



iJRASET

International Journal For Research in
Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 6 Issue: IV Month of publication: April 2018

DOI: <http://doi.org/10.22214/ijraset.2018.4529>

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Impulsive Buying: Is it influenced by Social Media Advertisement

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Abstract: *Impulsive buying is a trend which is used for many products. Impulsive buying can be on any product. Shopping is now a way of relaxing. Shopping now a days doesn't necessarily means going and just buying product. An impulsive buying is supposedly a starting stage of compulsive buying a study suggests. This is a descriptive study done through an online survey. The results conclude that people are influenced by ads in social media. They are attracted by various attribute in a website and ease of use of the website. With advance booking to credit mode payment people buy and think later and also pay later.*

Keywords: *Impulsive buying, brand recall, social media, online buying,*

I. INTRODUCTION

Marketing is a warfare, a battle that is fought in the darkest, most unexpected and unclear place. It takes place in the mind of a human being. All the golden images, flashy billboards, attractive celebrities, pleasant music makes want more of it. It drives us to be a part of it. No matter what the product is whether we need or not, it leaves us craving for more. More the craving, more the urge to buy the product. This urge is the main reason for impulse purchase to take place. Newly launched product mostly depends on people's impulse to buy their product. It applies to all type of product, from gum to a viral video. Impulsive buying has become a lifestyle among consumer. It is a wide spread phenomenal, even though it has been associated with "negativity". Malls and supermarket lures people into their stores with so many promotional strategies such as sales, offers etc. The sales person explanation on how credible the product is, how useful it and what a great investment it is and how you may regret it later if you miss the chance, makes it impossible to control the urge to buy. Impulsive buying has become the order of the day in which consumers take pride in. The ability to buy a product whenever they want makes them feel good about themselves. It gives a sense of satisfaction which is always shorted lived and most of the time teams up with guilt. As for online purchase, people buy product thinking to save few pennies on product that they don't need. Our judgment is almost always wrong when we decide to buy a product by only seeing the virtual image. No matter how brief the description of the product is given it is never the same. However, people buy product online due the question which confronts them "how you will know if you don't buy it", "what if it actually matches the description" or reasons such as "you can always return" or "it's not going to hurt the budget as it is in offer". Impulsive buying makes us buy product without giving it logical thinking. Due to technology development, impulsive buying has been made easy with teleshopping online shopping etc. and also the mode of payments such as credit cards or EMI makes people want to own more regardless the use of the product.

A. Objective

1) To find out the influence of social media ads in impulsive buying.

B. Operational Definition

Impulsive buying: An impulse purchase or impulse buying is an unplanned decision to buy a product or service, made just before a purchase.

Self-control: It is someone's control over his or her own impulses, emotions, or actions

C. Review of literature

Impulsive buying has been a popular research topic for the past decade. There is even research paper done on this topic 35 years back saying that impulsive buying is a wide spread phenomenon among consumers.

D. Impulsive buying

Once an impulse is triggered it requires immediate action but not all impulse behavior is irresistible the action is just swiftly or instinct. In a general sense, impulsive behavior has been a target of philosophical discussion for many years. It is a central theme of

