

Consumers' Impulsive Buying Behavior in Social Commerce Platforms

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ABSTRACT

The paper is an attempt to know how the impulsive buying behavior of consumers are triggered in social commerce platforms by going through various research papers, theories in available literature also what are the research implications and future research directions in this area. A review of 15 papers are included in this work. The review of the above literature reveals that social commerce is an emerging phenomenon which will be the next frontier of online commerce, has wide scope for research and very few studies have been done on the practical implication of social commerce. Though studies have been done on the impulse buying behavior of consumers only a few studies were found on the combination of social commerce and impulse buying behavior. To close the research gap, new theoretical discoveries are required. Research studies on the impulse buying behavior of customers in social commerce in various industry such as restaurant, fashionables, entertainment, shopping goods etc. may be done by the upcoming researchers.

KEYWORDS: Social commerce, Impulse buying behavior

INTRODUCTION

Customer being the king of the market is unique in respect of similar other customer. Nowadays customers regard their consumption as an access rather than a possession and an expression of their individual identity. They are not always satisfied with care and courtesy alone they expect concern and commitment. Marketing in its every stage of evolution is trying to provide this concern and commitment to the customers. Social commerce is the latest phenomenon in this path of evolution. According to the report titled 'The Future of Commerce in India' by 'Sequoia capital India', a venture capital fund and 'Bain and Company' a global consultancy firm, the next biggest drivers for Indian E-Commerce will be social commerce. It is a process which engage customers in each stage of shopping, from the location of a product to the after sales interaction in a collaborative way through social media. According to 'Bain and Company' report social commerce in India (in terms of gross merchandise value) was estimated at ~ US dollar 2 billion in 2020 and is projected to reach US dollar 16

to 20 billion by 2025 and US dollar 60 to 70 billion by 2030. Share of social commerce in India's E-commerce market (US dollar 38 billion in 2020) is expected to increase from the existing 1-2 percent 4-5 percent of the projected US dollar 140 billion market by 2025.

The buying behaviour of customers in social commerce may be rational or irrational. The irrational, unreasonable or unplanned buying behaviour commonly called as impulse buying behaviour is always a matter of suspicion. Customers do not shop for their need always, in times they shop for their happiness, lack of self-control, to impress others etc. moreover with the advent of social media and ecommerce website this tendency of customers is increasing alarmingly. The major factor in impulse buying behaviour is that people can't resist the urge to buy products if they have the impulse to do so. Therefore, they buy without considering its price quality or similar other features. This may have positive as well as negative impact. As a positive fact impulse buying result in high level of pleasure and

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satisfaction to the customer at the same time it will affect the financial stability of the customer also can cause high level of anxiety if the desire to buy is not satisfied. In social commerce there exist numerous factors which triggers the impulse buying behaviour of customers.

Therefore the study in this area will help to answer certain valuable questions about the impulse buying behaviour in social commerce also may help the customers and marketers to get a clarity about the impulse buying behaviour of customer so that marketers can plan strategies to trigger that impulse buying behaviour of customers and customers can restrict themselves from unnecessary buying. They can make a stable purchase pattern in context with their financial affordability.

Research questions:

The research questions we present include:

RQ1: How the impulsive buying behavior of consumers are triggered in social commerce platforms by going through various research papers, theories in available literature?

RQ 2: What are the research implications and future research directions?

Review design:

A comprehensive but not an exhaustive literature review based on the topic of the research is followed in the paper. After identifying the research questions, we searched for relevant articles in the online databases such as google scholar, research gate etc. This review does not include conference proceedings, books or other unpublished sources. A review of 15 papers are included in this work.

Review of literature:

Lixianga, Dingtao Zhaoa (2016): 'Exploring consumers' impulse buying behavior on social commerce platform: The role of Para social interaction'. The study focuses on the part of para social interaction (PSI) in inducing the impulse buying behavior of consumers. The research questions include the factors that encourage users to form PSI relationships and how this relationship affect the impulse buying behavior of consumers. Through an online self – administrated questionnaire on Mogujie.com the data is collected. The results show that the socially important characteristics of the social commerce platforms determines the PSI, and which in turn impact the impulse purchase tendency of consumers. In addition, customers' perceptions of satisfaction and propensities for impulsive purchases have a big impact on those urges.

Namho Chung, Hyo Geun song, Hyunae Lee (2017): 'Consumers' impulsive buying behaviour of

restaurant product in social commerce'. The paper probes the impulsiveness of consumer of restaurant product in social commerce. The primary data using questionnaire is collected from 332 participants and SEM was conducted. The study considers the two values of shopping the utilitarian and hedonic also the impact of two situational factors such as scarcity and serendipity on the shopping values is assessed. The major findings of the study include impulsiveness is a significant predictor of the shopping values but it is the hedonic value influence the desire to make impulsive purchases than utilitarian. Therefore, the impulsive buying behaviour and the shopping values are correlated while coming to the situational factors' scarcity has its impact in both utilization and hedonic values but serendipity influence utilitarian values.

