

The Influence of Social Media Marketing on Impulsive Buying Behaviour of Consumers in Kerala

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Abstract

In the present era, social media has become an integral aspect of individuals' lives. Platforms like Facebook, Twitter, Instagram, and LinkedIn boast a significant user base that continues to expand with each passing day. Over the recent years, there has been a rise in curiosity surrounding impulsive purchasing tendencies. This surge in interest has sparked the attention of both organizations and researchers, driving them to delve into the psychological motivations that underlie this behaviour. The primary aim of this research was to examine how social media influences the impulsive buying behaviour of customers in the Kerala. Additionally, the study aimed to analyse the key factors that contribute to impulsive buying behaviour among customers. The research approach adopted was both explanatory and descriptive in nature. Regression Analysis was employed to establish connections between variables such as Hedonic Motivation, Trust, website quality and variety seeking and Impulsive Buying Behaviour. The findings indicated a positive and noteworthy correlation between Social Media and customers' impulsive buying behaviour. This highlights the significance of social media for online retailers and marketers in fostering impulsive buying behaviour among consumers.

Keywords: Social Media, Impulse Buying Behaviour, Social media Marketing, consumer buying behaviour, hedonic motivation, website quality, trust, variety seeking.

Introduction

In recent years, social media has become an integral part of people's lives, and it presents a significant opportunity for businesses and individuals to connect with their audiences directly. Social media marketing is a powerful digital marketing strategy that utilizes various social media platforms to promote and market products, services, or ideas. It involves creating and sharing content on platforms like Facebook, Twitter, Instagram, LinkedIn, Pinterest, and more, with the aim of reaching and engaging a target audience.

Now consumers are expressing impulsive buying behaviour. Impulsive buying, also known as impulse buying or unplanned purchasing, refers to the tendency of consumers to make unplanned and spontaneous purchases, often driven by emotions, immediate desires, or external stimuli. This behaviour can be influenced by various factors and can have significant implications for both consumers and businesses. Businesses often utilize various marketing and advertising strategies to encourage impulsive buying, such as creating a sense of urgency, offering limited-time deals, and using persuasive visuals and

messaging. Understanding the triggers and motivations behind impulsive buying behaviour can help both consumers and businesses make more informed decisions. Consumers can take steps to be mindful of their spending habits, while businesses can strike a balance between promoting products and ensuring consumers make well-considered purchases.

Social media has a significant influence on impulsive buying behaviour among consumers. The rise of social media platforms has provided businesses with powerful tools to connect with their target audience, create compelling content, and promote products or services. The relationship between social media marketing and impulsive buying behaviour of consumers is significant and multifaceted. Social media marketing has a direct impact on encouraging and facilitating impulsive buying behaviour among consumers.

Consumers are focused on the immediate fulfilment of purchasing a product and are more willing to accept the thoughts regarding impulsive buying. Impulsive buyers are continuously stuck to the point which motivates them to purchase a product. Social community members may get stimulated by using the opinion of other members whom they discover with and their tendency to buy a product abruptly can change due to the information exchanged in the social community. These social networks can get engaged with information exchanges associated with specific topics and pursuits which can be happening within the social community participants.

Overall, social media marketing plays a pivotal role in influencing impulsive buying behaviour by leveraging various psychological triggers, personal connections, and real-time promotional tactics. Although there is enough literature available of growing interest among scholars with respect impulse buying behaviour of customers; still there is a gap which could explain the relation of social media with impulse purchase intention. Therefore, the objectives of this study are,

Main objective

- To study the influence of social media marketing on Impulse buying behaviour of consumers in Kerala

Sub objectives

- To analyse the influence of the hedonic motivation on impulsive buying behaviour of consumers
- To analyse the influence of the trust of the social media marketing site on impulsive buying behaviour of consumers
- To analyse the influence of the website quality of social media marketing site on impulsive buying behaviour of consumers
- To analyse the influence of the variety seeking of social media marketing site on impulsive buying behaviour of consumers

Main Hypothesis

- H: Social media marketing has a positive influence on impulse buying behaviour of consumers in Kerala.

