

The Role of social media On Impulse Buying Behaviour of Customers in Kottarakara Taluk Kerala.

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Abstract

This study looks into how social media affects customer impulse purchasing decisions. This study's main goal is to discover how social media influences customer impulse purchasing decisions. Consumers can use social media to adapt to new situations. Increasing online shopping has been helped by Facebook, Twitter, and Instagram. We want to determine which consumers are most impacted by online mobile purchases made through social media in kottarakara taluk, Kerala. An online purchase is made using primary research methodologies and a questionnaire. That is why the study seeks to understand how social media influences consumer decision-making. Advertisers and academics alike might benefit from studying internet shoppers' purchasing habits, particularly their impulse purchases. To comprehend the aspects influencing customers' online purchases, this paper will look at the components driving online shopping. For this study Frequency analysis, ANOVA, Cross tabulation, Chi-square test, Cluster Analysis tools were used.

Keywords: impulse buying behaviour, social media, online mobile purchase.

INTRODUCTION

An impulsive buy, also known as impulse buying, is a last-minute decision to buy an item or service. An uncontrolled, no-pre-shopping purchase intends to either purchase a certain item categorization or complete a specific buying job. In most cases, networks contain a variety of limited-time data. These data serve as catalysts for impulse purchases at any time and in any location. An impulsive buy, also known as impulse buying, is a last-minute decision to acquire an item or service. It is a random, no-pre-shopping purchase that intends to either purchase a certain item categorization or complete a specific buying job. In most cases, networks contain a variety of limited-time data. These data serve as catalysts for impulse purchases at any time and in any location. Individuals with similar interests, cultures, or mindsets, regardless of where users are in the universe, may create groups among like people to share opinions, communicate ideas, and create connections due to technological advancements. Because consumers' interests in brands have grown rapidly, this form of internet word-of-mouth

communication seems to provide new opportunities and challenges for businesses. As a result, consumers communicate more frequently about people's experiences as customers, impacting the image of these brands and companies. Advertisers' major goal is to reach out to customers and impact their awareness, attitude, and purchasing behaviour. Their main concern is to keep people interested in their goods by spending money on advertising. They must also realize the factors that drive customer behaviour. Advertising has the power to influence customer brand preferences.

REVIEW OF LITERATURE

1. **S. Gajashree, J. Anand (2021)** this research study is based on social media's impact on mobile phone consumers in Chennai. The main objective of this study is to determine the impact of social media on customer purchasing decisions. Consumers have a lot of options when it comes to adjusting to many elements of life due to social media. Facebook, Twitter, and Instagram have all played

important roles in increasing online sales. This research intends to determine which customers are most impacted by mobile phone purchases made online through social media, as well as the types of social media used by consumers in Chennai. The findings show that using social media affects customer satisfaction during the data searching and alternative development opportunities, with comfort being when used. The customer progresses through the process to the final purchase decision and post-purchase review.

2. **B.A. Chukwu, E.C. Kanu and A.N. Ezeabogu (2019)** This paper is based on the impact of advertising on consumers' buying behaviour. Most enterprises in Nigeria have a warm approach toward advertising their products and services through efficient advertising mediums, which hurts their sales output. It includes collecting data from respondents using a questionnaire to evaluate theories. Hypotheses were tested using the multiple regression approach. The findings reveal that the independent variable's emotional reaction, environmental response to the brand, brand awareness, and sensory stimulated advertising have a strong and positive association with the dependent variable consumer purchase intention. The t-ratio of all independent variables is statistically significant, and they all show a positive link with consumer buying behaviour.
3. **Jeetesh Kumar, Rupam Konar and Kandappan Balasubramanian (2020)** This paper is based on the impact of social media on consumers purchasing behaviour in Malaysian restaurants. This study investigates the effects of social media on restaurant purchase decisions in Malaysia. As a result, this study has taken into account newly proposed factors such as E-WOM, social media and online community marketing, increased information accessibility, and an online ordering system, all of which influence customers' purchase behaviour in Malaysia. The findings revealed that electronic word of mouth (E-WOM), social media advertisements, and online ordering systems all had a substantial impact on customers' purchase decisions. Highly available information via social

media, on the other hand, has a little beneficial impact on customers' purchase decisions. The study is making a significant contribution to the food and beverage sector.

