

Factors affecting the working women's online impulsive buying behaviour in Gorakhpur District of Eastern Uttar Pradesh

¹Jyotsna Rai, ²Rakesh Kumar Yadav

¹Research Scholar, IFTM University, Moradabad, U.P. (India), jyotsnarai.faculty@gmail.com

²Professor, IFTM University, Moradabad, U.P. (India), rkyadav@iftmuniversity.ac.in

Abstract

Online impulse buying is a crucial component that might yield favourable results for online sellers and advertising firms. “Personalization of advertisements”, “advt value”, “website aesthetics”, and consumer “information-sharing concerns” are being used in social media marketing contexts, and strategies are also being framed accordingly. However, little research has been done to explore the potential association between these stated factors and working women's online impulse buying behaviour. The current research sheds light on the effect of these identified social media factors as a precursor to women consumers' online impulse inclination, an area of particular importance in online business scenarios. This research suggests and examines a conceptual model employing various factors to determine the working women's online impulse buying inclination in Gorakhpur District.

The survey results showed the favourable effect of personalized advertisements, advt value, and website aesthetics in predicting consumers' propensity for online impulse purchases. It also indicated the negative association with consumers' information-sharing concerns. The study concludes by sharing some academic and managerial implications.

Keywords: social media, impulsive buying, personalized advertisements, working women, website aesthetics, information sharing, advertising value, privacy concerns.

I. INTRODUCTION

As per (Amos et al., 2014; Memon et al., 2019), it is evident in the studies related to impulse buying and business research that impulse purchasing accounts for 60% of all items purchased, indicating the importance of impulse buying. According to reports, impulse purchases account for approximately 40% of all online expenditures. Undoubtedly, impulse buying is a vital consumer behavior that e-sellers take into account to increase income. The supremacy of online impulse buying can be attributed to various factors, including product accessibility, website quality, and online cues (Chen & Barnes, 2007). In the online world, impulse purchasing is expected because of benefits such as greater flexibility,

expanded product lines, faster transactions, and personalization. The occurrence of e-commerce enables making purchases (Watcharavesringkan K Copeland R, 2010).

Furthermore, the widespread accessibility of products and services via “e-commerce” frequently lowers prices. Given the right situations, such as improving their backgrounds, these factors may induce the consumer to involve in online impulse purchasing. Impulse buying implies closeness in purchasing behaviour, and e-commerce allows individuals to expend the least amount of time and effort on online purchasing behaviour (Srinivasan et al., 2002). In general, e-commerce websites want their consumers' offline buying behaviour to be transcribed into,

or even substituted by, online purchases. As a result, retailers rely heavily on online impulse buying (Sharma et al., 2009).

Contrariwise, impulse purchases can be harmful to online retailers. For example, suppose consumers are displeased with their online impulse buying. In that case, consumers may express their displeasure by piquant in negative e-WOM, which would not portend well for these sellers in today's technology landscape. As a result, it is critical to understand consumers' emotional and environmental backgrounds of online urge buying and devise appropriate strategies for dealing with this behaviour.

Personalization is one of the most widespread approaches for reassuring impulse purchases. Online retailers have used personalized messages to encourage consumers to make impulse purchases (Amos et al., 2014; Doodoo & Wu, 2019). According to (Doodoo & Wu, 2019), online sellers who have implemented personalization approaches to regulate impulse purchases have increased sales. Personalization marketing takes advantage of the unique setting provided by social media. (de Keyzer, Dens, et al., 2015). While the wealth of private information available on social media makes it simple to create extremely personalized posts, consumers may express intense anxieties about privacy violations because social media platforms are often perceived as more secure than other online platforms. As a result, personalized advertisements on social media merit more research consideration. Furthermore, social media advt messages can well direct patrons to other shopping sites for online buying. Understanding that impulse buying is liable to be prevalent in online buying contexts and personalization tends to initiate such behavior (Watcharavesringkan K Copeland R, 2010). Personalized social media advt may play an essential role in causing online impulse purchase behaviour.

E-loyalty refers to the confident shopping involvement that entices consumers to come back to a website or purchase from it in the future (Rai et al., 2021). Online sellers seek to capture this expanding market by creating

positive shopping experiences with pleasing web aesthetics that encourage consumers to revisit the website or make future purchases (Cyr, 2008; Ganguly et al., 2010). It is anticipated that effective shopping site design (navigation capability or visual appeal) can result in online consumers' trust-building, satisfaction, and repurchase despite the paucity of research that systematically examines these elements across cultures (Dianne et al., 2005). No previous research has examined the relationship between personalized ads, Advt value, web aesthetics and impulse online buying behaviour. Web aesthetics satisfaction and website loyalty across cultures and regions may vary. This work intends to model the association between "web aesthetics" and "online impulse buying behaviour" in regional contexts of Gorakhpur District.

Through this study, the author intends to fill a gap in the present works related to working women's online impulse buying and its backgrounds and factors. This study aims to determine how advertisement personalization, website design, Advt value, and information sharing concerns affect the associated notion of online impulse buying predisposition in social media advertising. The study recommends a theoretical model (Figure 1) based on the literature review on personalization, advertising value, website designs, and information sharing concerns to explain how the different factors in the view of social media advertisements influences working women's online buying inclination to initiate impulse buying. Working women consumers' perceptions of personalized social ads and other mentioned factors are predicted to influence their probability of engaging in online impulse buying, as mirrored in their online impulse buying tendency.

Therefore, the potential facilitators of online impulse buying inclination associated with "personalized social media ads", "advertising value", and "website aesthetics" are introduced in the study. In contrast, "information sharing concerns may impede the association between the personalization of social media ads and online impulse purchasing behaviour.

2. Study's Objectives

The study had the following set of objectives:

- To investigate the online impulsive buying preferences of working women from Gorakhpur District
- To investigate the outcomes of the value of social media ads on working women's online impulsive buying behaviour.
- To assess the outcome of shopping website aesthetics on impulsive buying behaviour of working women.
- To investigate the role of information sharing privacy concerns on working women's online impulsive buying behaviour.

