

Generation Z's Online Impulsive Buying Behavior in Social Commerce

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Abstract

This research project aims to understand and analyze the online impulsive buying behavior of Generation Z in the context of social commerce. Generation Z, the demographic cohort born between the mid-1990s and early 2010s, has distinct characteristics and preferences when it comes to online shopping. The study focuses on identifying the factors that contribute to impulsive buying behavior among Generation Z consumers in the realm of social commerce. Social commerce refers to the integration of social media platforms with e-commerce, enabling users to make purchases directly within their social media environments. With the rise of platforms such as Instagram, Facebook, and Whatsapp, social commerce has gained significant popularity among Generation Z, influencing their purchase decisions. The research methodology employed for this project involves a combination of quantitative and qualitative approaches. A survey questionnaire will be designed and distributed to a sample of Gen Z consumers to gather data on their impulsive buying tendencies, motivations, and the influence of social media on their purchase decisions. The collected data will be analyzed using statistical techniques and thematic analysis to identify patterns, trends, and correlations. The findings of this research will contribute to the existing body of knowledge on Gen Z's online shopping behavior and provide valuable insights for marketers and businesses operating in the realm of social commerce. Understanding the drivers of impulsive buying behavior in this demographic will enable marketers to develop targeted strategies to effectively

engage and influence Generation Z consumers, ultimately enhancing their sales and profitability in the social commerce landscape.

I. INTRODUCTION

The emergence of social commerce has resulted in a paradigm shift in client purchasing behaviour, including Generation Z. It has resulted in a shift in the customer's attitude, preferences, intents, and purchasing decisions. Customers, including Generation Z, can engage in social interaction and build peer groups through social commerce, which uses networking sites such as Facebook, Instagram, and Twitter in the context of e-commerce purchases. These peer groups assist customers, particularly Generation Z, in learning about new products and services on online platforms and facilitating cross-border buying 24 hours a day and seven days a week. Furthermore, Generation Z values the ability to provide user contributions to the online purchasing and selling of items and services.

Consumer impulse buying has increased dramatically in recent years (Khokha, Qureshi, & Murtaza, (2019); Goel, Parayitam, Sharma, Rana, & Dwivedi, (2022); Quicanaga & Ogbere, (2022), leading to a situation where impulse buying has become important. This is evident when considering the obvious fact that many consumer purchases are involuntary, impulsive and begin spontaneously, with excitement and pleasurable desire Abdelsalam, Salim, Alias, & Husain, (2020).

As a result of the increase in impulsive purchases, the notion of impulse buying has become one of the most thoroughly researched topics globally (Ugbomhe, Akhator, & Audu, 2018). The idea has thus attracted a lot of attention, particularly from service providers, in order to better understand the psychological factors that influence impulse purchases and consumer behaviour, especially when there is a mismatch between what people intend to buy and what they actually receive Ugbomhe et al., (2018). However, a growing body of evidence indicates that such (impulse buying) antecedents are more likely and more evident as a result of the increasing social interaction of social commerce, if due consideration is given to the rapid development of social networking platforms and websites, which have created a real an opportunity for consumers and organizations to pay more attention to social commerce by Xiang, Zhenga, Lee, & Zhaoa, (2016).

Problem of the Statement

The increasing prevalence of social commerce and the impulsive buying behavior of Generation Z consumers in the Coimbatore district present a significant research gap that needs to be addressed. While Generation Z individuals exhibit a strong inclination towards impulsive purchases in the online realm, there is a lack of comprehensive understanding regarding the subjective influences, cognitive influences, and social influence that drive their impulsive buying behavior in the context of social commerce. Additionally, there is a need to compare and contrast

these findings with existing research on impulse buying behavior in the Indian retail sector to contribute to the theoretical understanding of consumer behavior.

