



The Impact Of Social Networking Websites And Their User Friendliness On Online Impulsive Buying Of Indian Customers

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ABSTRACT The use of social media and social networking websites by Indian customers of all age groups for various reasons is gaining popularity. This has also led to online shopping through social media platforms that triggers customers to buy and even buy more and make unplanned purchases when the websites are user friendly and appealing to them. This paper aims to comprehensively study the impact of social sites and their friendliness on impulsive buying. Hypothesis testing methodology is adopted and the results indicate that the factors studied have a direct relationship with the online impulsive buying patterns of the customers. These results will benefit the marketers to expand their online reach and provide services to the customers. It will also aid them in understanding that they need to create websites that are user friendly.

KEYWORDS: impulsive buying, online buying, social websites, user friendliness, customers

INTRODUCTION

Impulsive buying is a concept which means to buy anything without any plan or when a person gets an urge to buy other than what was planned. The urge to buy may go away after sometime but the consequence of it needs to be dealt cautiously by both customers and marketers. It is the engagement between the customer and his shopping experience. (Valacich, 2011) Some evidences have shown that online impulse buying is growing rapidly in all disciplines and areas. Website through which customers do shopping is highly important and directly influences their decisions. There is a need to understand why customers prefer variety of features on online shopping websites. The availability of information with the customers in the digital world is also one such significant factor impacting impulse buying. Emotionally when consumers are attached with the services provided, they tend to buy more from the same seller. The excitement within the consumers encourage them to indulge in impulsive buying. (Sagini Thomas Mathai, 2014) The shopping

habits of customers are changing and various brands are engaging themselves with the online sites to spread their visibility among the customers. The personality characteristics of customers reveal that they shop for their entertainment and this is an opportunity for the brands to invest in their online reach. There are various factors impacting their unplanned buying behaviour which exist in the daily lives of various categories of consumers. If people have enough money to spend, they buy anything spontaneously and are quick in their decisions. These decisions of theirs can sometimes be positive and sometimes negative. It might be a delightful experience for some and may become addiction for some. (Regina Virvilaite, 2009) There are various factors influencing the impulse buying of customers such as their emotional and affective and cognitive behaviours. The online shoppers have a greater tendency to depict impulsive buying as they are doing shopping at their comfort. Online retail market has seen great innovations and transformations and the desire of customers to buy more is dependent on the marketers ability to provide them best services. (Anant Jyoti Badgaiyan, 2014) Factors like culture and tradition, the urge to buy, motivating factors, internal and external factors leads to their unplanned decisions. The wide range of products and services available online on different social websites is also making it possible for customers to interact with their friends and families. In countries like India, where people rely on recommendation of other people, social networking sites are playing an important role. The E-Commerce and now social commerce industry are playing huge role in Indian customers' lives where people engage in various kind of discussions to share their experiences. And there has been a huge growth in the e-commerce sector. The sales promotions and discounts available on social sites attract customers in large numbers. (Tao Sun, 2004) There exists a strong relationship between the unplanned buying decisions of customers and their emotional factors to buy more. Indians are emotional by nature and it is for marketing firms to change their shopping patterns.

REVIEW OF LITERATURE

(Muhammad Danish Habiba, 2017) In their study studied the emotional elements that motivates customers to buy more. The results indicated that there was a positive relationship between the emotional variables in regards to impulse buying. Online shoppers are now emerging and their purchase behaviour indicates that there is a scope to understand the phenomenon of their impulse buying. (Wei Zhang, 2020) The consumption patterns of consumers during Covid-19 pandemic have changed and the popularity of online shopping is seen. There is a positive influence of the emotional elements on the impulsive buying of consumers. (Umair Akram, 2018) There is a moderating effect of sales promotions, discounts on products and the use of online payment modes. The website quality also influences the purchase decisions through which the customers make online purchases. (Agung UTAMA, 2021) The tendency of customers to make impulse purchase decisions are related with the gender characteristics of the customers. (Sunil Atulkar, 2018) Consumers have a enjoyable