3. Literature Review

3.1. Personalized social media advertisements

Personalized social media commercials (de Keyzer, Dens, et al., 2015) are advertising content exhibited on social networking sites and personalized to individual consumers' unique aspects. Due to the inherent attribute of social media as a platform that permits greater online self-disclosure, personalization occurs much more efficaciously than on any other media platform, devising it vital for sellers and decision-makers to understand advertising personalization in social media (Koch & Benlian, 2015).

The distinctiveness of personalized Ads on social media can be abridged as follows: firstly, social media are distinguished by extensive personal details shared by many users (Kelly et al., 2010). "Demographics", "personal interests", "social relationships", "online activities", "real-time locations", "emotions", etc., are personal information. On one hand, by analyzing "posts", "comments", "likes", and "shares", marketers can understand their consumers and precisely target them with personalized messages (Ruhrberg et al., 2017; Walrave et al., 2018). However, social media users may be very conscious that retailers and

marketers collect and use their personal information (Dodoo & Wu, 2019).

In other words, (Mohamed, 2012) one's privacy issues regarding personalized advertisements may be particularly prominent on social media. Second, according to (Iglesias & Vázquez, 2001), websites dedicated to social media may acquire user information from third-party websites. The social media environment is designed to be a private arena where users have great control over the information they consume (Dodoo & Wu, 2019). That is, the account holder can block unwanted communication on social media. Personalized Ads may increase consumers' probability of paying heed to business messages (Aslam et al., 2021).

3.2. Online impulsive buying behaviour

(Aker, 2016), The extent to which a person is predisposed to "make unplanned, impulsive, and unthinking purchases" is the impulse buying inclination". (Feng Xuanxiaoqing, 2012), "A rapid and immediate purchase with no pre-buying intentions to purchase a certain type of product or to complete a specific buying job". In other words (Sharma et al., 2009; Watcharavesringkan K Copeland R, 2010), impulse buying refers to situations in which a person has a sudden desire to purchase something. (Amos et al., 2014; Walrave et al., 2018) Identified numerous characteristics that can help explain the notion of impulse buying. Most impulse purchases are unintended. Next, impulsive buying is a behavior generated by exterior inducements. Further, impulse purchases are made instantly, with little thought given to information finding or weighing following options. In past studies, impulsive buying inclination is recognized as a consumer attribute that regulates consistent responses to external inducements (Memon et al., 2019). Impulse buying may be enhanced as a trait in social media backgrounds, including an online social situation where individual experiences are personalized. It gets imperative because researchers believe that impulse buying is strongly linked to impulse purchase (Aslam et al., 2021; Dodoo & Wu, 2019).

(Aslam et al., 2021; Dodoo & Wu, 2019; Kim & Han, 2014) Whether personalized advt influences consumers' online impulse purchases are based on present research showing that the self and impulse purchasing are nearly related. (Dodoo & Wu, 2019; Memon et al., 2019; Rahman et al., 2014) "Self-concept, "self-identity", "cultural values", and other aspects of the self have influenced impulse buying. The capital of individual information allows the formation of social media ads that benefit advanced targeting options. Thus, it represents a promising roadmap via which online buying can be yielded for online stores. These sellers can benefit from these targeting options, ensuring that the social media advertisement presented to individuals are relevant in ways other advertising formats cannot match (Kang & Park-Poaps, 2010; Zainal & Abd, 2021). Given that social media (Technologies et al., 2019) allows people to express themselves more freely, it is expected that consumers' personalized social media advertisements will impact consumers' online impulsive buying bent in this research. This study investigates what aspects of personalization impact working women's online impulse buying tendencies.

H01: Personalized social media advt negatively influence the working women's online impulsive buying behaviour.

H11: Personalized social media advt positively influences working women's online impulse buying behaviour.

3.3. Advt value

(Van-Tien Dao et al., 2014)The advertising value concept assesses "the comparative worth or utility of advertising to consumers." Informativity and irritation are two essential aspects of advertising value. The degree to which an advertisement provides valuable information is its informativeness. (Rai & Yadav, 2021; Saxena & Khanna, 2013)Irritation occurs when advertising messages cause viewers to become more irritated. Personalization increases users' perceptions of the ad informativeness while decreasing their feelings of irritation with

social media advertising. Consumers who see personalized advt on social platforms may gain helpful information and feel less irritated because the advertising information is tailored to their requirements, benefits, or search history.

In smartphone advertising, a happy relationship between personalization and advertisement value has been established (Dodoo & Wu, 2019; Kim & Han, 2014; Saxena & Khanna, 2013). As a result, one's perception of the personalization of social platforms advertisement may affect the consumer's perception of advertising value. (Aslam et al., 2021; Dodoo & Wu, 2019; Rahman et al., 2014) Consumers' insights into the value of advertising might also influence their impulse buying behaviour. As per the findings of (Aslam et al., 2021), consumers are more likely to make an impulsive purchase when they observe some form of usefulness or worth in personalized social media ads. Sometimes, consumers feel compelled to purchase products or buy services perceived as valuable at exposure. In impulse buying delivering the appropriate content to consumers at the correct touchpoints is critical for retailers and marketers. (Dodoo & Wu, 2019; Kim & Han, 2014) Experiential procedures such as whether or not an item elicits an impulse to buy can trigger impulse purchases. "Ad value", carried through its descriptiveness in adapted social media ads, may provoke a desire to buy, increasing the chances of online impulse purchases (Aslam et al., 2021).

H02: Ad values do not influence working women's online impulse buying behaviour.

H12: Ad value significantly influences working women's online impulse buying behaviour.

3.4. Website aesthetics and Information privacy concerns

(Cyr, 2008) Modelled the association between "website design" and the behaviour of online buyers. Website aesthetics ("information design", "navigation design", and "visual design") influence "consumers' trust", "satisfaction, and "loyalty"; investigated the

impact of a website on consumer online purchasing behaviour (Ganguly et al., 2010; Memon et al., 2019; Mohammed & Alkubise, 2012). According to their findings, “information quality”, “fulfilment”, “reliability”, “customer service”, “website design”, “speed and details”, and “privacy” influence online consumers’ purchase behaviour.

H03: Shopping website aesthetics will negatively influence working women’s online shopping behaviour.

H13: Shopping website aesthetics will positively influence working women’s online shopping behaviour.

