



THE IMPACT OF SOCIAL INFLUENCE, SOCIAL MEDIA ADVERTISING AND PERSONALITY ON IMPULSE BUYING BEHAVIOUR OF PEOPLE.

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ABSTRACT

Purpose- This paper aims to explore the phenomenon of impulse buying behaviour of people. The social influence, social media and the personality are analysed to determine which is perceived as leading to more impulse buying.

Design/methodology/approach- As the result of the literature review, the research questions are proposed and examined through an online self-administered survey with 156 valid responses.

Findings- There is significant relationship among all of the variables that have been modelled.

Research limitations/implications- Findings are limited by the sampling plan, the sample size and the measurement of some of the variables. Further research is needed to confirm and encourage the impulse buying behaviour, clarify results regarding the role of personality, social influence. This research contributes to the validation of a scale to measure the influence of social influence, social media and personality on impulse buying behaviour.

Originality value- the originality of study lies in its comprehensive examination of the combined effects of social influence, social media advertising, and personality traits on impulse buying behaviour. While previous research has explored these factors individually, this study offers a holistic view that considers their interrelationships.

Keywords- social influence, social media advertising, personality, impulse buying behaviour.

INTRODUCTION

In the contemporary consumer landscape, impulse buying behaviour has emerged as a significant phenomenon influencing purchasing decisions. This phenomenon has garnered substantial attention from researchers and practitioners alike due to its profound implications for marketing strategies and business profitability. While numerous factors contribute to impulse buying tendencies, we focus on two critical dimensions: personality traits and advertisement attractiveness, while examining the mediating role of social influence.

Customers usually make unplanned purchases when exposed to provocative stimuli. Typically, these purchases are accompanied by an intense desire and a sense of enjoyment. This behaviour is called impulse buying. Impulse buying is common in online shopping, which includes shopping through websites and social media platforms. According to some researchers, more than 50% of all online purchases are made on impulse (Wu et al., 2020; Zheng et al., 2019). Previous researches showed that certain personality traits predispose individuals to engage in impulse buying behaviour. For instance, individuals high in extraversion may exhibit heightened susceptibility to impulse purchases due to their impulsive and sociable nature. Conversely, individuals high in conscientiousness may display more restrained and deliberate purchasing patterns.

In parallel, advertisement attractiveness, encompassing various facets such as aesthetic appeal, message relevance, and emotional resonance, exerts a profound influence on consumer behaviour. Marketers invest significant resources in crafting visually appealing and persuasive advertisements to captivate consumers' attention and evoke desired responses. However, the extent to which advertisement attractiveness interacts with individual personality traits to shape impulse buying behaviour remains a subject of inquiry. Moreover, the social environment plays a pivotal role in shaping consumer behaviour. Social influence, stemming from interpersonal interactions, societal norms, and peer pressure, can significantly sway individuals' purchasing decisions. By examining the

mediating role of social influence, this research seeks to unravel the mechanisms through which external social factors moderate the relationship between personality traits, advertisement attractiveness, and impulse buying behaviour.

I. NEED FOR THE STUDY

The need for this study stems from the increasing significance of impulse buying behaviour in consumer decision-making and the complex interplay of various factors influencing it. Understanding the impact of personality traits and advertisement attractiveness on impulse buying behaviour, mediated by social influence, is crucial for several reasons:

1. Impulse buying behaviour represents a substantial portion of consumer spending. By delving into the role of personality traits and advertisement attractiveness, and their mediation through social influence, this study can provide valuable insights into the underlying mechanisms driving impulsive purchasing decisions.
2. Marketers strive to craft effective advertising campaigns that resonate with target audiences and drive sales. So, the study helps in development of more tailored and persuasive marketing strategies.
3. By comprehensively understanding the factors influencing impulse buying behaviour, businesses can better engage with consumers at the point of purchase. This can lead to increased customer satisfaction, loyalty, and ultimately, improved business performance.
4. Impulse buying behaviour may sometimes lead to post-purchase regret or financial strain. By understanding the underlying mechanisms driving impulse buying tendencies, businesses can develop strategies to mitigate potential risks associated with impulsive purchases, thereby fostering responsible consumer behaviour.

