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# IMPACT OF SOCIAL MEDIA PLATFORMS ON IMPULSIVE BUYING BEHAVIOR- A STUDY WITH SPECIAL REFERENCE TO THE CUSTOMERS OF NESTO HYPER MARKET, HI- LITE MALL, KOZHIKODE

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stract
digital age has ushered in a new era of retail, one where physical stores share space with the ndless aisles of social media platforms. For consumers, this translates to an ever-present ptation, a constant bombardment of curated product placements, influencer endorsements, and sh sales, all meticulously designed to trigger impulsive buying behavior. This study dives into this cinating realm, dissecting the influence of social media platforms on the purchasing decisions of stomers in Nesto Hypermarket, Hi-Lite Mall, a prominent shopping destination in Kozhikode, rala.

ethodologically, the study will employ a mixed-method approach:
**antitative surveys**: A self-administered questionnaire will be distributed to customers at both res, assessing:
Social media platform usage habits.
Susceptibility to impulsive buying prompted by social media content.
his study, focusing on the specific context of Nesto Hypermarket and Hi-Lite Mall in Kozhikode, romises to offer a nuanced and insightful understanding of the complex interplay between social edia platforms, store atmosphere, and impulsive buying behavior in the Indian retail landscape.
**Key Words: Social Media Platforms, Impulsive Buying Behavior, Impact Assessment, Nest Hypermarket, Kozhikode District)**

## Introduction

Imagine scrolling through your social media feed, mesmerized by an influencer's glowing review of a new gadget. Suddenly, you find yourself checking stock levels at Nesto Hypermarket, fingers hovering over the "add to cart" button. Or, browsing Pinterest's endless fashion boards, you spot a trendy outfit displayed in Hi-Lite Mall's latest campaign. Before you know it, an unplanned shopping spree beckons. In today's digitally-driven world, social media platforms hold immense power over our purchasing decisions. Gone are the days of impulse buys limited to aisles brimming with tempting products. Now, a single scroll through curated feeds, targeted ads, and persuasive influencer endorsements can ignite a buying spree before we even realize it.

This study delves into this captivating realm, specifically focusing on the impact of social media platforms on impulsive buying behavior among customers of two popular retail destinations in Kozhikode, Kerala: Nesto Hypermarket and Hi-Lite Mall. With their distinct target audiences and shopping experiences, these locations offer a unique lens through which to examine the diverse ways social media influences impulsive purchases.

The study rests on four key pillars:

- Identifying the dominant social media platforms used by customers of Nesto Hypermarket and Hi-Lite Mall. Are Instagram's visually enticing posts or Facebook's targeted ads more likely to trigger impulse purchases in these two settings?
- Deciphering the types of social media content that most effectively influence impulsive buying in these customer segments. Do influencer partnerships, user reviews, or captivating product demos hold the key to unlocking buying sprees?
- Unraveling the psychological mechanisms at play when social media nudges us towards impulsive purchases. Do FOMO (fear of missing out), emotional appeals, or the irresistible allure of curated lifestyles fuel our unplanned shopping sprees?

- Contrasting the impact of social media on impulsive buying behavior between N Hypermarket and Hi-Lite Mall. Do distinct retail environments and target audiences influence susceptible customers are to social media's persuasive powers?

By untangling these intricate threads, we aim to paint a clearer picture of how social media shapes impulsive buying decisions within the specific context of Nesto Hypermarket and Hi-Lite Ma Kozhikode.

This study is not just about understanding the tactics of social media platforms and retailers; it's ab empowering consumers. By recognizing the psychological triggers woven into our online experien we can navigate the digital shopping landscape with greater awareness and make more inform choices. So, buckle up, fellow explorers, as we embark on this journey into the captivating world social media and its seductive influence on our impulsive buying behavior in the heart of Kozhiko

**Literature Review**

The rise of social media has revolutionized how we interact, consume information, and even ma purchasing decisions. One area where this impact is increasingly studied is impulsive buying behavi This review explores the current research on the relationship between social media and impulsi buying, highlighting key findings, theoretical perspectives, and future research directions.

