

Impact of Social Media Marketing on Online Impulse Buying Behaviour

KONGA SUBBA REDDY¹, B. ABDUL AZEEM²

Abstract

Impulse purchase or motivation buy is a simply buy, where the choice to purchase an item is made only a moment before the genuine buy is done and it isn't pre-arranged. Online retailers are in an exceptional position since they can get to a client whenever through content, email, shows promotions, and web-based social networking. Web based life is one primary factor in all by which a retailer have in position to impact the clients and raising the motivation purchasing. Technology enables customer to explore items to name them and reprimand them in level with measure, and the sky is the limit from there. Subsequently numerous organizations today have pages on interpersonal organizations to supplement the data held about items, held by the input of buyers about items and have a tendency to relate more to an organization in the wake of perusing different surveys. The objective of paper is related to the role of social media marketing factors and their impact on Impulse buying behavior. Consumer behavior, therefore it has been made a quantitative research and on the other side regression is used as a tool because impact has checked on one factor because of other. One way ANOVA also used to check the mean differences. The sample counted 112 respondents and from the statistical perspective, the conclusions were established in terms of the univariate and bivariate analysis. Following the analysis of the research variables we can make a consumer profile that uses social networks. Likewise, after doing the complex statistical analysis using tools and the analysis offered by the online platform the host of structured questionnaire. In findings it is clear that social media marketing factors impact on impulse buying directly now days. Unplanned purchase increases due to social media marketing and up to 40 percent extra expenses increases due to the social media factors.

Keywords: Web-based networking, media, Content, functionality, website usability.

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1. INTRODUCTION IMPULSE BUYING

A drive buy or motivation purchasing is an unprepared choice to purchase an item or administration, made just before a buy is called impulse buying. One who tends to make such buys is alluded to as a drive buyer or motivation purchaser. Despite the fact that motivation purchasing conduct has captivated specialists since the twentieth century, there is no genuine assent on the idea. ^[1]

2. SOCIAL MEDIA MARKETING

Internet based life promoting is utilization of web based life stages and sites to make simple an item or administration. Social media marketing (SMM) is a type of Internet advertising that uses person to person communication sites as a showcasing instrument or apparatus. The objective of SMM is to deliver content that clients will impart to their informal community to enable organization to build mark attention and widen client reach. In spite of the fact that the terms e- advertising and computerized promoting are as yet predominant in the scholarly world, online life show casing is winding up more mainstream for the two specialists and analysts. The term web-based social networking is generally used to depict long range informal communication locales, for

example, Face book, Instagram, Twitter, Snapchat, you tube and so on. ^[2]

3. SOCIAL MEDIA MARKETING AND IMPULSE BUYING

Online retailers are in an exceptional position since they can get to a client whenever through content, email, shows promotions, and web based life. Web based life is one primary factor in all by which a retailer have in position to impact the clients and raising the drive purchasing. For spur of the moment customer an overcome new retail world via web-based networking media is accessible now days. Study focuses to the viability of internet based life promoting as an instrument for motivation purchasing hovering as the organization keeps on expanding on promoting achievement of key focused on notices. ^[3]

Social media marketing Factors Affecting the Online impulse buying behavior

- **Hedonic Motivation:** Hedonic motivation refers to the influence of a person's pleasure and pain receptors on their readiness to move towards a goal. ^[4]
- **Website quality:** Website quality includes appearance, Content, functionality, website usability and search

engine optimization.

- **Trust and ethical values:** Trust and ethical values comprises the good and sheltered practices with the customers by companies. [5]
- **Situational variables:** Situational variable comprises the conditions in which customer purchase the product.
- **Variety seeking** Variety seeking means number of variety available on the social media of a particular product. [6]

4.REVIEW OF LITERATURE

Shahjehan Asad,[1] investigated the impact and effect of personality on buying behavior both on impulsive and compulsive buying. In discoveries the examination has recognized passionate precariousness is main consideration and emphatically relationship found amongst indiscreet and enthusiastic purchasing. Furthermore among the enormous five identity qualities imprudent and impulsive both are emphatically associated with passionate precariousness.

Godey Bruno,[2] Analyzed in the study—Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior|. The examination measures brands web-based social networking advertising endeavors as a noteworthy idea that joins five perspectives diversion, communication, popularity, customization, and informal. In the outcomes, contemplate presumes that the impact on mark value is more on the extravagance brands picture than on its mindfulness. Showcasing endeavors via web-based networking media affect the shopper inclination, readiness to pay an exceptional cost, and brand dedication. [7]

Ioanas and Stoica (2014), examined the effect of internet based life on shopper conduct with targets level of certainty of purchaser in buying item on the web, recognize the buyer profile, customer mentality, classes of the item and so forth. The investigation found that brand advancement and relationship are correlative and substitutable procedures towards the

holding between organization items and shoppers inclinations utilizing internet based life. [8]

Barger A. Victor et al. (2016), analyzed that in study titled —Social media and consumer engagement: a review and research agenda|. The motivation behind this article is to proceed with this exchange by evaluating late writing on purchaser commitment and proposing a structure for future research. The paper audits the promoting writing via web-based networking media, giving careful consideration to purchaser arrangement. Accordingly, there is five experience were distinguished including brand, item, customer substance and online life factors. Web based life as a field of enquiry is becoming yet much is compelling hotspot for making buyer commitment and productive buyers. [9]

