

# Role of Social Media influence on Customers Impulsive Buying Behaviour towards Apparel

S. Sudha <sup>#1</sup>, K. Bharathi<sup>#2</sup>

*#School of Management Studies, Vels Institute of Science Techonology & Advance Studies, Chennai, Tamilnadu, India*

<sup>1</sup>sudha.sms@vels.ac.in

<sup>2</sup>bharathikaruppiyah1@gmail.com

**ABSTRACT** - The purpose of this research is to study the association between Social Media factors towards Impulsive Buying Behavior of apparel among the customers in Chennai city. The are three important Social Media feature are being acknowledged like (Media Entertainment, Social Interaction ,Word of mouth ) which are endogenous variables in the study and the customer impulsive buying behavior as a exogenous variable. Each of the Social Media factors was tested using SPSS software .The test comprises of cronbach alpha, SEM. The test help us to understand the consumers response towards the Social Media factors. Non-Probability sampling technique was implemented for the collection of data. A consistent questionnaire was used in the study .It was circulated among 230 respondents 194 responses was received back 92%was the response rate of the study .

**Keywords** - Customers, Impulsive Buying Behavior, Social Media, Word of mouth, Social Interaction, Media Entertainment

## 1. INTRODUCTION

Social media indicates to the means of communications among public in which they generate, divide, replace information and thoughts among fundamental network and community .According to Kaplan defined social media means a grouping of Internet- based function that assemble on the scientifically and ideological foundations of network 2.0, and that permit the conception and replace of user-generated satisfied [1]. Further, social media depends on portable and web-based knowledge to create extremely interactive stages during which individuals and society share, co-create, argue, and adjust user-generated contented. It introduces important and invasive changes to announcement between individuals, society and organizations [2].

Social media differentiate from habitual/industrialized media in much portion such as durability, occurrence, research, value and usability. The total era exhausted on social network in the USA crosswise Personal Computer, portable strategy amplified by 49 % is 170 billion in June 2017 contrasted to 124 billion in July 2013. Intended for satisfied contributors, the profit of participate in social network sites has gone afar only communal allocation to structure status, fetching in monetary income and career opportunity [3].

Allowing persons to promote themselves & promote their products has get a innovative life to the production world and a huge number of miniature production have materialized with a bunch of restricted reputation [4]. They include confirmed to be extremely flourishing and this have convey a total fresh energetic to the fashion manufacturing. It has shaped an wonderful impact among customers and has brought style awareness on extremely consciousness on each brand of attire. The social network contact that scamper a utter advertising movement alert on ahead the promote distributes and commands starting from consumers [5]. The basic of consumers is met worldwide with approximately no expenditure incur this have suggested in a sturdy online stipulate for style attire within the marketplace.

Social media is vast when there is a trademark warmer. Amid always growing rivalry between fashion attire brand name to exist observe and be choose for next to the customers, brand name are in a awful need to recognize what is in the mind of their customers [6]. These feature influence their buying behavior and to what amount does social media bang their sales want to well-focused. The customer research has projected to find out regarding these very facts. The results designated that customers craving on social media are in its beginning segment with

most customers depending based on social network for their pre- buying style development research. In spite of this reality, the contact of social media (online) is unmoving substantial and increasing. Thus style attire brands can exploit on it [7].

## 2. PURPOSE OF THE STUDY

The purpose of this study is to have an improved understanding of how social media has an bang on consumer Buying by research the social media a feature role in style tendency. It establish to be a agreeable foundation for understanding the significance of social media and advertising strategies put in utilize on it .It also highlight on the significance of the trends that has emerge with its boom. It facilitated a great deal to recognize the altering fashion awareness of the customer and how willingly community implement alter to facilitate goes viral.

## 3. OBJECTIVE OF THE STUDY

- To examine the perceptual level among consumers towards Social Media on Impulsive buying behavior on apparels among consumers in Chennai.
- To analyze the association among Media Entertainment, Social Interaction (networking), Word of mouth.
- To analyze the association between Social Media and Impulsive buying behavior for apparel among consumers in Chennai.

## 4. LITERATURE REVIEW

### 4.1 Social Media

Nowadays, social media are resolutely secured in customers every day message and understood a significant location in their daily lives .On regular, social media are previously it means secretive communication [8].

Consumer options are prepared gradually increased the foundation for social media in sequence. In adding to interpret the marketing message, understanding the websites of business, consumers use dissimilar online arrangement (chats, forums, and blogs) to allocate ideas to form community and to get in touch with their peers [9].

Previous International studies have also examined the

association between the style awareness of grown-up customers and the style information social basis used by member of that marketplace segment. Indian context likewise establish that fashion-awareness customer rely extra on mass media in sequence sources than do non-fashion- awareness section. Amazingly, the adult market represent the best increasing population section occupied in online use with females mainly accountable for this course in activity. Therefore, the online may also suit a feasible source of style information [10].