Sub-Hypotheses

- H1: Hedonic has a positive influence on impulsive buying behaviour of consumers in Kerala.
- H2: Trust has a positive influence on impulsive buying behaviour of consumers in Kerala.

- H3: website quality has a positive influence on impulsive buying behaviour of consumers in Kerala.
- H4: variety seeking has a positive influence on impulsive buying behaviour of consumers in Kerala.

LITERATURE REVIEW

Social media marketing

Social media marketing refers to the strategy used to enhance brand recognition and drive more visitors to a website through social media platforms. This approach involves crafting distinctive content to captivate users, motivating them to engage with the material and share it with their social network contacts and friends on various social media platforms (Kalyanaraman & Sundar, 2003). Numerous innovative tools are currently being developed, presenting fresh marketing approaches. One such advancement includes the introduction of analytic applications by official social media platforms, which significantly enhance the effectiveness and provide improved insights for social media marketers.

Tanuri (2010) recognizes that marketers now grasp the significance and potential of social media platforms, utilizing them to promote their products, brands, and connect with their target audience. Social media marketing has become integral to various sub-disciplines such as sentiment research, marketing communication, customer and product management, public relations, marketing intelligence, and promotions (Stephen & Galak, 2009; Tanuri, 2010). Stephen and Galak (2009) also contend that social media platforms, such as online communities, discussion forums, and blogs, significantly impact marketing efforts. Nielsen (2011) reports that approximately 70% of social media users actively participate in online shopping. These consumers utilize online platforms and computer screens to explore products and services that pique their interest (Nielsen, 2011). Consequently, Nielsen (2011) suggests that social media presents an excellent opportunity for marketers to connect with their target customers, gaining insights into their preferences and tastes.

Consumer buying behaviour

In marketing, consumer behaviour refers to studying the way individual make decisions with regard to what they need, want, purchase or act in relation to service, company or product. Consumer buying behaviour refers to the process and patterns consumers go through when making purchasing decisions. Understanding consumer buying behaviour is crucial for businesses as it helps them tailor their marketing strategies and products to meet consumer needs and preferences.

Impulsive buying behaviour is a fascinating aspect of consumer psychology that influences purchase decisions without much forethought or planning. It refers to the tendency of consumers to make spontaneous, unplanned purchases driven by emotions, desires, or external stimuli. This behaviour is characterized by the lack of thorough consideration of the product's necessity, utility, or long-term value. Instead, impulsive buying is fuelled by immediate gratification and the excitement of acquiring something in the spur of the moment.

According to Aragoncillo and Orus (2018), the presence of certain factors encourages impulse purchasing in the online setting, and two such factors are the lack of human contact and anonymity. An essential benefit of online shopping, as opposed to physical stores, is the ability to remain anonymous. When customers feel assured of their anonymity, they are more likely to engage in impulse purchases. Some products may cause hesitation for consumers when considering a physical store purchase, making online shopping a more advantageous option, as it allows them to feel more comfortable in their decision-making process. In contrast, offline purchases involve physical interaction and contact with

other individuals, such as salespeople and companions, while online buyers tend to shop alone and in private. Consequently, it has been observed that physical purchases can act as a hindrance to impulse buying when compared to the ease of making impulse purchases on the internet.

The customer's impulsive purchasing behaviour is influenced by five key factors, namely trust, website quality, hedonic motivation, situational variables, and variety seeking, as pointed out in the research by Kumar (2018).

Hedonic Motivation

Hedonic motivation is a psychological concept that revolves around the pursuit of pleasure and the avoidance of pain. It is a fundamental aspect of human behaviour and plays a crucial role in influencing consumers decision-making processes. Hedonic motivation plays a significant role in consumer buying behaviour and marketing. Companies often use advertising and branding strategies to tap into consumers' desires for pleasure, portraying their products or services as sources of enjoyment and happiness. This can lead to impulsive buying decisions driven by the immediate promise of pleasure.

