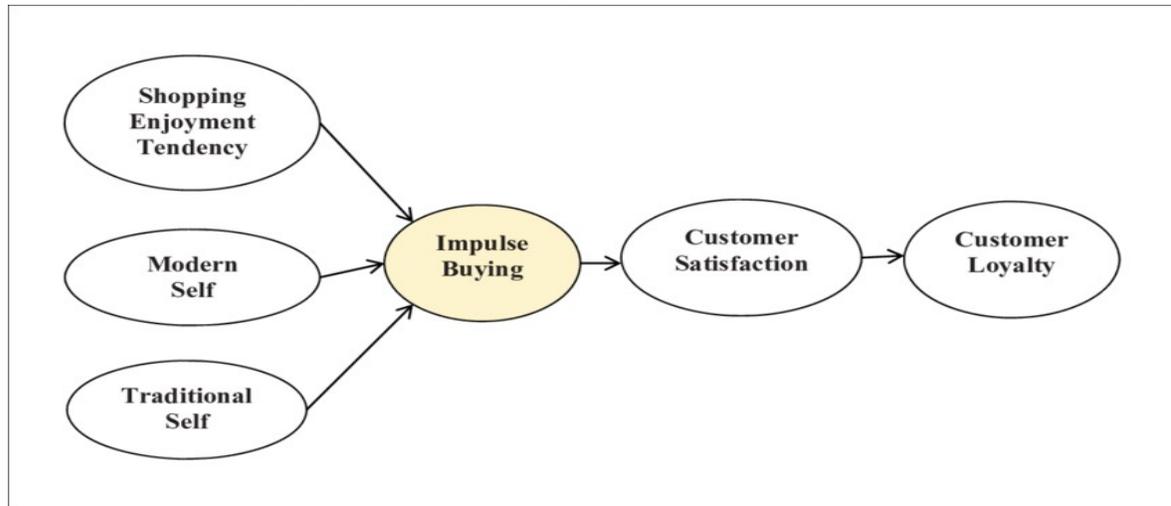
Social media marketing is a two-way conversation, where you can build a deep and long-lasting relationship with your customers through direct interactions. Because it's all about feedback, speaking at the right time has become a whole lot easier. Social media marketing is the perfect way to increase awareness of your business and leave a good impression. Inspirational posts give you an amazing opportunity to connect with your customers. How to create these posts, we will discuss in the lesson "How to connect with your customers and audience". Shahzad, M. (2021).

Social media marketing helps your business connect with customers and visitors, delight them, and answer their questions. It not only conveys your message to the customers, but also helps in answering their queries in a timely manner by listening and understanding the customers. This way of interacting with existing and new customers can completely change the way a business is promoted. People will feel comfortable talking to you if you talk in a simple tone. With this technology, not only will your customers spend more time with you, but you will be able to better understand your customers and audience and provide them with better services. Ahluwalia, L. (2021).

Social media marketing strategies are heavily used to create viral content. This is content that has been developed specifically so that users will share it with their family, friends and colleagues. This is a word-of-mouth strategy for the digital age, and can be quite effective when done properly. In addition to spreading the message widely, this type of viral campaign also provides an implicit endorsement when shared by someone the recipient knows and trusts. Nuseir, M. T. (2020).

The viral nature begins with content that is referred to as "sticky" by digital marketers. Sticky content is something that grabs a user's attention, and gets them to take an action, which is usually sharing the content with others. Social media marketing can also encourage users to create and share their own content in the form of reviews or comments. Social media can have great benefits, but it can be a double-edged sword if used to share information that can harm a company. Even if a negative testimony is addressed immediately, and even if it turns out to be false, it can still have long-term negative consequences. In this case, a social media campaign can be a good marketing strategy to restore trust. Husain, O. (2020).

## Social media marketing and Impulse buying



**Figure 1. Conceptual framework of Social media marketing and Impulse buying**

A drive buy or motivation purchase is an unplanned decision to purchase an item or service made just before a purchase is known as impulse buying. A drive buyer or motivation purchaser is someone who makes such purchases. Regardless of the fact that motivation purchasing behaviour has captivated experts since the twentieth century, there is no genuine agreement on the idea.

