

# The Influence of Social Commerce on Impulsive and Compulsive Shopping



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*Materialism has made its way into the Indian mindscape due to rising incomes and admiration of the western lifestyle. The pandemic-linked tailwinds have accelerated the acceptance of social commerce. This paper aims to examine the influence of Social Media Networks, Use of Social Commerce, Social Sharing Intention, and relevant information on social media on Impulsive and Compulsive Shopping in the Apparel & Accessories market. The role is further reaffirmed with Regression Analysis, Factor Analysis and explained with SEM. The influence of social media networks emerged as the strongest predictor and gives consumers the validation to go for a spontaneous purchase.*

**Keywords:** Impulsive Shopping, Compulsive Shopping, Social Commerce, EWOM, Social Media

## 1. Introduction

The cautious Indian Consumer has evolved to become to the indulgent one. There is an increase in spending on non-necessities across industries. India's Apparel & Accessories market is currently estimated at \$67 Billion(Tandon, 2021) and 10 % of Indian consumers spend \$ 30 -\$70 every day. Self- indulging is the new normal. With rising income, consumption curves, and admiration of the western lifestyle, materialism has crawled into the Indian mindscape. Consumers tend towards conspicuous consumption to enhance social status to symbolize a desired position in social groups. Affluence, accessibility, and easier modes of payment facilitate impulsive & compulsive Buying. The pandemic Covid-19 has led to some unprecedented changes in consumer behaviour.

The wide -spread acceptance of social media has opened new horizons and made the digital presence of brands inevitable. Social media is defined as any online service with the help of which allows users to create and share different types of content(Prasad & Garg, 2019).The terms 'friend' and 'follower' are used to signify persons connected on social media(Brown & Hayes, 2008).Today , too much time is spent on social networking platforms in India(Live mint): YouGov, 2019).Hence, individuals who have a fear of missing out (FOMO) by viewing other people's experiences online ,show a tendency to act impulsively & thus engage in Impulse purchase(Çelik, Eru, & Cop, 2019).The digitally-enabled marketing ecosystem now comprise of Influencers who are celebrities as well as micro celebrities who accumulate followers on social media through sharing their lifestyle and brand endorsements (Jiménez-Castillo & Sánchez-Fernández, 2019).

EWOM(electronic word-of-mouth) information helps consumers reduce uncertainty in decision-making process(Krishnamurthy & Kumar, 2018).It has a high reach and great accessibility. Consumers have been able to generate content and share the same on their own network. This has led to the emergence social commerce , an evolution of e-commerce(Hajli & Sims, 2015).Thus , Social Commerce is a form of commerce mediated by social media involving convergence between online and offline environments(Zhou, Zhang, & Zimmermann, 2013).It can primarily be divided into 3 trends: adding commercial features to social media tools, adding social media features to e-commerce sites, and increasing the use of social media by traditional offline firms to improve business performance (Lin, Li, & Wang, 2017).

Impulsive buying is defined as an unplanned behaviour involving quick decision-making and want of immediate acquisition of the product(Rook, 1987). It also refers to spontaneous purchases without any requirement of fulfilling a specific need, with absence of product evaluation and buying consequences(Elizabeth Ferrell & Beatty, 1998). It can be triggered by an experience of a sudden urge to buy something (Mittal, Sondhi, & Chawla, 2018).

Compulsive Buying refers to an addictive shopping Behaviour, where the consumer is unable to control the urge for shopping(Faber & O'Guinn, 1989). There is chronic, repetitive, overpowering , uncontrollable urge to shop or spend(Edwards, 1993).It is cannot be put on the same scale as Impulsive buying (Pradhan, Israel, & Jena, 2018). It is an uncontrollable obsession to shop preferably to buy unobserved and without social interaction(Kukar-Kinney, Ridgway, & Monroe, 2009). Compulsive shopping is characterized with low self- esteem, loneliness & anxiety.