4. **Paula Raithel (2018)** The paper is based on the impact of consumers' actual behaviour on social media on their purchase behaviour. Marketers have problems obtaining success with their marketing strategies. On a worldwide scale, real-time communication has not only made information more visible but has also empowered customers. Consumers' purchasing habits and interactions with businesses have evolved as a result of this empowerment. Users face problems and possibilities when they join social media, not simply because it has become an almost required network for human beings. The goal of this dissertation is to figure out how consumers' actual behaviour on social media affects their purchasing decisions. In addition, the self-evaluation and self-presentation of customers on social media are explored.
5. **Signe Tietmeyer Pedersen, Liana Razmerita1, Elanor Colleoni (2014)** this paper is based on Electronic Word-of-Mouth communication and consumer behaviour: an exploratory study of Danish social media communication influence. Massive online word-of-mouth communication has come from the quick adoption of social media, as well as simple access to peer knowledge and interactions. Consumer interactions are becoming increasingly powerful in determining the success or failure of businesses and brands. This research explores the usage of word-of-mouth communication through social media among customers, drawing on word-of-mouth communication and customer behaviour theories. The data imply that electronic peer-to-peer communication has an impact on consumer behaviour. Furthermore, peer communication is seen as more objective and hence more trustworthy than brand communication from firms. The findings of the study highlight the importance of social media as a source of reputation for businesses and brands, which ultimately influences customer decisions.

RESEARCH QUESTIONS

The study's goal was to figure out how social media usage influences customer satisfaction. Furthermore, this research aims to provide accurate answers to the following questions.

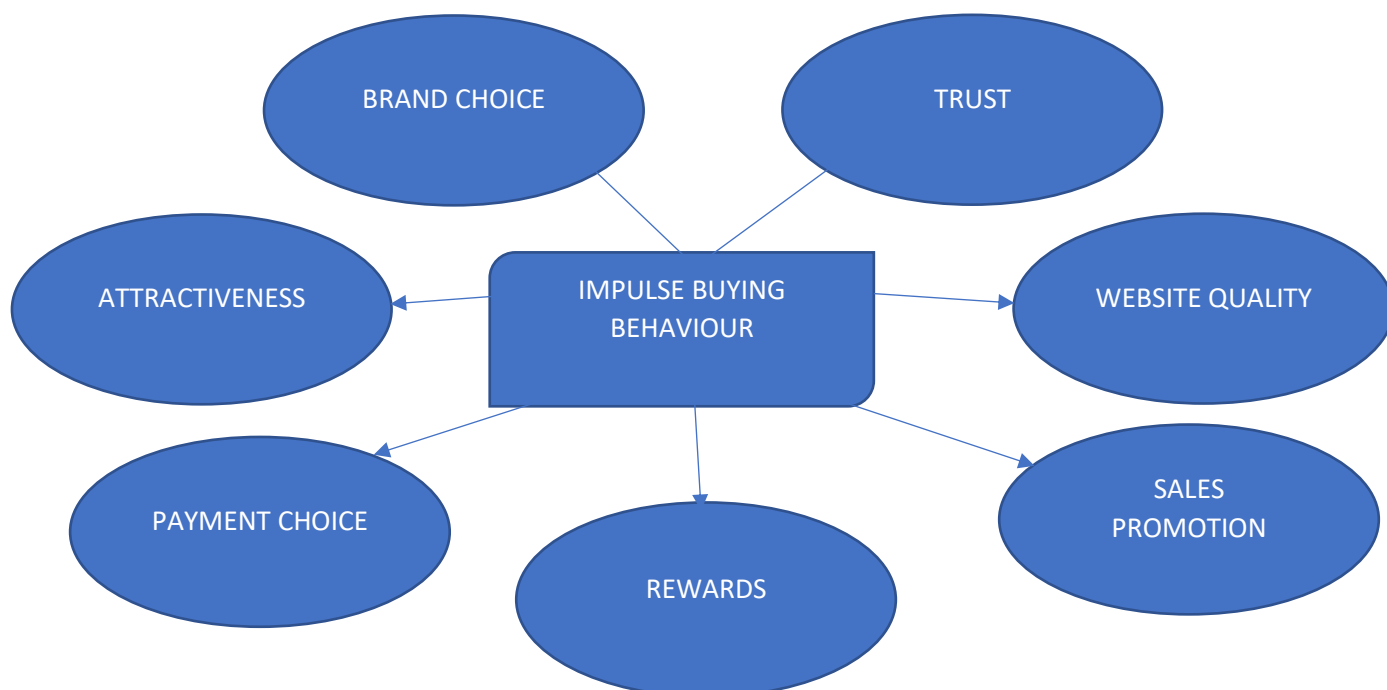
- What is the role of social media in customers' purchasing behaviour?
- What are the factors that influence the customer's impulsive purchase behaviour?
- Which social media platform do the customers prefer more?

