



The Impact of Social Media on Impulse Buying Behaviour in Hyderabad Sindh Pakistan

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Abstract

In the past few years, the interest in the impulsive buying behavior has been increase and it has provoked the interests of organizations and researchers to understand the psychological strengths behind this behavior. The main objective of this study was to study the impact of social media on Impulse buying behavior of customers in Hyderabad region and to analyze the important factors affecting impulsive buying behavior of customers. The research design of this study was explanatory and descriptive in nature. Regression Analysis was used to find the relationship between the variables (Social Network Marketing, Hedonic Motivation, electronic word-of-mouth, Trust and Impulsive Buying Behavior). The results showed that Social Media does have a positive and significant impact on the Impulsive Buying Behavior of the customers. Therefore, online retailers and marketers should understand the importance of social media for encouraging the online impulsive buying of the consumers.

Keywords: Social Media, Impulse Buying Behavior, Social Network Marketing, Electronic Word-Of-Mouth, Hedonic Motivation

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INTRODUCTION

Impulse buying is an unprepared choice to purchase a product or service. Since the past few years, the significance of impulsive buying behavior has become clear. According to the previous researches in both the professional and academic fields, impulse buying represents about 40 to 80 percent of entire purchases made by the customers. It also depends on the type of product. Impulse buying has provoked the interests of organizations and researchers to understand the psychological strengths behind this behavior. Moreover, it also attracts the researchers to understand the “impulse temptations” which supports in boosting sales of the company (Aragoncillo and Orus, 2018).

The life has become revolutionized due to communication technology; it has introduced many latest innovations such as social networking websites. However, people use these platforms primarily for social networking, but they also discuss and share their ideas and experiences regarding a product or service on these social media platforms. Furthermore, online product or service purchasing and searching have become a common practice across the world. Now, product promotion is not restricted to traditional ways of advertisement, for instance main stream print and electronic media. Now social media platforms have become reliable and rewarding sources of sales promotions for the organizations (Rehman et al., 2014). Moreover, according to Rehman et al., (2014) it becomes highly beneficial for the online retailers because they can easily approach a client through emails, content, web based life and show promotions throughout the world.

Sharma et al., (2018) further added that social interactions among people are the base of online social networks where people build social relationship to share their common interest. As a result, it

influences the approaches in which people have an effect on each other's behaviors, sentiments, and convictions. Social impact is connected inside the domain of social. In addition, consumer's buying possibilities have been extended with the use of internet as the accessibility of products and services multiplied and it becomes easy to make a purchase.

Most of the researchers have associated inadvertent or unintentional buying with impulsive purchasing. For classifying a purchase as impulsive, an unintentional purchase is important. An individual's impulse to buy may happen once or more for the same shopper. Impulse buyers are not expected to believe business penalty on impulse and less likely to thoroughly evaluate their buying behavior as compared to regular familiar shopper (Sudha and Bharathi, 2018). They are more focused on the immediate fulfillment of purchasing a product and are more willing to accept the thoughts regarding impulsive buying. Impulsive buyers are continuously stuck to the point which motivates them to purchase a product. Sudha and Bharathi (2018) further added that both feature of impulsive buying (interior and exterior) affects the customers. As impulse-buying behavior frequently drives motivation, hence the possibility of impulsive buying increases due the increased experience to definite external stimulus. These exterior factors describe the impulsive-buying performance of customers as well as the roles played by retailers in encouraged impulse-buying behavior.

Attitudes are important in this regard, and social effects provide important grounds for these attitudes. Hence, adjustments in mind-set closer to a product have an effect on the impulse buy tendency of a specific product. Attitudes regarding a product may change due to the identity process presence inside the paradigm of social influence. Social community members may get stimulated by using the opinion of other members whom they discover with and their tendency to buy



a product abruptly can change due to the information exchanged in the social community. These social networks can get engaged with information exchanges associated with specific topics and pursuits which can be happening within the social community participants. Acceptance of the processes of that informational influence will likely to have an impact on the creation of impossible to oppose to support purchasing of the product (Sudha and Bharathi, 2018).