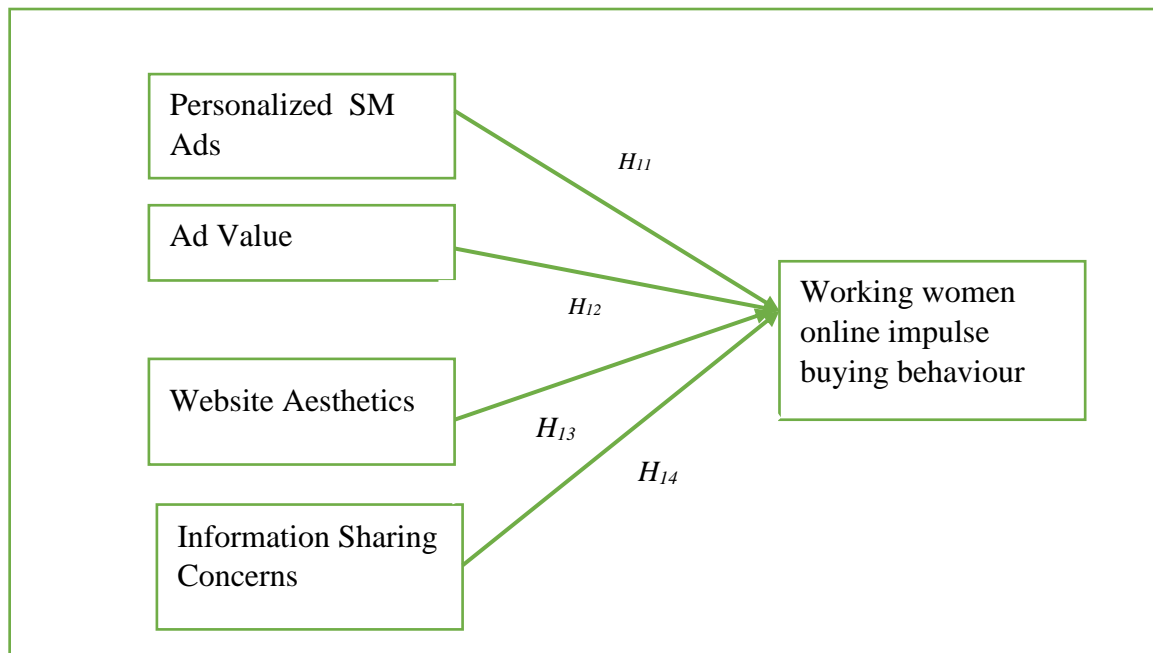
Despite all of the benefits discussed previously, one major issue with personalization in social platform usage is the defilement of security. Security is defined broadly as “the ability of an individual to control the terms under which personal information is acquired and used” (Aslam et al., 2021). (Mogaji et al., 2020; Walrave et al., 2018) Internet users must give up some privacy to receive a personalized message. However, this raises individuals’ privacy concerns (Mogaji et al., 2020). While a personalized shopping list based on scrutinizing one’s online buying history is helpful, it raises security concerns among consumers and informs them that their activities are being tracked (Antón et al., 2010). According to (Antón et al., 2010; Mohamed, 2012), internet users’ “privacy concerns” about personalization have increased over time. According to (Dodoo & Wu, 2019), “executing security-preserving

personalization in SNS is predominantly challenging” because users on social networking platforms have a strong desire to protect their privacy. (Rai & Yadav, 2021) With the advancement of the smartphone internet, today, social media providers can accumulate information about users’ “geographical locations”, offering more personalized services on the one hand while raising “privacy concerns” on the other (Antón et al., 2010).

Research indicates that consumers’ readiness to reveal personal information and preferences is contingent on the benefits of such disclosure, and privacy takes precedence in customer concerns (Kim & Han, 2014). The information privacy concern is not constant. It will occur if a person firmly believes they are losing control over their personal information (de Keyzer, Dens, et al., 2015; Yaakop et al., 2013). A highly personalized social media advertisement may elicit a feeling that one’s personal information is at risk, primarily when no justification is shared as to how personalization is achieved (Dodoo & Wu, 2019). As a result, it has been perceived in some of the studies that personalized social media advertisements certainly influence privacy/ security concerns (Aslam et al., 2021).

H04: Information sharing concerns negatively relate to working women’s online impulse buying behaviour.

H14: Information sharing concerns positively relate to the working women’s online impulse buying behaviour.

Figure 1: *Conceptual model for the study*

(Source: Self-developed)

4. Methodology

4.1. Procedures

It is empirical research where a quantitative survey was directed for data collection. A well-structured online survey was undertaken with all measures assessed on a “Five-Point Likert Scale”, measuring agreement levels from 1 to 5, with 1= “Strongly Disagree” and 5= “Strongly Agree”. The survey was conducted with the help of Google Forms targeting technology-savvy working women who actively indulge in the online buying process. The study applied a convenience sampling technique, and an online questionnaire was shared via different social media platforms and e-mails with five hundred working women. The survey was for thirty days, and four hundred forty-eight responses were finally received. Initially, the demographic data was collected; secondly, the working women respondents were enquired about their general social media usage pattern. Finally, the respondents answered their perception of personalized social media advertisements, impulse buying behaviour, website aesthetics, and information sharing concerns.

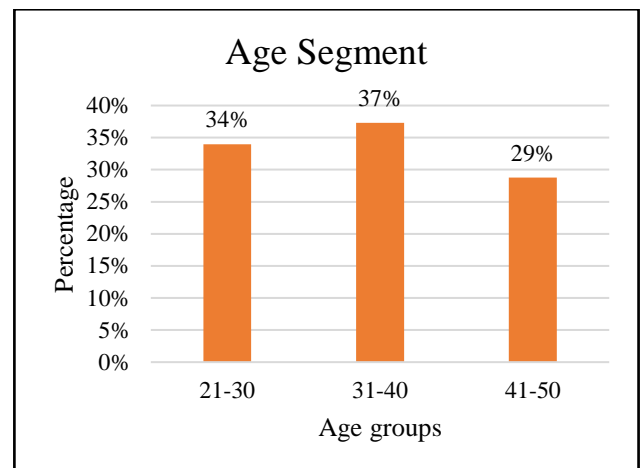
4.2. Participants

The investigation focused on understanding the online impulse buying preferences and behaviour of working women from India’s Gorakhpur District of Eastern Uttar Pradesh. The segment of women has actively adopted online buying due to its numerous benefits like 24x7 accessibility, price efficiency, product availability, convenient delivery, etc. (Hirst & Omar, 2007; Nazir, 2018). Among all respondents (N=480), the age respondents ranged from (Figure 2) 21-50, with 37% of responses received from women between 31-40 and 35.6 as their mean age. In terms of qualification (Figure 3), 8% of them were PhD (N Ph.D=36), 63% of them were Post Graduates (N PG=304), 29% of them were Graduates (N Grad=137), and 1% were undergraduates. In terms of occupation (Figure 4), 21% were Govt. employees (N Govt=100), 25% were from private service (N Pvt=121), 20% were from professional background (N Prof= 95), 27% were business women (N Business=129) and 7% were working students (N Stud=35).