the legend of Adam and Eve (Ainslee 1975), and the focal point of fables such as "The Grass-hopper and the Ant." From a more formal perspective, economists have long observed people who sharply and foolishly discount the future" (Jevons 1871; Mill 1909; Samuelson 1937; Strotz 1956). Impulse buying has many gratifications such as age, social responsibility, intelligence and also the presence of a father at home. Impulses may be difficult to resist because they often involve anticipated pleasurable experiences. "The reality principle ultimately pursues personal gratification; the crucial difference is that the reality principle's orientation is more long-term and goal-oriented, which tends to encourage delayed over immediate gratification" (Dennis R Hook 1987). Impulse buying is always defined as an unplanned purchase. It is done without giving in too much thought into it. The People making short trips to groceries stores or walking into a mall without a goal often end up buying impulsively. The markets stimuli impulse with various statistics such as location, packaging, presentation, offers etc. many researchers argue that impulsive buying is unplanned purchase is too vague to term because people with a well-defined plan who makes list for shopping tend to buy impulsively. All unplanned purchase is not due impulse. People sometimes buy things they may have forgotten to add in list etc. In many proposed theory and model's arousal and purchase are linked indirectly and depicted as mediated by "perceptual bias," "information recalled," and "intention" (Howard and Sheth 1969) or by "overt search" and "long-term memory" (Howard 1977). Impulsive buying is often done for the exciting experience. The impulsive buying is spontaneous which makes it very exciting. People buy impulsively for various reasons. They feel out of control when they buy impulsively. They do it to lighten up their moods, to make them feel good, irresistible urge to own the product etc. People who are hungry end up buying excessive food etc. The more the people try to resist the more the urge to buy it increases (Dennis 1995). Even though people buy impulsively they always end up being a guilty consumer. Impulsive buying is mostly associated as a negative trait among the society.

E. Social media and youth

Social networking sites have been a major boon to e commerce. Face book is being utilized for many commercial purposes. It has both business to consumer and consumer to consumer actives. [H.J.Eysenck] stated that it is important to examine both individuals' intrinsic traits and their current state of mind to better understand their behaviors. Previous research studied about the relation between textual Intelligence quotation IQ and impulse buying, the impulsiveness of consumer and UBI, and also weather the number of likes to a product has an effect on impulse buy. They found that dimensions such as relevance, easy understanding current trend, format, completeness, accuracy in a text plays an important role in stimulating consumers' urge to buy impulse. People with high impulsiveness have a greater urge to buy impulsively more than people with low impulsiveness and also that the number of likes doesn't have much effect on the buyers which can be well explained by social distance theory (i.e.) reference groups with different social roles, type of contact, and strength of social ties would have different impacts on consumers' purchase decisions (J.P. Peter, J.C. Olson, 2010). Also, people have higher urge to buy when the text image is more current and nicely formatted. Only completeness and well formatted text are the only textual IQ has a significant effect on lowly impulsive buyers more that highly impulsive buyers.

F. Youth and multitasking

The younger generation contributes to most of the impulsive buying happening in online. Chang (2015)- found that 57.1% of members of the Web Generation use mobile Internet devices while watching television. The youth in Russia and the USA sometimes or frequently use television and the Internet concurrently. Young people also tend to shop impulsively. Researchers at Yahoo found that 43.5% of people under age 20 use mobile Internet for shopping and that 33.4% of mobile shoppers are likely to shop impulsively (Yahoo, 2013). Many research have been done on impulsive buying but not many in the perspective of multimedia tasking. Online impulse buying is done mostly by younger generation they perform multi-tasking at ease the most common combo is television and mobile. When younger generation is multi-tasking they tend to pay less attention on what they are buying. Not paying attention on what they spend on makes they buy product impulsively.

G. Urge to buy impulsively

[H.J.Eysenck] stated that it is important to examine both individuals' intrinsic traits and their current state of mind to better understand their behaviors on impulsive buying. An experimental study done by jengchung victor (www.elsevier.com/locate/dss (2016)) found out the major aspects which triggers the consumer impulse to buy. The research studied about the relation between textual Intelligence quotation IQ and impulse buying, the impulsiveness of consumer and UBI, and also weather the number of likes to a product has an effect on impulse buy. They found that dimensions such as relevance, easy understanding currency, format, completeness, accuracy in a text plays an important role in stimulating consumers' urge to buy impulse. People with high

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II. METHODOLOGY

The primary data for this study is collected through an online survey distributed among 50 people of age 20-40 years. The respondent answered the survey through online medium. The collected data from the survey is analyzed by statistical method.

A. Findings

The respondents were of age 18 years to 30 years. In which 50% were of age 18 to 20 years and the rest 50% were of age group 21 years' to 30 years. The respondents were 50% male and 50% female. All the respondents have a Facebook account.

