

## **Does Social Media Marketing Affect Online Impulse Buying**

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### **Abstract**

The online advertising has developed as another goal which pulls in a great many customers consistently. "Impulse buy" depicts any buy made by a consumer, however, has not arranged ahead of time (Baumeister, 2002); (Stern, 1962). The aim of this study was to identify whether time spent on social media and number of social media platforms a user is currently active on influence impulsive buying behaviour. A quantitative survey was carried out to gather data regarding how individuals think and what they consider themselves as when buying online to understand impulsive buying behaviour at the time of purchase. The Data was analysed with the help of the Analysis Toolpak available in Microsoft Excel. Impulsive buying behaviour is analysed in different ways by various scholars. The results of the present study indicate that online impulsive purchases are not affected by a user being active on multiple social media platforms.

### **Keywords**

Impulsiveness, Consumer Behaviour, Social Media Marketing.

## 1. Introduction

Social media marketing is the use of social media platforms to connect with the audience to build the brand, increase sales, and drive website traffic. With this one can publish great content on social media profiles, making a 2-way communication with the followers, listening to and engaging them, analysing your results, and running social media advertisements. In the current scenario, the most trending social media platforms are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat. And so we can see there are so many social media management tools which help businesses to get the most out of the social media platforms mentioned above.

This also infer that by using social media, consumers get the power to influence other buyers through reviews of products or services used. It also influences the consumers by other psychosocial characteristics like income, purchase motivation, company presentation, company or brand's presence on social networks, etc. Social media has also influenced consumer behaviour from information acquisition to post-purchase behaviour such as dissatisfaction statements or behaviours about a product or a company. In the last few years, it can be noticed that companies have a great on online networks.

Social media is a platform that provides an opportunity for businesses to generate new leads, interact with potential consumers, engage with them and encourage an increased sense of intimacy with consumers, and build all important relationships required with potential consumers. Since inception, these social media platforms have been a primary mode for the promotion of businesses as also it allows consumers to engage in a discussion about a product or service which they may like or intend to purchase and this influences consumer purchasing behaviour.

Impulse buy or impulse buying is an impromptu choice to purchase an item or administration, made just before a buy. It is an unrestricted, quick buy without pre-shopping aims either to purchase a particular item classification or to satisfy a particular buying task (Beatty & Ferrell, 1998). As a rule, an assortment of limited-time data can be found in networks. These data at that point go about as boosts to trigger impulse buying conduct whenever and places. It urges organizations to create compelling advertising procedures to build their impulse buying conduct (Lee et. al., 1989) Study has demonstrated that impulse buying is a region

which might happen to more enthusiasm to retailers just as advertisers and producer's. Considering the above factors, the general motivation behind the study is to assemble further comprehension of different viewpoint which are fundamentally identified with the impulse buying of the online customer.

## **2. Literature Review**

(Carter, 2018), in his news article has mentioned that more users are getting in to buying stuff via e-commerce and 80 % of those purchases are impulsive. The article also mentions that, most of the impulsive purchases are made by youth (age: 18-24). It also mentions the tactics used by online retailers to increase the impulsive buying of a consumer. There is also a comparison of offline and online impulsive buying, which states that consumers are more likely to make an impulsive decision online rather than offline.

(Chan, Cheung, & Lee, 2017), in their qualitative study analysed the literature on online impulse buying and linked it to the S-O-R framework of psychology, where S stands for stimulus, O for organism and R for response. (Beatty & Ferrell, 1998) described that Impulse buying refers to immediate purchases which are without any pre-shopping objective either to purchase the specific product category or to fulfil a specific need. It is not consciously planned but arises immediately upon confrontation with certain stimulus. They have found out that, there are two different ways using which the online impulse behaviour of the consumer are measured in the existing literature i.e. Experimental and Survey and an area is left unexplored by all the researchers, the neuropsychological approach of capturing online impulse buying.

Mohammad Fahmi Al-Zyoud (2018), in the study titled, “Does social media marketing enhance impulse purchasing among female customers case study of Jordanian female shoppers”, analysed the impulse buying behaviour of female customers, due to social media marketing, in the city of Jordan. The research approach used was a Survey, in which a sample of 400 Jordanian females was taken, based on the convenience of the researcher. The conclusion of the research was that, social media marketing does increase the level of impulse buying among the female consumers in Jordan. All the dimensions of impulse buying (Hedonic, trust, website quality, situational variable and variety seeking) were found to be increasing the level of impulse buying, out of which variety seeking turned out to be the most influential variable.