**Positive Influences of Social Media:**

- Social comparison and influence: Platforms like Instagram and Facebook showca aspirational lifestyles and curated experiences, leading to social comparison and a desire to emula others' perceived possessions and consumption patterns. This can trigger impulsive buying to brid perceived gaps in self-image or social standing (Djafarova & Bowes, 2021; Han, 2023).
- FOMO (Fear of Missing Out): Social media algorithms and targeted advertising create a sen of urgency and scarcity around products and promotions, pushing users towards impulsive purchas to avoid missing out on trendy or limited-time deals (Pellegrino et al., 2022; Wu et al., 2020).
- Emotional appeal and persuasive marketing: Social media influencers and brands leverag emotional triggers like excitement, nostalgia, and aspirational messages to connect with users an drive impulsive buying decisions based on feelings rather than rational considerations (Yi et al., 2023

**Negative Influences of Social Media**:

- Reduced self-control and impulsivity: Studies suggest that excessive social media use can lea to decreased self-control and increased impulsiveness, making individuals more susceptible t impulsive buying behaviors triggered by social media cues (Johan et al., 2023).
- Information overload and decision fatigue: The constant influx of information and choice presented on social media platforms can lead to decision fatigue, where individuals make impulsiv purchases to simplify the decision-making process (Xiang et al., 2022).
- Social pressure and peer influence: Social media platforms often create a sense of community and belonging, where users feel pressure to conform to perceived trends and expectations set by thei peers. This can lead to impulsive purchases to fit in or gain social validation (Zhao et al., 2023).

**Theoretical Perspectives:**

- The Elaboration Likelihood Model (ELM): This model suggests that individuals engage in more cognitive processing when presented with high-effort information, while low-effort information (like social media posts) can lead to more impulsive and less deliberate decision-making (Petty & Cacioppo, 1986).
- The Theory of Planned Behavior (TPB): This framework suggests that attitudes, subjective norms, and perceived control influence buying intentions. Social media can influence all three components, leading to increased impulsive buying behavior (Ajzen, 1991)

**Future Research Directions:**

- Longitudinal studies: More research is needed to examine the long-term effects of social media on impulsive buying behavior and potential individual differences in susceptibility.

- Neuroscience and cognitive mechanisms: Understanding the neural and cognitive mechanisms underlying impulsive buying behavior triggered by social media can provide deeper insights into the decision-making process.
- Intervention and mitigation strategies: Developing effective strategies to help users make more conscious and informed decisions on social media platforms can help reduce the negative impact on impulsive buying behavior

The influence of social media on impulsive buying behavior is a complex phenomenon with multifaceted consequences. Understanding the mechanisms and influencing factors that drive this behavior is crucial for mitigating its negative impacts and promoting mindful consumption in the digital age. Future research should delve deeper into the long-term implications, platform-specific effects, and individual differences to develop effective interventions and empower individuals to navigate the persuasive realities of social media.

**Statement of the Problem**

The proliferation of social media platforms has fundamentally altered the way consumers interact with brands and make purchasing decisions. This presents a significant challenge, as social media's persuasive tactics and targeted advertising increasingly trigger impulsive buying behavior, potentially leading to negative financial consequences and decreased consumer satisfaction.

This is particularly concerning in the context of Nesto Hypermarket and Hi-Lite Mall, two popular retail destinations in Kozhikode, Kerala. Their distinct target audiences and shopping environments create unique vulnerabilities to the influence of social media, raising concerns about the potential for impulsive purchases and financial strain among their customers.