The below chart explains the respondent's response to an online survey questions.

Do you shop online?

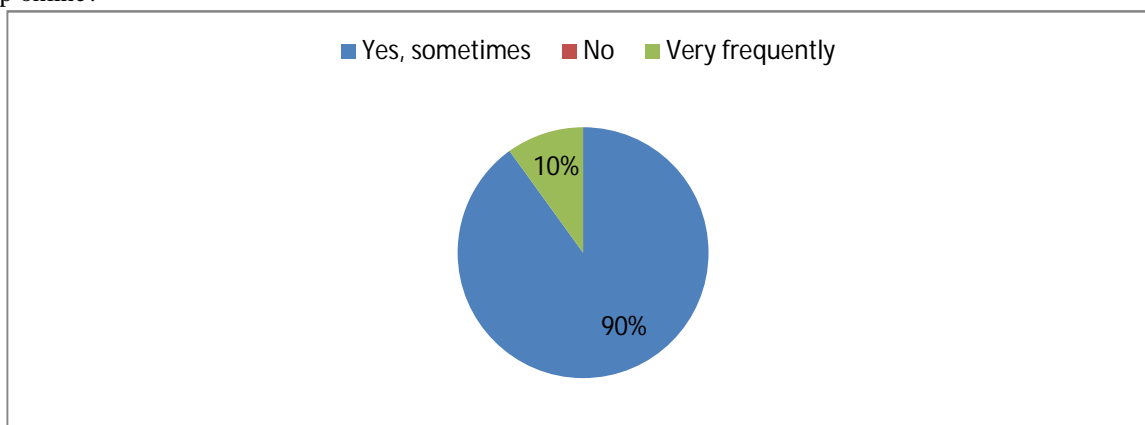


Fig 1.1 shopping online.

The respondents all have shopped online and 10% of the respondents shop online very frequently.

Answer the following from strongly agrees to strongly disagree according to the way you shop.

	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
Do you often buy things spontaneously	0	6	3	1	0
"Just do it " describes the way you buy things	1	3	2	4	0
I often buy things without thinking	0	2	4	4	0
"Buy now think later"	1	2	4	3	0
Spur-of-the-moment shopping style	1	6	2	1	0
"I see it I buy it"	1	4	2	3	0
Feel of the emotion I am going through at that moment	1	3	4	2	0
I carefully plan	0	4	3	3	0
I am a bit reckless	1	4	3	2	0

Shoppers do buy impulsively but they are very practical. People even while having the urge to buy they do think logically about it but are finally they are victim of impulsive buying due to the deceiving advertisement

Media format that triggers an impulse while in social media:

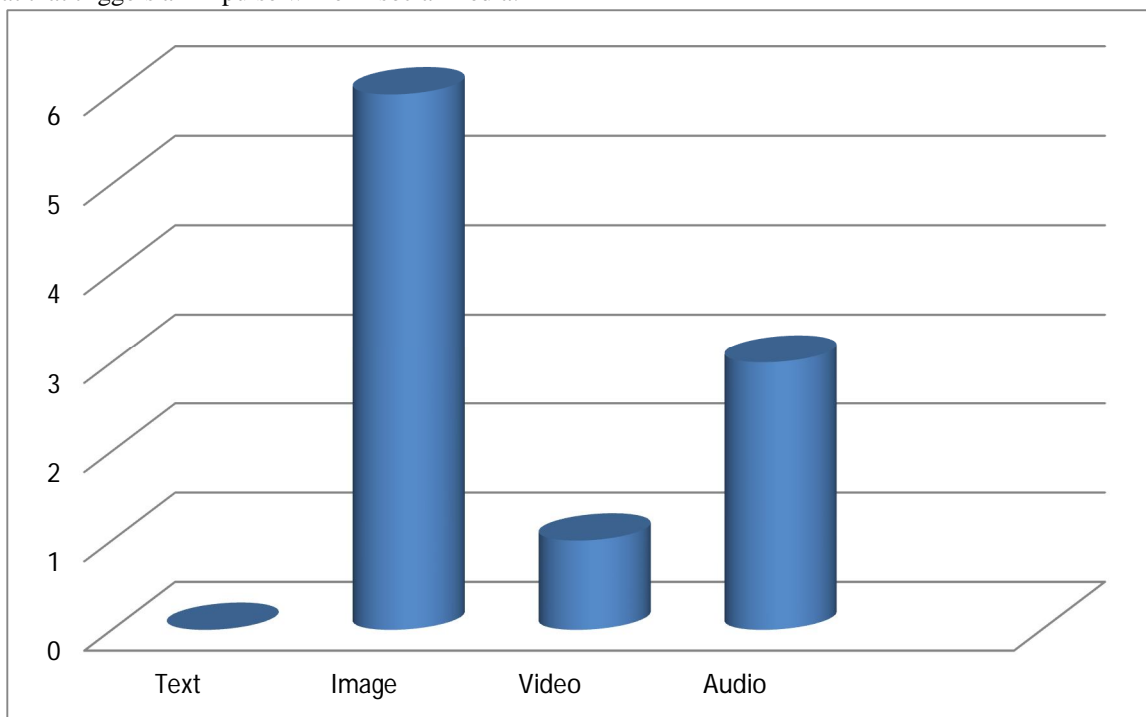


Fig 1.2 the format that triggers impulse.

60% of the shoppers feel impulse due to image advertisement. People aren't interested in text advertisement as they are lengthy and people don't like to read it. Audio and video have a major role in triggering impulse.

1) *Reasons of persuasion to shop impulsively:*

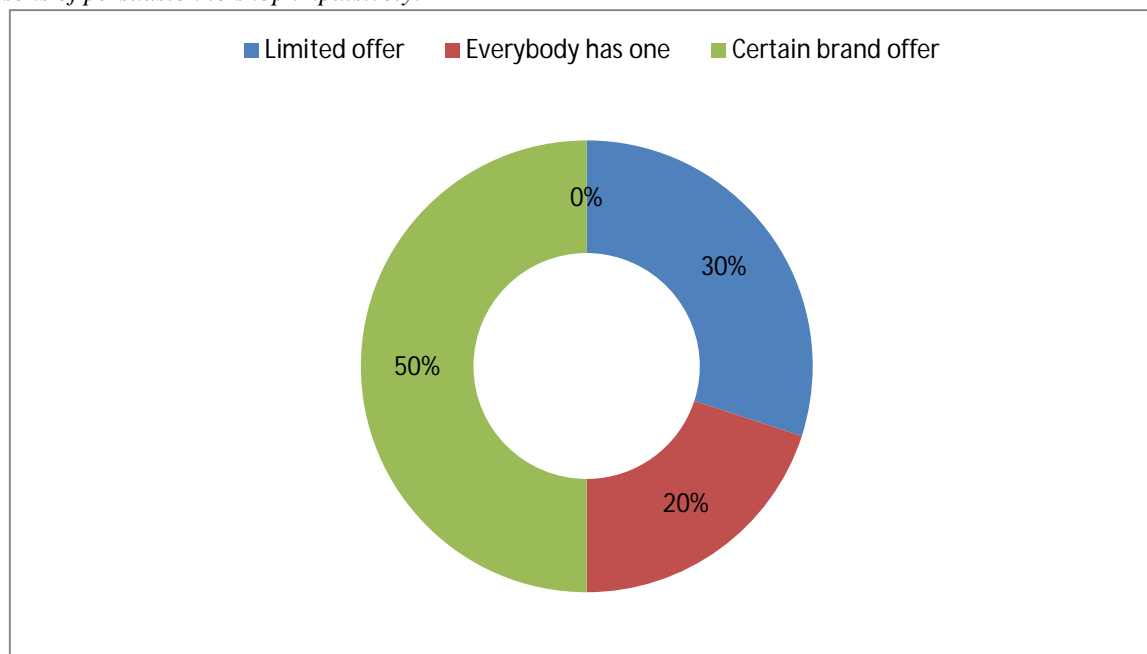


Fig 1.3 persuasion by the product in social media 50% of the shopper's shop for a particular brand. The brand name is what attracts online shoppers more.