OBJECTIVES OF THE STUDY

- To study the role of social media on impulsive customers' buying behaviour.
- To determine the factors that influence a customer's impulsive buying behaviour.
- To find out which social media platform the customers prefer.

RESEARCH METHODOLOGY

❖ CONCEPTUAL FRAMEWORK



BRAND CHOICE

Brand choice is the legal & competitive protection of brand elements. Brand elements should be chosen in such a way that they may

This study used a survey research design to collect information or data from consumers. The questionnaire consisted of a five-point Likert scale. The questionnaire consisted of self-developed items. The questionnaire included demographic information. Cronbach's Alpha was used to assess the questionnaire's validity and reliability. .79 was the dependability coefficient. The value of 0.79 was higher than 0.7, which is acceptable. This indicates that the information gathered was accurate and dependable.

❖ SAMPLE SIZE

The total sample size collected for this study is 60.

❖ SAMPLE TECHNIQUES

For this study, the sampling technique used for this is the random sampling method.

❖ STATISTICAL TOOL USED FOR THE STUDY

- Frequency analysis
- ANOVA
- Cross tabulation
- Chi-square test
- Cluster Analysis

be registered with suitable legal agencies abroad. Marketers must also protect their trademarks from illegitimate competitors.

TRUST

Trust is related to purchase behaviour and customer happiness while perceived danger is not. This study finds no link between perceived danger and trust. Consumers will act if they no longer trust a brand. Worse, they'll rapidly disseminate the word to friends, social media, and review sites.

WEBSITE QUALITY

Quality websites are efficient, easy to navigate and provide valuable and accurate information. It must be free of grammar and grammatical errors, uninteresting clip art, obsolete web designs, and fuzzy images.

SALES PROMOTION

A sales promotion is a marketing approach used to promote interest in a product or service. A firm may employ a sales promotion (or 'promo') for several purposes, but the main one is to increase sales.

REWARDS

Digital incentives are e-gift cards from stores or virtual Visa/Master cards sent instantly through

email or a link. These virtual prizes can help you stand out. Marketers frequently seek consumers' attention without providing much value.

PAYMENT CHOICE

Digital payments are digital or online transactions that do not entail a physical exchange of money. Both sides, payer and payee, employ electronic means to trade funds. The Indian government has taken many steps to promote digital payments. The administration wants to build a 'digitally empowered' economy that is 'Faceless, Paperless, Cashless'. Digital payments come in many forms.

ATTRACTIVENESS

Attraction marketing is a type of marketing. It operates by informing clients before persuading them to buy. It's a great way to generate leads and build brand loyalty. Attraction marketing is a type of marketing. It operates by informing clients before persuading them to buy. It's a great way to generate leads and build brand loyalty.