Specifically, the problem lies in:

- Lack of understanding: Limited knowledge exists regarding the specific types of social media content and platforms most likely to trigger impulsive buying behavior among customers of Nesto Hypermarket and Hi-Lite Mall.
- Psychological manipulation: Social media platforms employ sophisticated algorithms and targeted advertising to exploit emotional vulnerabilities and social comparison, leading to impulsive buying decisions that may not align with long-term financial goals.
- Financial concerns: The increase in impulsive buying triggered by social media can lead to financial problems, debt accumulation, and reduced savings for customers, particularly those with limited financial resources.
- Retailer vulnerability: Retailers face a delicate balance between leveraging the power of social media to attract customers and promote products while avoiding tactics that encourage impulsive and potentially detrimental spending habits.

By investigating the specific mechanisms at play, this research will provide valuable insights to both consumers and retailers, empowering individuals to make informed purchasing decisions and enabling businesses to promote responsible consumerism while leveraging the power of social media effectively.

Therefore, this study aims to address the following research question:

- How do social media platforms influence impulsive buying behavior among customers of Nesto Hypermarket, Hi-Lite Mall in Kozhikode, Kerala?

**Objectives of the study**

The primary objective of the study is to assess the impact of social media on impulsive buying behavior in the context of Nesto Hypermarket, Hi-Lite Mall, Kozhikode, Kerala.

**Research Methodology**

This study will employ a mixed-method approach to comprehensively examine the impact of social media platforms on impulsive buying behavior of the customers of Nesto Hypermarket, Hi-Lite Mall in Kozhikode, Kerala.

- **Survey questionnaire**: A self-administered, structured questionnaire will be distributed t

representative sample of customers at both stores. The questionnaire will:

- **Assess demographics** (age, gender, occupation).
- **Measure impulsive buying tendencies** using validated scales.
- **Identify the dominant social media platforms** used by participants.
- **Evaluate the types of social media content** (ads, influencer posts, user reviews) that trig

impulse purchases.

- **Sampling**: A stratified random sampling technique will be used to ensure a representat

sample from each store based on age, gender, and social media usage.

- **Sample size**: A minimum sample size of 100 participants will be targeted for each sto

providing sufficient statistical power for analysis.

This mixed-method approach, combining quantitative and qualitative data collection and analys ensures a nuanced and insightful exploration of the complex interplay between social media, impulsi buying, and the retail landscape in our chosen study locations.

**Data Analyses**

The study used 17 variables. All these variables were measured on a five points likerts scale, where indicate strongly disagree, 2 indicate disagree, 3 indicate neutral, 4 indicate agree and 5 indica strongly agree. In order to reduce number of variables into controllable form, the researcher adopt exploratory factor analysis.

**Table 1: KMO and Bartlett's Test**

| | | |
|---|---|---|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .839 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 2099.429 |
| | df | 136 |
| | Sig. | .000 |

Both the KMO value and Bartlett's test suggest that the data is well-suited for factor analysis. You c proceed with the analysis with confidence that the results will be reliable and meaningful. KMO val of 0.839 is considered excellent according to Kaiser's criteria, indicating that the sampling adequa is very good for conducting factor analysis. The sample size and the relationships between t variables are suitable for this type of analysis.

Table 2: Total Variance Explained

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
|---|---|---|---|---|---|---|---|---|---|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 6.647 | 39.098 | 39.098 | 6.647 | 39.098 | 39.098 | 5.496 | 32.329 | 32.329 |
| 2 | 3.936 | 23.153 | 62.251 | 3.936 | 23.153 | 62.251 | 4.546 | 26.741 | 59.071 |
| 3 | 3.422 | 20.130 | 82.381 | 3.422 | 20.130 | 82.381 | 3.963 | 23.310 | 82.381 |
| 4 | .549 | 3.230 | 85.611 | | | | | | |
| 5 | .494 | 2.903 | 88.514 | | | | | | |
| 6 | .390 | 2.294 | 90.808 | | | | | | |
| 7 | .375 | 2.207 | 93.015 | | | | | | |
| 8 | .266 | 1.563 | 94.577 | | | | | | |
| 9 | .239 | 1.408 | 95.985 | | | | | | |
| 10 | .161 | .946 | 96.931 | | | | | | |
| 11 | .141 | .828 | 97.760 | | | | | | |
| 12 | .118 | .693 | 98.452 | | | | | | |
| 13 | .094 | .555 | 99.007 | | | | | | |
| 14 | .063 | .369 | 99.376 | | | | | | |
| 15 | .046 | .270 | 99.646 | | | | | | |
| 16 | .037 | .220 | 99.866 | | | | | | |
| 17 | .023 | .134 | 100.000 | | | | | | |