2) Website feature in social media that attracts a consumer

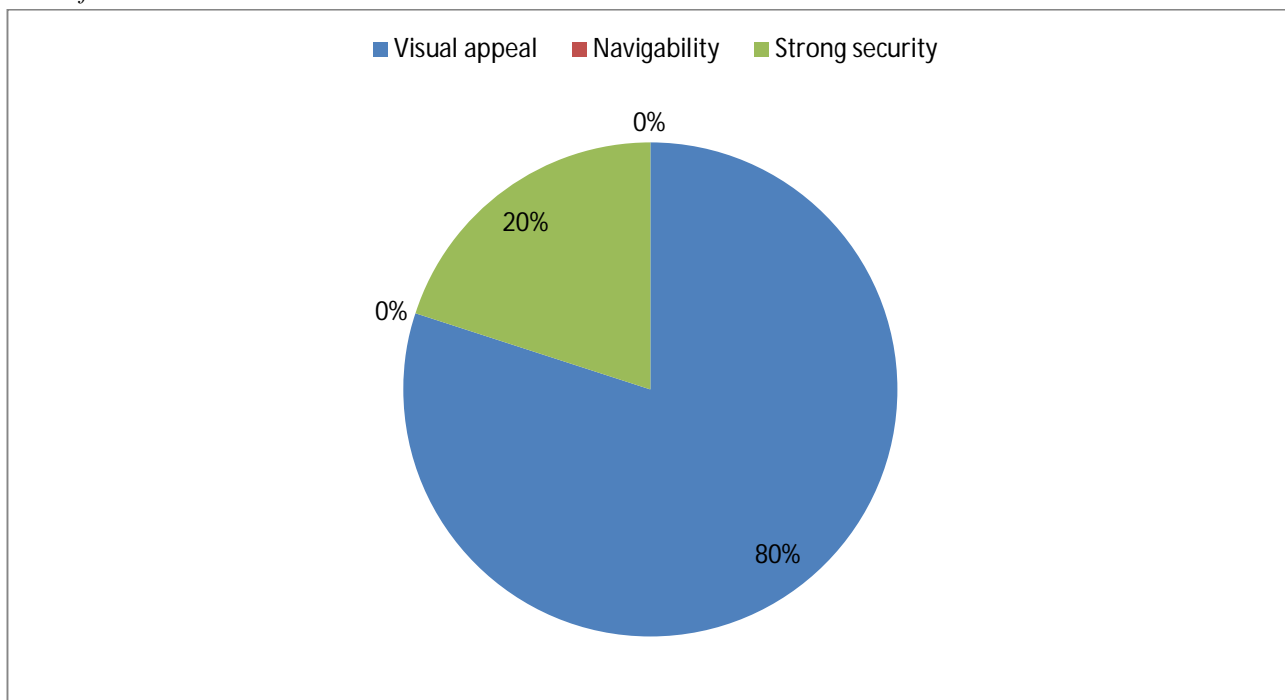


Fig 1.4 website features

The visual appeal is the most important feature in an online website while shopping. As the virtual image is the only way to view the product the visual should be very appealing to attract a consumer.

