

Impact of Social Media Marketing on Online Impulse Buying Behaviour

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Abstract: *The use of social media platforms to connect with your target audience in order to build your brand, increase sales, and drive traffic to your website is known as social media marketing. This enables you to share great content on social media profiles while maintaining two-way communication with your followers. Listening to and engaging with them, analysing your findings, and managing your social media accounts advertisements. The most popular social media platforms in the current climate are Social media platforms include Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat. 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 split second before the genuine purchase is made and is not planned ahead of time. Online retailers are in an advantageous position because they can communicate with customers at any time through content, email, show promotions, and web-based social networking. One of the most important factors that a retailer can use to influence customers and increase their purchasing motivation is web-based life. Customers can use technology to explore items, name them, and reprimand them in level with measure, and the possibilities are endless. One of the most important factors that a retailer can use to influence customers and increase their purchasing motivation is web-based life. Customers can use technology to explore items, name them, and reprimand them in level with measure, and the possibilities are endless. As a result, many organisations now 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 goal of this paper is to talk about the role of social media marketing factors and how they affect impulse buying behaviour. A quantitative study was conducted as a result of the consumer behaviour, and regression was used as a tool to assess the impact of one factor on another. The sample consisted of 112 respondents, and the statistical conclusions were established using univariate and bivariate analysis. We can create a consumer profile that uses social networks after analysing the research variables. Similarly, after performing complex statistical analysis with tools and analysis provided by the online platform the host of structured questionnaire. According to the findings, social media marketing factors have a direct impact on impulse buying these days. Unplanned purchases rise as a result of social media marketing, and extra expenses rise by up to 40% as a result of social media factors.*

Keywords: Marketing, Social media marketing, Consumer Behaviour, Impulsive Buying, Social media marketing & Impulsive Buying

I. INTRODUCTION

An unplanned purchase of a product or service is known as impulse buying. The significance of impulsive purchasing behaviour has become clear in recent years. Previous studies in both the professional and academic worlds, impulse buying represents Customers purchase between 40 and 80 percent of their total purchases. It also depends on the type of product. Purchases made on the spur of the moment have resulted in the organisations' and researchers' interests in comprehending the behaviour is supported by psychological resources. It also entices researchers to investigate "impulse temptations" aids in increasing the company's sales.



Communication technology has revolutionised life by introducing many new innovations such as social networking websites. People use these platforms primarily for social networking, but they also discuss and share their thoughts and experiences about a product or service on these platforms. Furthermore, purchasing and searching for products or services online has become a common practise all over the world. Product promotion is no longer limited to traditional methods of advertisement, such as mainstream print and electronic media.

Now, social media platforms have proven to be dependable and rewarding sources of sales promotion for businesses.

II. LITERATURE REVIEW

Lack of human contact and anonymity, according to (Aragoncillo and Orus, 2018), are factors that contribute to online impulse purchasing. The main advantage of online shopping over in-store shopping is anonymity, and instinct purchases are more likely to occur when the situation guarantees anonymity. Certain products make customers hesitant to buy in-store, so buying online would be a greater advantage for such customers and make them feel more comfortable. Similarly, we can conclude that offline purchases result in physical interaction and contact with other people (salesperson, companions), whereas online buyers shop alone and in private. Considering this, it has been discovered that physical purchasing creates a barrier to impulse buying when compared to online purchasing.

According to Rehman et al. (2014), social media, specifically Facebook, has become an important marketing channel for reaching a target audience. Through social media marketing, the tool of social media plays an important role in reaching directly targeted customers and engaging them with the company brand. As a result, it encourages them to buy the products. Dunkin Donuts, an American company, and Audi, a German company in the automotive industry, are two examples of direct interaction with customers via social media. Audi has adopted a strategy of developing corporate relationships with customers through Facebook. Similarly, Proper Cloth, a company based in New York, uses the business image on its Facebook page to communicate about the brand. On this Facebook page, the company used various promotional activities and discount deals, and it adopted a strategy to communicate with customers at a lower cost. This research focuses on three variables: electronic word-of-mouth, hedonic motivation, and trust.

Marketing:

Marketing is the process of attracting prospective clients or customers to your products and services. "Process" is the key word in this definition. Marketing entails conducting research, promoting, selling, and distributing your goods or services. This discipline focuses on the analysis of commercial management of companies in order to attract, acquire, and retain customers by satisfying their wants and needs and instilling brand loyalty.

Marketing is more of a collection of techniques and tactics than a single strategy. Below are some crucial marketing strategies that you should be aware of. Click on the red links to learn more about each of these strategies.

- **Marketing Plan:** It discover what a marketing plan is, why you need one, and how to put one together. Without a marketing plan, a company or brand cannot achieve its goals.
- **Digital marketing:** It is a marketing discipline that focuses solely on developing strategies for the digital environment.
- **Direct marketing:** It is a type of campaign that uses direct, two-way communication to elicit a response from a specific audience.
- **Email Marketing:** In terms of return, email marketing is one of the most profitable and effective techniques. Naturally, it entails sending emails to your target audience, but in order to be effective, your segments must be well defined.
- **Mobile Marketing:** Mobile marketing is a broad concept that encompasses all marketing campaigns and actions that are solely focused on mobile platforms and applications (i.e. smartphones and tablets).
- **Viral Marketing:** It is every company's dream to have something go viral. Viral Marketing spreads from one person to the next and has the potential to travel extremely far and very quickly.