Extraction Method: Principal Component Analysis.

Table 2 provides information about the variance explained by each extracted component in principal component analysis (PCA). Breakdown of the key points are given below:

The total variance explained by all components is 82.381%, indicating that the components capture a very high percentage of the variability in the original data. This is a good sign for PCA as it suggests the components are effectively summarizing the information in the variables. The first component explains 32.329% of the variance, followed by the second component at 26.741%, and so on. This means the first component captures the largest amount of information in the data, followed by the second, and so on. The first three components together explain 82.381% of the variance. This suggests that these three components might be sufficient for capturing most of the important information in the data.

**Table 3: Rotated Component Matrix**

| | Component | | |
|---|---|---|---|
| | Tendencies | Impulsive buying behavior | Social media influence |
| Seeing an attractive offer (discount, sale, etc.) | .958 | .123 | -.035 |
| Other (please specify) | .879 | .138 | -.032 |
| Wanting to treat yourself | .876 | .179 | -.062 |
| Social pressure (friends, family, commercials) | .869 | .152 | .007 |
| I feel a sense of urgency or pressure to buy something when it's on a limited-time offer. | .857 | .243 | -.028 |
| Feeling bored or stressed | .843 | .015 | .140 |
| Temptation of limited-time offers | .837 | .065 | -.113 |
| My emotions, like excitement or boredom, often influence my purchases. | .149 | .970 | -.002 |
| I sometimes regret buying things I purchased impulsively. | .088 | .948 | -.069 |
| I frequently buy things to cheer myself up or deal with stress. | .196 | .941 | .000 |
| I often buy things on impulse because I see a tempting offer. | .198 | .935 | -.041 |
| I find it difficult to resist buying something if it's on sale, even if I don't need it. | .115 | .885 | -.022 |
| Limited-time deals and flash sales on social media platforms tempt me to make impulsive purchases. | -.066 | -.066 | .923 |
| I often buy things I see advertised on social media, even if I didn't need them beforehand. | -.020 | -.006 | .922 |
| Social media influencers make me feel like I need certain products to be happy or successful. | -.018 | .016 | .896 |
| I regret buying things I purchased impulsively because of social media influence more than unplanned purchases from other sources. | -.081 | -.078 | .846 |
| I sometimes experience a sense of urgency or pressure to buy something after seeing it promoted on social media. | .088 | .009 | .834 |
| Extraction Method: Principal Component Analysis.<br>Rotation Method: Varimax with Kaiser Normalization. | | | |
| a. Rotation converged in 4 iterations. | | | |

The factor loadings for each item closely matched the intended measurement scales, indicating a stron theoretical fit. Therefore, the study conducted a confirmatory factor analysis to further validate th identified dimensions and ensure their equivalence to the intended structure.

**Confirmatory Factor Analysis**

The prime reason to adopt CFA was to measure the ability of a predefined factor model to fit observed set of data. It provides estimates for each parameter of the measurement model.