People buy so they can shop, not shop so they can buy which mean Consumers shop not only for products but for experiential and emotional reasons(Langrehr, 1991). Fashion is seen as a form of self-expression and Apparels & Accessories are the easiest from of portraying them. Wearing fashionable and stylish clothes is a way in which people gain and show their status(Casaló, Flavián, & Ibáñez-sánchez, 2018). Their choices can be associated with the need of social affiliation & belonging(Valaei & S. R. Nikhashemi, 2017).The pandemic Covid- 19 , backed by the ever-changing consumer preferences has accelerated the digitization of shopping and adoption of O+O(online offline). It will define the next phase of retailing in India(Nandy,

2021). Social media platforms allowed them to wear and flaunt new shopping via pictures and posts even in the comfort of their homes (Kshatriya & Shah, 2021).

### 1.1 Rationale of the Study

The Literature review has shown various aspects of Social Media, social commerce, participation on social media as well as Impulsive and compulsive buying. However, insufficient studies have been conducted on the factors which control, moderate and motivate such spontaneous buying. An in-depth understanding of the motivating factors, can further help companies capitalize on such unplanned purchases by promoting Impulsive and compulsive buying in traditional as well as contemporary platforms for shopping

## 2. Research Objective

To study the influence of Social Commerce on Impulsive and Compulsive shopping among consumers.

### 2.1 Scope

To study the Impulsive and Compulsive shopping behaviour of consumers in the Apparel & Accessories market (online as well as offline)

### 2.2 Research Questions

1. Do Social Media Preferences influence Impulsive and Compulsive shopping?
2. What is the impact of Participation on Social media on Impulsive & Compulsive shopping?
3. Does Social media influence Impulsive & Compulsive shopping?

### 2.3 Hypotheses Development

In accordance with the research questions, the following hypotheses are developed.

**H1a:** Social Media Preferences are significantly associated with Impulsive buying

**H1b:** Social Media Preferences are significantly associated with Compulsive buying

**H2a:** Participation on Social Media is significantly associated with Impulsive buying

**H2b:** Participation on Social Media is significantly associated with Compulsive buying

**H3a:** Influence of Social Media is significantly associated with Impulsive buying

**H3b:** Influence of Social Media is significantly associated with Compulsive buying

### 2.4 Research Methodology

Quantitative research methods have been used for the purpose of this study, involving the use of statistical procedures for analysis (Onwuegbuzie & Leech, 2005). A close-ended questionnaire was formulated. The method used for data collection was an online distribution of the questionnaire via google forms through social media channels, This method also allowed accessibility to a larger sample and made it easier to collect and compile data (Metzner & Mann, 1952). The target population selected was online & offline shoppers above the age of 18 in Ahmedabad. A non-probability convenience sampling technique is used to collect data (Takona J.P., 2002). Respondents were selected based on accessibility. However, due to certain categorical questions, judgement was used in selecting the final data. A total of 350 respondents were approached, out of which 314 questionnaires are valid

SPSS (Statistical Package for the social sciences) version 23 was used to analyze the collected data. The data was collected on a 5- point Likert scale of agreement where 1 is Strongly Disagree, and 5 is Strongly Agree. Based on overall means score, respondents were classified on whether their mean score was above, below or 3.

## 3. Statistical /Data Analysis

- Descriptive Statistics (Table 1-2)
- A test reliability of scale to measure the consistency of the scale. (Table 3)
- Followed by Factor analysis with Principal Component Analysis (PCA) method to find the Latent Variables (Table 4-6)
- SEM in AMOS -SPSS is used for a diagrammatic representation of the relationship between variables (Figure 1, Table 7 - 11)
- Correlation & Regression analysis is further used to measure the relationship between predictor variables and dependent variables. (Table 12-19)
- Chi-square test is used to test the Hypotheses. (Table 20-21)

### 3.1 Instrument

A close-ended questionnaire (Rossi & AB, 1983) was used for data collection with some previously proven constructs of social media preferences, participation on social media, influence of social media, impulsive buying, and compulsive buying. Each construct is referenced with classic papers, as shown in (Table 1).

The questionnaire is created in Google forms with multiple response grids for the Likert scale where 1= Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5 Strongly Agree. Questions falling under the same construct are put together. However, some questions are reversed to get an unbiased response.