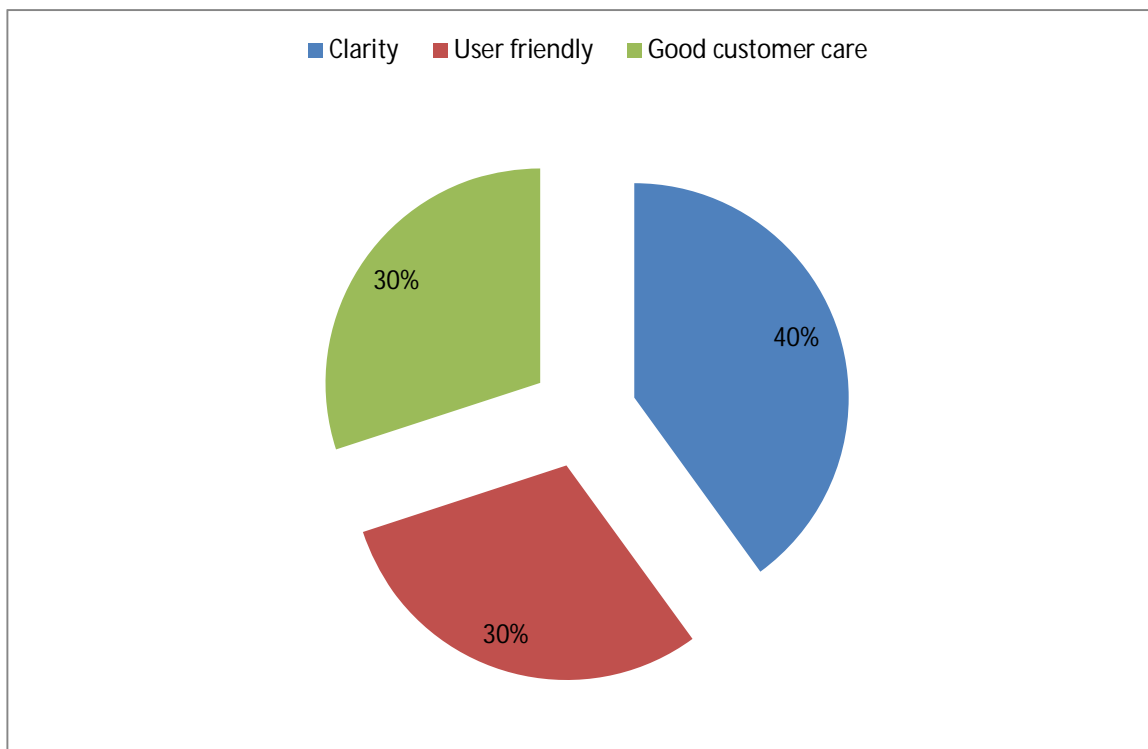


Fig 1.5 website factors triggers for impulsive buying

When a website is clear it helps people to know the products well. When a website has a good custom care and it's very easy to use it makes people feel very relaxed and makes them purchase impulsively.