❖ ANALYSIS AND INTERPRETATION

TABLE 1

DEMOGRAPHIC PROFILE OF THE CUSTOMERS

PARTICULAR		FREQUENCY	PERCENTAGE
Gender	Male	33	55.0
	Female	27	45.0
Total	-	60	100.0
Age	Under 20 Years	1	1.7
	20-30 Years	46	76.7
	30-40 Years	5	8.3
	51 Above	8	13.3
Total	-	60	100.0
Marital Status	Married	42	70.0
	Unmarried	18	30.0
Total	-	60	100.0
Education Income	Undergraduate	7	11.7
	Postgraduate	31	51.7
	PhD	2	3.3
	Other	20	33.3
Total	-	60	100.0
Monthly Income	Below 20,000	16	26.7
	20,001 - 40,000	30	50.0
	41,001-60,000	6	10
	Above 60,001	8	13.3
Total	-	60	100.0

Inference

The above table states the demographic profile of the customers. This table mentioned that the male respondents (33- 55%) are more impulse buying behaviour than the female categories. Then about the age groups, 20- 30 years (44- 77%) are having more interest in impulse buying behaviour. The marital status states that married respondents (42- 70%) have more

interest in impulse buying behaviour. Then the education level of the respondents indicates that the postgraduate respondents (31- 51.7%) are having impulse buying behaviour attitude. Then next is the respondents' monthly income which shows that the respondents are having 20,000 to 40,000 (30- 50%) are more influenced by the impulse buying behaviour of the customers.

TABLE 2
SOCIAL MEDIA MORE ACTIVE

		Responses	Percent
Social media platforms preferred by users	Facebook	6	10%
	Instagram	25	41%
	WhatsApp	19	31.6%
	Other	10	16.6%
Total		60	100%
a. Dichotomy group tabulated at value 1.			

Inference

The above table represents the frequency analysis of platforms that influence Customers to use social media. Among the four options, out of 60 respondents, 25 respondents selected Instagram, and only 6 respondents selected

Facebook during the study period. The table indicates that the social media marketing platform influences the customers to use digital marketing compared to other factors. Hence, Instagram plays a significantly in social media marketing.

TABLE: 3
CROSS-TABULATION OF IMPULSE BUYING BEHAVIOUR OF THE CUSTOMERS AND AGE

Age	Impulse buying behaviour of the customers							
	Sales promotion	Trust	Website quality	Brand choice	Rewards	Attractiveness	Payment choice	Total
Under 20 years	0	1	0	1	1	5	0	8
20-30 years	0	2	0	10	0	10	1	23
30-40 years	1	2	0	2	0	3	2	10
40-50 years	4	3	2	1	1	2	0	13
Above 50 years	1	1	1	0	1	1	1	6
Total	6	9	3	14	3	21	4	60

Inference

It was observed that respondents belonging to 20-30 years made the maximum use (10) of brand choice and attractiveness followed by the Under 20 years of age group used by (5) in

attractiveness of the respondents. Respondents belonging to above 50 years of age groups made the least use (6) of impulse buying behaviour like sales promotion, trust, website quality, rewards, attractiveness, and payment choice. In

this study majority of the respondents are young generation and the results would be reliable for their decision.

This study also checked the Statistical significance of the descriptive results with the help of a non-a parametric test. Chi-square was applied as a test of significance at a 5% (0.05) level of significance in instruction to see the significance in the result as both the variables such as the age and impulse buying behaviour

allocated with definite data having mutually selected categories. Moreover, the study data were collected from a large sample, which further confirmed the assumptions of the chi-square test.

The following hypotheses are set for the test:

H0: There is no association between age and impulse buying behaviour.

Ha: There is an association between age and impulse buying behaviour.

TABLE: 5.1
CHI-SQUARE STATISTIC FOR AGE AND IMPULSE BUYING BEHAVIOUR

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.071 ^a	12	0.610
Likelihood Ratio	10.288	12	0.591
Linear-by-Linear Association	1.250	1	0.264
N of Valid Cases	60		

Inference

The Chi-square statistic was found insignificant with a statistic value of 10.071 associated with a 0.610 significance value which is higher than the 5% significant level. The significance value of the Pearson Chi-Square statistic indicated that the two variables were not independent and not related. Therefore, it could be concluded that there was no association between the selected variables such as the age of the respondents and impulse buying behaviour. Respondents belonging to the 20-30 years age group made the maximum use of impulse buying behaviour.