### 3.2 Descriptive Statistics

The mean values of items used in the scale are illustrated in (Table 1). It contains the means values of the variables under study namely; Social Media preferences , Participation on Social Media , Influence of Social Media as well as Impulsive and Compulsive Buying.

**Table 1** Constructs and items with their References and Descriptive Statistics

Label	Reference	Construct	Statistics	
			Mean	Std. deviation
		<b>Social Commerce</b>		
SMP1	Own development	I get useful information on Social media	3.58	0.85
SMP2	Own development	I use social media to follow sales, promotions	3.18	0.982
SMP3	Own development	I buy through the social media page of the retailer	3.03	1.119
SMP4	(Prasad & Garg, 2019)	I use social media to communicate with retailers	2.89	1.136
SMP5	(Prasad & Garg, 2019)	I often read online about brands/products	3.86	0.917
SMP6	(Prasad & Garg, 2019)	My relationship with brands is enhanced because of social media	3.32	1.064
SMP7	(Prasad & Garg, 2019)	I am proud to tell/show /tag the brand I buy	2.25	1.062
SMP8	(Jiménez-Castillo & Sánchez-Fernández, 2019)	I buy brands based on the recommendations of the influencers I Follow.	2.42	1.058
SMP9	(Atulkar & Kesari, 2018)	Purchases of my friends mentioned on social media site makes me go in for unplanned spontaneous purchase	2.25	1.016
		<b>Social Media Influence</b>	Mean	Std.Deviation
SMI1	(Aragoncillo & Orus, 2018)	Social networks inspire my purchases of apparels & accessories	2.85	1.056
SMI2	Aragoncillo & Orus, 2018)	Sometimes, When I see an apparel / accessory on social media , I often search for it online to buy it	3.4	0.961
SMI3	(Aragoncillo & Orus, 2018)	Sometimes, When I see an apparel / accessory on social media , I feel like buying it immediately	2.79	1.101
SMI4	(Aragoncillo & Orus, 2018)	I feel attracted to the apparels and accessory shared by my contacts on social networks	2.6	0.935
SMI5	(Çelik et al., 2019)	Sometimes , I buy a particular apparel/ accessory because most of my friends have bought it	2.01	0.903
SMI6	(Badgaiyan & Verma, 2014)	Attractive marketing and Promotional offers motivate me to for an unplanned purchase	2.89	1.113
		<b>Social Media Participation</b>	Mean	Std.Deviation
SPAR1	(Hajli & Sims, 2015) (Yadav & Mahara, 2020)	I like to share my opinion / experience about the brands I buy	2.18	0.965
SPAR2	(Hajli & Sims, 2015)	I like to read about the opinion / Experience of others about the brands I buy	3.28	1.006
SPAR3	(Yadav & Mahara, 2020)	I like to influence the purchase of others	2.27	1.024
SPAR4	own development	Through social media , I am able to find friends who have similar preferences in buying	2.32	1.018
		<b>My Recent purchase</b>	Mean	Std. deviation
PUR1	(Prasad & Garg, 2019)	I intend to buy an apparel or accessory soon	3.42	0.937
PUR2	(Prasad & Garg, 2019)	I have bought an apparel or accessory recently	3.62	1.014
		<b>Impulsive buying</b>	Mean	Std. deviation
IMPL1	(Elizabeth Ferrell & Beatty, 1998)	It is fun to buy spontaneously	3.51	0.967
IMPL2	(Rook & Fisher, 1995)	"Just do it " , describes the way I shop	3.13	1.121
IMPL3	(Badgaiyan & Verma, 2014)	I carefully plan most of my purchases in advance.(reverse item)	2.78	0.958
IMPL4	(Rook & Fisher, 1995)	Sometimes I like to buy things on the spur- of - the - moment	3.57	0.888
IMPL5	(Rook & Fisher, 1995)	I buy things according on how I feel at the moment.	3.47	1.002
IMPL6	(Elizabeth Ferrell & Beatty, 1998)	I make unplanned purchases	3.32	1.067
IMPL7	(Rook & Fisher, 1995)	Sometimes, I am a bit reckless about what I buy.	3.03	1.164
		<b>Compulsive Buying</b>	Mean	Std. deviation
CMPL1	(Arnold & Reynolds, 2003)	Much of my life centres around shopping	1.86	0.847
CMPL2	(Arnold & Reynolds, 2003)	I have lot of things that I still haven't used	2.62	1.057
CMPL3	(Edwards, 1993)	I feel unhappy on the days I don't shop	1.65	0.735
CMPL4	(Edwards, 1993)	I go on buying binges	2.11	1.035
CMPL5	(Edwards, 1993)	I buy things even when I don't need them	2.44	1.168
CMPL6	(Faber & O'Guinn, 1989)	Others might consider me a 'Shopaholic'	2.01	1.119