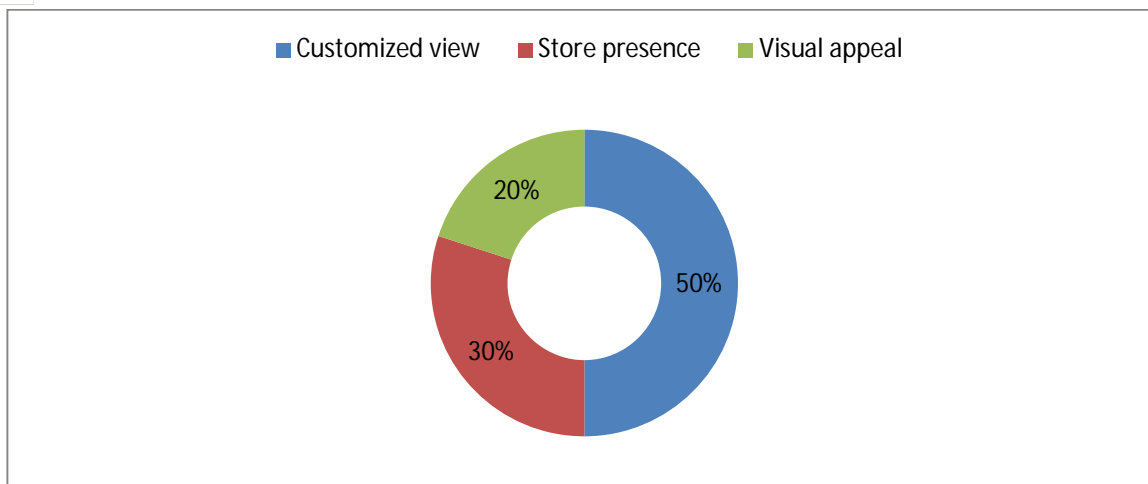


Fig 1.6 features of website that triggers impulse 50% of the shoppers prefer customized view of the website; it is a strong reason to trigger an impulse in a consumer.

3) If given Rs. 1000 and you are asked to spend, how much will you spend:

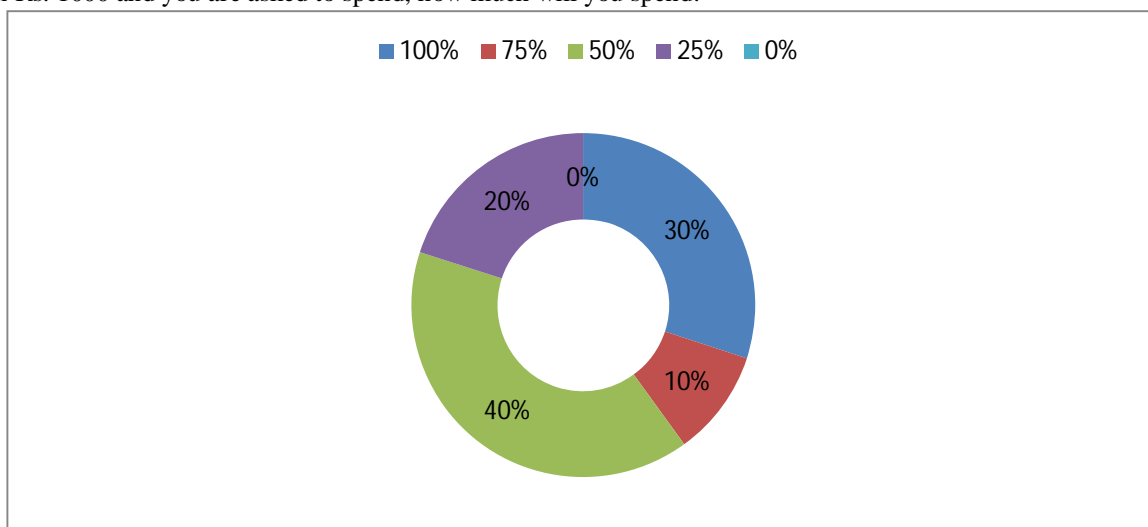


Fig 1.7 spending nature

More than 50% of the consumers like to spend at least 50% of the given money. Some do have a tendency to save but not the whole amount.

