A STUDY ON CONSUMER IMPULSE BUYING BEHAVIOR IN FACEBOOK COMMERCE WITH REFERENCE TO DEMOGRAPHIC VARIABLES

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ABSTRACT—Facebook is becoming a powerful promotional platform for sellers that often attracts its users and stimulates impulse buying among them. Purchase behaviour of each and every consumer is driven by individual differences. This research was conducted to find out the degree of relationship between F-Commerce based impulse buying behaviour and the major demographic variables (Age, Gender, and Occupation). The research is focused on a well-designed questionnaire and the data was collected from 156 respondents residing in the City of Bengaluru. Data was collected, tabulated, coded, and analyzed through SPSS software. The ANOVA results revealed that there is significant difference across different age groups, gender and occupation in impulse buying behavior in facebook commerce.

KEYWORDS: -Impulse Buying Behaviour, Facebook (F-Commerce), Demographic Variables.

INTRODUCTION
Traditional shopping sequences include store to store supermarket shopping. With the advent of electronic commercialization of sale and purchase, the number of consumers taking part in traditional shopping has declined. Impulse buying is an integral aspect of purchasing. Impulse buying has existed since the traditional shopping times and has now transformed into its electronic counterpart.

This research paper investigates the role of Facebook in the stimulation of impulse buying. Facebook is a social media platform used to connect and communicate with people across the globe. In the midst of this communication exchange, sellers tend to advertise their products and offers on the platform that often catch the eye of the users. Thus, impulse buying takes place through Facebook advertisements.

It is noted that people often do not look at Facebook as a base for purchase. Therefore, when purchase takes place due to the recommendations of Facebook it ends up being an unplanned purchase. Comparing Facebook commerce to a trip to the movie, the consumers are there to enjoy a movie, but during the interval they might buy some food and beverage. The intention was not to shop for eatables, but instead to enjoy the movie. Those that appreciate this aspect of Facebook will do much better in the future than those that see Facebook as just another E-commerce channel.

NEED FOR STUDY
The significance and usage of Facebook is prevalent in all senses. The platform has captured every household member. However, Facebook’s capitalization on the market based on advertisements has not been analyzed and evaluated enough in the Indian market. The results of impulse buying due to F-Commerce in the Indian market will act as a indicator of such behaviour in similar developing countries. Facebook’s advertisement does not just run on an ordinary path. These advertisements are composed mainly of promotional offers, discounted prices, and attractive exchanges. All these elements contribute to the impulse buying behaviour of a consumer.

The emerging middle-class consumers are an attractive market for international firms because they are increasingly exposed to Western products and Lifestyles through the media (Cui and Liu 2001). Impulse buying accounts for quite a visible account of purchases in certain product categories.

Therefore, the purpose of this study was to investigate impulse buying behavior in a social media setting. The research objective is to examine and gain understanding of the effect of demographic factors on impulse buying behavior in F-commerce.

The results of the study will add to existing literature by providing insight into consumers’ impulse buying behavior in facebook commerce across demographic variables. Also, it will provide useful information for e-tailers to help develop effective strategies to increase profitability by promoting impulse buying. Awareness of the impulse buying in F-commerce is also expected to benefit the consumers. It will also benefit market research practitioners examining the same.

REVIEW OF LITERATURE
The value of advertising on social media such as Facebook, Youtube, LinkedIn, Twitter and others is of great interest to organisations, managers and academic experts (Saxena and Khanna, 2013). Much academic research has explored the attitudes and perceptions of online advertising (Shu and Chuang, 2011; Jalilvand and Samiei, 2012; Blasc-Arcas et al, 2014; Hsu et al, 2014) and more recently, social media. Impulse buying has aroused the interest of researchers and organizations which have tried to understand the psychological underpinnings of this behaviour, as well as impulse temptations, to boost sales (Beatty and
Suggestion impulse buying takes place when the consumer sees an item for the first time and detects a need that it can satisfy (Stern, 1962). As Vahl (2011) argues Facebook is facilitating the manufacturers and service providers to reach customers of specific age group and interest. Advertising is used to create products / services differentiation in customers’ mind (Hussainy et al., 2008). According to Zhang, many traits influence online shopping context, and intention to buy online is increasing due to impulsiveness. Facebook has tie-ups with regional retailers and also well-established brands such as Hewlitt-Packard, Amazon, KFC and much more in the form of advertisements and deals. Essentially, these deals are digital versions of the traditional coupon and loyalty cards (Harris and Dennis, 2011).

**DEMOGRAPHIC VARIABLES**

**AGE**

The demographic characteristics of consumers reveal that age of consumers has significant association with impulse buying behavior that is inverse relationship exist between age and impulse buying behavior of consumers (Ekeng et al., 2012). The younger categories of age groups tend to be inclined towards impulse buying due to their extensive knowledge of technology and the internet, and also the greater number of needs that exist. This impulse buying has not been explored colloquially with reference to F-Commerce. The youth score higher on measures of impulsivity compared to the older generations (Eysenck et al., 1985). Older consumers tend to demonstrate a tighter self-control. The needs of the consumers also tend to differ across the age groups denoting lesser wants.

**GENDER**

Gender differences exist in the decision-making process in consumer behaviour (Mitchell and Walsh, 2004). Women consumers tend to exhibit impulse buying (Richins and Dawson, 1992; Dittmar et al., 1995; Rindfleisch, Burroughs et al., 1997; Wood, 1998). Although researchers tend to believe that women are prone to online impulse buying than men, research papers remain inconsistent on such views. Some state that, there is no significant association between gender and impulse buying behavior of consumers (Rana and Tirthani, 2012). While other researchers like Kollat and Willett (1967) find that women tend to buy on impulse more than men.

