

# **The Hidden Force of Social Media Marketing in Shaping Online Impulsive Buying Behaviour**

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**Abstract-** The rapid expansion of e-commerce and the widespread influence of social media have significantly increased the prevalence and accessibility of online shopping. As a result, understanding online consumer behavior has become essential for businesses striving to succeed in the digital marketplace. To boost sales and expand their customer base, companies are investing extensively in social media marketing. This research paper examines the key elements of social media marketing that influence online impulsive buying behavior. By analyzing existing literature on the topic, it offers valuable insights into the factors driving impulsive online purchases. These insights can guide marketers in crafting effective strategies to leverage social media platforms, encouraging impulsive buying while tailoring campaigns to the unique needs and preferences of their audience.

Consumers can also benefit from understanding these factors by making more informed choices in the online shopping environment. Awareness of the influences behind impulsive buying behavior can help them avoid rushed and regretful purchases. In conclusion, this study highlights the critical role of social media marketing in shaping online impulsive buying behavior. It emphasizes the importance of businesses identifying the key drivers of this behavior and creating targeted marketing strategies. Additionally, it underscores the need for consumers to recognize these factors, enabling them to make thoughtful purchasing decisions.

**Keywords:** Social Media Marketing, Online Impulsive Buying Behavior, Consumers, Online Shopping, Digital Marketplace.

## I. INTRODUCTION

Over the years, social media platforms have revolutionized the marketing industry, and businesses have realized that social media is a powerful tool for reaching out to their target audience. Social media has become an integral part of people's daily lives, influencing various aspects of behavior, including consumer purchasing habits. One significant phenomenon that has emerged as a result of social media marketing is the rise of online impulsive buying. Online impulsive buying refers to the spontaneous and unplanned purchases that consumers make while browsing the internet.

Social media plays a significant role in triggering and shaping these impulses, as businesses can now create immersive and personalized marketing experiences, tapping into consumers' emotions and desires. Some of the most popular social media platforms include Facebook, YouTube, WhatsApp, Instagram, and Google. These platforms constantly update their features to improve user experience and thus encourage continued use (Amos et al., 2014). These platforms have millions of users across the world and thereby provide an appealing space for businesses to place advertisements. The interactive nature of social media has also enabled businesses to create targeted

advertisements, sponsored content, influencer collaborations, and interactive campaigns, seamlessly integrating their products or services into users' social media feeds. This fosters a sense of familiarity and desirability, leading to an increase in impulsive purchases. Moreover, social media enables businesses to leverage user-generated content and customer reviews, which have been shown to influence consumer purchasing decisions. However, online impulsive buying is a complex phenomenon that is influenced by multiple factors, such as situational factors, individual characteristics, and marketing stimuli. These factors can interact in various ways, leading to different types of impulsive buying behaviors.

Therefore, understanding the multifaceted factors underlying social media marketing's influence on online impulsive buying behavior requires a comprehensive and systematic approach. In conclusion, social media has redefined the way businesses interact with their target audience, and the rise of online impulsive buying is one of the notable outcomes of this transformation. As social media continues to evolve and become more pervasive, businesses need to understand the factors that influence consumer

behavior and adapt their marketing strategies accordingly.

## **II. SOCIAL MEDIA MARKETING**

Social media marketing (SMM) refers to the strategic use of social media platforms to promote a product, service, or brand, and to engage with and build relationships with target audiences. It involves creating and sharing content on social media networks such as Facebook, Instagram, Twitter, LinkedIn, and others, to achieve marketing and business objectives.

### **A. Online Impulsive Buying Behavior**

Online impulsive buying behavior refers to the tendency of consumers to make unplanned purchases on the internet, often driven by sudden urges or emotions rather than careful consideration. This behavior typically involves making purchases without thoroughly evaluating the need for the product, its price, or its potential alternatives. Impulsive buying online can be influenced by various factors such as attractive advertisements, limited-time offers, peer pressure, emotional triggers, and the convenience of online shopping platforms.

Impulsive purchase behavior is one theory that aims to explain consumer purchasing patterns. According to this theory, based on a variety of factors, customers may choose to skip or alter some steps in the decision-

making process while making a purchase. According to research on impulse purchasing, 60% of purchases are the result of such transactions (Amos et al., 2014). When a US \$1 gift was connected to an impulse purchase, the percentage of impulsive purchases increased from around 2% to over 9% (Jeffrey and Hodge, 2007).

### **B. Definition Of Impulsive Buying Behavior**

“It is a purchase behavior that is motivated by an impulse created by sales promotion tools in the store” (Applebaum, 1951).

“It is an impulse behavior that happens instantly and quickly without a purchasing plan” (Dantoni & Chanson, 1973).

“It is all unplanned purchases before purchase” (Hausman, 2000).