Thayná Aparecida Lehmann (2019), in the study have analyzed whether long-term orientation and self control help in reducing the impulsive buying among consumers. They found out in their research that the sample selected by them was indulged in saving and were cautious while buying, and were less impulsive. This was in accordance with the findings of Rook and Fisher, who found that impulsive buying behaviour is moderated by normative consumer evaluations, that can easily be represented by spending self-control.

Kathivaran, C., Mahalakshmi, P., &Palanisamy, V. (2019), did a quantitative research titled, "Online impulse buying behaviour of consumer triggered by digital marketing ". Here they explain the critical connection between consumers' supposition about unconstrained buying to shop impulsively. Their research had components that influence the consumer online buying by breaking down information gathered through an internet-based poll overview. According to their research, female customers show interest in products that show symbolism and are self-expressing and are easily mixing with their emotional self and appearance this behaviour is seen among the young people bearing disposable income.

Research titled, "Impact of Social Media on Generation Y for Buying Fashion Apparel" done by Dr.Tripathi, S. (2019) is focused upon the influence of social media on the behaviour of generation Y, further explained that unlike traditional marketing theory where factors influencing consumer behaviour are : Culture factors (culture, subculture, social stratum), Social factors (reference group, family, role and status), Personal factors (age, career, economic status, life style, self-concept, Psychological factors (motivation, sensory, learning, belief, attitude), factors like self-image and the way of living has an impact on the needs of the consumers. Further she explains, Facebook is the most widely used social media platform globally. Consumers and businesses around the globe have been more connected than ever before with the presence of Internet. An average Internet user has 669 social ties (Hampton et. al. 2011). The global average time spent per person on social networking sites is 6.9 hours per month (Delaney and Salminen 2012). Changes in consumer behaviour due to social media are one of the most intriguing aspects in the contemporary marketing. It has become easier for the consumers to be in contact with fashion brands in social media platforms, which push fashion retail companies to give a huge interest to social media as marketing channel.

Gupta, G., & Vohra, A. V. (2019). Their study titled, "Social Media Usage Intensity: Impact assesment on Buyers' Behavioural Traits" is an empirical analysis done to analyze 3 objectives. It presents how Social media usage intensity directly and positively affects buyer's behavioural traits, materialism or impulse buying. They mention that the use of social media in terms of frequency and hours spent has resulted in a change in consumers' attitude and thus behaviour, especially in respect of developing countries like India. The results show that the direct impact of social media intensity is stronger than the indirect influence mediated by e-WOM for all three behavioural traits, namely materialism ( $\beta = 0.45 > \beta = 0.06$ ), impulse buying ( $\beta = 0.44 > \beta = 0.11$ ) and conspicuous consumption ( $\beta = 0.29 > \beta = 0.10$ ), thereby providing support to the acceptance of the theory 'Social media usage intensity directly and positively affects impulse buying'. Furthermore, their findings suggest that extensive use of social media acts as internal stimuli for consumers to engage in impulse buying.

Seema Sahai, Richa Goel, Vikas Garg, Anita Vinaik (2019), in their study titled Impact of Digitization on Impulse Buying - What Makes the Customer Bite the Bait, explained how with the rise in disposable income of millennial producers and manufacturers are deriving huge benefits. Looking to E-commerce and with further advancements in technology and digital media and a tech savvy generation to substantiate its use, people engage in impulse purchases. Further their focus was to identify types of impulse buying and why people engage in such behaviours. It seeks to examine the bait that drives consumers to purchase products and which age groups engage most in such behaviours. This study was done in the Delhi NCR region with a sample size of 150. And explained 6 different objectives related to impulse buying, digital age and other different factors involved in making a purchase decision. They concluded that impulse buying is driving the digital era and consumers are biting the baits on these ecommerce websites, and further if there is a case where consumers loose interest, retailers are smart and tailor their strategy to suit consumer needs

Jose Luis Legaspi, IreeneLeoncio Oliver Galgana, Clare Hormachuelos (2016), in their research titled Impulsive buying behaviour of millennial on online shopping, presented Filipino millennials as online impulse buyers in four scales: Consumer Impulsiveness Scale, Optimum Stimulation Level Scale, Self-monitoring Scale, and Level of Impulsiveness in Purchase Decision Scale in the local setting. They used a structured questionnaire which consisted close-ended questions. Their conclusion explained that Filipino Millennials are not impulsive buyers when it comes to shopping online. The key barriers identified to encourage

incidence of online impulse purchase were perception on security vulnerabilities and various other options like through traditional retail channels.