5. Data Analysis and Results

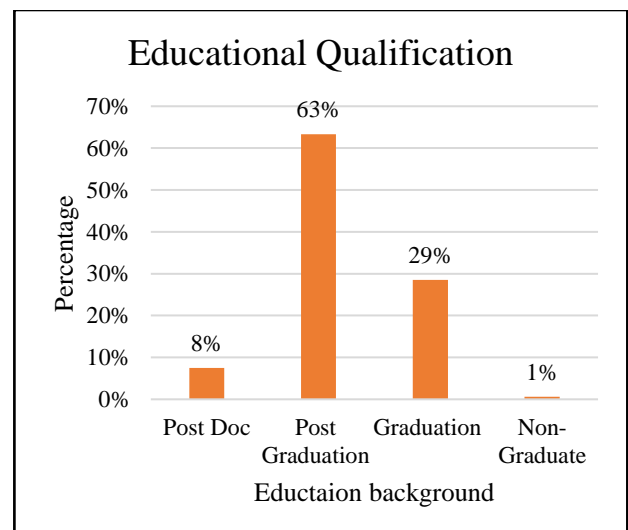
The SPSS package 25.0 trial version condensed the data to a reasonable size for data analysis and interpretation. The characteristics of the sample were determined using descriptive age, educational qualification, and occupation statistics. “Regression Analysis” of dependent and independent variables was performed to evaluate the effect of different variables. A “correlation matrix” of all 18 items and “Kaiser-Meyer-sample Olkin’s” (KMO) adequacy measure were performed to determine the appropriateness of using “Exploratory Factor Analysis”. The “Kaiser-Meyer-Olkin” sample adequacy measure was calculated and found to be 0.815. It indicates that the sample is appropriate for sampling. The “Bartlett sphericity” test (Chi-square 6598.971) was used to determine the overall significance of the “correlation matrix” (significant at 5% at the 0.00 level). The sample size can condense the 28 variables into five significant components. The findings back the use of “Factor analysis”. (Hirst & Omar, 2007) proposed the “Varimax Factor Rotation” method for this process. The “Varimax Factor Rotation” was applied to 28 variables, with one as the “eigenvalue” criteria, to restrain the number of extracted factors. Initially, six factors were extracted, but using Varimax Rotation, these were reduced to five (personalized social media ads, advt value, website aesthetics, information-sharing concerns and working women online impulse buying behaviour). The five extracted factors were used as scales to assess the various elements of working women’s behaviour toward online impulse buying (Refer to Table 6 for reliability and scale items).

Figure 2: Column chart representing the age segment of the working women



(Source: Developed using M.S. Excel 2016)

Figure 3: Column chart representing the educational qualification of the working women



(Source: Developed using M.S. Excel 2016)

Figure 4: Column chart representing the occupational class of the working women

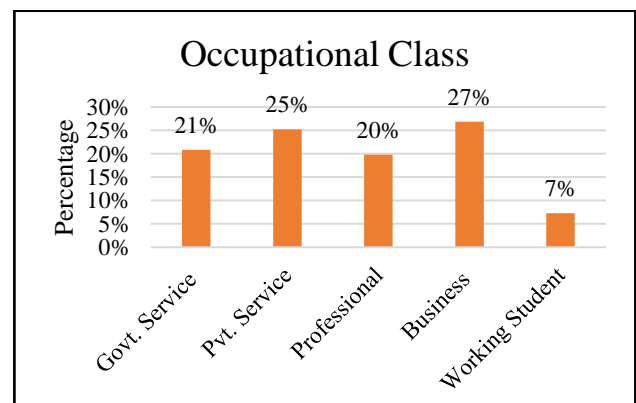


Table 1: *Descriptive Data Statistics*

| Descriptive Data Statistics | | | | | |
|-----------------------------|-----|-----|-----|------|----------|
| | N | Min | Max | Mean | Std. Dev |
| Personalized_SMAAds | 480 | 1 | 5 | 4.41 | 1.420 |
| Ad_Value | 480 | 1 | 5 | 3.40 | 1.328 |
| Impulse_behaviour | 480 | 1 | 5 | 4.53 | 1.304 |
| W_aesth | 480 | 1 | 5 | 3.83 | 1.215 |
| Info_sharing_concern | 480 | 1 | 5 | 3.33 | 1.502 |
| Valid N (listwise) | 480 | | | | |

(Source- Primary data)

The “correlation coefficient” is made up of a relationship, denoted by the letter “r.” It indicates a positive, negative, or no relationship between two or more variables. It also indicates how strong or weak the relationship is. The value of “r” ranges from -1 to +1. The value of “r” can be expressed as follows (Memon et al., 2019):

- o Exactly -1. This means there is a perfect negative relationship between variables.
- o -0.70.- it means there is a robust negative relationship between variables.
- o -0.50.- it indicates that there is a moderate negative relationship among variables.
- o -0.30.- it shows there is a weak negative relationship between variables.

- o 0- means there is neither a positive nor negative relationship among variables.
- o 0.30. it displays a weak positive relationship between variables.
- o 0.50. displays the presence of a moderate positive relationship among variables.
- o 0.70. shows a strong positive relationship between variables.
- o Exactly 1. variables have a perfect positive relationship with each other.