Although there is enough literature available of growing interest among scholars with respect impulse buying behavior of customers; still there is a gap which could explain the relation of social media with impulse purchase intention. Therefore, the objectives of this study are,

- To study the impact of social media on Impulse buying behavior of customers in Hyderabad region
- To analyze the important factors affecting impulsive buying behavior of customers

LITERATURE REVIEW

Social Network Marketing

In the present days the business are trying their best to target their customers by adopting the new trends of marketing involving social media. The utilization of social media with the intention of promoting the company as well as its products is known as social media marketing. There are different web based strategies, including emails, newsletters and other techniques which are being used and are part of online marketing (Nadaraja and Yazdanifard, 2013). The concept of exponential dissemination and mass communication is introduced with the help of social media marketing which is enabling the companies to spread their message to the different personal contacts of customers. There are many new tools which are being devised and are still in the process of development which are introducing the new approaches of marketing. The introduction of analytic applications by official social network site platforms is now going effective and better insight for social media marketers.

Zhang et al., (2014) the important impacts on perceived usefulness and positive effect can be demonstrated by online social interaction factors, including source credibility, review quality, and observational learning. The positive effect further enhances the need to purchase impulsively. Surprisingly, there is no significant impact of review quality on positive effect. Instead, a positive effect has been influenced by review quality indirectly through perceived usefulness. In short, the consumers impulsive buying can be greatly affected by online social interactions as it is an important consumer-generated stimulus.

This study attempted to analyze the impact of social network marketing on impulsive buying behavior of customers, the consumer's perspectives regarding online advertisements and the types of content attracts them the most.

H1: Social network marketing has a significant impact on impulsive buying behavior.

Factors Affecting the Impulse Buying Behavior of Customers

The five factors which affect the customer's impulsive buying behavior are trust, website quality; hedonic motivation, situational variable, and variety seeking as identified (Kumar, 2018). Another important factor which affects consumer to buy impulsively is found as hedonic motivation. Moreover, website quality also plays a significant role. The factor which attracts and encourages the customer to buy the product without any pre-planning is Trust. Furthermore, variety seeking and situational variable also considered as important factors to persuade the buyer to purchase impulsively. Therefore, purchase done by a consumer immediately is regarded as impulse buying. Some factors exist behind this purchasing which urge customers to buy imprudently.

On the other hand (Shim and Altmann, 2016) the perceived control is considered very important to enhance the impulse behavior

of buying. For example by facilitating the diverse range of customers by serving them with the essential and required goods specifically at the discounted rates prove to be helpful tool to attract and retain customers as compared to serving them with luxury prices. This strategy enables the customers to think that they can buy the products within their limits of income. The products which are sold to customers as the luxury item cannot be offered to the customers at discounted price as this strategy is not suitable for luxuries.

According to (Aragoncillo and Orus, 2018) the factors that contribute towards encouraging online impulse purchasing are lack of human contact and anonymity. The important advantage of online purchasing over the physical store is anonymity and it is probable that instinct purchase occurs when situation assures anonymity. There are certain products which make consumers hesitate to buy physically from the store, so buying online would be a greater advantage for such customers and make them feel more comfortable. Likewise, we can conclude that offline purchases lead to having physical interaction and contact with other people (salesperson, companions) while online buyers carry out their shopping alone and in private. Considering this fact it has been observed that physical purchasing creates hindrance in impulse buying as compared to buying on internet.

Rehman et al. (2014) stated that to reach a target audience, social media specifically Facebook has become an important marketing channel. The tool of social media plays a vital role to reach directly targeted customer through social media marketing and engages them with company brand. Therefore, it urges them to purchase the products. The example of direct interaction with consumers using social media is Dunkin Donuts which is an American Company & Audi which is a German Company operating in the automotive industry. Audi has adopted the strategy of development of a corporate relationship with the customers via Facebook. Similarly, the company operating in New York with the brand name, Proper Cloth, uses the business image on the Facebook page and convey about the brand via this Facebook page. The company was using different promotional activities and discount deals on this Facebook page and adopted the strategy to communicate with customers at a lower cost. This study focuses on three factors electronic word-of-mouth, hedonic motivation, and trust.

ELECTRONIC WORD-OF-MOUTH

According to (Husnain et al., 2016) important effects on instinct behavior of buying are higher in the case of electronic word-of-mouth. The uncertainty regarding the products offered to customers is decreased with the help of word-of-mouth, and their level of satisfaction is also enhanced. It will not be wrong to say that, this sort of communication also led towards the increase in brand awareness and enhance the positive attitude of customers. They consider all these communications while taking the decision regarding buying a product. Hence, individuals sometimes seek opinions and experiences shared by the customers, resulting in to gratify themselves with social media by reducing the risks.