According to Kim (2010), social media include three important possessions are

- a) Media Entertainment
- b) Social Interaction
- c) W-O-M (Word of mouth)

### 4.2 Media Entertainment

Media entertainments including nationwide satellite TV, Television, internet are some of the most vital factors manipulate fashion consciousness. Research reply show there is a important association among media of mass, fashion awareness [11]. Mass media are Satellite, nationwide TV, network (online) could describe roughly 12.5% of style leaning supplies. The outcome indicated to facilitate there was a burly and optimistic association between reasonable, cultural and social surroundings and style [12].

### 4.3 Social Interaction (networking)

While social communications are serious to understanding the consumer behavior, the association among social and business group has not been search on a huge scale. Utilized of individual social group to collect information is essential to buying behavior.

The social networks granted amenities for customers to interrelate with one another, access to in sequence, observations, evaluation, and charge that can help them for purchase decision in special ways [13] .Social networks (Twitter, Facebook, virtual communities, YouTube, MySpace), where persons as members, build public profiles to share their awareness and their practice, to post in sequence about themselves and have get in touch with others who replace and share parallel interests [14]. Online social networks modify the

way we think about advertising, business and customers have straight communication and association with one another [14]. Much of human performance is not best characterize by an person temporary in isolation". Online social networks include develop into more believable and applicable information foundation than express in sequence from business, therefore customers seek products and business on online social network. Since customers enjoy the communication and message with every one and like to obtain advice moreover positive or negative concerning special products or services, virtual community have an collision on customers purchasing behaviour [15].

#### 4.4 Word-Of-Mouth

There are 2 kinds of information foundation; interior and exterior in sequence seek. Interior exploration involve the customers reminiscence about the apparel and exterior seek include trial, WOM, online social and stores visit association and social media [16].

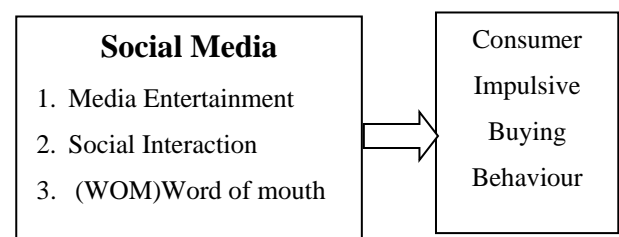
WOM in conventional communiqué theory believe as possessing influential on customers buying behavior in each steps specially information seek, assessment of alternative, and product selection. WOM is also be able to explained as an rendezvous of customers in optimistic or pessimistic message or an result of happiness or unhappiness experiences. Word of mouth is person-to-person message, concerning to brand name, companies, services, business that contain a bang on customers buying behaviour [17].

#### 5. CONSUMERS IMPULSIVE BUYING BEHAVIOR

Impulse buying happen when a customer experience a abrupt, often influential and unrelenting urge to purchase impressive without delay. Many researchers have connected unintentional or inadvertent buying with impulsive purchasing, and an unintentional purchase is essential for classifying a purchase as impulsive [18]. A customer impulse to purchase may happen once or persist more than one time for the same shopper. Impulse buyers are fewer likely to believe the penalty of business on impulse and less expected to systematically appraise their buying behaviour than a usual conversant shopper. They are more eager to accept impulsive buying thoughts and

are more paying attention on the instant gratification of buying the product. Impulse buyers are regularly drawn to a puzzling hold of the product which encourage the buyer to buy the item [19].

Customers are pretentious by both interior and exterior feature of impulse buying. Since impulse-buying behavior is frequently motivation driven, increased experience to certain external stimulus increase the probability of impetuously buying. Such exterior factors decode which customers connect in impulse-buying performance, and how retailer play a fraction in hopeful impulse-buying behaviour [20].



*Figure no.5.1. Conceptual Framework*

Source: Shafiq Gul, The Association of Social Media with Fashion awareness and Consumer Buying Behavior, Journal of Management Info 2(1),24-25.

#### 6. RESEARCH GAPS

**Research Gap 1:** Though there have been research studies on Social Media limited publications are found on the imperative dimensions like Media Entertainment, Social Interaction, and Word of mouth among consumers India.

**Research Gap 2:** There are very few international Context relating to Social Media.

#### 7. RESEARCH METHODOLOGY

Design of the research for the article is descriptive research design. The sample size for the research was (N=194). Non -probability sampling was chosen for the study. Structured-Questionnaire was distributed among customers in Chennai. SPSS version 16.0 were used for calculating the data.