The likely explanation for the experiential results could be the better exposure of the

respondents, particularly the younger people to the new age of digital technologies and the apparent ease and simplicity of the formers in using it. Nowadays, young customers spend substantial time on digital marketing platforms and are well equipped with internet empowered digital devices. Furthermore, they securely hold the technological advances and naturally use them for diverse drives. As, age, the demographic variable was found to have an insignificant association with impulse buying behaviour the variable was additionally analysed for understanding its association with the specific digital channel of association if any.

TABLE: 6
DEMOGRAPHIC PROFILING OF THE RESPONDENTS: INITIAL CLUSTER CENTERS - CLUSTER ANALYSIS

Initial Cluster Centers		
	Cluster	
	1	2
Age	20-30 years	20-30 years
Education Level	Under Graduate	Under Graduate
Monthly Income	Above 60001	Below 20000

I bought more than I had considered buying	Strongly Agreed	Strongly Disagreed
I often buy things impulsively	Strongly Agreed	Strongly Disagreed
I often buy things exclusive to thinking	Strongly Agreed	Strongly Disagreed
Free services can be the reason for me to buy on impulse	Strongly Agreed	Strongly Disagreed
I buy the product online with various offers and discounts	Strongly Agreed	Strongly Disagreed

Inference

Though age, educational level, and monthly income, are identified as important demographic factors which had a relationship with impulsive buying behaviour. The study is a more inclusive grouping of respondents that would help digital marketing greatly. Achieve the homogeneous sub-groups of respondents depending on the resemblance towards variables of interest and cluster analysis used in this study. The significant factors or variables such as age, educational level, monthly income, along with impulsive buying behaviour are used in the k-way cluster analysis for a healthier understanding of the customer profile that might help to use the influence of impulsive buying behaviour of the customers. Cluster analysis is employed to group individual cases

into homogeneous sub-groups depending upon the parallel response towards variables of interest. For large samples or datasets, K means clustering enables the selection of the pre-defined number of clusters. For this study, two (2) were the pre-defined number of clusters. K-means Clustering algorithm allocates individual cases to clusters on the base of the minimum amount of distance between the cluster mean and the individual case. Furthermore, Clustering is iterative in the environment and the process stops when significant get to change is not observed in cluster means after adding or deleting a single case.

The table displays the results of initial cluster centres which presented the variable means for every cluster in output.

TABLE: 6.1
DISTANCES BETWEEN FINAL CLUSTER CENTERS

Distances between Final Cluster Centers		
Cluster	1	2
1		3.977
2	3.977	

Inference

The above Table represents the variances between final cluster centres which described the Euclidean distances between the final cluster centres. The Euclidean distance between the two clusters is calculated by taking the square root of the sum of the squares of the

variances between the means of the cluster. When Greater the Euclidean distance between clusters infers the greater difference between clusters. It can be understood from the table that Clusters 1 and 2 had the maximum distance (3.977) confirming the maximum dissimilarity.

TABLE: 7
MODEL SUMMARY OF EDUCATIONAL LEVEL AND IMPULSE BUYING BEHAVIOUR

Model Summary					
Model	R	R Square	Adjusted R Square	Std. The error in the Estimate	Durbin-Watson
1	.088 ^a	0.008	-0.006	0.927	1.776

Inference

The above represent the R and R square values, The R-value is 0.088 and it denotes the simple correlation. The results indicate the lowest degree of correlation between educational level and Impulse Buying behaviour factors.

The R square value is 0.008 and it indicates changes in the total variation in the educational level Can be explained by brand choice, trust,

website quality, sales promotion, rewards, payment choice, and attractiveness.

The Durbin Watson value is 1.776, which is not close to 2 (no autocorrelation). it indicates the presence of autocorrection in this model. The previous experience of customers would influence the present impulse buying behaviour of customers.