Table 2 indicates that the Correlation between working women’s online impulse buying behaviour and personalized social media ads is .741, indicating a positive relationship between the two variables. The Correlation between working women’s online impulse buying behaviour and Ad value is .665, displaying a positive relationship. The Correlation between online impulse buying behaviour and website aesthetics is .737, indicating a positive relationship. The Correlation between personalized social media ads and ad value is .707, indicating a positive relationship between the variables. The Correlation between personalized ads and website aesthetics is .674 indicating a positive relationship. The Correlation between working women’s online impulse buying behaviour and information-sharing concerns is .319 indicating a weak positive relationship with online impulse buying behaviour. The Correlation between personalized ads and information sharing concerns is .337 indicating a weak positive relationship. It indicates that if any of these factors increase, it will significantly influence online impulse behaviour.

Table 2: *Correlation Matrix*

| | | WWOIBB | PSMAAds | Ad_value | Wdes_la yout | Info_sh_conc |
|---------------------|--------------|--------|---------|----------|--------------|--------------|
| Pearson Correlation | WWOIBB | 1.000 | | | | |
| | PSMAAds | .741* | 1.000 | | | |
| | Ad_value | .665* | .707* | 1.000 | | |
| | W_aesth | .737* | .674* | .582* | 1.000 | |
| | Info_sh_conc | .319* | .337* | .225* | .262* | 1.000 |

* significance level of Correlation 0.01 level (1-tailed)

(Source: Primary data using SPSS 25.0 trial version)

Multiple regression extends the capabilities of linear regression. When two or more independent variables are available, we utilize them. It allows us to estimate the dependent variable's value based on the values of independent variables. The primary benefit of

the "Multiple Regression" technique is that the regression model explains the overall fitness of the model and the contribution of each factor to the total variance. The results of multiple regression determine the acceptance or rejection of the hypothesis.

Table 3: PSMAds, Ad_value, W_aesth and Info_sh_con Model's Summary

| Model | R | R-Square | Adj R-Square | S* |
|-------|-------------------|----------|--------------|------|
| 1 | .952 ^a | .664 | .661 | .027 |

a. Predictors: PSMAds, Ad_value, W_aesth, Info_sh_conc (Constant),

*S: Std. Error of the Estimate

(Source: Primary data using SPSS 25.0 trial version)

Table 3 represents the R, R-Square and the Adjusted R-Square (coefficient of determination) which shows the Correlation and variance among the variables. As per the summary, a 0.664 variance in working women's online impulse buying behaviour occurs due to four predictors (personalized ads,

ad value, website aesthetics, and information sharing concerns). R-value is 0.952, which shows the strong relationship between WWOIBB and the other four predictors is significant, which indicates the shared variance is a fit model.

Table 4: Table of ANOVA^a

| Model | | Sum of Squares | df. | MS | f | Sig. |
|-------|------------|----------------|-----|--------|--------|-------------------|
| 1 | Regression | 233.369 | 4 | 59.674 | 96.760 | .000 ^b |
| | Residual | 117.577 | 476 | .603 | | |
| | Total | 350.947 | 480 | | | |

a. Dependent Variable: WWOIBB

b. Predictors: PSMAds, Ad_value, W_aesth, Info_sh_conc (Constant)

(Source: Primary data using SPSS 25.0 trial version)

The above ANOVA table shows that the P-value is .000, less than .05. It shows that "personalized social media ads", "ad value", "website aesthetics", and "information sharing

concerns" all positively affect the working women's online impulse buying behaviour. The overall regression model is significant.

Table 5: Table of Coefficients a

| Coefficients ^a | | | | | | |
|---------------------------|------------|------|------|---------|--------|------|
| Model | | B | | β | t | Sig. |
| | | B | SE B | Beta | | |
| 1 | (Constant) | .338 | .271 | | 11.247 | .002 |
| | PSMAds, | .329 | .063 | .346 | 5.221 | .000 |

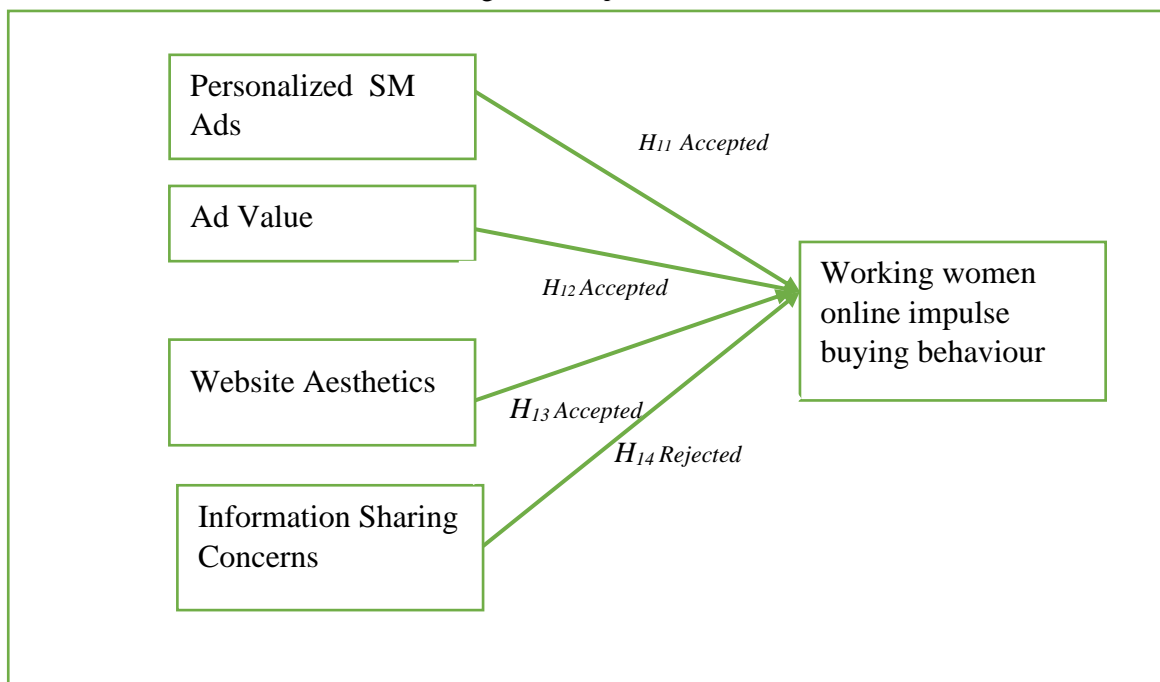
| | | | | | | |
|-------------------------------|--------------|------|------|------|-------|------|
| | Ad_value | .159 | .060 | .159 | 2.645 | .009 |
| | Web_aesth | .428 | .063 | .398 | 6.794 | .000 |
| | Info_sh_conc | .043 | .039 | .049 | 1.099 | .073 |
| a. Dependent Variable: WWOIBB | | | | | | |