time while online shopping as well. Their activities at the time of shopping impacts their purchase decisions. The situation and the characteristics also impact the buying decisions. (Anant Jyoti, 2015) There are several factors like whether the customers have enough money to buy, how is their family influence on them, whether they have time to buy that greatly impacts the way they buy. This is also impacted by the age of customers as their taste and choice of products varies according to their age. (Bandyopadhyay Nirmalya, 2021) The different sales promotions types offered by the marketing firms online attracts customers to buy more and they make impulsive decisions regarding the products they had planned to buy. (Jiseon Ahn, 2020) Impulsive buying acts as a chance to boost profits for marketers. There is a connection between the emotional elements of a customer and his impulsiveness in buying products. The psychology of customers needs to be dealt cautiously to deal with their impulsiveness to buy. Various studies have been conducted to gain insights on the websites on which customers engage with each other and the impact of their interaction on their impulsive buying. (Uslu, 2015) The role of technology and improvements in the online market has made online shopping possible. Customers prefer convenience and they are ready to buy more even if it costs more. The various factors of online shopping have made customers to change their shopping patterns. (Lee, 2002) A huge amount of sales are generated if customers buy more as they can easily access many options available on the online website.

RESEARCH METHODOLOGY

The main objective of the paper is to study the impact of social networking websites on impulsive buying of Indian customers and the impact of user friendliness of social networking sites (SNS) on impulse buying. It also aims at analysing the role of advertisements on social networking sites in triggering online impulse buying. Secondary data is studied and included in the paper. Hypothesis is framed and tested.

Research Objectives

- To study the impact of social networking websites on impulsive buying of Indian customers
- To study the impact of user friendliness of social networking sites (SNS) on impulse buying
- To analyse the role of advertisements on social networking sites in triggering online impulse buying

Hypothesis Development

Following hypotheses are formed to test the hypotheses:

H0: Social networking websites have positive impact on impulsive buying of customers

H1: Social networking websites do not have positive impact on impulsive buying of customers

Ho: The user friendliness of social networking sites have positive impact on impulse buying

H2: The user friendliness of SNS do not have positive impact on impulse buying

Ho: The advertisements on SNS have a positive impact on online impulse buying

H3: The advertisements on SNS do not have a positive impact on online impulse buying

DATA ANALYSIS AND FINDINGS

Hypothesis 1

Objective 1:-To study the impact of Social networking websites on impulsive buying of customers. Therefore, we hypothesize,

H0: Social networking websites have positive impact on impulsive buying of customers

H1: Social networking websites do not have positive impact on impulsive buying of customers

Table 1: External cues Statements of online buying through social networking sites

Statements	Communality (≤ 0.5)	Antiimage (≤ 0.5)	Cronbach's alpha if item deleted (≤ 0.6)	Corrected Item-Total Correlation (≤ 0.3)	Maximum Correlation (≤ 0.3)
Discount offers like (10% off discount) regarding products attract me for impulse buying.	0.663	0.871	0.793	0.511	0.577
Various schemes like (buy 1 get 1free) influence my buying behaviour.	0.643	0.879	0.787	0.596	0.496
Various promotional activities like(student discount,coupon giveaway),regarding product	0.612	0.884	0.792	0.52	0.456

motivates me to
buy the product.

Source: (Sagarika Godara, 2021)

The above table shows that the statements are more than their values which means all the statements are a reason for customers to buy online and make unplanned purchases with the visibility on social websites. Based on the above studies, it is concluded that H0 is accepted and this suffice the research objective 1 of the paper.

Hypothesis 2

Objective 2:-To study the impact of user friendliness of social networking sites on impulse buying. Therefore, we hypothesize,

Ho: The user friendliness of social networking sites have positive impact on impulse buying

H2: The user friendliness of SNS do not have positive impact on impulse buying

Table 2: User Friendliness of website statements

Statements	Communality (≤ 0.5)	Antiimage (≤ 0.5)	Cronbach's alpha if item deleted (≤ 0.6)	Corrected Item-Total Correlation (≤ 0.3)	Maximum Correlation (≤ 0.3)
Online shopping websites display visually pleasing design	0.784	0.783	0.851	0.451	0.606
Online shopping website's layout is attractive	0.768	0.805	0.85	0.47	0.37
Online shopping websites are trustworthy	0.767	0.805	0.85	0.47	0.37

Source: (Sagarika Godara, 2021)

The above table shows that the statements are more than their values which means all the statements in relation to the user friendliness are a reason for customers to buy online and make unplanned purchases with the visibility on social websites. Based on the above studies, it is concluded that H0 is accepted and this suffice the research objective 1 of the paper.