**OCCUPATION**

Sakkthivel, A. M. (2006) identified the impact of demographics in influencing Indian Internet users in consuming different services online. People of different occupation behave in different manner (Quintal, 2017). Occupations that allow more leisure to the individuals give rise to increased Facebook browsing. This increase leads to further impulse buying behaviour when compared to those individuals that gain lesser leisure time. The type of occupation also plays a vital role in impulse buying. Occupation along with the other demographic variables creates specific needs. Occupation based needs tend to exist in the form of recreational goods, household products, and sometimes even clothing.

**RESEARCH METHODOLOGY**

The study is descriptive in nature. Simple random sampling technique is used for the study. Data was collected from 156 respondents residing in the City of Bengaluru segregating on the lines of the various demographic variables. The primary data is used in this study. The primary data is collected through well-structured questionnaire. ANOVA has been used as the statistical technique to study significant difference across different age groups, gender and occupation in impulse buying behavior in facebook commerce.

**DATA ANALYSIS**

Data was transferred into an excel sheet format. This transferred data was then evaluated by the SPSS software. The following results and interpretation of data was generated.

**ANALYSIS AND INTERPRETATION OF DATA**

**ANOVA TEST**

H0: There is no significant difference across the different age groups and impulse buying behavior

H1: There is significant difference across the different age groups and impulse buying behavior

| TABLE 1: Impulse buying in F-Commerce across the various age groups |
| --- | --- | --- | --- | --- |
| Age groups (in years) | Mean | Standard Deviation | F | Sig. |
| 15 – 20 | 3.9276 | 1.17082 | 2.978 | .021 |
| 21 – 30 | 3.8429 | 1.06404 | 2.978 | .021 |
| 31 – 40 | 4.6703 | 1.31886 | 2.978 | .021 |
| 41 – 50 | 4.5619 | 1.34497 | 2.978 | .021 |
| 51 and above | 4.6952 | 1.54794 | 2.978 | .021 |

**Interpretation:** From the above table, the ANOVA test results show P value = .021, which is less than 0.05. Hence we reject the null hypothesis and conclude that there is a significant difference in impulse buying behavior across respondents with different age groups. As observed in the above table, the mean of age groups from 31-40 and 41-50 at 4.6703 and 4.5619 respectively give evidence to believe that consumers in these age groups are more cognitive in nature and hence resulting in less impulse buying tendency.
H0: There is no significant difference in gender and impulse buying behavior
H1: There is significant difference in gender and impulse buying behavior

TABLE 2: Impulse buying in F-Commerce among genders

<table>
<thead>
<tr>
<th>Gender</th>
<th>Mean</th>
<th>Standard Deviation</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>4.2890</td>
<td>1.27662</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>3.8735</td>
<td>1.17313</td>
<td>4.395</td>
<td>.038</td>
</tr>
</tbody>
</table>

Interpretation: From the above table, the ANOVA test results show P value = .038, which is less than 0.05. Hence we reject the null hypothesis and conclude that there is a significant difference in impulse buying behavior among the gender of respondents. As observed in the above table, the mean of gender differs, hence to conclude that impulse buying behavior differs from Male to Female. Women are more prone to impulse buying due to availability of variety of products to chose and for the love of shopping.

H0: There is no significant difference across the different occupations and impulse buying behavior
H1: There is significant difference across the different occupations and impulse buying behavior

TABLE 3: Impulse buying in F-Commerce across the varied occupations

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Mean</th>
<th>Standard Deviation</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business</td>
<td>3.6735</td>
<td>1.08707</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Government employee</td>
<td>4.7143</td>
<td>1.40698</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professional</td>
<td>4.1905</td>
<td>1.21606</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Home maker</td>
<td>4.9220</td>
<td>1.45318</td>
<td>2.355</td>
<td>.033</td>
</tr>
<tr>
<td>Retired</td>
<td>4.6286</td>
<td>1.31553</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student</td>
<td>3.9048</td>
<td>1.16403</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>4.7429</td>
<td>1.48942</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Interpretation: From the above table, the ANOVA test results show P value = .033, which is less than 0.05. Hence we reject the null hypothesis and conclude that there is a significant difference in impulse buying behavior across respondents with different occupations. As observed in the above table, the mean for Homemaker is 4.9220, which give significant evidence to accept that a homemaker with more leisure time, utilizes it to visit a retail outlet over an online shopping. And a student who also has more leisure time, spends more time in social networking sites and hence more prone to be attracted by persuasive advertisements on facebook.

CONCLUSION

Impulse purchase happen because at the right time customers see something in front of them which stimulates them to purchase and that platform is provided by Facebook. With the increase in affordable internet packages, large users in social networking sites, innovative digital marketing strategies, and convenience offered by the e-commerce portals, visible positive changes in the purchasing power, there is an evident shift towards impulsive buying behaviour across the demography. This study provides significant understanding of the impulsive buying behavior in F-Commerce detected in consumers. This analytical study contributes to existing literature by using demographic variables (gender, age and occupation) and its association with impulse buying behavior in a social media setting. The study reveals that there is significant difference across age groups, gender and occupation in impulse buying behavior in facebook commerce.

REFERENCES

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