### **C. Social media marketing and Impulsive buying**

Due to their ability to reach customers via SMS, email, display advertisements, and social media, online merchants are in a unique position. One of the primary ways that a store may influence consumers and encourage impulsive purchases is through social media. These days, there is a wild new retail world on social media for impulsive buyers. According to the study, social media marketing is a useful

technique for encouraging impulsive purchases. As the business builds on the marketing success of intelligently targeted ads, social media platforms like Facebook, Instagram, and Twitter keep coming up. In terms of social media, these days, a "Buy" button is accessible to buy the items, and social media is quick and simple. In terms of social media, a "Buy" button is now available for items, and social media is a quick and simple way to promote, engage with consumers, hire new staff, and create new company. In addition to the issue of impulsive buying, the majority of people utilize social media these days, and they may easily make impulsive or unexpected purchases online with a mouse click in comparison to a real store. As a result, the trend of impulsive purchases is growing daily thanks to social media marketing.

**Research Objective: -**

The objective of this research paper is to understand the concept of online impulsive buying behavior and identify the factors of social media marketing that influence online impulsive buying behavior.

**Method: -**

The research paper is based on the literature review method. Through the literature review, a researcher has come up with many factors that may be commonly mentioned in the research study.

### III. LITERATURE REVIEW

**(Sutisna et al., 2023):** in their study analysed the impact of social media marketing on purchase impulses mediated by brand attention. A sample of 231 UMKM X consumers was employed in the study, and SEM partial least squares technique was performed to examine the data. The study's findings demonstrated the significance of each of the four hypotheses.

**(Di et al., 2022):** conducted a study to investigate the impact of social media and sales promotions on students' impulsive purchasing behavior at Sam Ratulangi University's Faculty of Economics and Business in Manado. Using a quantitative methodology, the study gathered information from 100 participants via a survey. The findings showed that impulsive purchasing behavior is significantly and favorably influenced by social media and sales promotions.

**(Ernestivita et al., 2022):** carried out an investigation on how flash sales, testimonials, and electronic word-of-mouth (E-WOM) affect social media influencers (SMI) and impulsive purchases on the Shopee platform. 180 respondents made up the study's sample, which employed a quantitative methodology and SEM-PLS analysis. The findings show that flash

sales, testimonials, and E-WOM significantly influence SMI and impulsive purchasing, and that SMI influences impulse buying through these same channels.

**(Kazi et al., 2019):** conducted a study in Hyderabad to investigate how social media affects consumers' impulsive purchasing behavior. Regression analysis was performed to determine the association between factors including social network marketing, hedonic motivation, electronic word-of-mouth, trust, and impulsive purchase behavior. The study employed a descriptive and explanatory research methodology. The findings demonstrated that social media significantly and favorably influences consumers' impulsive purchasing behavior.

**(Triwidisari et al., 2018):**in their study analyzed the influence of Instagram social

media use and hedonic shopping motives on impulse buying among students of Accounting Economics Education Study Program of Economics Faculty of Universitas Negeri Semarang (UNNES). Purposive sampling was used to choose 110 students for the sample. Descriptive statistics, basic regression analysis, and the interaction test (moderation) were used to evaluate the data. The results indicate that whereas financial literacy has a large and negative influence on impulse buying, Instagram social media usage and hedonistic shopping reasons have a favorable and significant impact. Additionally, the study found that the impact of Instagram social media usage on impulsive purchases might be mitigated by financial literacy.

#### IV. FACTORS AFFECTING ONLINE IMPULSIVE BUYING BEHAVIOR

Sr. No.	Author	Factors
1.	(Lin & Liao, 2014; Yang & Jolly 2017)	Limited-time Offers
2.	(Li & Zhang, 2020; Lin & Wang 2006; Wang, Kim & Malthouse, 2016; Sun et al., 2020).	Personalized Recommendations
3.	(Chen, Fay, & Wang, 2011; Malthouse et al., 2016).	Influencer Endorsements

4.	(Muntinga, Moorman, & Smit, 2011; Li, Li, & Kambele, 2020; Ghose & Ipeiros 2011; Kim & Johnson, 2016).	Visual Content
5.	(Liang et al. 2011; Kaplan & Haenlein, 2010)	Interactive Engagement
6.	(Novak, Hoffman, & Yung, 2000; Dholakia et al., 2016).	Convenience Factors
7.	(Sung, Kim, & Kang, 2018)	Social Media Ads Frequency
8.	(Huotari & Hamari, 2017)	Gamification Techniques
9.	(Li, Li, & Kambele, 2020; Hajli, 2015; Chu and Kim 2011)	Social Influence

**Limited-time Offers:**

limited-time offers and discounts promoted through social media marketing strategies create a sense of urgency and scarcity, thereby prompting impulsive buying behavior among consumers. These tactics capitalize on the fear of missing out (FOMO) and can significantly impact consumer decision-making.

**Personalized Recommendations:**

Personalized recommendations tailored to individual preferences, based on data

collected from social media interactions and browsing history, can significantly influence the impulsive purchasing decisions of online consumers. Social media platforms utilize algorithms to provide personalized recommendations based on user's browsing history, demographics, and preferences. Tailored suggestions can create a sense of relevance, prompting impulsive purchases.