Online retailers are in a unique position because they can reach customers at any time through content, email, show promotions, and web-based life. Web-based life is one of the most important factors that a retailer can use to influence customers and increase sales. Customers can now navigate the new retail world on the spur of the moment using web-based networking media. The research focuses on the viability of internet-based life promoting as a tool for motivating purchasing behaviour. Online networking apparatuses, for example, Facebook, Twitter, and Instagram, continue to hover as the organisation expands on promoting achievement of key focused on notices. Korkmaz, S., & Seyhan, F. (2021).

### Literature review

Dipta (2012) investigated the relationship between the decision of online impulse purchasing and impulse consumption through frequent online purchasing. The data was collected from 104 different respondents and analysed using mediating and moderated regression analysis. The relationship between the decision of online impulse purchasing and impulse consumption through frequent online purchasing was moderated.

Ioanas and Stoica (2014) investigated the impact of online life on shopper behaviour by focusing on the buyer's level of certainty in purchasing an item on the internet, recognising the buyer profile, customer mentality, product categories, and so on. The investigation discovered that brand advancement and relationship are correlative and interchangeable procedures for the holding between business items and customer preferences utilising online life.

Desai (2018) investigated the impact of demographic factors on impulse buying and concluded that gender, income, age, and education level all play a role in impulsive purchasing behaviour. However, the study found that, when compared to the other demographic factors influencing impulse buying, gender was the most reliable predictor of impulse buying.

Ratnawat & Borgave, (2019) Changing times have resulted in changes in the competitive situation and, on the other hand, consumer tastes, making it more important for industries to analyse and comprehend the factors that can influence consumer purchasing behaviour and develop strategies in this direction.

Prabu and Anthoni (2020), in their article "Identification of Influencing Factors: Does Social Media Sites Affect College Students' Education? The study-focused SMS site has both positive and negative consequences. Students tend to spend a lot of time on SMS, which causes them to lose sleep and, as a result, lag in their academic performance. When students access Social Media Sites, they may seek out unnecessary information and form unwanted relationships.

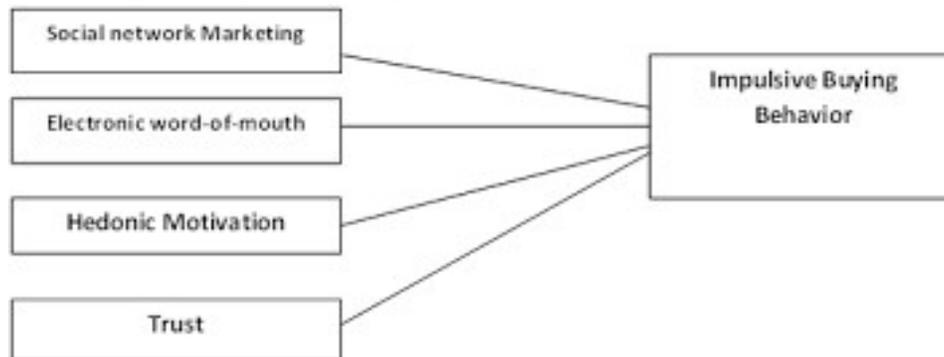
### Research questions

- What role does social media play in customer purchasing behaviour?
- What factors influence a customer's impulsive purchasing behaviour?
- Which social media platform is preferred by customers?

### Objectives of the study

- To investigate the impact of social media on the purchasing habits of impulsive customers.
- To identify the factors that influence a customer's impulsive purchasing behaviour.
- To determine which social media platform customers prefer.

### Factors Affecting the Impulse Buying Behavior of Customers



**Figure 2. Factors Affecting the Impulse Buying Behavior of Customers**

As identified, the five factors that influence customers' impulsive purchasing behaviour are trust, website quality, hedonic motivation, situational variable, and variety seeking (Kumar, 2018). Hedonic motivation is another important factor that influences consumers to buy impulsively. Furthermore, the quality of the website is important. Trust is the factor that attracts and encourages customers to purchase a product without prior planning. Korkmaz, S., & Seyhan, F. (2021).

**Social Network Marketing:** Social network marketing refers to any type of marketing that occurs on social media platforms. This marketing strategy can be implemented in a variety of ways, ranging from formal advertising campaigns to informal customer engagement. Social media marketing is the process of increasing brand awareness and website traffic through social media sites. Bansal, M., & Kumar, S. (2018). It also entails creating original content to pique users' interest and encourage them to share their contacts and share with their friends on social networking sites. Because of the diverse nature of marketing, social network marketing is also

diverse. Marketing outreach can take many forms, ranging from overt advertisements to more subtle methods of establishing a relationship with potential customers. Similarly, social network marketing can be simple advertisements for products or services, or it can be a way for a company to build relationships. Kumar, V., Khan, M. N., & Kesharwani, S. (2019).