Laura Aragoncillo and Carlos Orús (2018), in their study titled, “Impulse buying behaviour: An online-offline comparative and the impact of social media”, analyzed the impulsive behaviour of consumers online and offline. In the study, they found that impulsive buying on online and offline platforms were 25% and 30% respectively. They came to a conclusion that offline impulsive buying is found out to be more influencing because it generates more sensory stimulation, which triggers emotional and unconscious response which leads to the buying impulse. They also found out that the encouraging factors (ease of payment, variety, ease of access, comfort) are more influential for online impulse buying than the discouraging factors (privacy, security). The study also puts a light on what roles do social media play in online impulse buying, it was found in the study that Facebook and Instagram were rated as having a major effect on impulsive buying.

Sarah O'Brien (2018), in her article has put a light on how a consumer spends unconsciously while buying online. The article shows that 70.5% of products which were unconsciously bought by the consumers included food items. On the other hand, 85% of the surveyed consumers made an impulse decision based on a good deal or discount offered. The study made by slickdeals.net shows that the 2000 consumers surveyed made at least 3 impulsive purchases each week, which came to \$450 a month and \$5400 a year.

Surveys were the most popular research method used in examining the online impulse buying. Survey research method was used to understand the different types of stimuli that trigger consumer impulse buying. Researchers used survey to analyze the effect of website quality, playfulness, security, time spent on a particular platform, Hedonism, variable seeking etc. to measure the impulsive buying.

### **3. Research Methodology**

#### **3.1 Objective**

- i. To study the impact of spending more time on social media on consumers to buy impulsively.

- ii. To explain if a person is active on multiple platforms of social media then consumers will buy impulsively.

### **3.2 Hypothesis**

H1: There is a positive correlation between online impulse buying and using more number of social media platforms.

H2: There is a positive correlation between online impulse buying and spending more time on social media.

H01: Multiple accounts on social media doesn't impact impulse buying.

H02: Time spent on social media doesn't impact impulse buying.

### **3.3 Research design**

Research design is a structure or sketch for intelligently completing an exploration without assumption or preference to devise arrangement of the issue concerned. It clarifies the usual way of doing things necessary for gathering the information or data required for taking care of the examination issues.

An online field study was conducted to systematically study the effects of social media marketing on impulsiveness of a person in making a purchase decision. Our study is characterized as exploratory. An exploratory study goes into the field with no pre-established assumptions to be confirmed. The exploratory environment is usually used when the research area has little knowledge accumulated. Therefore, it is used to deepen the knowledge on the subject and make its understanding clearer (Raupp&Beuren, 2006). As for the approach, this study is characterized as quantitative. We use statistical tests and descriptive analysis to establish results. It is very significant to ensure the accuracy of the results and to understand the relationship between the variables.

### **3.4 Instrument of analysis:**

An online Web-based survey was the predominant measuring device used in our study. We preferred using Google form over traditional paper-based surveys as (1) the sample is not

restricted to a single or local geographical location, (2) lower costs accrue, and (3) faster responses are likely. The unit of analysis was an individual user using social media and the population consisted of individuals who use it for purchasing items. For variables in our study we used multiple item (5-point, Likert-type) scales.

For this study, we built a questionnaire based on already validated scales in the Handbook of Marketing Scales: Multi-Item Measures for Marketing and Consumer Behaviour Research (Association for Consumer Research) Edited by William O. Bearden, Richard G. Netemeyer, Kelly L. Haws, Impulsiveness: Consumer Impulsiveness Scale: CIS (Puri 1996). Also another demographic data was collected along with their details of usage of social media. From these scales it is possible to make a comparison and correlation between consumer profiles, thus making it possible to highlight and identify the profiles most likely to make an impulsive purchase and what are the most common characteristics among these consumers. Hence, making it possible to reach the objective of this study.

### 3.5 Sample:

The sample of this study consisted of 149 respondents. Respondents were invited to participate in the survey through social networks. Data collection took place from March 24th to March 28th, 2020. Data were collected by the researchers involved.