7.1 Reliability statistic

Reliability Statistics indicate the regularity of applicant’s respond to the Construct of questionnaire which supports the normal relationship between those variable. Table 1 presents A reliability test via all five constructs had Cronbach alpha series from 0.741 to 0.821, which were above 0.70 or typical value set by Nunnally (1978) and, therefore, measured good reliability. The reliability study of the 25 items, shaped an overall Cronbach alpha coefficient of 0.799, which proves to be significant . A study with a coefficient of 0.7 or good is measured reliable (Girden,2001).

Table.no.7.1 Reliability statistic

Variables	No.of items	Cronbach’s Alpha
Media Entertainment	5	.811
Social Interaction	5	.763
Word of mouth	5	.821
Impulsive Buying Behavior	5	.741
Overall Reliability	25	.799

8. DATA ANALYSIS AND INTERPRETATION

The structural equation model was used to test the hypothesis and find the association between the exogenous variables and endogenous variables. Structural equation model move on to present the dimensions and give a clear elucidation on the study of testing the hypothesis. The SEM model evidently point out the association among the Social Media influence impulsive buying behaviour

In SEM there are really two representation, one is the Measurement model and the other is the structural model. The structural equation model was used to the level to which a hypothesized data fits or sufficiently illustrates or illustrate the sample of data.

The model fitting steps were finished to decide the goodness of fit among the hypothesized model and sample

data. Goodness of fit point to the scope to which the particular model reproduce the observed co-variance matrix between the indicator items.

For all decency of fit measures, figures are known in a range, with the autonomy model as the most confidential representation and the saturated representation as the least classified one. Once the model is estimated, model fit ensures to compare the theory. If the hypothesis is perfect, the experiential and predictable covariance matrix will be the similar.

Chi square goodness of fit metric test is done to find the association between hypothetical requirement and experiential data.



Figure 8.1 : Hypothesized model for the effects of exogenous variables on the endogenous variables.

Table 8.1 Model fit -measurement model

Fit Index	Recommended	Achieved
Chi square	-	2.043
Df	-	1
xsq Significance	P<=0.05	0.001
x sq/df	<5.0	2.027
GFI	>0.90	.99
AGFI	>0.90	.94
NFI	>0.90	.92
RFI	>0.90	.98
CFI	>0.90	.97
TLI	>0.90	.96
RMSEA	<0.08	.06
RMR	<0.10	.11

## 9. FINDINGS

The results shown Table 2 provides a summary of the model fit, which comprise the Number of parameters, CMIN and Degrees of freedom values.

In SEM a minute chi-square worth supports the model that is being experienced. In this model the Chi square worth is 2.043. This shows that the Chi square value is good. It is also needed to check the value of Chi square divided by the degrees of freedom. It is said that this metric should not exceed 5 for models with good fit. Here, in the above mentioned table, the Chi square /df is 2.027 which is a suitable model fit

The other different model fit procedures used to check if the goodness of fit is acceptable is mentioned below.

From the Table 2 statistics we should understand  $\chi^2$  for a just –recognized model usually equals zero and degrees of freedom. It is also noted that if  $\chi^2=0$ , the model perfectly fits the data. The Chi square here is 2.027 which is a good model fit. GFI=.99 indicates that the model is perfectly fit; the GFI which is greater than 0.90 indicates well fit. In the above mentioned table the Goodness fit index obtained is  $>0.90$  indicating that this model is a good fit model. The AGFI here is 0.94 which is also greater than the recommended value of 0.90 showing a good fit. NFI, RFI, Comparative fit index CFI and the TLI are 0.92, 0.98, 0.97 and 0.96 respectively which is greater than 0.90 indicating the model is a good fit.

The RMSEA is 0.06 which is within the recommended level of 0.08 and RMR also is well equal to the limit showing an overall acceptable fit.

## 10. DISCUSSION AND CONCLUSION

The research was mostly paying attention on the persuade of Social Media on Customer Impulsive Buying Behavior. The part of online interaction of network in the method of purchase is in its preface phase being generally informational. Addiction of customers on social media to know about newest fashion is soaring. Findings demonstrate that Social Media highly significant on customer Impulsive buying Behavior. So it

is exposed that Social media has persuade on customer Impulsive Buying Behavior. Customers consider in looking for value for funds as they shop frequently but expend less per buying trip (best part expenses below Rs.4500/month) representing a need of readiness to purchase best brands.

## 11. LIMITATIONS AND FUTURE RESEARCH

The study respondent are mostly college students; it can be demeanor on diverse people other than graduates, Postgraduates.

Sample of data was relatively little that shows partial of the research. Sample size must be enlarged in sort to make the outcome more simplify clever as it could wrap a wider fraction of the culture and help assist to generate a more global depiction.

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