Childers et al. (2001) state B2C business conducted through web-based mechanisms. It offers companies a greater chance to design visually appealing and mentally stimulating shopping experiences that are not possible in traditional brick-and-mortar retail settings. The authors also highlight the hedonic aspects of new media and their role in fostering an interactive shopping environment. Hedonic motivation stands out as the primary determinant behind online shopping and impulsive purchases on the internet. Successful online retailers capitalize on the integration of a hedonic environment, serving as a catalyst for immediate shopping decisions. The buying patterns observed in online shoppers can be viewed as an expression of self-esteem, distinct from merely shopping for leisure or enjoyment. Enthusiasm emerges as the key driving factor for hedonic customers. For them, making a purchase transcends mere task completion or acquiring goods (Akram et al., 2018).

Trust

Trust stands as a foundational principle with a pivotal significance in human connections and exchanges. It signifies the faith or assurance an individual holds in the dependability, truthfulness, and ethical character of another. Trust forms the bedrock of robust connections among people, spanning personal relationships, friendships, and business partnerships alike. Within the realm of marketing, trust assumes a critical role by directly shaping how consumers view and engage with a brand, item, or service.

In today's era where consumers have abundant access to information and options, the establishment and maintenance of trust play a pivotal role in the success of businesses. Brands that openly and transparently communicate about their products, pricing, and business practices are more likely to gain consumer trust. The practice of honesty and directness in marketing communications aids in building credibility and nurturing trust. In this way, users demonstrate their willingness to form and sustain a relationship with the proprietor or service provider of the social media platform, aiming to ensure the continual receipt of satisfactory services (Garbarino & Johnson, 1999; Shabbir, Palihawadana, & Thwaites, 2007).

Ozer, 2012 suggests that a well-designed social networking platform has the capacity to better address users' social connection requirements. This improved influence on how users perceive the platform's quality can cultivate a sense of confidence and reliance on the service provider's capabilities. Establishing trust holds significance not only in online but also offline marketing strategies.

Website quality

The quality of website is a fundamental component of successful social media marketing. It enhances brand perception, improves user engagement, boosts conversions, and supports overall marketing efforts. By investing in website quality and aligning it with social media marketing strategy, can create a powerful online presence and drive meaningful results for your business.

Several studies have explored the relationship between website quality and its influence. Ahn, Ryu, and Han (2007), DeLone, and McLean (2004), as well as Hennig-Thurau, Gwinner, and Gremler (2002) have all conducted research on this topic and found that the quality of a website directly affects outcomes. Liang and Lai (2002) have also pointed out that social networking sites serve as online platforms providing social networking services, and the success of these services relies heavily on the quality of their websites. Moreover, DeLone and McLean (2004) have suggested that the design of social networking sites has a significant impact on users' social sharing, shopping behaviour, and overall social engagement.

Variety seeking

Variety seeking is a concept that can be applied to social media marketing strategies. It refers to the tendency of consumers to seek out and engage with diverse and novel content rather than sticking to a single type of content or channel. Variety seeking pertains to a phenomenon where consumers participate in diverse behaviours, such as purchasing from multiple brands or switching between different brands (Li, Hitt, & Zhang, 2011).