Consumers buying behavior in each step particularly the alternative assessment, selection of product as well as seeking information is also impacted by word of mouth to a greater extent, as per conventional communiqué theory. Word-of-mouth has also facilitated the buyers in showing up their pessimistic or optimistic attitude by conveying their messages regarding happiness caused due to the experience of unhappiness. On the other hand, word of mouth is referred as the conveying of a message from person to person with respect to brands, services, business that contains a strike on clients purchasing conduct (Sudha and Bharathi, 2018).

Moreover (Aragoncillo and Orus, 2018) added that the absence of offline communication, as well as the nature of provided information, is making the difference in word-of-mouth and electronic word-of-mouth. It is declared that the electronic word-of-mouth is mostly anonyms and it also happens among the persons who don't know each other. According to the multi-level model of electronic word-of-mouth, the string connection led towards the development of better awareness and assumed attraction also led towards the increase in the



interest. At the same time, the difference in the demographics also led towards the increase in awareness and also influenced the viral marketing to a greater extent.

Customary word-of-mouth theories of source likeness and frames of mind toward the source were appropriate to electronic word-of-mouth. Both factors were indirectly related to persuasiveness and directly related to purchasing intent. Therefore, while there is bound to be overlap between conventional word-of-mouth and electronic word-of-mouth, these sort of word-of-mouth have enough disparities to warrant separation in research.

This study attempted to analyze how electronic word-of-mouth affects customer's purchase intention focusing customers in Hyderabad region of Pakistan.

H2: Electronic word-of-mouth has a significant impact on impulsive buying behavior.

HEDONIC MOTIVATION

The major predictor of online shopping and online impulse buying is hedonic motivation. Integration of hedonic environment as stimulator by the successful online retailers leads in igniting the instant shopping. The online buying behavior can be seen as the esteem behavior of shoppers to buy things which are different from shopping for enjoyment or for leisure time. Enthusiasm is considered as the main reason for the behavior of hedonic customers. For hedonic shoppers, buying is more than accomplishment of tasks and acquiring the goods (Akram et al., 2018).

The hedonic utilitarian dimensions include the increase in the level of motivation by getting engaged in social media advertisement, as well as various forms of Internet-based or online shopping. The e-commerce is done with the help of the web, in which the customers are provided assistance to provide the opportunity of the customers to experience better shopping experience which cannot be achieved in the traditional or conventional shopping. To support an interactive shopping environment, new media have exploited the hedonic aspects. For the engagement of shopper in the different social media and other sorts of marketing, (Webster and Trevino, 1992) has identified thirteen motivations: motivation that is related to joy include learning patterns, role, pleasure, self-delight, incitement, and diversion; those identified with stream specifically telepresence and pleasure; lastly, those inspirations related to flow and gratification in particular are status, control and adventure/curiosity. Shopping with friends, affiliating with reference groups, and communicating with other shoppers with similar shopping interests falls under social shopping. Whereas when shoppers engage in shopping to deviate themselves from daily routine life is called as a diversion. This kind of shopping is viewed as a recreation activity. Diversion is viewed as a motivation because it allows social escapism. Status or control refers to customers exercising power over communication happening through the web and commanding attention and respect while shopping. Other incorporates satisfaction, curiosity/adventure, learning patterns, pleasure of bargaining, stimulation, and self-gratification (Al-Zyoud, 2018).

Furthermore, according to (Rehman et al., 2014) Facebook is used as a marketing site which is an effective medium for the customers' motivation to enhance the purchase decision. The products are liked on Facebook with the help of ads given on Facebook. The attitude towards Ads is the theory which is well known for advertisement. This theory is affecting customers' feelings towards the brand by changing their attitude, resulting in an impulsive buying. The perceptions that consumers will decide to purchase is placed on their buying behavior. The main objective of an advertisement is stimulation of revenue as it impacts feelings of customers towards the specific brand as well as for the development of emotional response. It would not be wrong to say that the advertisement is done to promote the action of purchase and creating awareness about the brand.

This study analyzes how consumers emotionally respond to the online advertisement of brands and what motivates them more towards purchasing products or services.

H3: Hedonic motivation has a significant impact on impulsive buying behavior.