(Source: Primary data using SPSS 25.0 trial version)

According to Table 5, the standardized Beta of personalized social media ads is 0.346, indicating a moderate contribution to the variance in working women’s online impulse buying behaviour. Moreover, the t value and significance P-value are 5.221 and 0.000, respectively; thus $t\text{-value} \geq 1.96$ and $P\text{-value} \leq 0.05$, resulting in the first (H11) hypothesis’s acceptance: “Personalized social media ads positively influence the working women’s online impulse buying behaviour”. Similarly, Ad value accounts for 0.159 changes in women’s online impulse buying behaviour, with a t-value of 2.647 and a P-value of 0.009. The $t\text{-value} \geq 1.96$ and $P\text{-value} \leq 0.05$,

accepting the second (H12) hypothesis, “ Ad value significantly influences working women’s online impulse buying behaviour”. Website aesthetics is responsible for 0.398 of women’s online impulse behaviour variance, and its t-value and P-value are 6.794 and 0.000, respectively. Resulting in acceptance of the third (H13) hypothesis, “ Shopping website aesthetics will positively relate to working women’s online impulse buying behaviour.” The information-sharing concerns account for a 0.049 change in women’s online impulse buying behaviour with a t-value of 1.099 and a P-value of 0.073. The $t\text{-value} \geq 1.96$, but P-value is 0.73, leading to the rejection of the fourth (H14) hypothesis, “Information sharing concerns positively relate to working women’s online impulse buying behaviour.”

Figure 5 Proposed Model



(Source: Self-developed)

6. Discussion

This research projects a conceptual model to validate the preceding relations between consumers’ perceptions of personalized ads, advt value, website aesthetics, information

sharing concerns and working women’s online impulsive buying behaviour in the social media context. The findings demonstrated that personalized social media ads significantly influence working women’s online impulse buying behaviour. Advt value significantly influences women’s online impulse buying

behaviour. Website aesthetics positively relate to the women's online impulse buying behaviour, leading to the acceptance of H11, H12 and H13 (Figure 5). Furthermore, information sharing concerns negatively relate to working women's online impulse buying behaviour, leading to accepting null hypothesis H04. Apart from the hypothesis that personalized social media (Table 2) positively correlated with ad value, website aesthetics negatively correlated with information-sharing concerns. Website aesthetics moderately correlated with ad value and negatively with information-sharing concerns. Therefore, these findings provide decent theoretical insights indicating that personalized social media ads, website aesthetics, and Ad value positively and information-sharing negatively influence working women's online impulse buying tendency.

6.1. Academic Suggestions

The results of this research are thought to have significant academic implications. Firstly, it was discovered that the website aesthetics of social media advertisements influences working women's propensity for online impulse purchases. According to the authors' knowledge, few studies demonstrate the relationship between personalized advertisement, advt value, website aesthetics, and women's online impulse buying behaviour in the social media context in the specified geographical location (Rai & Yadav, 2021). As per (de Keyzer et al., 2015), impulse buying presupposes that women consumers' propensity to engage in impulse buying is ordinarily motivated by a desire for immediate action. This urge is especially prevalent when the stimuli are somewhat associated with the self (Akter, 2016; de Keyzer, Leuven, et al., 2015; Dodoo & Wu, 2019; Nazir, 2018). Therefore, the representation that personalization paves to impulse purchasing is novel; it rests on a concrete theoretical groundwork established by prior studies.

The study found that the advertising value of personalized social media ads directly affects the working women's online impulse buying tendency but is also indirectly associated with

personalized social media ads and website aesthetics. These findings demonstrate the significance of investigating advt value within the advertising industry.

Additionally, the original contribution of this research is an attempt to demonstrate that website aesthetics paves the way for influence on impulse purchasing propensity. Contrastingly, this result is consistent with the current conceptual framework that suggests that website aesthetics (Cyr, 2008; Ganguly et al., 2010; Gugnani & Choudhary, 2017) is an underlying process. Another probable reason is that consumers may need to carefully evaluate the value of advertising messages for value judgment. Such careful assessment may hinder the desire to make instant judgments regarding buying. It is suggested that future studies provide additional evidence for this explanation or seek out possible alternative explanations.

There were also some unexpected findings regarding information-sharing concerns. Contrary to expectations, personalized social media advertisements did raise concerns among respondents. It is likely because users disclose their individual information openly on social platforms, despite being aware that marketing firms and advertisers are likely to use it. It is also a noticeable concern that social media users positively accept personalized services but are not willing to give up a portion of their privacy in exchange, especially in the Eastern belt of India. Although the data in this study is insufficient to identify the precise causes, they suggest that theory building for personalized advertisements, Advt value and web aesthetics in social media may reduce the weightage given to information-sharing concerns.

6.2. Managerial Suggestions

This research work offers practical suggestions for online sellers, marketers, and decision-makers and has presented its theoretical implications. In light of the association between social media platforms and marketing titans to deliver more personalized advertising (Aslam et al., 2021; Dodoo & Wu, 2019; Rahman et al., 2014), the discoveries of the current work are especially significant. First, online sellers

and marketers must provide consumers with content that meets their significant expectations, particularly on social media. Recognizing the role of relevance in working women's online buying decision-making processes can aid online retailers who invest in social media for advertisement message delivery. Secondly, women consumers regard uniqueness and value in advertised content, so the advertisers should use this insight to create personalized social media advertisements and website aesthetics accordingly. This may prevent the message from vanishing into the advertising void, especially in the current digital media environment. However, advertising decision-makers should closely monitor personalized social media advertising practices, Advt value and information-sharing concerns. Impulse buying behaviour is a common category of uncontrolled consumer behaviour that may harm consumers' long-term well-being. Consequently, additional empirical research needs to explore the relationship between the identified factors and natural impulsive consumer behaviour.