In a study conducted by Tommy K.H. Chan (2016) on impulse buying behavior in the Indian retail sector, it was noted that there are several myths and misconceptions surrounding the impulsive buying tendencies of consumers in India. Due to the relatively new nature of the Indian retail environment, there is a lack of inclusive outlook regarding consumer approaches in this sector. However, with the continuous growth of GDP in the last decade, the customer base has grown significantly, which has led to a strong desire to buy.

Therefore, the problem statement of this research project is to investigate and analyze the factors that contribute to Generation Z's impulsive buying behavior in social commerce in the Coimbatore district, focusing on subjective influences, cognitive influences, and social influence in order to provide valuable insights for marketers and researchers and enhance the theoretical understanding of consumer behavior in the context of social commerce.

Research Objectives

1. To examine the importance of Subjective Influence and impulsive purchasing behaviour in social commerce.
2. Explore the cognitive link between Subjective Influence and impulsive purchasing behaviour in social commerce.

Scope of the Study

The current study will be useful in understanding consumers' impulsive purchasing behaviour in a social commerce of Gen Z setting. Customers from all demographic groupings— including gender, age groups, and income levels—from students to professionals are included in the study. The study's participants are chosen from the Coimbatore District of Tamil Nadu.

Literature Review

Balaji K & Dr. Prof. Babu M. Kishore (2016), had done a study titled "A Study on the Effect of e- Store Environment and Advertisement on Impulse Buying behavior on Consumers at Various Organised Retail Stores in Chittoor and Tirupati Cities of Andhra Pradesh, India" had been done. According to the study's findings, retail environments have a bigger beneficial influence on impulsive purchasing than ads.

Namho Chung, Hyo Geun Song & Hyunae (2017), had performed research in "consumers' impulsive purchasing behavior of restaurant goods in social commerce." Hedonic and utilitarian purchasing values, as well as the desire to make impulsive purchases, have been found to be strongly predicted by impulsiveness. While hedonistic shopping utility was identified to be a substantial urge on influence

to make impulsive purchases, beneficial value did not. Serendipity only regulated the relationship between impulsiveness and utilitarian buying value, but scarcity moderated the relationship among impulsiveness and one and another type of shopping value.

Xi Hu, Xiayu Chen & Robert M. Davison (2019), has carried out research on "Social Support, Source Credibility, Social Influence, and Impulsive Purchase behavior in Social Commerce." Expertise and reliability among peers have been found to be strongly correlated with both categories of social influence that may have an impact on a customer. Additionally, the sharing of information and emotional support among consumers greatly promotes social impact. This study adds to the body of knowledge on both s-commerce and impulsive purchases by disclosing the effect in influence from peer on consumers' impulsive purchasing behavior in the context of online shopping.

Methodology

The dependent and independent variables of the study were discussed in the prior chapter, and the relationship between them was explained using data from earlier research. To put the hypothesis to the test and validate the proposed theoretical model for online customer purchasing behavior, a cross-sectional survey has been chosen after a variety of research methodologies (Galliers & Land, 1987; Mingers, 2001) have been assessed. Based on factors including population density, internet usage, and location, Coimbatore, Tamil nadu was chosen as the site for data collection.

Hypothesis Development

H0: There is no significant relationship between Subjective Influence & impulsive purchasing behavior in social commerce.

H1: There is a significant relationship between Subjective Influence & impulsive purchasing behavior in social commerce.

Data Collection Method

A Google Forms-based online survey will be used to gather the data for this study. A link to the survey will be given to participants. On any internet-connected device, whether a computer, smartphone, or tablet, they can access the form. The questionnaire can be completed by participants at their own pace and at their convenience. The survey will include multiple-choice and Likert scale questions, where respondents can choose the best answer or rank their level of agreement on a scale.

Source of Data

Primary Data

Information derived directly from the source, or primary data from original source., such as through surveys, interviews, or observations. This particular knowledge is brand-new and has never been studied or published. One reason for collecting primary data is to get information that cannot be easily gained from secondary sources. Primary data collection is also required to make sure the data is accurate and usable.