Djafarova, Elmira and Bowes, Tamar (2021) 'Instagram made Me buy it: Generation Z impulse purchases in fashion industry', Journal of Retailing and Consumer Services. In the context of the UK fashion sector, this study examines the many Instagram marketing strategies that are most effective in influencing Generation Z's impulsive buying behavior. The study applies the model of Stimulus-Organism-Response to the Instagram setting. The results of this qualitative investigation, which drew on eight detailed Focus groups have found that there are substantial gender differences in impulse control and shopping habits on Instagram. Instagram has a significant impact on promoting impulsive behavior in the purchases made by women; for the individuals who were men, this was not the case.

Abdelsalam H. Busalim, Ab Razak CheHussin (2016): 'Understanding social commerce: A systematic literature review and directions for further research'. In this paper the researchers collected, reviewed, and synthesized studies that were linked to s-commerce published from 2010 to 2015. 110 papers that address s-commerce by adhering to the review process that incorporated two stages (automated and manual) to cover all research in this era were found. The findings demonstrate an upsurge in s-commerce-related studies over the last six years. The study noticed that the recent studies addressed a wide range of s-commerce-related study topics, including user behavior, business models, the design of s-commerce websites, adoption strategies, social process network analysis, and firm performance. While other topics received less attention, the majority of these studies concentrate on user behavior and website design; as a result, this study recommends the direction for further research in these areas.

Ing-LongWua, Kuei-WanChena(2020): 'Defining the determinants of online impulse buying through a

shopping process of integrating perceived risk, expectation-confirmation model, and flow theory issues'. The study is an attempt to identify the key determinants of online impulse buying and also to build a new research model using these determinants. The study using a five parts structured questionnaire collects the necessary information from customers to know their online impulse behavior. As online impulse buying is an unexpected individual behavior having a strong engagement with e-stores for spontaneous purchase. The study found that there is a vital link between perceived risk for virtual stores as well as e-store design and psychological state for online shopping.

Ertugrul Godelek and Faith Akalin (2018): 'A pre study for developing and exploring an 'impulsive buying scale' for Turkish population' aims to develop a valid and reliable impulsive buying scale and to investigate the effect of demographic and socio-economic variables on impulse buying using the aforementioned scale. A sample of 800 participants from Mercin was applied with impulse buying scale. Construct validity was used to evaluate the validity of the scale and Cronbach's alpha was used to evaluate reliability of scale. The study finds a valid and reliable scale to measure impulsive buying behaviour, also that some socio economical and demographical variables such as age, level of education, level of income etc. has its effect in the impulse buying behaviour.

Upadhyay, Chethana j (2021): 'A study on factors affecting impulse buying behaviour of retail consumers in selected cities of Gujarat' has been done on the aspects that influence impulsive consumption behaviour of selected retail consumers of selected cities of Gujarat state and quantitative research approach has been used for the research. A non-probability convenience sampling is opted for the study. Different types of non-parametric tests are used for analysis and finds that the store design and display, price related factors manipulate customer impulsive purchase tendency and recommends that right merchandising Strategies and marketing mix should be used earlier than gently shopping out, check it on a small level in initial and make sure that stock data administration is in categorized or not.

Laura Aragoncillo, Carlos orus (2018): 'Impulse buying behaviour and online offline comparative and the impact of social commerce' the paper aims to explore the impulse buying behaviour in the fashion industry. The online and offline channels are compared to determine which is perceived as leading to more impulsive buying and the study finds that the offline channels is likely more encouraging of

impulse buying than the online channel so that offline companies can trigger the buying impulse to a great extent than online retailers

Shaifali Chauhan, Richa Banerjee and Vishal Dagar(2021): 'Analysis of impulse buying behaviour of consumer during Covid-19: An empirical study'. The article attempts to analyze the changes occurred in the behaviour of the customers for online buying of fashion products empirical research was employed and the data collected using a survey approach from 569 respondents. The study emphasize that if the consumer has positive emotion towards products then there will be a chance of emotional behavior even in a challenging situation like covid-19 and finally the study shows that consumer shopping behaviour, positive emotions and impulse behaviour play a substantial role as they stimulate an individual to purchase impulsively and also confirmed that immediately role of positive emotions.

G Muruganantham and Ravi Shankar Bhakat(2013): 'A review of impulse buying behavior'. The purpose of this paper was to provide a detailed account of the impulse buying behaviour by compiling the various research works, literatures in the field of retailing and consumer behaviour. The study is a light to the researchers who intends to do research in this topic which clearly outlines impulse buying behaviour, its types, factors affecting it etc. through the content analysis of the Literature available.

Raed S Algharabhat and Nripendra P Rana (2020): 'Social commerce in emerging Markets and its impact on online engagement'. The study aims to build an understanding of social commerce in the emerging market and how it influences the online community engagement. The data is collected from 400 respondents using a web-based survey and employed non-probability, judgement sampling to selected the samples. The study finds that social commerce construct positively influences social support, community members' trust and social presence, in turn influence the community engagement.