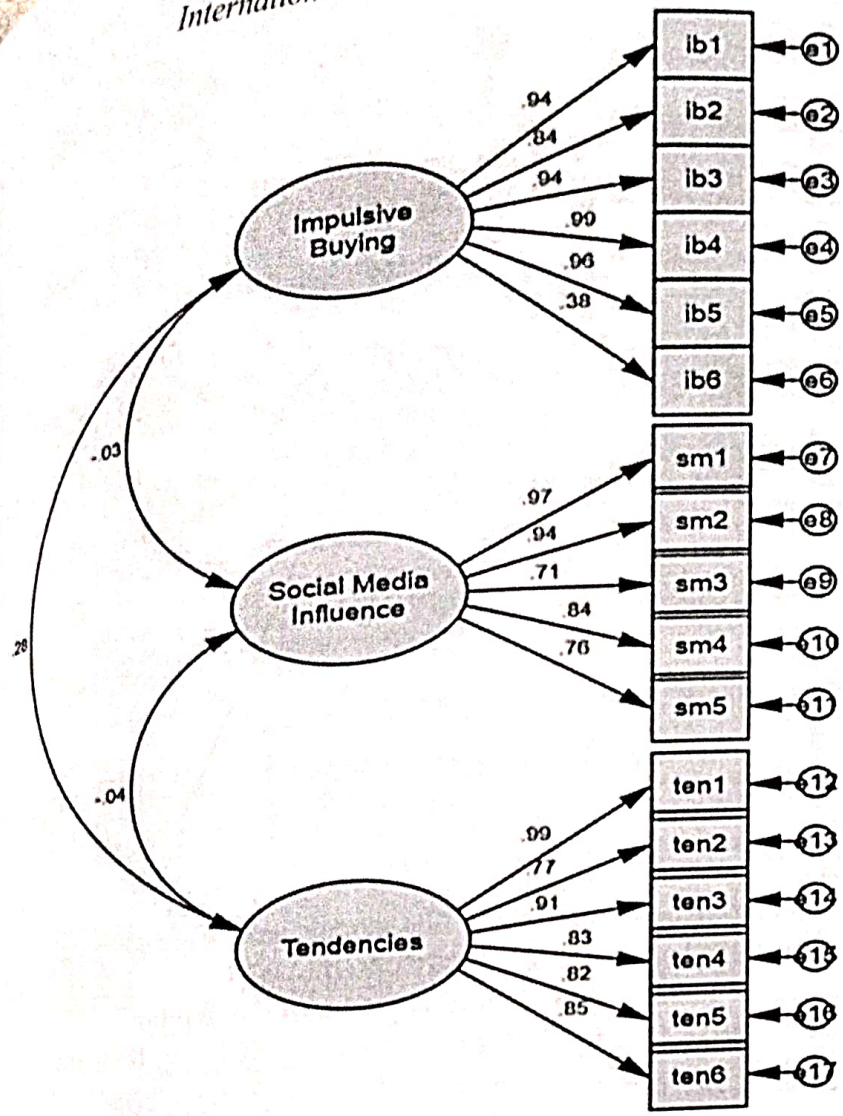


Fig 1: Confirmatory Factor Analysis

Table 4: **Model Fit Indices- Confirmatory Factor Analysis**

| Variable | CMIN/DF | CFI | GFI | TLI | NFI | RMSEA |
|---|---|---|---|---|---|---|
| Obtained Values | 2.271 | .934 | .929 | .927 | .921 | .027 |
| Recommended Range | <3 | >0.9 | >0.9 | >0.9 | >0.9 | <0.08 |

Based on the collective values of these fit indices, it can be concluded that the model demonstrates a good to very good fit to the data. This suggests that the hypothesized factor structure is a plausible representation of the underlying relationships among the observed variables.

**Breakdown of the indices:**

- **CMIN/DF (Chi-Square/Degrees of Freedom):** The obtained value of 2.271 is slightly higher than the recommended value of less than 3. This suggests a somewhat closer model-data fit than ideal, but it's not considered a severe misfit.
- **CFI (Comparative Fit Index), GFI (Goodness of Fit Index), TLI (Tucker-Lewis Index), and NFI (Normed Fit Index):** All of these indices fall within the recommended range of above 0.9, indicating a good overall fit between the model and the data.
- **RMSEA (Root Mean Square Error of Approximation):** The obtained value of 0.027 is well below the recommended cutoff of 0.08, suggesting a good approximation of the model to the population covariance matrix.