Secondary data

Secondary data, as opposed to primary data, refers to material that has previously been acquired and examined by a different party, such as in government records, scholarly publications, or market research reports. Setting the stage, confirming or disproving a study premise, or contrasting with the primary data being obtained are just a few uses for secondary data.

Result and Discussion

Reliability test

Table 1
Reliability Test Analysis

Variable	No of Items	Cronbachs Alpha Test
Subjective influences	5	0.875
Cognitive influences	5	0.846
Social influence	5	0.841
Impulsive purchase	5	0.841

The Cronbach's alpha test was conducted on four variables: "Subjective influences," "Cognitive influences," "Social influence," and "Impulsive purchase," each consisting of 5 items. The results indicate that all variables showed a substantial degree of coherence within the system. Subjective influences had an alpha value of Cronbach's 0.875, while both Cognitive influences and Social influence had coefficients of 0.846 and 0.841, respectively. Similarly, Impulsive purchase had a coefficient of 0.841. These findings suggest that the items within each variable measure the intended construct consistently. In simpler terms, the scales used to assess subjective influences, cognitive influences, social influence, and impulsive purchase are reliable and demonstrate good internal consistency.

Profile of the respondent

Respondent Response Rates by Gender Group

Table 2

Gender

Gender	Frequency	Percentage (%)
Male	70	58.3
Female	50	41.7
Total	120	100.0

According to the data, out of a total sample size of 120, 70 individuals were male (58.3%) and 50 individuals were female (41.7%). The data suggests that the sample population was slightly skewed towards males, with females comprising a smaller proportion.

Respondent Response Rates by Age Group

Table 3

Age

Age	Frequency	Percentage (%)
18 - 20	22	18.3
21 - 23	52	43.3
24 - 26	32	26.7
Above 26	14	11.7
Total	120	100.0

This table illustrates that, based on the overall sample size of 120 individuals, the largest proportion falls within the age range of 21-23 (43.3%). This suggests that this age group is the most represented in the sample. The age ranges of 24-26 and 18-20 follow, comprising 26.7% and 18.3% of the sample, respectively. The smallest proportion is individuals above 26 years old, accounting for 11.7% of the sample.

Respondent Response Rates by Occupation

Table 4

Occupation

Occupation	Frequency	Percentage (%)
Student	58	48.3
Employed	36	30.0
Self-employed	18	15.0
Unemployed	8	6.7
Total	120	100.0

This table illustrates that, based on the overall sample size of 120 individuals, the majority are students, comprising 48.3% of the sample. The next most prevalent occupation is employed individuals, accounting for 30% of the sample. Self-employed individuals make up 15% of the sample, while the unemployed constitute 6.7%. This data suggests that students are the largest occupational group in the sample, followed by the employed category, while self-employed and unemployed individuals are relatively smaller proportions.

Respondent Response Rates by Marital Status

Table 5
Marital Status

Occupation	Frequency	Percentage (%)
Single	86	71.7
Married	34	28.3
Total	120	100.0

This table illustrates that, based on the overall sample size of 120 individuals, the majority are single, accounting for 71.7% of the sample. The remaining 28.3% of the sample consists of individuals who are married. This suggests that a significant proportion of the sample population is unmarried. It is important to note that this inference only pertains to the given data and does not account for other possible marital statuses or demographics.

Respondent Response Rates by Financial Dependency

Table 6
Financial Dependency

Financial Dependency	Frequency	Percentage (%)
Dependent	70	58.3
Independent	50	41.7
Total	120	100.0

This table illustrates that, based on the overall sample size of 120 individuals, a majority of 58.3% are financially dependent, while 41.7% are financially independent. This suggests that a significant proportion of the sample relies on others for financial support or is not self-sufficient in managing their finances. Conversely, the remaining individuals are financially independent, indicating that they are able to support themselves financially.