TRUST

Trust the client's belief in the owner/service provider that he/she is honest and fair. If the relationship between customers and service providers is high then the customers is more likely to show commitment, trust and satisfaction from the services. This additionally builds trust in the client to share a specific item or brand within their circles. Furthermore, the consumers will show willingness to make and keep up the connection with the service provider of the social media website to ensure that they would also receive good services or products in future. It also comes to consideration that well planned social media website can encourage and better meet the needs of the users for social interaction, which in turn will make a positive impression among the customers (Al-Zyoud, 2018).

As indicated by (Ozer, 2012) a well-planned online networking site can advance and better address the issues of the client for social connections. Thus, it will make a positive impression on the client in regards to the quality of the site, consequently building confidence and trust on the performance of the service provider. Nowadays, individuals review feedbacks and recommendations made by other social media users on social media websites before making a purchase decision. The user's feedback about a particular product on social media plays an important role in the success or failure of a product since the positive and negative comments affect the buyer's decision. In this way, social networks have become an important platform for customers who are seeking to acquire product information and created a source for them to share their experiences regarding the products and brands.

Whether it's online or offline purchasing, trust is the main motivator for consumers to buy a particular product or service. The current study assumed that consumers consider many things while going to shop as a result of online advertising such as the company's return policy, reviews, recommendations, discounts, etc. Therefore, this study analyzes the relationship between trust and consumer's buying behavior.

H4: There is a significant relationship between trust and impulsive buying behavior

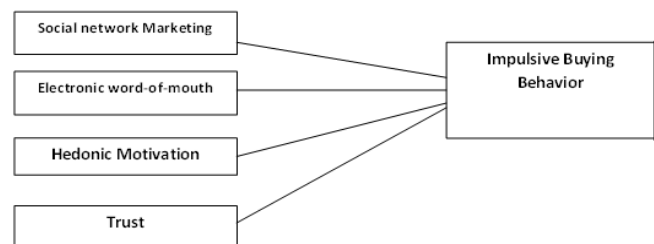


Fig1. Conceptual Framework

RESEARCH METHODOLOGY

This is the explanatory study. Population is defined as a set of elements which have some common characteristics. Size of the population is the number of elements in the population (Mugo, 2002). The population of this study is selected from Qasimabad, Latifabad, Jamshoro, and Hirabad of Hyderabad Pakistan. Moreover, the subset of a population is called sample and process of sample selection is termed as a sampling. The size of a sample is the number of elements in the sample. The accuracy of survey result can be determined by the help of sampling. For instance, if something is wrong with sample then it will be directly reflected in the final result. There are lots of sampling techniques which are grouped into two categories i.e. Probability Sampling and Non- Probability Sampling (Alvi, 2016). The sample for this study was selected using convenience sampling; 196 customers were selected for this study. Furthermore, the researcher conducted a survey to collect responses from the



respondents. Survey is helpful in collecting large amounts of data with a minimum budget (Saunders et al., 2009). For the purpose of this study, quantitative approach used to obtain primary data. According to (Saunders et al., 2009) quantitative data is a research technique or any data analysis which is based on statistical or numeric values. The survey was conducted using questionnaire. Linear regression and correlation are important methods to investigate the relationship between two variables (Bewick et al., 2003). In this study data was analyzed using the SPSS software to test the reliability, correlation and regression.

DATA ANALYSIS

Descriptive data shows that 64.3% (126) females participated in this research and 35.7% (70) is male participation. the professional education of respondents. It also shows that 18 (9.2%) had Under-Graduation degree and 178 (90.8 %) were having Graduation degree. So we can conclude that majority of the sample size were Graduate. Furthermore, 27 (13.8%) were students, 20 (10.2%) were doing their own business while 149 (76%) were doing job. So, we can conclude that majority of our sample size were doing a job.

Table 1 show that the age group is between 20-40 years. 1% of the population were 20 years old, 4.6% of the population were 21 years old, 3.6% of the population were 22 years old, 3.6% of the population were 23 years old, 4.6% population were 24 years old, 4.6% of the population were 25 years old, 5.6% of the population were 26 years old, 10.7% of the population were 27 years old, 12.2% of the population were 28 years old, 21.4% of the population were 29 years old, 19.9% of the population were 30 years old, 5.6% of the population were 33 years old, 0.5% of the population were 37 years old, 0.5% of the population were 38 years old, 1% of the total population were 39 years old while 0.5% of the total population were 40 years old. Majority population were in the range of 26 and 36.