**Impact of social Media on impulsive buying behavior**

To evaluate the influence of social media on impulsive buying behavior, the study employed structural equation modeling. In this framework, the researchers fixed the following hypotheses.

- There is no significant influence of social media on impulsive buying behavior

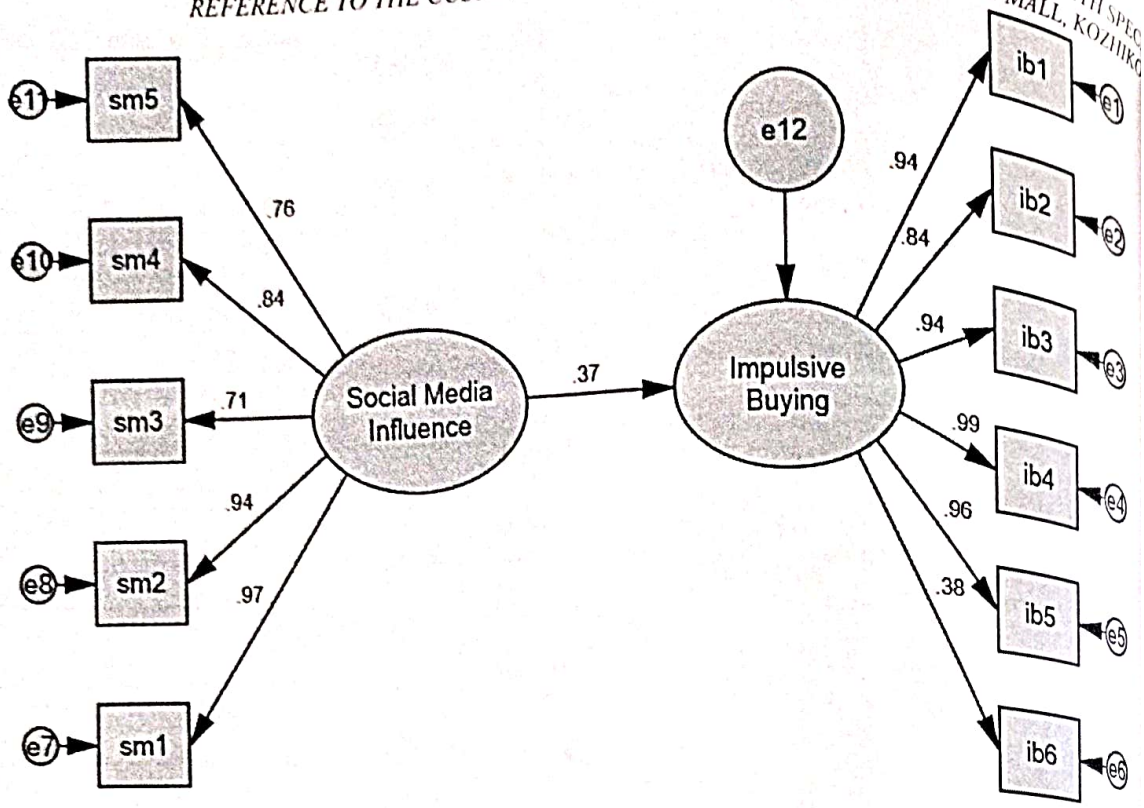


**Fig 2**: Impact of social Media on impulsive buying behavior

The data were found free from missing values and outliers. The models were suggesting good f the first estimate as mentioned in the table below.