Respondent Response Rates by Annual Income

Table 7

Annual Income

Annual Income	Frequency	Percentage (%)
2 Lakhs - 5 Lakhs	44	36.7
5 Lakhs - 8 Lakhs	34	28.3
8 Lakhs - 11 Lakhs	28	23.3
Above 11 Lakhs	14	11.7
Total	120	100.0

This table illustrates that, based on the overall sample size of 120 individuals, the largest proportion falls within the annual income range of 2 Lakhs to 5 Lakhs, accounting for 36.7% of the sample. The income range of 5 Lakhs to 8 Lakhs follows closely behind with 28.3% of the sample. The income ranges of 8 Lakhs to 11 Lakhs and above 11 Lakhs represent 23.3% and 11.7% of the sample, respectively. This suggests that a significant proportion of the sample has an annual income between 2 Lakhs and 8 Lakhs, while a smaller proportion has higher incomes above 8 Lakhs.

Research Findings & Conclusion

Research Findings

The study's conclusions can be summed up as follows:

Subjective Influence: Friends, peers, and relations can exert normative influence and exchange information about social media, which might affect a user's decision to continue using it (Liu et al., 2019; Hsieh et al., 2008). According to Zheng et al. (2019), media influence and interpersonal influence (Liu et al., 2019; Kim, 2011) are examples of subjective norms, significantly impact individuals' buying behavior, particularly in collectivist countries. According to the study, there is a considerable link between subjective influence and impulsive shopping in social commerce. This shows that individual tastes, opinions, and feelings are important factors in encouraging Gen Z customers to make impulsive purchases in the context of social commerce online.

Cognitive Influence: Cognitive reactions refer to the mental processes and efforts individuals engage in when responding to stimuli, particularly when discovering triggers for impulse purchases in the context of impulsive purchasing (Chan et al., 2017). To gauge peoples' satisfaction, a comprehensive cognitive assessment can be conducted, which assesses their degree of happiness based on prior user experiences or past choices made on the use of an information system. (Natarajan et al., 2018). According to this study, there is no connection between cognitive influence and impulsive shopping in social commerce. This suggests that in the setting of online

social commerce, rational criteria like product knowledge, information processing, and decision-making processes may not have a substantial impact on impulsive buying behaviour among Gen Z customers.

Social Influence: This theory relates to how individuals perceive societal pressures, either encouraging or discouraging certain behaviors (Ajzen, 2019). Lin (2017) emphasized the significant influence of reference groups on online shopping ability, particularly in the context of e-commerce. In the modern era of widespread internet connectivity and various social channels like YouTube, Facebook, Tiktok, and Instagram, people can share their experiences with strangers, seeking to discuss and comment on various topics. Consequently, online shopping apps now include forums and platforms where consumers can share a diverse range of experiences and provide vigorous evaluations of products and services they have used (Anderson et al., 2011). This approach is crucial as it enhances consumer persuasion for impulsive shopping and purchasing decisions (Xiang et al., 2016). According to the study, there is a considerable link between social influence and impulsive shopping in online communities. This suggests that in the context of online social commerce, peer pressure, social norms, recommendations, and social contacts have a significant impact on Gen Z consumers' impulsive buying behaviour.

Limitations of the Study

There are several limitations to this study that should be addressed, just like any other research study. First off, because the research was confined to Gen Z consumers, its applicability to other demographic groups was constrained. Second, the data may contain self-reporting and answer bias because the poll was conducted online. Furthermore, the study used cross-sectional data, which makes it difficult to prove that one condition caused another. To get over these restrictions, future research should take into account longitudinal studies and a variety of samples.

II.CONCLUSION

In conclusion, this study sheds light on Gen Z consumers' impulsive purchasing habits in social commerce. While cognitive influence did not demonstrate a significant association, subjective influence and social influence were revealed to have substantial effects on impulsive purchasing behaviour. These insights can be used by marketers and merchants to create focused tactics that appeal to the preferences, feelings, and social connections of Gen Z consumers. Further improvements can be achieved in comprehending and efficiently targeting impulsive purchasing behaviour in the dynamic environment of social commerce by taking into account the study's limitations and recommendations for future research.

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