II. OBJECTIVE OF THE STUDY

1. To investigate how individual differences in personality traits, such as extraversion, agreeableness, conscientiousness, neuroticism, openness to experience, impact impulse buying behaviour. This involves assessing the extent to which certain personality traits predispose individuals to engage in impulsive purchases.
2. To analyze the impact of advertisement attractiveness on impulse buying behaviour by considering the factors like visual appeal, message relevance, emotional resonance, and brand familiarity.
3. To investigate the mediating role of social influence in the relationship between personality traits, advertisement attractiveness, and impulse buying behaviour.
4. To employ various empirical methods to empirically validate the proposed conceptual framework and test hypothesized relationships among variables.
5. To translate research findings into actionable insights for marketers, advertisers, policymakers, and consumer behaviour practitioners.

III. LITERATURE REVIEW

Impulsive buying is not a new phenomenon. It has been extensively researched for decades. However, there are many inconsistencies in its conceptualization. The literature in the early days shows that the association between impulsive buying varies from one product category to another. Therefore, the bulk of the research in that era focused on examining the relationship between different product categories and impulsive buying behaviour (Singh and Nayak, 2016).

Academic research that explores the various triggers of impulse buying consists of three main schools of thought. First, some scholars argue that individual traits lead consumers to engage in impulse buying (e.g., Verplanken and Herabadi 2001).

People who are impulsive are more likely to engage in impulse buying (Rook and Hoch 1985), whereas those who do not display this trait may be less likely to engage in spontaneous behaviours while shopping.

While ascertaining the association between personality and impulsive buying predisposition construct, it becomes significant to recognize the importance of personality framework. With regard to personality framework, the traits supported mechanism has been rising on account of quantitative measurement of personality (Strachan et al., 2007) and the prominent approach happens to be the five extensive trait factors also referred to as big-five model (Feldman, Greeson, & Senville, 2010).

In addition, Herabadi (2003) confirmed that even though conscientiousness and agreeableness correlated negatively with the impulsive buying propensity, the cognitive aspect, neuroticism, was certainly related to that of impulsive buying affective factor.

In a study conducted on Indian shoppers, it was found that younger consumers were found to be more value seeking as compared to older consumers (Chawla & Sondhi, 2016).

From several research investigations, it has been seen that time and again, the big-five variables surface in unlike circumstances (Liao & Chuang, 2004), and for this reason, it would not be an amplification to affirm that the big-five framework has accomplished the supreme degree of agreement among all trait nomenclature

Based on a historical review of the literature, it appears that most of the recent studies have not examined the effect of personality on impulsive buying behaviour (Farid and Ali, 2018; Hendrawan and Nugroho, 2018; Sofi, 2018)

Social media has the potential to impact on Impulse buying nature of consumers. It can play a noteworthy part in stirring impulse buying behaviour among consumers. Furthermore, it also influences the shopping behaviour of consumers (Xiang et al., 2016)

Users over social networking sites post a comprehensive range of involvements, oscillating from what they are in the temperament on that day, to enthusiastically assessing goods and services i.e., products they want to use (Anderson et al., 2011). This further leads to impact others social media users through writing comments by sharing depictions of their existing procurements and offering helpful commendations to potential buyers. These activities displayed by social media users can fuel unintentional and impulse buying (Xiang et al., 2016)

Individuals' attitudes are more related to their behaviours (or behaviour intentions) when their social surrounding supports such behaviour. Specifically, social influence operates "to determine the impact of attitudes on behaviour (or intentions) rather than directly influencing behaviour" (Conner and Mcmillan, 1999, p. 202).