Table 3: Factor Loadings (Ease of Use)

Factor's Name	Statements	Factor loading	Cronbach's Alpha
Perceived Ease of use	Getting product information on online shopping website is simple	0.764	0.787
	Interaction with these websites is clear and understandable.	0.691	
	The online shopping sites make it easy to get anywhere on the site	0.691	

Source: (Sagarika Godara, 2021)

Table 4: Factor Loadings (Reliability)

Factor's Name	Statements	Factor loading	Cronbach's Alpha
Reliability	online shopping websites are trustworthy	0.873	0.774
	online shopping website are believable	0.838	
	online shopping website are entertaining	0.589	

Source: (Sagarika Godara, 2021)

The above tables (Table 3 and Table 4) shows that the ease of using social website and their reliability greatly enhances the reach of customers which leads to online impulsive buying. These websites create credibility with the customers who tend to shop again. Based on the above studies, it is concluded that H0 is accepted and this suffice the research objective 2 of the paper.

HYPOTHESIS 3

Objective 3:-To study the role of advertisements on social networking sites in triggering online impulse buying. Therefore, we hypothesize,

Ho: The advertisements on SNS have a positive impact on online impulse buying

H3: The advertisements on SNS do not have a positive impact on online impulse buying

The below tables (Table 5 and Table 6) showing factors like perceived SNS and hindrances in advertisements in SNS explain the role of advertisements on SNN and their impact on impulsive buying behaviour of customers.

Table 5: Factor Loadings (Received Social Websites)

Factor's Name	Statements	Factor loading	Cronbach's Alpha
Perceived SNS	Advertisement on social networking sites (SNS) provides useful data about company offerings.	0.741	0.822
	Advertisement on SNS is effective in providing information on brands.	0.738	
	Social network advertising are essential.	0.702	

Source: (Sagarika Godara, 2021)

Table 6: Factor Loadings (Hindrances in advertisements)

Factor's Name	Statements	Factor loading	Cronbach's Alpha
Hindrances in advertisement	Advertisements on social network do not provide much information on brands.	0.773	0.39
	Advertisements shown on SNS are irritating.	0.756	

Source: (Sagarika Godara, 2021)

The below table 7 shows that there might be some hindrances in the way of advertisements but it doesn't bother the customers to stop making online purchase and this in turn leads to impulsive buying.

Table 7: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the estimate	Durbin-Watson	F	Sig.
Perception of SNS ads	0.389	0.151	0.149	0.77366	1.708	83.11	0
Hindrances	0.094	0.009	0.007	0.83596	1.689	4.169	0.042

Source: (Sagarika Godara, 2021)

Based on the above studies, it is concluded that H0 is accepted and this suffice the research objective 3 of the paper. In all the findings studied, it was observed that there is a significant impact of social networking sites on the impulse buying of products by customers. Therefore, the results of the study support the null hypothesis and suffice the objectives of this study.

LIMITATIONS AND FUTURE SCOPE

The study conducted was on the basis of secondary data so further research could be done on the basis of primary data collection in regards to other influencing factors of impulsive buying of Indian customers. The age categories of customers could be studied to provide comprehensive results to the marketing firms.

CONCLUSION

The study concluded that e-commerce ,social commerce are leading to huge interaction of people with other people and this in turn is greatly affective online buying behaviour. People tend to buy more if they are satisfied with the website services they surf for their shopping purpose. The study aimed at reviewing the state of social networking sites, their user friendliness and their impact on impulsive buying of Indian customers. Indian customers are likely to contribute the most to online shopping in the coming years. The barriers that exist while doing online shopping needs to be overcome to make shopping experiences smooth for the customers. Online shopping is one of the greatest determinant for online impulse buying. It is important to encourage online shopping by marketing firms for customers who could afford. The advertisements on social websites need to be displayed in a way that they encourage the people to buy and the user friendliness of such websites can be improved to make the shopping experiences of customers smooth.

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