## 4. Data Analysis

<b>Gender</b>	Male	86	57.70%
	Female	63	42.20%
	<b>Total</b>	<b>149</b>	<b>100%</b>
<b>Age Group</b>	Less than 18	3	2%
	18-25	134	89.90%
	25-30	10	6.70%
	Greater than 30	2	1.30%
	<b>Total</b>	<b>149</b>	<b>100%</b>
<b>Income</b>	Less than 5 Lakh	53	35.50%
	5-10 Lakh	59	39.50%
	Greater than 10 Lakh	37	24.80%
	<b>Total</b>	<b>149</b>	<b>100%</b>

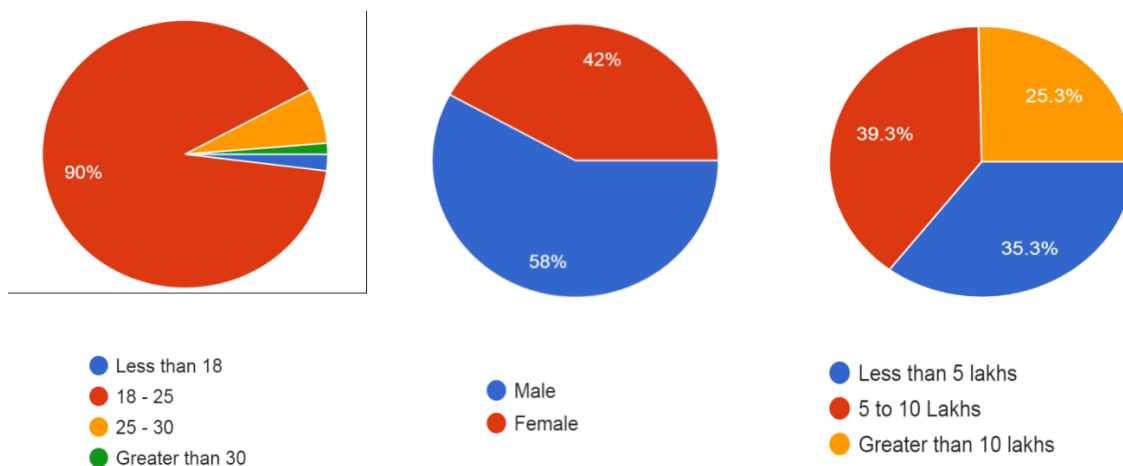


<b>Graduation Subject</b>	Science	70	46.70%
	Commerce	75	50%
	Arts	5	3.30%
	<b>Total</b>	<b>149</b>	<b>100%</b>

**Table 1: Demographic Data**

In the data collected, it can be observed from the table that, out of 149 respondents, there were 42% of women i.e. (63) and 58% of men i.e. (87) who undertook the survey. Major responses came from the age group of 18-25 years who are the early age youngsters which is 90% (135), followed by 6.7% (10) respondents from 25-30 years of age group, 2% respondents were from less than 18 years of age and 1.3% from greater than 30 years of age. Also 39.5% of respondents have family income of 5-10 lakh (37), 35.5% of respondents (53) have family income Less than 5 Lakh, 24.8% of respondents have family income of greater than 10 lakh (37). The education background of respondents considered here were Science (46.7% i.e. 70 respondents), Commerce (50% i.e. 75 respondents), Arts (3.3% i.e. 5 respondents).