Table 1. Age

Age	Frequency	Percent
20.00	2	1.0
21.00	9	4.6
22.00	7	3.6
23.00	7	3.6
24.00	9	4.6
25.00	9	4.6
26.00	11	5.6
27.00	21	10.7
28.00	24	12.2
29.00	42	21.4
30.00	39	19.9
33.00	11	5.6
37.00	1	.5
38.00	1	.5
39.00	2	1.0
40.00	1	.5
Total	196	100.0

Correlation describes the relation of one variable with another. It shows whether the relation is positive or negative, it also shows the strength of the relation; Strong, weak, or positive. In order to measure the strength and direction of association exist between two variables, the study used Pearson’s correlation Table 2. It is used for understanding whether there is a relationship between the variables. The p-value of Social Network Marketing, Electronic word-of-mouth, Hedonic motivation and Trust is less than 0.01 which means that they explain the Impulse Buying Behaviours. Table 2 shows the value of 0.633, 0.320, 0.867 and 0.618 tells us a significant relationship among these variables. The most closed and strong relationship among variables can be found between Hedonic Motivation and Impulse Buying Behaviour which is 0.867. It is strongest because it is closed to 1.

The internal consistency of data can be checked with support of reliability analysis. This study used Cronbach’s Alpha to check the internal consistency of data. The threshold value of Cronbach’s Alpha is 0.7. However, 0.6 is also acceptable. The Cronbach Alpha value (as

a whole) of this test was 0.83 which is acceptable value (Gliem & Gliem, 2003; Tavakol & Dennick, 2011) and indicates that the questionnaire is suitable and reliable for collecting the data.

Table 2. Correlations

	IBB	SNM	EWM	HM	Trust
IBB	1				
SNM	.633**	1			
EWM	.320**	.203**	1		
HM	.867**	.676**	.680**	1	
Trust	.618**	.147*	.289**	.509**	1

** . Correlation is significant at the 0.01 level (2-tailed).

The internal consistency of data can be checked with support of reliability analysis. This study used Cronbach’s Alpha to check the internal consistency of data. The threshold value of Cronbach’s Alpha is 0.7. However, 0.6 is also acceptable. The Cronbach Alpha value (as a whole) of this test was 0.83 which is acceptable value (Gliem & Gliem, 2003; Tavakol & Dennick, 2011) and indicates that the questionnaire is suitable and reliable for collecting the data.

Regression analysis allows examining the relationship between the variables of this study. R-squared is always between 0 and 100%. 100% describes that the model explains entire variability of the response data around its mean. On the other hand, 0% means that model explains entire the variability of response data. The R-sq. in this study is 91.9% which is actually good Table 3.

Table 3. Model Summary

Model	R	R Square
1	.960 ^a	.921

Table 4 also shows significant relationship because the sig value is less than .05

Table 4. ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	351.027	4	87.757	556.293	.000 ^b
	Residual	30.131	191	.158		
	Total	381.158	195			

a. Dependent Variable: IBB

b. Predictors: (Constant), Trust, SNM, EWM, HM

Linear regression is a very powerful, but a very simple supervised learning and analysis technique used for studying the relationship between variables. The main purpose of the linear regression is to deduct how the explanatory variables which are also called as input variable influences the response variable also known as output variable. A positive value is normally an acceptable value having sig value of less than 0.05.

Table 5. Coefficients^a

Model		Unstandardized Coefficients		Standardized Beta	t	Sig.
		B	Std. Error			
1	(Constant)	8.091	.907		8.922	.000
	SNM	.233	.076	.105	3.048	.003
	EWM	1.209	.074	-.535	-16.242	.000
	HM	1.332	.056	1.215	23.836	.000
	Trust	.195	.030	.170	6.543	.000

a. Dependent Variable: IBB

Table 5 shows that the coefficient for Social Network Marketing is 0.233. This concludes that for every unit increase in Social Network Marketing, a 0.233 unit increase in Impulsive Buying Behavior can be expected by keeping all the other variables constant. The coefficient for Social Network Marketing is significantly different from 0 because its p-value is 0.003 that is not greater than 0.05. Therefore, H1 “Social network marketing has a significant impact on impulsive buying behavior” is accepted.