**Electronic word-of-mouth:** According to (Husnain et al., 2016), electronic word-of-mouth has more significant effects on buying instincts. With the help of word-of-mouth, customers' uncertainty about the products they are offered is reduced, and their level of satisfaction is increased. It would be incorrect to say that this type of communication did not only increase brand awareness but also improved customer attitudes. Ratnawat, R., & Borgave, S. (2019).

Word-of-mouth has also aided buyers in displaying their pessimistic or optimistic attitude by conveying messages about happiness caused by the experience of unhappiness. Word of mouth, on the other hand, is defined as the transmission of a message from person to person about brands, services, or businesses that has an impact on customers' purchasing behaviour. Aragoncillo, L. & Orus, C. (2018).

Traditional theories of source likeness and frames of mind toward the source were applicable to electronic word-of-mouth. Both factors were related to persuasiveness indirectly and directly to purchasing intent. While there will inevitably be some overlap between traditional word-of-mouth and electronic word-of-mouth, there are enough differences between the two to warrant separate research. Gunawan, M. P. (2016).

### **Hedonic motivation**

Hedonic motivation is a major predictor of online shopping and online impulse buying. The successful online retailers' incorporation of hedonic environment as stimulator leads to the igniting of instant shopping. Online purchasing behaviour can be viewed as the esteem behaviour of shoppers to purchase items that differs from shopping for pleasure or leisure time. Enthusiasm is thought to be the primary motivator for hedonic customers' behaviour. For hedonic shoppers, purchasing is more than just completing tasks and acquiring goods. Ratnawat, R., & Borgave, S. (2019).

The influence of a person's pleasure and pain receptors on their readiness to move toward a goal is referred to as hedonic motivation. The hedonic utilitarian dimensions include increasing motivation through social media advertising and various forms of Internet-based or online shopping. Ecommerce is done with the help of the web, in which the customers are assisted to provide the opportunity for the customers to experience better shopping experiences that cannot be achieved in traditional or conventional shopping. Şahin, A. & Fırat, A. (2018).

### **Trust and ethical values**

Companies' good and safe practices with their customers are comprised of trust and ethical values. Customers are more likely to show commitment, trust, and satisfaction from services when their relationship with service providers is strong. This also increases the client's willingness to recommend a specific item or brand to others. Furthermore, consumers will demonstrate a willingness to establish and maintain contact with the service provider of the social media website in order to ensure that they receive good services or products in the future. Phan, Q. P. T., Ngo, V. M., & Phuoc, N. C. L. (2022).

Whether online or offline, trust is the primary motivator for consumers to purchase a specific product or service. The current study assumed that as a result of online advertising, consumers

consider many factors when shopping, such as the company's return policy, reviews, recommendations, discounts, and so on. As a result, this study investigates the relationship between trust and consumer purchasing behaviour. Deborah, I., Oesman, Y. M., & Yudha, R. T. B. (2022)

### **Conclusion**

In conclusion impulse buying is an unplanned purchase that occurs as a result of exposure to a stimulus and is typically made on the spot where the goods are sold. Even though the behaviour is harmful to the financial stability of the individual consumer, it is extremely profitable for retailers and product manufacturers. In essence, marketers' ability to exploit the human desire for immediate gratification leads to profitability for most companies while jeopardising the consumer's financial security. People are more likely to purchase a product or service if they have faith in it. As a result, marketers should focus on developing positive relationships with their customers, which will increase their loyalty and trust, as well as their impulsive purchasing behaviour.

Furthermore, decision fatigue affects many people's control over their spending behaviour, leading to the situation of impulse buying. When making an impulsive online purchase in today's world, there are several stages to consider. With the variety of reviews and information available, they may become overly confused at times. In terms of impulsive purchases, if someone wants to buy a computer, they would first research online on the best products available that meet their requirements for ram, hard drive space, and so on. While using Social Media, one may have come across information/updates from the Dell, HP, etc social media pages, such as product launches, promotions, and so on, which may have influenced their decision, or the decision of the people who have written the review on the site that they eventually like it from. The presence of a product or service on social media influences its ranking in search results.

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