**Table 5: Model Fit Indices- Impact of social Media on impulsive buying behavior**

| Variable | CMIN/DF | CFI | GFI | TLI | NFI | RMSEA |
|---|---|---|---|---|---|---|
| Obtained Values | 2.312 | .921 | .918 | .914 | .924 | .034 |
| Recommended Range | <3 | >0.9 | >0.9 | >0.9 | >0.9 | <0.08 |

Compared with the generally accepted model fit standards, the test outcomes seemed to fit measurement model. The RMSEA suggesting a close fit between the empirical data and measurement model; all the model fit indices suggesting a close fit between the empirical data and measurement model.

**Table 7: Testing of hypotheses- Impact of social Media on impulsive buying behavior**

| S.no | Path/ Hypotheses | Beta Value | Sig | Decision |
|---|---|---|---|---|
| 1 | There is no significant influence of social media on impulsive buying behavior | .37 | <0.05 | Rejected |

The standardized regression coefficient indicating the strength and direction of the relation between the variables. In this case, the beta value of 0.37 suggests a positive relationship, meaning higher levels of social media influence are associated with higher levels of impulsive buying beha Since the p-value is less than 0.05, the null hypothesis is rejected and the alternative hypothe supported. This means that there is evidence to suggest that social media does have a signi influence on impulsive buying behavior.

**Analyzing the Mediation Effects in a Model**

Based on the above results, the following hypothesis regarding the mediators are fixed:

1. Organisational commitment mediates the relationship between emotional intelligence work engagement.
2. Work engagement mediates the relationship between emotional intelligence Organisational commitment

**Hypothesis: "Impulsive Buying Tendency mediates the relationship between social m involvement and impulsive buying behaviour"**