Table 5 mentions that the every unit increase in Electronic Word of Mouth will increase 1.209 units in the Impulsive Buying Behavior by holding all other variables constant. The coefficient for Electronic



word-of-mouth is significantly different from 0 because its p-value is 0.000, which is lesser than 0.05. Therefore, H2 "Electronic word-of-mouth has a significant impact on impulsive buying behavior" is accepted

Table 5 shows that coefficient for Hedonic Motivation is 1.332. Thus, it can be concluded that for every unit increase in Hedonic Motivation will increase 1.332 units in the Impulsive Buying Behavior by keeping all the other variables constant. The coefficient for Hedonic Motivation is statistically significant because its p-value of 0.000 is lesser than .05. Therefore, H3 "Hedonic motivation has a significant impact on impulsive buying behavior" is accepted.

Table 5 shows that the coefficient for Trust is 0.195. Therefore, it can be concluded that for every unit increase in Trust will increase 0.195 unit increase in Impulsive Buying Behavior by keeping all the other variables constant. The coefficient for Trust is statistically significant because its p-value of 0.000 is lesser than .05. Therefore H4 "There is a significant relationship between trust and impulsive buying behavior" is accepted.

CONCLUSION

The first objective of this study was to examine relationship between social network marketing and impulsive buying behavior. The study found a significant relationship between these two. Therefore, it is suggested that marketers and advertisers should improve their social network marketing to urge impulsive buying among consumers. In the contemporary economy dominated by consumerism, impulse buying is a prevalent practice. This study shows that majority of the customers make purchase decisions at the point of sale. By definition, impulse buying is an unplanned purchase that is the result of an exposure to a stimulus, usually made on the spot where the goods are sold. Even though the behavior is detrimental to the financial stability of the individual consumer, it is highly profitable to retailers and product manufacturers. In essence, marketers' ability to exploit the human desire for immediate gratification leads to profitability for most companies even as it threatens the financial security of the consumer.

The second objective of this study was to describe the relationship between electronic word-of-mouth and impulsive buying behavior of customers. The study found a significant relationship between these two. Customer's feedback, recommendations play an important role in increasing impulsive buying behavior. Moreover, the decision fatigue influences control of many people over their spending behavior, which leads to the situation of impulse buying. In today's world there are several stages one would go through while making a impulsive online purchase. Sometimes they might just become too much confused with the variety of reviews and information available. With regards to impulsive purchases, example, if someone want to buy a computer, they would first research online on the best products available on par with their needs of ram, hard drive space, etc. The next consideration would be reviews. Then they would consider price, convenience and timelines of delivery. And while they might find a product but at that time, they can also get impulsive when see several products in same price and category.

Whilst using Social Media it is possible one might have come across information/updates from the Dell, HP, etc social media page, of product launches, promotions, etc that could influence their decision, or the decision of the people who have written the review on the site that they eventually like it from. Social Media presence also impacts the ranking of a product/services in searches.

The third objective of this study was to describe the relationship between Hedonic motivation and impulsive buying behavior of customers. The study found a significant relationship between these two. Sometimes people buy things for their pleasure, enjoyment and happiness. As the marketers employed different strategies to influence the consumers, therefore it makes unplanned purchases more common. For instance, the tactics include delaying costs and emphasizing scarcity of products. Furthermore, the search of immediate gratification by the customers also contributed to this behavior. Sometimes, the consumers also show impulsive buying

when they experience decision fatigue due to the complex decision process. If the marketing techniques targets consumer's weaknesses, then it encourages impulsive spending which benefits sellers more than consumers.

The fourth objective of this study was to describe the relationship between Trust and impulsive buying behavior of customers. The study found a significant relationship between these two. If people trusted a particular product or service then it is likely that they would make a purchase. Therefore, marketers should focus on building positive relationship with their customers, it eventually improve their loyalty and trust as well as increase their impulsive buying behavior.

From a life cycle perspective, a customer goes through multiple phases from awareness to engagement to action to loyalty to advocacy. Social media plays a role at each of these stages by providing relevant information that impacts these stages. Given the fact that social media platforms have a history of your habits, one can be exposed to ads that can be highly personalized or based on your previous actions. Getting feedback from your friends about a product or service is another factor that impacts a customer's choices. This study concludes that online retailers and marketers should understand the importance of social media for encouraging the online impulsive buying of the consumers.

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