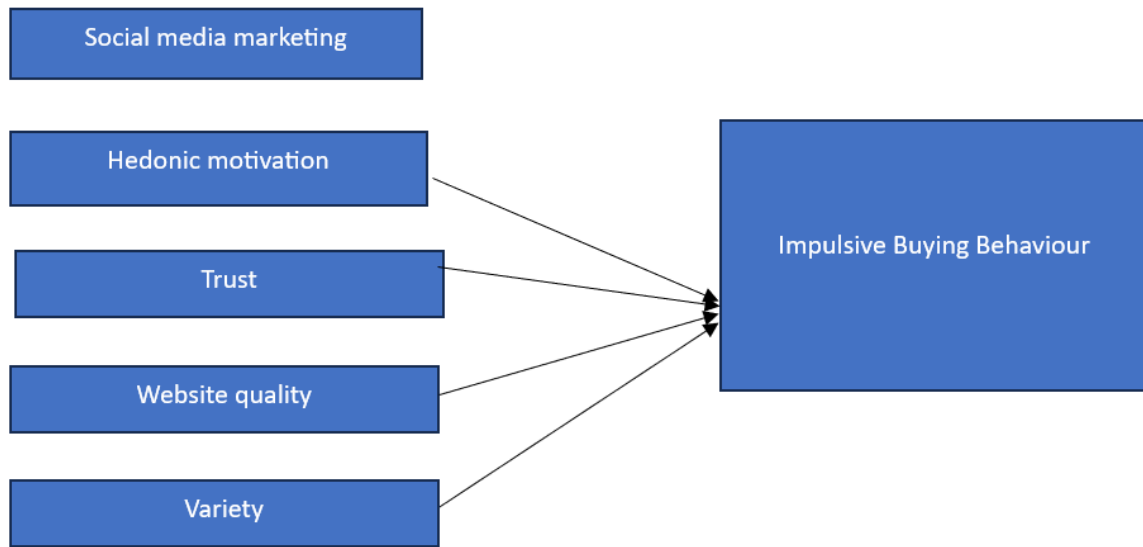
It is characterized as pervasive due to people's inclination to actively pursue variety in their search for and consumption of goods and distinct services throughout their lives (Kahn, 1995). This behaviour can manifest when consumers switch between stores or during individual purchase occasions, as they deliberately choose a diverse assortment of products or services from various companies simultaneously (Simonson, 1990).

Methodology

The subsequent segment described the approach used to construct the present research study, encompassing the collection of raw data and the researcher's intended process of transforming it into a coherent and comprehensible set of results, aligned with the previously stated hypotheses and objectives.

This is the explanatory study. Population is defined as a set of elements which have some common characteristics. Size of the population is the number of elements in the population (Mugo, 2002). The population of this study is selected from different parts of Kerala. Moreover, the subset of a population is called sample and process of sample selection is termed as a sampling. The size of a sample is the number of elements in the sample. The accuracy of survey result can be determined by the help of sampling. The sample for this study was selected using convenience sampling; 200 customers were selected for this study. The present study utilized a researcher-developed questionnaire as the primary tool for data collection. This questionnaire comprised paragraphs that addressed each variable within the study's model. To measure responses, the Likert 5 scale was employed, with participants indicating their level of agreement or disagreement using the following scale: 'strongly agree' (5) – 'agree' (4) – 'neutral' (3) – 'disagree' (2) – 'strongly disagree' (1).

Model of the Study



Results

Demographic

The current section discusses the demographic analysis of the sample of the study according to the data analysis. The demographic variables consisted of Gender, Age and Education.

Table 1- Gender

| | | | |
|--------|------|--------|--------|
| Gender | Male | Female | Others |
| Total | 85 | 110 | 5 |

Table 2-Age

| Age | Frequency | Percentage |
|----------|-----------|------------|
| 20-25 | 28 | 14 |
| 25-30 | 83 | 41.5 |
| 30-35 | 49 | 24.5 |
| Above 35 | 40 | 20 |
| Total | 200 | 100.00 |

Table 3- Educational qualification

| Qualification | Frequency | Percentage |
|-----------------|-----------|------------|
| Plus two | 22 | 11 |
| Degree | 120 | 60 |
| Post graduation | 40 | 20 |
| PG and above | 18 | 9 |
| Total | 200 | |

Descriptive data , table 1 shows that 55% (110) females participated in this research and 45% (85) is male participation. Table 2 show that the age group is between 20 to above 35. 14% of the population were in the age group between 20 to 25, 41.5% of the population were in the age group of 25 to 30.24.5% of the population were in the age group of 30 to 35, 20% of the population were above35 years old. Majority population were in the range of 25 and 30.