**3.3 Data Collection**

Data is collected in the fourth quarter of 2021. Social media networks were used for getting the respondents to participate in the questionnaire (Wadhwa & Sharma, 2019). Respondents were approached in accordance with the research methodology. 350 respondents were approached out of which 314 participated. All of them were valid with no missing fields.

**Table 2 Demographic Profile of the Respondents**

Measure	Items	Frequency	%
Age	less than 25 years	4	1.3
	25-29 years	9	2.9
	30-39 years	138	43.9
	40-55 years	143	45.5
	56-75 years	20	6.4
Gender	Male	95	30.3
	Female	219	69.7
Marital Status	Single	19	6.1
	Married	288	91.7
	separated	7	2.2
Education	HSC	1	0.3
	Post Graduate	203	64.6
Monthly Family Income	Less than 50000	18	5.7
	50000- 1 lakh	37	11.8
	1 Lakh - 2 Lakhs	71	22.6
	More than 2 Lakhs	188	59.9
Occupation	Self- Employed	153	48.7
	Corporate Job	27	8.6
	Free- Lancer	9	2.9
	Professional	52	16.6
	Home- Maker	72	22.9

**3.4 Respondent Characteristics**

(Table 2) shows the demographic profile of the respondents. They are mainly from the age group 30-39(43.9%) as well as 40-55 (45.5 %). These are the older millennials and pre- millennials.69.7 % were females. 91.7 % married and 64.6 % are post-graduates.59.9% of the respondents have a monthly family income of more than 2 lakhs and 48.7 % are self -employed. These categories have relatively more engagement in shopping in general. The Younger millennials (25 -29 years) and Gen-z(less than 25 years) are 4.2 %. The older millennials (30-39 years) and (40 -55)have a higher income and as a result a higher spending capacity

**Table 3 Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.904	0.904	32

**3.5 Reliability Test**

(Straub, 1989) states that constructs reliability shows the internal consistency of the scale items measuring the same construct for the data. Cronbach's alpha is used in order measure the reliability of the scale. Cronbach Alpha was calculated for each construct. Here, the Cronbach alpha is 0.904 which is above the recommended value of 0.7 reflecting reliability of the scale as shown in (Table 3). Thus, the measurement shows good reliability.

**Table 4 KMO and Bartlett's Test**

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.871
Bartlett's Test of Sphericity	Approx. Chi-Square	2495.136
	df	171
	Sig.	0.000

**Table 5 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	6.594	34.706	34.706	6.594	34.706	34.706	4.004	21.072	21.072
2	2.075	10.923	45.628	2.075	10.923	45.628	2.640	13.895	34.967
3	1.484	7.809	53.437	1.484	7.809	53.437	2.396	12.610	47.577
4	1.092	5.749	59.186	1.092	5.749	59.186	2.206	11.609	59.186

**Table 6 Rotated Component Matrix<sup>a</sup>**

	Component			
	1	2	3	4
SMP1	.146	.240	.095	.724
SMP2	.160	.681	.181	.334
SMP3	.162	.859	-.011	.214
SMP4	.117	.819	.203	.164
SMP5	-.012	.110	.175	.784
SMP6	.191	.440	.093	.614
SMP7	.526	.330	.329	-.010
SMP8	.660	.145	.192	.181
SMP9	.784	.139	.120	.075
SMI1	.662	.171	.133	.231
SMI2	.416	.113	.081	.534
SMI3	.590	.386	-.031	.172
SMI4	.772	.051	.136	.125
SMI5	.697	-.119	.149	.009
SMI6	.499	.287	.255	.014
SPAR1	.358	.204	.656	-.032
SPAR2	.053	.023	.626	.242
SPAR3	.352	.142	.762	.096
SPAR4	.091	.048	.762	.113

Extraction Method: Principal Component Analysis.  
a. Rotation converged in 5 iterations.