7. Future research and Limitations

Firstly future studies should include an experimental plan that would permit a more vigorous examination of the effects of personalized social media ads, website aesthetics and advt value on consumers' propensity for online impulse purchases. Secondly, the working women sample considered here restricts the generalization of the findings. Further study could use a sample distribution to better illustrate the broader population. Thirdly, while the focus of this investigation was on the analysis of the effect of personalization, Advt value, web aesthetics and information-sharing concerns directly on impulsive working women buying behaviour; future research might look into the impact of other characteristics, such as product category, perceived relevance, ad novelty, on the likelihood of consumers to make impulsive purchases online. Finally, like most research, this work presents its own limitations. Firstly, the study collected data via an online survey, so actual behaviour and interactions were missing. The region of Gorakhpur is growing in its acceptance of social media usage and online impulse buying behaviour. However, the women segment's traditional mindset of personal information sharing is to be overcome.

Table 6 *Questionnaire items, source, alpha value, factor loadings and reliability*

| Adopted Items/Alpha | Measures | Standardized loadings | CR |
|---|--|-----------------------|-------|
| Personalized Ads $\alpha=.903$ (Dodoo & Wu, 2019) | The ads on my social media account target me as a unique individual | 0.849 | 0.936 |
| | The ads on my social media account seem to reflect my needs | 0.833 | |
| Ad value $\alpha=.912$ (Van-Tien Dao et al., 2014) | Content of SMAds say something important to me | 0.807 | 0.921 |
| | Social media ads are useful | 0.789 | |
| | Social media ads are important | 0.817 | |
| Website aesthetics $\alpha=.956$ (Cyr, 2008; Dianne et al., 2005) | The shopping website has all its information in a well-organized manner | 0.859 | 0.963 |
| | The website of the online store looks professionally designed and well presented | 0.890 | |
| | The site of my preferred online shopping store provides good navigation facilities to search the information content | 0.891 | |
| Information-sharing concerns $\alpha=.956$ (Antón et al., 2010; Dodoo & Wu, 2019) | I am concerned about privacy when I see personalized social media ads | 0.831 | 0.969 |
| | I am sensitive about giving my information to websites when I see personalized social media ads | 0.793 | |
| | I am worried about the information collected when I see personalized social media ads | 0.938 | |

| | | | |
|--|---|-------|-------|
| | I am concerned about giving unidentifiable information to websites when I see personalized social media ads | 0.781 | |
| Working women online impulse buying behaviour $\alpha=.950$ | I often buy online spontaneously | 0.898 | 0.954 |
| | If I like it, I buy it' describes me in online transactions | 0.998 | |
| (Dodoo & Wu, 2019; Zainal & Abd, 2021) | Sometimes, I feel like buying things online on the spur of the moment | 0.716 | |
| | Just do it' describes the way I buy things online | 0.854 | |
| | Sometimes, I am a bit reckless about what I buy online | 0.957 | |

References

- [1] Akter, R. (2016). STIMULATING FACTORS OF IMPULSE BUYING BEHAVIOR: A LITERATURE REVIEW Related papers.
- [2] Amos, C., Holmes, G. R., & Keneson, W. C. (2014). A meta-analysis of consumer impulse buying. *Journal of Retailing and Consumer Services*, 21(2), 86–97. <https://doi.org/10.1016/j.jretconser.2013.11.004>
- [3] Antón, A. I., Earp, J. B., & Young, J. D. (2010). How internet users' privacy concerns have evolved since 2002. *IEEE Security and Privacy*, 8(1), 21–27. <https://doi.org/10.1109/MSP.2010.38>
- [4] Aslam, H., Rashid, M., & Chaudhary, N. (2021). Impact of Personalized Social Media Advertising on Online Impulse Buying Behavior. *SEISENSE Business Review*, 1(3), 12–25. <https://doi.org/10.33215/sbr.v1i3.660>
- [5] Chen, Y. H., & Barnes, S. (2007). Initial trust and online buyer behaviour. *Industrial Management and Data Systems*, 107(1), 21–36. <https://doi.org/10.1108/02635570710719034>
- [6] Cyr, D. (2008). Modeling Web Site Design Across Cultures: Relationships to Trust, Satisfaction, and E-Loyalty. *Journal of Management Information Systems*, 24(4), 47–72. <https://doi.org/10.2753/MIS0742-1222240402>
- [7] de Keyzer, F., Dens, N., & de Pelsmacker, P. (2015). Is this for me? How Consumers Respond to Personalized Advertising on Social Network Sites. *Journal of Interactive Advertising*, 15(2), 124–134. <https://doi.org/10.1080/15252019.2015.1082450>
- [8] de Keyzer, F., Leuven, K. U., & de Pelsmacker, P. (2015). Is this for me? How Consumers Respond to Personalized Advertising on Social Network Sites How consumers engage with brands on social media: A cross-cultural perspective View project Communication on social networking sites View project. Article in *Journal of Interactive Advertising*. <https://doi.org/10.1080/15252019.2015.1082450>
- [9] Dianne, C., Bonanni, C., Bowes, J., & Ilsever, J. (2005). Beyond trust. *Idea Group Publishing*, 8809(December), 340–344. https://doi.org/10.1007/978-3-319-12400-1_33
- [10] Dodoo, N. A., & Wu, L. (2019). Exploring the antecedent impact of personalized social media advertising on online impulse buying tendency. *International Journal of Internet Marketing and Advertising*, 13(1), 73–95. <https://doi.org/10.1504/IJIMA.2019.097905>
- [11] Feng Xuanxiaoqing. (2012). A study of the factors that affect the impulsive cosmetics buying of female consumers in Kaohsiung. *African Journal of Business Management*, 6(2), 275–282. <https://doi.org/10.5897/ajbm11.2187>
- [12] Ganguly, B., Dash, S. B., Cyr, D., & Head, M. (2010). The effects of website design on purchase intention in online shopping: the mediating role of trust and the moderating role of culture. *International Journal of Electronic Business*, 8(4/5), 302. <https://doi.org/10.1504/ijeb.2010.035289>
- [13] Gugnani, R., & Choudhary, A. (2017). Web Shopping Adoption by Female Web Browsers for Apparel Shopping in India. *FIIB Business Review*, 6(4), 48–59. <https://doi.org/10.1177/2455265820170408>