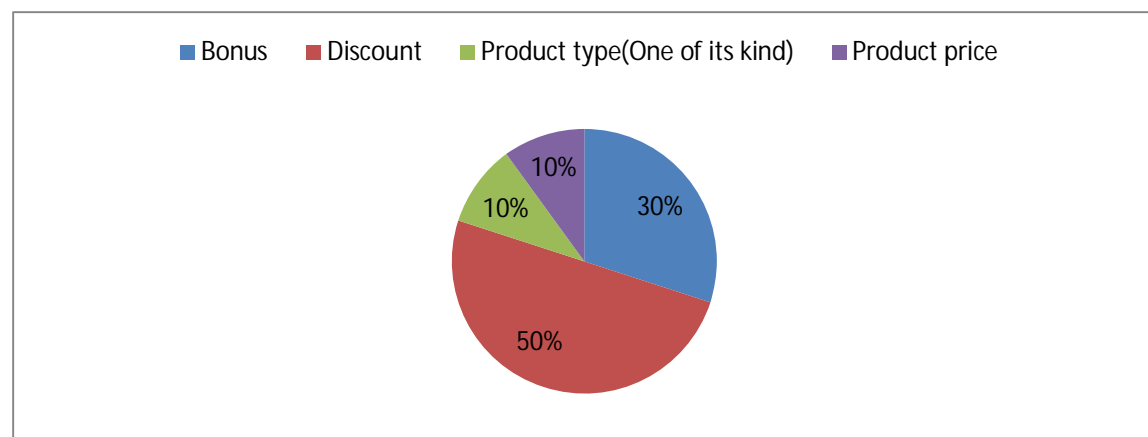


Fig 1. 8 Promotional factors

Discounts make people buy impulsively. 50% of the shoppers shop due to discounts. People also buy products for low price too. 30% of the shoppers buy product impulsively due to low price of the product.

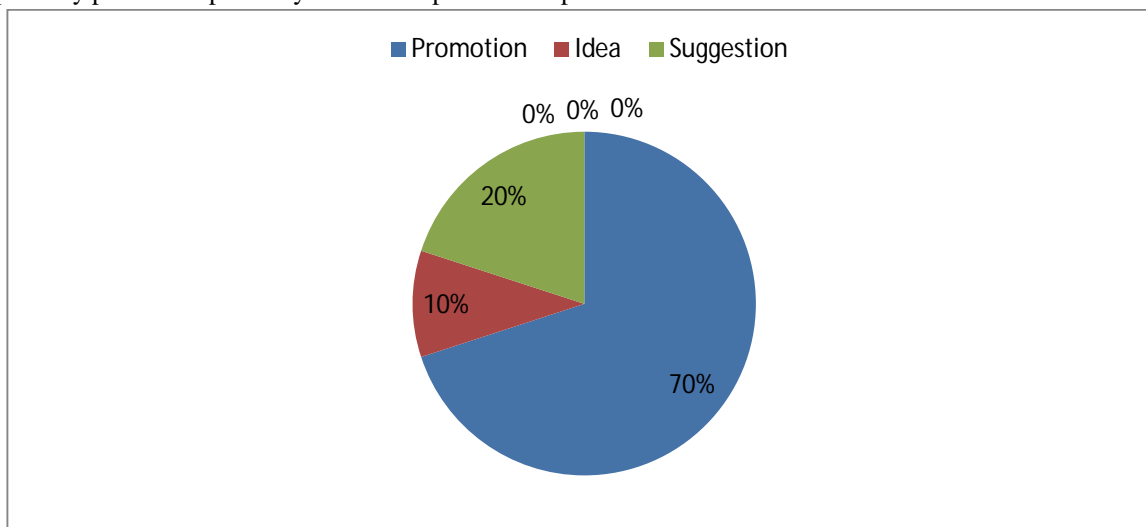


Fig 1.9 marketing attribute triggers impulsive buying

The promotion of the product is the most attractive marketing attribute. 70% of the shoppers buy impulsively due to the promotion of the particular product. Also, the payment mode plays a major role in online shopping. With development the mode of payment has changed a lot. From EMI to credits people can buy even in advance which makes shopping even more enjoyable and easier.

III. CONCLUSION

People buy impulsively in online due to freedom and the environment which they don't get in retail shopping. The constant judgmental looks from sales person or the people around us buy more product than us etc. people buy impulsively in online due to more offers and deal and no face to face interaction. The above results states that people who buy impulsively online are some way or the other influenced by social media advertisement. All the participants have a social media account and they regularly buy from e-commerce sites. We can find that people buy impulsively due to the visual appeal and security of e commerce website. An impulse is triggered mostly due to offers on particular brand as this generation buyers are very brand conscious. The consumers find online impulsive buying convenient for different payment modes give to them and also due to the return policies. The offers and low price of product makes them want to buy as it doesn't affect their budget to a great extent. Buying impulsively is always viewed negatively as it has more negative effects.

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