**3.6 Factor Analysis**

KMO measures the Sampling adequacy, which should be close to 0.5 for a satisfactory factor analysis to proceed (Kaiser, 1974). It determines if the responses given with the sample are adequate or not. 0.5 value is considered acceptable, 0.7-0.8 is considerate acceptable and above 0.9 is considered as outstanding. In order to test the sampling adequacy, KMO test was carried out and the resultant value is 0.877, as given in (Table 4). This is way above the recommended value of 0.5 and closer to outstanding value of 0.9. Thus, it can be considered as acceptable.

In order to remove the redundant variables and uncover the latent variables, all the 19 variables of factors influencing impulsive and Compulsive buying are treated with Principal Component Analysis (PCA) to identify closely related variables. Out of the 19 Variables, 4 latent variables emerged on Rotation of the variables using Varimax Method, as given in (Table 6). This is done to make the interpretation of the analysis easier. Factor analysis shows that 59.186 % of the total variance can be explained by classifying 19 variables into 4 components or factors, given in (Table 5). Only the variables with Eigen value of more than 1 are accepted in the study.

**3.7 SEM (Structural Equation Modelling)**

SEM is done in IBM AMOS 23 . In order to make a more relevant model ,latent variables are considered as shown in (Table 13 and Table 17). Thus, the model is overidentified with the df being 1. The model fit indices are acceptable (chi-square=62.743, p-value=0.000, Root mean Square error of approximation = 0.444, Normed Fit Index=0.874, Comparative Fit Index=0.872). Hence, it is a Incremental fit model as well as Parsimonious fit.

Influence of Social Networks is the most significant exogenous variable which predicts the endogenous variables Impulsive Buying and Compulsive buying .This also reflected in Maximum Likelihood estimates shown in (Table 7) and( Table 8) .Error variables e1 and e2 are unique variables that could affect the endogenous variables. The predictor variables are able to predict the dependent variables up to 10 % for impulsive and 21% for compulsive buying (Figure 1). All the values(p=>0.05) are acceptable, so there exists a co-variance between all exogenous variables in ( Table 11) .

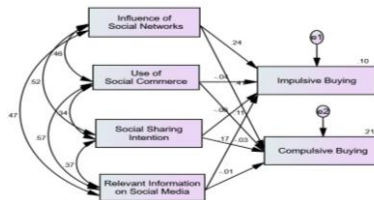


Figure 1 AMOS output for SEM

Table 7 Maximum Likelihood Estimates: Regression Weights: (Group Number 1 - Default Model)

			Estimate	S.E.	C.R.	P	Label
IMPL	<---	Influence_of_Social_Networks	.237	.066	3.580	***	
IMPL	<---	Use_of_Social_Commerce	-.027	.051	-.528	.597	
IMPL	<---	Social_Sharing_Intention	-.052	.059	-.876	.381	
CMPL	<---	Social_Sharing_Intention	-.029	.059	-.485	.628	
CMPL	<---	Influence_of_Social_Networks	.425	.066	6.426	***	
CMPL	<---	Use_of_Social_Commerce	.091	.051	1.799	.072	
IMPL	<---	Relavent_Info_on_SM	.170	.068	2.498	.012	
CMPL	<---	Relavent_Info_on_SM	-.005	.068	-.080	.936	

Table 8 Means: (Group Number 1 - Default Model)