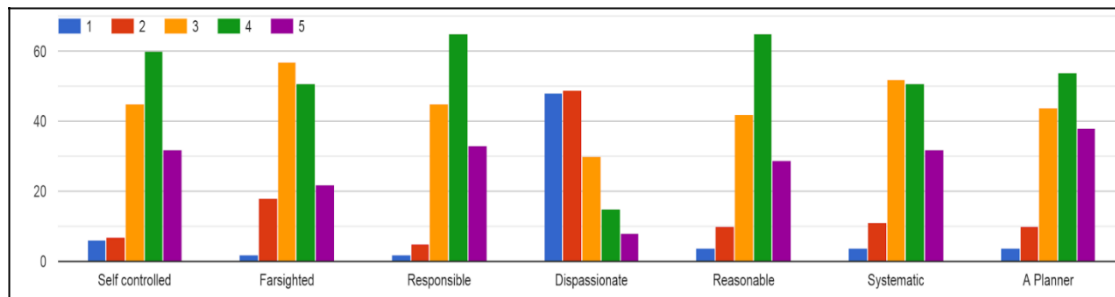
AgeGenderFamily Annual Income



**Figure 1: Demographic Data**

**Table 2: Cross Table Analysis of Time Spent on social media based on Gender**

Count of Gender	Gender		
	Female	Male	Grand Total
0 to 2	6.71%	8.72%	15.44%
2 to 4	15.44%	20.81%	36.24%
4 to 6	16.11%	14.77%	30.87%
More than 6	4.03%	13.42%	17.45%
<b>Grand Total</b>	<b>42.28%</b>	<b>57.72%</b>	<b>100.00%</b>

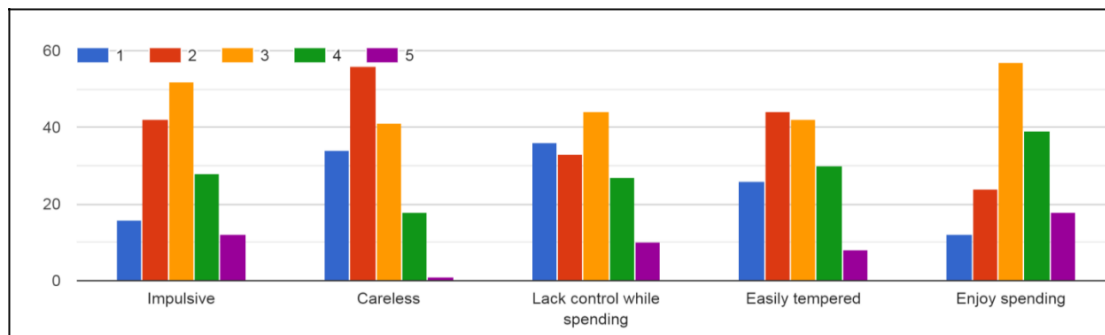


**Figure 2: Impulsive behaviour: Hedonism**

From the cross table analysis, it can be observed that male spend more of their time on social media. As the table shows 13.42% of male spend more than 6 hours on social media while only 4.03% of female are active on social media for more than 6 hours. In totality, female respondents spending time on social media is 42.28% while that of male respondents is 57.72%. Out of 30.87% respondents spending 4 to 6 hours on social media 14.77% are male and 16.11% are female. Respondents spending 2 to 4 hours comprise of 15.44% of female and 20.81% of male correspondents. 15.44% of respondents spend only 0 to 2 hours on social media 6.71% are female and 8.72% are male respondents.

According to the hedonic principle, our emotional experience can be thought of as a gauge that ranges from bad to good and our primary motivation is to keep the needle on the gauge as close to good as possible. When a person is more hedonic it means they are likely to be more impulsive in nature. The above factors play the dominating role towards the higher hedonism of a person.

As can be seen from the data above 92 respondents consider them to be more self-confident. 73 respondents see themselves as a better farsighted person. 98 respondents consider they are responsible in nature and have scored more on this adjective. It is only 23 respondents who are dispassionate. 94 respondents describe themselves as more reasonable while 83 respondents are systematic in nature as seen in the table above. Out of 149 people scoring for the adjective “A planner” 92 of them have scored 4 or 5. Thus it can be seen people have scored more in this scale of impulsiveness and so they are hedonic in nature.



**Figure 3: Impulsive Behaviour: Prudent**

The above 5 adjectives were reverse-scored. The above graph shows the data of respondents before reversing their score. Which means respondents who scored themselves as 5 for careless behaviour are more careless in nature. 58 respondents have scored themselves 1 or 2 which means they have less impulsive behaviour. 90 respondents have scored 1 or 2 to themselves for Careless behaviour. There are 69 respondents who Lack control while spending and so have given lower score on this adjective. 70 respondents consider themselves as not the ones who are easily tempered and scored 1 or 2. Out of 149 respondents only 36 respondents are poor planner. As from the data available in the graph above the scale is reversed and a total was calculated we could see they scored towards the higher end of the scale. Thus they are Prudent and so less impulsive in nature.