TABLE: 7.1

ANOVA OF EDUCATIONAL LEVEL AND IMPULSE BUYING BEHAVIOUR

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2.898	6	0.483	0.562	.760 ^b
	Residual	372.780	434	0.859		
	Total	375.678	440			

Inference

The table indicates the regression model. The statistical significance value is 0.760 of the regression models, which is higher than the 5% significant level. So there is no association

between education level and impulse buying behavior. The regression model is statistically insignificant to predict the outcome of the results.

TABLE: 7.2

COEFFICIENTS OF EDUCATIONAL LEVEL AND DIGITAL MARKETING FACTORS

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
Constant	2.608	0.327		7.978	0.000		
Customer's perception	0.001	0.011	0.005	0.066	0.947	0.352	2.845
Impulse buys the product online with various offers and discounts.	-0.015	0.011	-0.109	-1.320	0.188	0.333	3.001
Free services will be the reason for impulse buying.	0.004	0.013	0.026	0.289	0.773	0.280	3.569
Often buy things exclusive to thinking.	-0.001	0.012	-0.008	-0.100	0.921	0.344	2.904
Often buying things impulsively.	0.001	0.007	0.006	0.078	0.938	0.374	2.677
Bought more than considered buying	0.014	0.011	0.088	1.291	0.197	0.497	2.011

Inference

The table represents the results of coefficients of Impulse buying behaviour variables and educational level. The unstandardized coefficient of beta Bought more than considered buying (0.014), Often buying things

impulsively (0.001), Often buy things exclusive to thinking (0.001) and Free services will be the reason for impulse buying (0.004) are very low, positively and insignificantly influence the educational level of the customers impulse buying behaviour. Whereas often buying things

exclusive to thinking (-0.001), Impulse buying the product online with various offers and discounts (-0.015) is very low, negatively and insignificantly influences the educational level of the customer's impulse buying behaviour. The results evidenced that these elected variables do not significantly influence the educational level of the respondents of the impulse buying behaviour of the customers. Hence, the results also proved the presence of autocorrelation. Social media customers are influenced by their own past experience and it would make a future impact on impulse buying behaviour towards social media.

In addition, The Variance Inflation factor values of selected variables lie below the value of 10 and it indicates that there is no multicollinearity between the variables. The tolerance values of selected variables are very less than 1. This two-test proved that results would be more reliable and accurate.

FINDINGS

- The demographic profile of the customers mentioned that the male respondents (33-55%) are more impulse buying behaviour than the female categories.
- The age groups, 20- 30 years (44- 77%) are having more interest in impulse buying behaviour.
- The marital status states that married respondents (42- 70%) have more interest in impulse buying behaviour.
- The education level of the respondents indicates that the postgraduate respondents (31- 51.7%) are having impulse buying behaviour attitude.
- Then next is the respondents' monthly income which shows that the respondents are having 20,000 to 40,000 (30- 50%) are more influenced by the impulse buying behaviour of the customers.
- Out of 60 respondents, 25 respondents selected Instagram, and only 6 respondents selected Facebook platforms that influence Customers to use social media during the study period.
- The respondents belonging to 20-30 years made the maximum use (10) of brand choice and attractiveness followed by the Under 20 years of age group used by (5) in attractiveness of the respondents.
- As, age, the demographic variable was found to have an insignificant association

with impulse buying behaviour the variable was additionally analysed for understanding its association with the specific digital channel of association if any.

- The Durbin Watson value is 1.776, which is not close to 2 (no autocorrelation). it indicates the presence of autocorrelation in this model. The previous experience of customers would influence the present impulse buying behaviour of customers.
- Social media customers are influenced by their own past experience and it would make a future impact on impulse buying behaviour towards social media.

CONCLUSION

The study looked into social networking sites including Facebook, WhatsApp, Twitter, and others. The report demonstrates how people use social media to get information before buying. Compared to traditional media, people use social media to actively look for information. Even so, information exposure is selective and subjective. The results demonstrate that social media usage increases consumer satisfaction during data search and alternative evaluation stages. The consumer follows the technique to purchase and evaluate.

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