	Estimate	S.E.	C.R.	P	Label
Influence_of_Social_Networks	2.510	.041	61.475	***	
Use_of_Social_Commerce	3.032	.053	57.571	***	
Social_Sharing_Intention	2.511	.043	58.684	***	
Relavent_Info_on_SM	3.541	.040	88.865	***	

Table 9 Intercepts: (Group Number 1 - Default Model)

	Estimate	S.E.	C.R.	P	Label
IMPL	2.272	.203	11.218	***	
CMPL	.863	.202	4.265	***	

Table 10 Covariances: (Group Number 1 - Default Model)

			Estimate	S.E.	C.R.	P
Influence_of_Social_Networks	<-->	Use_of_Social_Commerce	.306	.042	7.328	***
Influence_of_Social_Networks	<-->	Social_Sharing_Intention	.283	.035	8.129	***
Influence_of_Social_Networks	<-->	Relavent_Info_on_SM	.239	.032	7.508	***
Use_of_Social_Commerce	<-->	Social_Sharing_Intention	.239	.042	5.673	***
Use_of_Social_Commerce	<-->	Relavent_Info_on_SM	.374	.043	8.753	***
Social_Sharing_Intention	<-->	Relavent_Info_on_SM	.199	.032	6.191	***

Table 11 Variances: (Group Number 1 - Default Model)

	Estimate	S.E.	C.R.	P	Label
Influence_of_Social_Networks	.522	.042	12.510	***	
Use_of_Social_Commerce	.868	.069	12.510	***	
Social_Sharing_Intention	.573	.046	12.510	***	
Relavent_Info_on_SM	.497	.040	12.510	***	
e1	.441	.035	12.510	***	
e2	.440	.035	12.510	***	

Table 12 Pearson Correlation for Impulsive Buying

	Impulsive	Influence of Social	Use of Social	Social Sharing	Relevant Information on
Impulsive Buying	1	.280**	.154**	.123*	.245**
Influence of Social Networks	.280**	1	.455**	.517**	.469**
Use of Social Commerce	.154**	.455**	1	.339**	.569**
Social Sharing Intention	.123*	.517**	.339**	1	.374**
Relevant Information on	.245**	.469**	.569**	.374**	1

\*\* . Correlation is significant at the 0.01 level (1-tailed).

\* . Correlation is significant at the 0.05 level (1-tailed).

Table 13 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.314 <sup>a</sup>	.098	.087	.66937

a. Predictors: (Constant), Relevant Information on Social Media, Social Sharing Intention, Use of Social Commerce, Influence of Social

Table 14 ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	15.098	4	3.775	8.424	.000 <sup>b</sup>
Residual	138.451	309	.448		
Total	153.549	313			

a. Dependent Variable: Impulsive Buying

b. Predictors: (Constant), Relevant Information on Social Media, Social Sharing Intention, Use of Social Commerce, Influence of Social

Table 15 Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.272	.204		11.146	.000
Influence of Social Networks	.237	.067	.245	3.557	.000
Use of Social Commerce	-.027	.051	-.036	-.525	.600
Social Sharing Intention	-.052	.059	-.056	-.870	.385
Relevant Information on Social Media	.170	.069	.172	2.482	.014

a. Dependent Variable: Impulsive Buying

Table 16 Pearson Correlation for Compulsive Buying

	Compulsive	Influence of Social	Use of Social	Social Sharing	Relevant Information on
Compulsive Buying	1	.446**	.289**	.221**	.242**
Influence of Social	.446**	1	.455**	.517**	.469**
Use of Social Commerce	.289**	.455**	1	.339**	.569**
Social Sharing Intention	.221**	.517**	.339**	1	.374**
Relevant Information on	.242**	.469**	.569**	.374**	1

Table 17 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.457 <sup>a</sup>	.209	.199	.66855

a. Predictors: (Constant), Relevant Information on Social Media, Social Sharing Intention, Use of Social Commerce, Influence of Social

Table 18 ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	36.520	4	9.130	20.427	.000 <sup>b</sup>
Residual	138.109	309	.447		
Total	174.629	313			

a. Dependent Variable: Compulsive Buying

b. Predictors: (Constant), Relevant Information on Social Media, Social Sharing Intention, Use of Social Commerce, Influence of Social