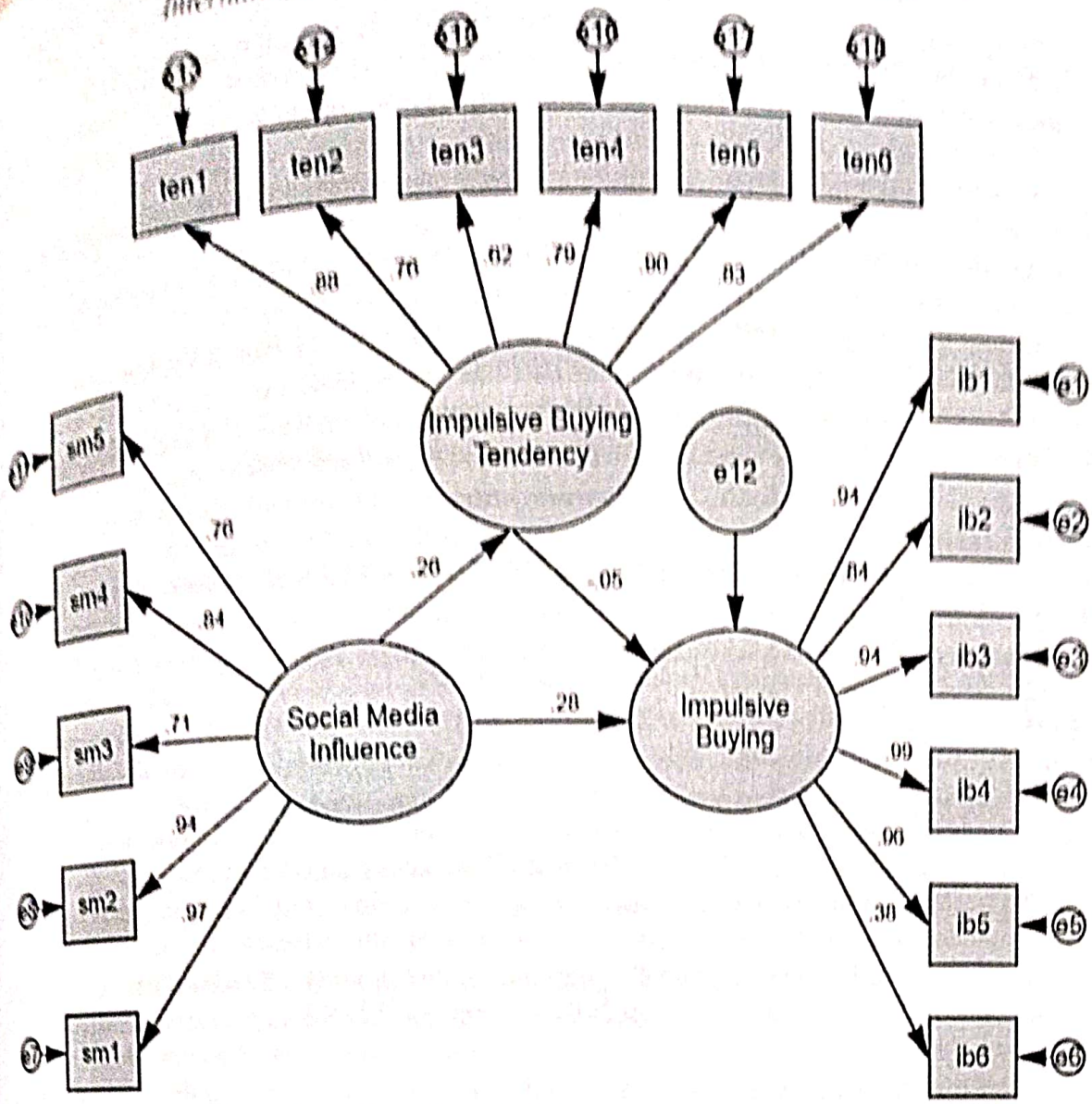


Fig 3: Analyzing the Mediation Effects in a Model

The analysis for mediation begins by showing that the direct effect of social media influence on impulsive buying is significant. The direct effect is measured through beta coefficient. In this case, direct relationship is significant ($\beta$=0.37, $p<0.001$) (fig 2). When the mediating variable impulsive buying tendency enters the model, the value of beta coefficient for impulsive buying is expected to reduce, or in other words the direct effect of social media influence on impulsive buying o would be reduced when the impulsive buying tendency enters the model.

The new model when impulsive buying tendency is entered as a **mediator** is presented in Figure 3.

**Table 8: Model Fit Indices- Analyzing the Mediation Effects in a Model**

| Variable | CMIN/DF | CFI | GFI | TLI | NFI | RMSEA |
|---|---|---|---|---|---|---|
| Obtained Values | 2.656 | .918 | .912 | .921 | .909 | .038 |
| Recommended Range | <3 | >0.9 | >0.9 | >0.9 | >0.9 | <0.08 |

From the structural model, it is inferred that the type of mediation here is a called a "partial mediation" since the direct effect of social media influence on impulsive buying is still significant after impulsive buying tendency entered the model even though the beta coefficient for impulsive buying is reduced from 0.37 (in Figure 2) to 0.0.28 (in Fig 3).

**Findings of the study**

The study identified the following inferences from the study.

- From the study, it is found that social media does have a significant influence on impulsive buying behavior.
- From the analysis, it is found that impulsive buying tendency have mediating effect on impulsive buying.

**Suggestions**

- Focus on specific platforms: Instead of looking at social media broadly, delve into the nuances of how specific platforms (e.g., Instagram vs. Twitter) influence impulsive buying with their unique features and algorithms.
- Explore individual differences: Consider factors like age, personality, and social media savvy in examining how susceptibility to impulsive buying varies across users.
- Longitudinal studies: Investigate the long-term consequences of impulsive buying triggered by social media on financial well-being, mental health, and consumer satisfaction.
- Neuroscience approach: Apply neuroimaging techniques to understand the brain mechanisms underlying impulsive buying decisions influenced by social media cues.
- Ethical considerations: Examine the ethical implications of social media marketing tactics that potentially exploit users' vulnerabilities and encourage impulsive purchases.

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