**Influencer Endorsements:**

An influencer endorsement on social media refers to a situation where a person

with a significant following on platforms like Instagram, YouTube, or TikTok promotes or recommends a product, service, or brand to their audience. Research conducted by Chen, Fay, & Wang (2011) indicates that endorsements by social media influencers can lead to impulsive purchases among their followers.

#### **Visual Content:**

Visually appealing content, such as high-quality images and videos shared on social media platforms, plays a crucial role in capturing consumers' attention and stimulating impulsive purchases. Eye-catching visuals and multimedia content shared on social media can evoke impulsive responses from consumers, leading to spontaneous purchases.

#### **Interactive Engagement:**

Interactive engagement through social media platforms, such as real-time chats, polls, and interactive advertisements, fosters a sense of connection and immediacy, leading to impulsive buying tendencies among consumers. Features such as polls, quizzes, and interactive ads encourage active engagement with content, increasing the likelihood of impulsive buying behavior.

#### **Convenience Factors:**

One-click purchasing options and seamless checkout processes on social media platforms reduce friction, facilitating impulsive buying behavior.

#### **Social Media Ads Frequency:**

The frequency of exposure to social media advertisements positively correlates with impulsive buying tendencies among online consumers.

#### **Gamification Techniques:**

Incorporating gamification elements like rewards, badges, and challenges into social media marketing campaigns enhances user engagement and encourages impulsive purchases.

#### **Social Influence:**

Social media platforms often create an environment where individuals are influenced by behaviors such as peer recommendations and online reviews shared on social networking sites, which significantly impact consumer engagement and impulsive buying behavior. The phenomenon of social influence has been extensively studied in the context of online shopping behavior.

### **V. Social Media Marketing Theories**

Several theories help explain the connection between social media marketing and online impulsive buying

behavior. Here are a few that are particularly relevant:

**1. Social Influence Theory:** This theory suggests that individuals are influenced by the actions, opinions, and endorsements of others. On social media, influencers and celebrities play a crucial role in shaping consumer behavior by promoting products that seem desirable or essential. When followers see these endorsements, they feel socially inclined to conform, often resulting in impulsive purchases as they emulate or trust the choices of the influencer.

**2. Theory of Planned Behavior (TPB):** TPB proposes that three factors drive human action: attitudes toward behavior, subjective norms, and perceived control over the behavior. On social media, individuals may develop positive attitudes toward products due to appealing advertisements or influencer testimonials.

When users view these endorsements as trendy or socially desirable, subjective norms and the ease of online shopping make it more likely for them to make impulsive purchases.

**3. Self-Determination Theory (SDT):** SDT posits that people have innate psychological needs (autonomy, competence, and relatedness) that drive their actions. Social media fulfills these needs by making users feel connected to influencers or peers who share similar values or lifestyles. When consumers see influencers promoting products they identify with, they may make impulsive purchases to feel more connected or to enhance their own lifestyle.

## VI. CASE STUDIES

Here are some notable case studies that illustrate how social media marketing can drive online impulsive buying behavior:

Case Study	Background	Impact	Takeaway
Kylie Jenner's Lip Kit Launch	Kylie Jenner launched her cosmetics brand in 2015, using her Instagram and Snapchat accounts to share product images, sneak peeks, and restock alerts.	Limited stock and Jenner's popularity led to impulsive buying frenzies, with products selling out within minutes of launch or restock announcements.	Celebrity endorsements combined with scarcity tactics and real-time social media engagement can significantly amplify impulsive buying behavior.



Starbucks' "Unicorn Frappuccino"	Starbucks introduced the limited-edition Unicorn Frappuccino in 2017, promoted heavily on Instagram through user-generated content.	The visually unique product became a viral trend, with many consumers impulsively to participate in the social media trend by sharing photos online.	A product's visual appeal and shareability on social media can drive impulsive buying behavior as consumers feel compelled to engage with trending topics.
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## VII. CONCLUSION

In conclusion, this research delves into the intricate interplay between social media marketing and online impulsive buying behavior, shedding light on several critical factors. The study illuminates how social media platforms serve as powerful catalysts, leveraging psychological triggers and behavioral economics principles to induce impulsive purchases among online consumers. From the persuasive allure of visually captivating content to the persuasive tactics of limited-time offers and personalized recommendations, every aspect of social media marketing plays a strategic role in influencing consumer decision-making processes. By understanding the underlying mechanisms driving impulsive buying behavior online, businesses can tailor their marketing initiatives more effectively, thereby maximizing their ROI and fostering long-

term customer relationships. Likewise, consumers armed with awareness about these influencing factors can navigate the online marketplace with greater confidence, making informed purchasing decisions aligned with their needs and preferences. In essence, this research underscores the pivotal role of social media marketing in shaping the contemporary landscape of online consumer behavior. As businesses continue to innovate and adapt to evolving digital trends, and as consumers become increasingly discerning and empowered, the dynamics of online impulsive buying behavior will undoubtedly remain a focal point of scholarly inquiry and strategic consideration in the years to come.

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