Table 19 Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.863	.204		4.237	.000
Influence of Social Networks	.425	.067	.412	6.384	.000
Use of Social Commerce	.091	.051	.114	1.788	.075
Social Sharing Intention	-.029	.059	-.029	-.482	.630
Relevant Information on Social Media	-.005	.068	-.005	-.080	.936

a. Dependent Variable: Compulsive Buying

### 3.8 Regression Analysis

All Pearson's correlation values of the independent variables having significance on the dependent variable Impulsive buying (Table 12) and Compulsive Buying (Table 19) are above the recommended value of 0.3.

Regression Analysis is used to test the significance and relationship between dependent and independent variable. It also further re-affirms the SEM model. The model summary (Table 13) for Impulsive buying shows R=0.314 and R<sup>2</sup>=0.098. This shows dependent variable impulsive buying can be explained by 4 factors by 31%. It also illustrates Relevant Information on Social

Media, Social Sharing Intention, Use of Social Commerce, Influence of Social Networks significantly and predict 10 % of the variation in impulsive buying .

The model summary (Table 17 )for Compulsive buying shows  $R=0.457$  and  $R^2=0.209$ . This shows dependent variable impulsive buying can be explained by 4 factors by 45.7%. It depicts that Relevant Information on Social Media, Social Sharing Intention, Use of Social Commerce, Influence of Social Networks contribute significantly and predict 21% of the variation in Compulsive buying .

F- test states that the regression model predicts the outcome significantly , as given in (Table 14) and (Table 18) . The level of significance is 0.000, which means that the model can predict Impulsive buying and Compulsive buying respectively.

**Table 20 Chi-Square Test for Impulsive Buying**

Hypothesis	Pearson's Chi- square	df	Asmp.Sig(2-sided)	Phi	Cramer's V	Approx. Sig	Outcome
H1a	1220.476	837	0	1.972	0.379	0	Reject Null H
H2a	643.886	432	0	1.432	0.358	0	Reject Null H
H3a	103.809	648	0	1.797	0.367	0	Reject Null H

**Table 21 Chi-Square Tests for Compulsive Buying**

Hypothesis	Pearson's Chi- square	df	Asmp. Sig (2-sided)	Phi	Cramer's V	Approx. Sig	Outcome
H1b	943.862	589	0	1.734	0.398	0	Reject Null H
H2b	584.747	304	0	1.365	0.341	0	Reject Null H
H3b	853.362	456	0	1.649	0.378	0	Reject Null H

**3.9 Testing of Hypothesis**

To test the hypotheses, Chi test is conducted as well as Phi and Cramer’s V are calculated. All results are displayed in (Tables 20 ) and (Table 21) . The Pearson’s co-efficient are highly significant with all  $p=0$ . Thus , all Null Hypotheses re rejected. Thus, Social media preferences, Participation on social media and Influence of social networks are significantly associated with Impulsive and Compulsive Shopping.

**4. Findings and Recommendations**

Regression Analysis shows Influence of social networks as the strongest predictor for Impulsive Buying and Compulsive buying. This includes the pride of sharing and mentioning new purchases on social media , urge to buy when while viewing other posts of newly acquired purchases. Social networks are also used for browsing and looking for information about brands, scrolling through shopping pages, deals as well as for gifting. Online browsing can be equated with window shopping in a retail store. It provides the stimuli to buy when a particular product appears on your social media friends. It also includes considering the recommendations of influencers that they follow. Age is seen as differentiating factor for Compulsive buying, Social media preferences, Social Sharing Intention. Gender shows a difference in Impulsive buying, Social media Preferences, use of Social Commerce. Micro -influencers, industry experts and friends’ recommendations are preferred over macro-influencers & celebrities. Compulsive buyers being chronic shoppers prefer to buy unobserved and internet buying allows them to do so without the fear of being judged. This study shows that the influence of social networks is more on Compulsive buyers. The ‘always open’ online shopping further enhances their compulsive tendencies. The feeling of the product accessibility by being only a click away is reinforcing to the compulsive buyer.