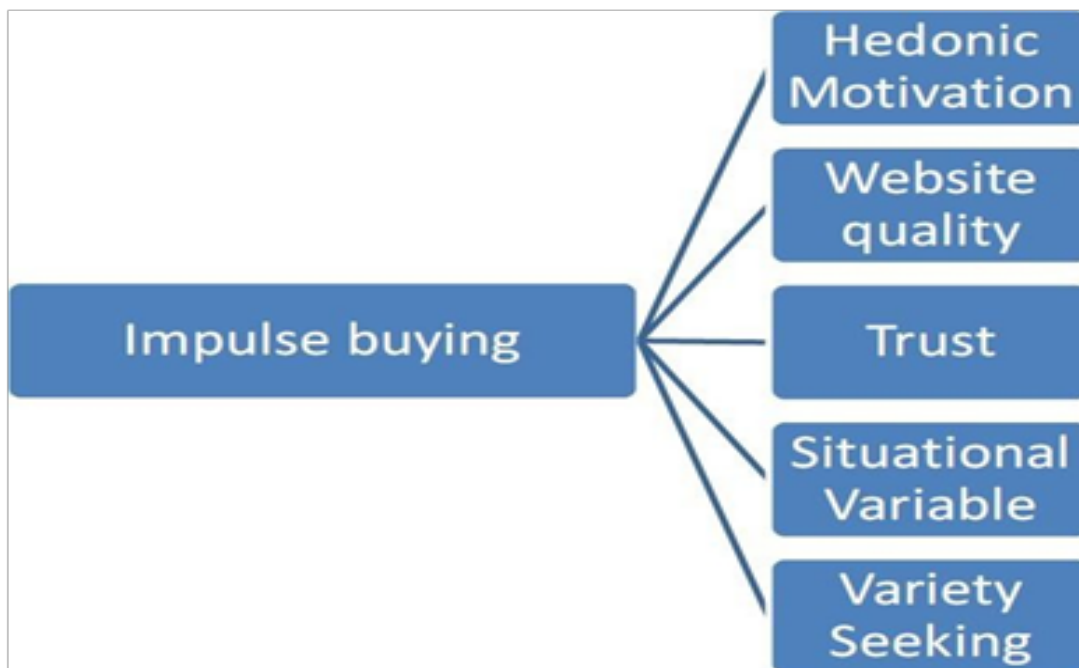
Kuo-Lun Hsiao (2017), inspected the huge five identity attributes, realism, and outer locus of control affected habitual portable application use, and looks at urgent utilization impacts techno push. The outcomes demonstrate that neuroticism, extraversion, realism, and outside locus of control effect sly affect urgent utilization of portable social applications. What's more, appropriateness, realism, and outside locus of control altogether impact enthusiastic utilization of versatile diversion applications. [10]

5.OBJECTIVES OF THE STUDY

1. To study the customers perception towards social media marketing factors and their influence on impulse buying behavior. [11]

HYPOTHESIS:

H1: There is no statistically significant difference among Hydonic motivation regarding impulsive buying behavior.



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

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

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

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

6. RESEARCH METHODOLOGY

- **Research design:** The present study would follow exploratory cum descriptive research design. [12]
- **Sampling techniques:** Snowball cum judgmental sampling method has been used. 112 samples were taken to analyze the data.
- **Data collection:** For the purpose of present study primary data has been used. Data were collected with the help of structured questionnaire.

- **Statistical Tool:** Multiple regressions and one way ANOVA has been used to satisfy the hypothesis.

A multiple linear regression was calculated to predict impulsive buying based on Hedonic motivation website quality, trust, situational variable and variety seeking.

Interpretation: A significant regression equation was found ($F(4,107) = 22.250, p < .000$), with an R^2 of .674. Further the table shows the overall significance of the model. For this purpose the Analysis of Variance (ANOVA) or F-Test approach is used.

This shows that model is statistically fit and shows that approximately 45% of total variance is explained in the dependent variable impulsive buying is explained by the four independent variables.

Sampling method: One way ANOVA has been used for analyzing the data.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.674	.454	.434	.80809

Model		Sum of Squares	Df	Mean Square
1	Regression	58.119	4	14.530
	Residual	69.872	107	.653
	Total	127.991	111	

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	Hedonic motivation	.598	.821	
	Website quality	.063	.104	.044
	Trust	.008	.091	.007
	Situational variable	.214	.086	.203
	Variety seeking	.601	.093	.547

Sr. No.	Statement	Hedonic motivation	Website quality	Trust	Situational variable	Variety Seeking
	Degree of Freedom	1	5	4	4	4
1	There is no statistically significant difference among Hedonic motivation regarding impulsive buying behavior.	.000*	.000*	.000*	.000*	.000*
2	There is no statistically significant difference among website quality regarding impulsive buying behavior.	.000*	.000*	.000*	.000*	.000*
3	There is no exists a statistically significant relationship between trust and impulsive buying behavior.	.000*	.000*	.000*	.000*	.000*
4	There is no exists a statistically significant relationship between situational variable and impulsive buying behavior.	.000*	.014	.000*	.000*	.000*
5	There is no exists a statistically significant relationship between variety seeking and impulsive buying behavior.	.014	.000*	.000*	.000*	.000*

Source: SPSS 23.0

Significance level: 0.5

CONCLUSIONS:

Five factors has been taken for checking the impact on the impulse buying like hedonic motivation, website quality, trust, situational variable, variety seeking respectively. By hedonic motivation is found in social media marketing then people are more likely to buy impulsively. Further website quality is good then customer go to purchase the product., Trust also attracts customer to purchase the product and encourage them to buy without any pre planning. Moreover as per the findings of the study situational variable and variety seeking also effect the customer to purchase impulsively. So Impulse buying is a purchase which is done by a customer immediately or just, behind this some factors exists those are attract to a customer for impulse purchase.

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