- [14] Hirst, A., & Omar, O. (2007). Assessing Women's Apparel Shopping Behaviour on the Internet. *Journal of Retail Marketing Management Research*, 1(1), 32–40.
- [15] Iglesias, V., & Vázquez, R. (2001). Journal of consumer marketing. *Journal of Consumer Marketing*, 18(5). <http://www.emeraldinsight.com.ezproxy.northampton.ac.uk/doi/full/10.1108/07363760110398808>
- [16] Kang, J., & Park-Poaps, H. (2010). Hedonic and utilitarian shopping motivations of fashion leadership. *Journal of Fashion Marketing and Management*, 14(2), 312–328. <https://doi.org/10.1108/13612021011046138>
- [17] Kelly, L., Kerr, G., & Drennan, J. (2010). Avoidance of Advertising in Social Networking Sites. *Journal of Interactive Advertising*, 10(2), 16–27. <https://doi.org/10.1080/15252019.2010.10722167>
- [18] Kim, Y. J., & Han, J. (2014). Why smartphone advertising attracts customers: A model of Web advertising, flow, and personalization. *Computers in Human Behavior*, 33, 256–269. <https://doi.org/10.1016/j.chb.2014.01.015>
- [19] Koch, O. F., & Benlian, A. (2015). Promotional Tactics for Online Viral Marketing Campaigns: How Scarcity and Personalization Affect Seed Stage Referrals. *Journal of Interactive Marketing*, 32, 37–52. <https://doi.org/10.1016/j.intmar.2015.09.005>
- [20] Memon, R. H., Kazi, A. G., Zubedi, M. Y., & Ansari, A. (2019). Factors Affecting Impulse Purchase Behavior in Hyderabad – Marketing Perspective. *International Journal of Entrepreneurial Research*, 2(1), 20–24. <https://doi.org/10.31580/ijer.v1i2.506>
- [21] Mogaji, E., Olaleye, S., & Ukpabi, D. (2020). Using AI to Personalize Emotionally Appealing Advertisement. 137–150. https://doi.org/10.1007/978-3-030-24374-6_10
- [22] Mohamed, N. (2012). Information privacy concerns, antecedents and privacy measure use in social networking sites: Evidence from Malaysia. *Computers in Human Behavior*, 10.
- [23] Mohammed, A. B., & Alkubise, M. (2012). How do Online Advertisements Affects Consumer Purchasing Intention: Empirical Evidence from a Developing Country. *European Journal of Business and Management*, 4(7), 208–218. <http://www.iiste.org/Journals/index.php/EJBM/article/view/1829/1782>
- [24] Nazir, S. (2018). Exploring Women's attitude in Online Shopping- A review of Literature. 7(3), 6. <http://files/368/Nazir - Exploring Women's attitude in Online Shopping- A r.pdf>
- [25] Rahman, S. U., Saleem, S., Akhtar, S., Ali, T., & Khan, M. A. (2014). Consumers' Adoption of Apparel Fashion: The Role of Innovativeness, Involvement, and Social Values. *International Journal of Marketing Studies*, 6(3), 49–64. <https://doi.org/10.5539/ijms.v6n3p49>
- [26] Rai, J., & Yadav, R. K. (2021). The Cross-Regional Approach of Female Online Purchase Intention and Behaviour via Social Media : A Review and Conceptual Framework. 20(3).
- [27] Rai, J., Yadav, R. K., & Yadav, G. P. (2021). Applying Bibliometric and PRISMA approaches for understanding the advertising effectiveness of social networking sites (SNS). 6, 1026–1049.
- [28] Ruhrberg, S. D., Kirstein, G., & Baran, K. S. (2017). User Acceptance of Personalized and Context-Specific Online Advertising. *Open Journal of Social Sciences*, 5, 223–232. <https://doi.org/10.4236/jss.2017.53020>
- [29] Saxena, A., & Khanna, U. (2013). Advertising on Social Network Sites (SNS's) : A Structural Equation Modeling Approach Anant Saxena, Uday Khanna.
- [30] Sharma, P., Marshall, R., Sivakumaran, B., & Marshall,) Roger. (2009). Impulse Buying and Variety Seeking: A Trait-Correlates Perspective.
- [31] Srinivasan, S. S., Anderson, R., & Ponnayolu, K. (2002). Customer loyalty in e-commerce: An exploration of its antecedents and consequences. *Journal of Retailing*, 78(1), 41–50. [https://doi.org/10.1016/S0022-4359\(01\)00065-3](https://doi.org/10.1016/S0022-4359(01)00065-3)
- [32] Technologies, D., Models, B., Sahu, I., Kumar, A., Social, D., Influence, F., For, S., Care, H., Kolekang, F., Awuah-werekoh, K., Adomah-afari, A., Garg, M.

- C., Bhargaw, V., Media, S., Paving, S., Towards, W., Rai, J., & Yadav, R. K. (2019). *Indraprastha journal of management*. 7(1).
- [33] Van-Tien Dao, W., Nhat Hanh Le, A., Ming-Sung Cheng, J., & Chao Chen, D. (2014). Social media advertising value. *International Journal of Advertising*, 33(2), 271–294. <https://doi.org/10.2501/ija-33-2-271-294>
- [34] Walrave, M., Poels, K., Antheunis, M. L., van den Broeck, E., & van Noort, G. (2018). Like or dislike? Adolescents' responses to personalized social network site advertising. *Journal of Marketing Communications*, 24(6), 599–616. <https://doi.org/10.1080/13527266.2016.1182938>
- [35] Watcharavesringkan K Copeland R, H. N. N. (2010). *Journal of Fashion Marketing and Management*, 14(4), 576-597. 2005, 22.
- [36] Yaakop, A., Mohamed Anuar, M., & Omar, K. (2013). Like it or not: Issue of credibility in Facebook advertising. *Asian Social Science*, 9(3), 154–163. <https://doi.org/10.5539/ass.v9n3p154>
- [37] Zainal, A., & Abd, A. (2021). *Impulse Buying Behavior Among Working Ladies* : January.