**Figure 4: Impulsive Behaviour of respondents**

In this scale consisting of impulsive behaviour, if a person score towards the higher end of the same, he/she is considered to be more prudent while the ones scoring less are considered as hedonic. The maximum score one can get for an adjective is 5 and minimum is 1. Thus

maximum a person can get 60 and minimum score of 12. 22 respondents out of the total have scored towards the hedonic side of the impulsive scale, as they are more emotional in nature their behaviour shows more impulsiveness. 7 respondents from the remaining data lie in the range of neutral behaviour where there are neither too reactive nor too stern towards situations. There are 120 people who are prudent.

### Hypothesis Testing

H1: There is a correlation between online impulse buying and number of social media platforms.

### SUMMARY

**Table 4.1 :- Summary for number of social media platforms**

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
<b>Column 1</b>	7	277	39.5714	27.6191
<b>Column 2</b>	18	722	40.1111	37.0458
<b>Column 3</b>	36	1507	41.8611	41.0373
<b>Column 4</b>	41	1636	39.9024	29.7902
<b>Column 5</b>	23	928	40.3478	16.7826
<b>Column 6</b>	24	985	41.0417	33.5199

Dependent Variable: - Impulsiveness

Independent Variable: - Number of Social Media Platforms.

**Table 4.2: ANOVA for number of social media platforms**

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	94.8464	5	18.9693	0.5944	0.70427	2.27749
Within Groups	4563.58	143	31.9132			
Total	4658.43	148				

ANOVA was used to test this hypothesis; it was found that P- value (0.704) is the value obtained by performing the test. Also, it was found that the F value of (0.59) is near marginal-significance at (0.05) level. Thus, there is a statistical insignificance. As the P-value is greater than 0.05 the null hypothesis is accepted. Hence, there is no significant difference in the impulsive buying behaviour of the consumer considering the number of platforms they are active on.

H2: There is a correlation between online impulse buying and time spent on social media platforms.

**Table 4.3: Summary for time spent on social media**

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
<b>Column 1</b>	23	969	42.1304	39.5731
<b>Column 2</b>	54	2197	40.6852	35.5405
<b>Column 3</b>	46	1836	39.913	25.9478
<b>Column 4</b>	26	1053	40.5	26.42

Dependent Variable: - Impulsiveness

Independent Variable: - Time Spent on Social Media Platform.

**Table 4.4: ANOVA for time spent on social media**

ANOVA

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
<b>Between Groups</b>	76.0205	3	25.3402	0.80183	0.49476	2.66701
<b>Within Groups</b>	4582.41	145	31.6028			
<b>Total</b>	4658.43	148				

ANOVA was used to test this hypothesis; it was found that P- value (0.49) is the value obtained by performing the test. Also, it was found that the F value of (0.80) is near marginal-significance at (0.05) level. Thus, there is a statistical insignificance. As the P-value is greater than 0.05 the null hypothesis is accepted. Hence, there is no significant difference in the impulsive buying behaviour of the consumer considering the time spent on social media.

## 5. Findings

- There are more percentage of males, spending more than 6 hours on social media which constitute to 13.42% of the data collected while that of female is just 4.03% of the total data, here the difference is of 9.39%.
- Also, it was observed that most of the respondents spend 2 to 4 hours on daily basis on social media which is 36.24% of total data [ Female = 15.44%, Male=20.81%].

- People from the age group of 18-25 years are active on more than 5 Platforms but if we consider all of the age groups then most of the people are active on total 4 social media platforms.
- It was also observed in our sample that most of the respondents are prudent having an impulsive score between 37 and 60. Which means most of the respondents are cautious while making a purchase decision.
- The hypothesis testing implied that there is no significant relation between the person being active on multiple social media platforms and his/her impulsive behaviour also it was understood that time spent on social media platforms has no significant relation in impulse buying.

## 6. Conclusion

The current study aimed at examining the influence of social media marketing on the impulsive purchasing behaviour. The scale by Puri (1996) was used in the research to measure impulsiveness of an individual. It was found that more number of males are active on social media as that of females.

Changing buying behaviour warrants the marketers to understand the male/female in a better way to devise suitable marketing strategies to retain the present and to capture the potential market. The study was based on the data collected, of 149 respondents to form the convenient sample for the study, via questionnaire as a tool. Through analysis the objective of our study was examined as there is no significant relation between Impulsive behaviour and people being active for more hours on Social Media Marketing or on multiple platforms. There are of course, limitations in our study although we tested few social media attributes; other factors may play an important role in explaining consumer buying behaviour.

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