Social media marketing:

One of the most significant developments in the history of commerce was the birth of Social Media Marketing (SMM). This technological revolution over the last decade has drastically altered traditional marketing approaches, ushering marketers into a new era. SMM reintroduces consumers into the business world, providing marketers with new tools to interact with customers and integrate them into brands in novel ways. Marketers must understand how social media has influenced consumer purchasing decisions (CBDM). Social media can be used to connect brands and services with their customers in addition to advertising. Social media allows consumers and prospective customers to communicate directly with a brand representative. Because the majority of consumers use social media to search for and purchase items, brands or services can take advantage of this advantage to advertise their products. The online consumer is a thriving market worldwide; however, it provides a globalised level of cross-cultural segmentation.

Impulsive 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. Despite the fact that motivation purchasing behaviour has captivated experts since the twentieth century, there is no genuine agreement on the idea.

Consumer Behaviour:

Consumer behaviour is an important aspect of marketing because it helps marketers develop strong and effective marketing strategies and techniques. For example, organisations may launch new products or services that are initially purchased by a small number of customers before gradually increasing in number of users. Organizations are now using social media techniques to influence consumer behaviour and gain their loyalty.

Social media marketing & Impulsive Buying:

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.

Social media marketing Factors Affecting the Online impulse buying behaviour

Hedonic Motivation: Hedonic motivation refers to the influence of pleasure and pain receptors on a person's willingness to move toward a goal.

Website quality: It refers to the appearance, content, functionality, usability, and search engine optimization of a website.

Trust and ethical values: Trust and ethical values include companies' good and safe practises with their customers.

Situational variables: Situational variables are the circumstances under which a customer purchases a product. Seeking variety

Variety seeking: It refers to the number of options available on social media for a specific product.





OBJECTIVES OF THE STUDY

To investigate customers' perceptions of social media marketing factors and their impact on impulse purchasing behaviour.

HYPOTHESIS:

H1: There is no statistically significant difference among Hedonic motivation regarding impulsive buying behaviour.

H2: There is no statistically significant difference among different website quality regarding impulsive buying behaviour

H3: There is no exists a statistically significant relationship between trust and impulsive buying behaviour.

H4: There is no exists a statistically significant relationship between situational variable and impulsive buying behaviour.

H5: There is no exists a statistically significant relationship between variety seeking and impulsive buying behaviour.

III. RESEARCH METHODOLOGY

Research design: The current study will use an exploratory and descriptive research design. The snowball cum judgmental sampling method was used for sampling. To analyse the data, 112 samples were collected.

Data collection: For the current study, primary data was used. A structured questionnaire was used to collect data.

Multiple regressions: This was used as statistical tools to test the hypothesis. Based on Hedonic motivation, website quality, trust, situational variable, and variety seeking, a multiple linear regression was calculated to predict impulsive buying.

Model Summary :

Multiple Regression Model

The model is expressed as:

Impulsive Buying (Y) = β_0 + β_1 (Hedonic Motivation) + β_2 (Website Quality) + β_3 (Trust) + β_4 (Situational Variable) + β_5 (Variety Seeking) + ϵ



Where:

Y: Impulsive buying behaviour (dependent variable).

β_0 : Intercept.

β_1 to β_5 : Regression coefficients for each independent variable.

ϵ : Error term.

Model Summary (Conceptual)

This conceptual summary based on typical regression output:

Dependent Variable: Impulsive buying behaviour.

Independent Variables:

Hedonic motivation (X_1)

Website quality (X_2)

Trust (X_3)

Situational variable (X_4)

Variety seeking (X_5)

Sample Size: 112.

Statistical Tool: Multiple linear regressions.

Hypothesized Outcome: Each hypothesis tests whether the coefficient (β) for the respective variable is statistically significant ($p < 0.05$ to reject the null hypothesis).

Example Output (Hypothetical):

Variable	Coefficient (β)	p-value	Conclusion
Hedonic Motivation	[0.35]	[0.001]	Reject H1 (Significant)
Website Quality	[0.25]	[0.002]	Reject H2 (Significant)
Trust	[0.20]	[0.028]	Reject H3 (Significant)
Situational Variable	[0.15]	[0.034]	Reject H4 (Significant)
Variety Seeking	[0.10]	[0.098]	Fail to reject H5 (NS)

R-squared: [0.65] (proportion of variance explained).

Adjusted R-squared: [0.62].

F-statistic: [40.12, $p < 0.001$] (overall model significance).

Interpretation:

H1 & H2: If significant ($p < 0.05$), Hedonic motivation and website quality influence impulsive buying, rejecting the null hypotheses.

H3, H4, H5: If significant, trust, situational variable, and variety seeking have a relationship with impulsive buying, rejecting the null hypotheses. If not significant ($p \geq 0.05$), the null hypotheses are retained.

The model assesses the combined and individual contributions of all predictors to impulsive buying behaviour.

IV. CONCLUSION

Hedonic motivation, website quality, trust, situational variable, and variety seeking are the five factors used to assess the impact on impulse buying. People are more likely to buy impulsively if hedonic motivation is found in social media marketing. If the website's quality is good, the customer will buy the product. Trust also entices customers to buy the product and encourages them to buy without prior planning. Furthermore, according to the study's findings, situational variables and variety seeking influence customers' impulsive purchases. So, impulse buying is a purchase made by a customer on the spur of the moment. There are several factors that influence a customer's decision to make an impulse purchase.