IV. RESEARCH METHODOLOGY

The study aims to find the relationship between the personality social influence and the social media advertisements impact on Impulse buying behaviour. We conducted an empirical online survey to test our model. A questionnaire was circulated as a google form and convenience sampling was the technique used to collect data. More about the questionnaire We have used the questionnaire by Beatrice Rammstedt and Oliver P John in their paper measuring personality in one minute or less: A 10-item short version of the big Five Inventory in English and German for measuring the personality, we have also adapted the questionnaire from Shen, Y. C., Huang, C. Y., Chu, C. H., and Liao, H. C. (2010). Virtual community loyalty: an interpersonal-interaction perspective for the Normative Social Influence. The questionnaire developed by Prakash Singh, Bhuvanesh Kumar Sharma, Lokesh Arora & Vimal Bhatt in Measuring social media impact on Impulse Buying Behaviour was used to measure Impulse buying behaviour and social media advertisements. The questionnaire was floated via social media platforms like Instagram and Whatsapp for sampling and then a total of 156 samples were collected and among them 89 were men and 57 were women. Other demographics related to the income level is given in the table below.

Below 15,000	18
15,000 to 30,000	35
30,000 to 60,000	29
60,000 to 1,00,000	27
Above 1,00,000	47

Table 1: Demographics

V. CONSTRUCTS

We have used 8 constructs in our study 5 are from personality and the remaining are normative social influence, social media advertisements and Impulse buying behaviour of people.

Extroversion scale: Highly extroverted individuals are incredibly energetic, socially interactive, and materialistic and possess positive emotions (John and Srivastava, 1999; McCrae and Costa, 2008). This scale has two items, the scale was created by Beatrice Rammstedt and Oliver P John in their measuring personality in less than one minute.

Conscientiousness scale: Individuals with a high level of conscientiousness are generally more responsible, are hard-working and have more self-control than others. In view of these traits, highly conscientious individuals are goal oriented (McCrae and Costa, 2008). The conscientiousness scale also has two items adapted from Measuring personality in less than one minute by Beatrice Rammstedt and Oliver P John.

Agreeableness scale: Agreeableness is a social trait allowing individuals to develop a sustainable relationship with peers, family, and others. They are more cooperative and sympathetic, rather than antagonistic toward and suspicious of others (McCrae and Costa, 2008). The Agreeableness scale also has two items adapted from Measuring personality in less than one minute by Beatrice Rammstedt and Oliver P John.

Neuroticism scale: Neuroticism is a state of emotional instability that leads to depression and anxiety. Highly unstable individuals are emotionally stressed and insecure (Shahjehan et al., 2012). The conscientiousness scale also has two items adapted from Measuring personality in less than one minute by Beatrice Rammstedt and Oliver P John.

Openness scale: Highly imaginative persons with an interest in diverse fields are the social traits of openness McCrae and Costa (2008). Individuals who have a high level of openness listen to other points of view and do not reject them outright even if they are contrary to their own perceptions. The scale openness in the study is based on the scale of Beatrice Rammstedt and Oliver P John. There were two items in this part of the questionnaire, all of the above constructs are based on a five-point Likert scale.

Normative social Influence: Normative social influence is "an influence to conform with the positive expectations of another" (Deutsch & Gerard 1955) This was also tested with a Likert Scale and this consisted of 5 items.

Impulsive buying: It causes an unexpected desire to purchase something lacking a prior plan or disposition. Impulsive behaviour has been defined as buying instinctively due to familiarity and sensitive attachment to the anticipated products causing personal fulfilment (Hashmi et al., 2019; Lee & Yi, 2008b; Li, 2015) This was measured using a 5-point Likert scale and it was adapted from Prakash Singh, Bhuvanesh Kumar Sharma, Lokesh Arora & Vimal Bhatt in Measuring social media impact on Impulse Buying Behaviour.

Social media Advertisements: social media has the potential to impact on Impulse buying nature of consumers. It can play a noteworthy part in stirring impulse buying behaviour among consumers. Furthermore, it also influences the shopping behaviour of consumers (Xiang et al., 2016). It was also measured using a 5-point Likert scale from Prakash Singh, Bhuvanesh Kumar Sharma, Lokesh Arora & Vimal Bhatt in Measuring social media impact on Impulse Buying Behaviour.