Md Alamgir Hussain and Minho Kim(2020): 'A comprehensive study on social commerce in social networking sites', aims to examine users' perception of the service quality of social networking sites contributing to customer satisfaction and usage intention leading to social commerce intention. An online survey comprising 549 samples were conducted and the result indicate that outcome and environment quality have a positive impact on the satisfaction whereas interaction and outcome quality have significant impact on usage intention of social networking sites.

Huifen Wang, Jiaxin Xie (2020): 'A review of social commerce research'. The article aims to sort out the current research results summarizes the research characteristics in this field and point out future research areas and direction worthy of attention and the paper sheds light on the various features of social commerce since still it is developing at a high speed, the review of this article will provide a theoretical base to the researchers.

Ping Zhang (2012): 'The evolution of social commerce: The people, Business, Technology and information dimensions'. The article aims to capture research attention by describing the characteristics of Social commerce and its potential future direction and gives an outlook to the social commerce in the three dimensions that is the people, business and Technology from 2005 to 2011.

R Katoch and A Sidhu (2021): 'Online food delivery industry in India: A case of customer satisfaction dynamics' The study aims to evaluate the level of customers satisfaction in the online food delivery system and used descriptive research based on data collected through questionnaire over 300 response across India selected through convenience sampling and find out that product quality and pricing are the crucial satisfaction drivers in the online food delivery market.

Research implications and future research directions:

The paper is an attempt to synthesize the existing theories on social commerce and impulse buying behavior. The review of the above literature reveals that social commerce is an emerging phenomenon which will be the next frontier of online commerce, has wide scope for research and very few studies have been done on the practical implication of social commerce. Though studies have been done on the impulse buying behavior of consumers only a few studies were found on the combination of social commerce and impulse buying behavior. To close the research gap, new theoretical discoveries are required.

FINDINGS:

Social commerce:

Social commerce is a subset of e-commerce that involves social media and online media that supports social interaction, and user contributions to assist online buying and selling of products and services. (Lam, Hugo K.S.; Yeung, Andy C.L.; Lo, Chris K.Y.; Cheng, T.C.E. (2019). "Should Firms Invest in Social Commerce? An Integrative Perspective". *Information & Management*. 56 (8): 103164.). Yahoo! in November 2005 has introduced the term social commerce which includes a set of online collaborative shopping tools such as shared pick lists,

user ratings and other user-generated content-sharing of online product information and advice.

Examples of social commerce include customer ratings and reviews, user recommendations and referrals, social shopping tools (sharing the act of shopping online), forums and communities, social media optimization, social applications and social advertising (The 6 Dimensions of Social Commerce: Rated and Reviewed Archived 2010-02-25 at the Wayback Machine. Socialcommercetoday.com (2012-09-24). Retrieved on 2013-01-10)

Impulse buying behavior:

impulse buying is an unplanned decision by a consumer to buy a product or service, made just before a purchase (Businessdictionary.com. Retrieved 2011-12-22). Research findings suggest that emotions, feelings, and attitudes play a decisive role in purchasing, triggered by seeing the product or upon exposure to a well-crafted promotional message (Czarnecka, Barbara; Schivinski, Bruno (2019-08-08). "Do Consumers Acculturated to Global Consumer Culture Buy More Impulsively? The Moderating Role of Attitudes towards and Beliefs about Advertising". *Journal of Global Marketing*. 32 (4): 219–238. doi:10.1080/08911762.2019.1600094. ISSN 0891-1762. S2CID 182181403) examples include candy, gum, mints and chocolate are prominently displayed at the checkout aisles to trigger impulse buyers - and / or their children - to buy what they might not have otherwise considered ("Tempting Shopping, Children and Impulse Buying - David Vernon, March 2007". Kindredcommunity.com. Retrieved 2011-12-22)

Impulse buying in social commerce:

The review done in this area shows that various features of social commerce such as customer ratings, referrals, forums, communities etc. triggers the impulse buying behavior of customers. But the research in this area is limited so there is wide scope for research, as social commerce is considered to be the next frontier of e commerce.

Limitations and Conclusion:

The findings of the paper can be interpreted within the context of certain limits such as the review is not exhaustive. It does not include all the literature in this area. Also only published works are taken for the work and doesn't include conference proceedings, books or other unpublished sources.

The major purpose of this paper is to identify the research gap in the area of study and recommend future research directions. As stated in the findings India has the highest potential for social commerce with over 560 million internet users, second largest

online market in the world. There exist numerous factors in social commerce that impacts the impulse buying behavior of customers. The study in this area may help both the customers and marketers. Customers can get a better insight of the effect of their impulse buying in their consumption and marketers can make strategies to use this impulse buying behavior of customers in a favorable way. Research studies on the impulse buying behavior of customers in social commerce in various industry such as restaurant, fashionables, entertainment, shopping goods etc. may be done by the upcoming researchers.

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