When customers share images of newly acquired products with friends and friends of friends, it manifests into favorable EWOM with absolutely no monetary cost. The perceived praise from others and ability to influence others purchases, motivates consumer to share such images with their peer group. Social media users feel validated and accepted by peers with likes and comments they get on their social network post. The need for social affiliation and admiration from others is also satisfied. The essence of imitating and mimicking has blurred into trending. Buying what friends buy fosters a feeling of gratification. This feeling of validation fosters prestige of belonging to a social status. It also helps in gaining acceptance from peers coupled with the fear of missing out on latest trends. Buyer’s guilt can appear when one shops more than one can afford. However, EMI & credit facilities available with electronic modes of payment allow customers to indulge in more than what their wallet can pay.

Companies need to accept the current changes and strategize for the future by transforming operations to attract more customers. Marketers should capitalize on impulsive and compulsive buying to foster exponential sales. Overconsumption is not seen in negative light. The popular concept of YOLO (You Live Only Once) gives more importance to spending instead of saving also promotes spontaneous buying. There is in over-ride of traditional Indian values of rational purchases of an economical, simple, and frugal life. Making one’s self feel special is sought after. The frequent use of social media and the tagging, re-tagging and mentions helps give more visibility. Immersive engagement on social media in the form of participation in contests, challenges, reels, short videos can encourage content sharing which converts into more visibility for the brand. The infectious excitement of amateurs on social media makes it a force to reckon with. Social media’s fleeting nature, creative formats of messages with emphasis on click-baits and calls-to actions buttons i.e. Shop Now can be directed to promote spontaneous buying.

The use of social commerce further facilitates unplanned buying. Likes and follows help gain traction online for the brand. In a highly cluttered and hyper-competitive market, striking the right chord with the customers’ emotion helps the product to



reach the cart of the customer within seconds before putting in much thought. Regular notifications remind the customer to not abandon the filled shopping cart. Social media networks prompt you to buy what friends from your list are buying as well as users from similar demographic segment are buying. Fast deliveries can fulfill the need of immediate acquisition. Decision fatigue also makes customers go for Impulsive and compulsive buying when they see social media friend mention/show brands they have purchased. They consider it as an endorsement made by their friends. These purchases made by friends influence such spontaneous buyers more than what celebrities can. Content shared by buyers have an economic value to the company. They should harness it to catapult their sales growth.

Apparels & accessories being in the touch feel & fit category, AR can also be roped in to create digital Avatars that can show. VR (Virtual Reality) can be used to be able to flaunt one's purchases with those of friends on social media networks. The Covid-19 pandemic, being an unprecedented phenomena, has brought out emotion-based coping and led to impulsive purchases among consumers. Shopping is now seen as empowering putting life back on track. Relevant content in sight the consumer allows the consumer to indulge. Marketers should evoke immediate buying by consumptive stimuli & interactive visual media.

## 5. Conclusion

As the internet shrinks the world, it has expanded the size of markets. The pandemic linked tailwinds have accelerated the acceptance of e-commerce across markets. Armed with the right strategies, while pivoting on-the fly towards convergence of online and offline market spaces, companies should leverage the influence of social networks and social commerce as well as actively influence prospective buyers through EWOM towards spontaneous buying. By striking the right chord with the emotions of the spontaneous buyer, companies can maximize sales.

## 6. Scope of Further Research

Research is conducted in the city of Ahmedabad among SEC A and B in the age group of 18-70. Though a large number of respondents fall under the age group of 30-55. Similar research can be conducted with the younger millennials as well as Gen Z. Most of the respondents are from the cities of Ahmedabad and Mumbai, however, research can be replicated for other cities of India. Apparels and accessories being global products, research can be conducted in any city around the world. A larger sample can be studied as well. The role of social media in impulsive and compulsive buying has been studied in this paper. Further research can be conducted on the types of influencers, their role and impact on the buyer's preferences and purchases. A study on the efficacy of various platforms of social media can also be conducted. Online impulsive buying being a fairly new concept, further research can be conducted on designing the online store to evoke spontaneous buying.

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