VI. ANALYSIS

The Overall cronback's Alpha for all the Variables is given in the Table 2.

Reliability Statistics

Cronbach's Alpha	N of Items
.864	27

Table 2: Cronbach's Alpha

The Regression analysis is given in the table 3 given below

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.606 ^a	.367	.355	.63140

a. Predictors: (Constant), P_AVG, avg_SI, avg_AD

Table 3: Regression of the model

The below table shows the ANOVA results of the same in table 4

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.164	3	11.721	29.402	<.001 ^b
	Residual	60.596	152	.399		
	Total	95.761	155			

a. Dependent Variable: avg_IBB

b. Predictors: (Constant), P_AVG, avg_SI, avg_AD

Table 4: ANOVA

VII. INFERENCES

The total sum of squares (SS) is 95.761 the regression component explains the relationship between the predictors and the dependent variable. The sum of squares for regression (SSR) is 35.164. The degrees of freedom (df) for regression are 3. The mean square (MSR) is 11.721. The F-statistic is 29.402. The significance level (Sig.) is less than 0.001, indicating that the regression model is statistically significant. The residual component represents unexplained variability. The sum of squares for residuals (SSE) is 60.596. The degrees of freedom for residuals are 152. The mean square for residuals (MSE) is 0.399. The coefficient of determination (R-squared) is 0.367, which means that approximately 36.7% of the variance in Impulse buying behaviour can be explained by the model. The adjusted R-squared value (0.355) takes into account the number of predictors in the model and provides a more accurate measure of goodness-of-fit for real-world applications. The standard error of the estimate (0.63140) provides an estimate of how much individual scores are expected to vary from the predicted scores. The regression model is significant in explaining the variability in Impulse buying behaviour of people, as indicated by the low p-value (less than 0.001). The predictors normative social influence, personality, social media Advertisements collectively contribute to the model's effectiveness.

VIII. CONCLUSION

In the contemporary consumer landscape, understanding the dynamics of impulse buying behaviour is crucial for businesses striving to create effective marketing strategies and enhance profitability. This research aimed to explore the impact of social influence, social

media advertising, and personality traits on impulse buying behaviour. Through an extensive literature review, it became evident that impulse buying behaviour is influenced by a multitude of factors, including individual personality traits, advertisement attractiveness, and social influence. While previous studies have examined these factors individually, this research sought to provide a holistic view by analysing their combined effects. The findings from the empirical survey conducted with 156 valid responses revealed some important insights. Firstly, the analysis indicated that there is a significant relationship between social influence, social media advertising, personality traits, and impulse buying behaviour. Specifically, the model constructed in this study explained approximately 36.7% of the variance in impulse buying behaviour, highlighting the substantial impact of these factors. Despite the significance of the findings, it's crucial to acknowledge the limitations of this research. The sampling plan, sample size, and measurement of certain variables may have constrained the generalizability of the results. Therefore, further research with a larger and more diverse sample is warranted to validate and extend the findings of this study.

Nonetheless, this research contributes to the existing body of knowledge by providing a comprehensive examination of the combined effects of social influence, social media advertising, and personality traits on impulse buying behaviour. By elucidating the underlying mechanisms driving impulsive purchasing decisions, this study offers valuable insights for marketers, advertisers, policymakers, and consumer behaviour practitioners. Moving forward, businesses can leverage these insights to develop more tailored and persuasive marketing strategies that resonate with target audiences, ultimately leading to increased customer satisfaction, loyalty, and improved business performance. Moreover, by understanding the factors influencing impulse buying behaviour, organizations can also take proactive measures to mitigate potential risks associated with impulsive purchases, fostering responsible consumer behaviour in the process.

In conclusion, while there is still much to explore in this field, the findings of this research underscore the importance of considering the interplay between social influence, social media advertising, and personality traits in shaping impulse buying behaviour. By addressing these factors comprehensively, businesses can better understand and effectively cater to the needs and preferences of modern consumers in the digital age.

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