Table 3 shows that 22 (11%) had plus two qualification and 120 (60%) were having Graduation degree. 40(20%) respondent having post-graduation degree and 18 (9%) respondents are qualified post-graduation and above. So we can conclude that majority of the sample size were Graduate

Variable Analysis

A reliability test was carried out using Cronbach’s alpha, the result showed a value of (0.957) for all items, in addition the alpha for each variable is greater than accepted percent 0.60, which is a reasonable value indicating the tool consistency and suitability for use in the study.

Table 4

| Descriptive Statistics | | | |
|------------------------|------|----------------|-----|
| | Mean | Std. Deviation | N |
| Hedonic | 3.60 | .854 | 200 |
| Website quality | 3.57 | .945 | 200 |
| Trust | 3.92 | .922 | 200 |
| Variety | 3.14 | 1.211 | 200 |
| Social | 4.94 | 1.228 | 200 |

Examining the above table (4), it can be seen that there is a positive attitude from participants towards the dimensions of impulse buying. This appeared through the mean of the paragraphs which scored higher than 3.00 referring to the paragraph as a good indicator. However, according to the table, the most influential factor appeared to be trust as it scored the highest mean (3.92) referring to the influence of trust in encouraging women to make instant and impulse buying decisions.

Table 5

| Correlations | | | | | | |
|---------------------|--------------------|-------|--------------------|-----------------|-------|---------|
| | | IBB | Hedonic Motivation | Website quality | Trust | Variety |
| Pearson Correlation | IBB | 1.000 | .647 | .725 | .418 | .253 |
| | Hedonic Motivation | .647 | 1.000 | .787 | .572 | .424 |
| | Trust | .725 | .787 | 1.000 | .561 | .460 |
| | Website quality | .418 | .572 | .561 | 1.000 | .511 |
| | Variety | .253 | .424 | .460 | .511 | 1.000 |

Correlation describes the relation of one variable with another. It shows whether the relation is positive or negative, it also shows the strength of the relation; Strong, weak, or positive. In order to measure the strength and direction of association exist between two variables, the study used Pearson’s correlation. It is used for understanding whether there is a relationship between the variables. The p-value of hedonic

motivation, trust, website quality and variety is less than 0.01. it explains the relation with Impulsive Buying Behaviour (IBB). Table shows the value of 0.647, 0.725, 0.418 and 0.253 tells us a significant relationship among these variables. The most closed and strong relationship among variables can be found between trust and Impulse Buying Behaviour which is 0.725. It is strongest because it is closed to 1.

Table 6

| Model Summary | | | | |
|--------------------------------|-------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .743a | .553 | .528 | .900 |
| a. Predictors: (Constant), SMM | | | | |

Regression analysis allows examining the relationship between the variables of this study. R-squared is always between 0 and 100%. 100% describes that the model explains entire variability of the response data around its mean. On the other hand, 0% means that model explains entire the variability of response data. The R-sq. in this study is 55.3% which is actually good.

Table 7

| ANOVA | | | | | | |
|---|------------|----------------|-----|-------------|--------|-------|
| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 122.145 | 4 | 30.5362 | 33.409 | .000b |
| | Residual | 178.375 | 195 | .914 | | |
| | Total | 300.52 | 199 | | | |
| a. Dependent Variable: IBB | | | | | | |
| b. Predictors: (Constant), Hedonic, Website quality, Trust, Variety, Social | | | | | | |

Linear regression is a very powerful, but a very simple supervised learning and analysis technique used for studying the relationship between variables. The main purpose of the linear regression is to deduct how the explanatory variables which are also called as input variable influences the response variable also known as output variable. A positive value is normally an acceptable value having sig value of less than 0.05.

Table 8-Coefficients

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|--------------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.790 | .357 | | 2.21 | .000 |
| | Hedonic Motivation | .205 | .127 | .213 | 1.613 | .000 |
| | Trust | .610 | .134 | .603 | 4.550 | .000 |
| | Website Quality | .024 | .113 | .022 | .212 | .000 |
| | Variety | .038 | .101 | .126 | 1.329 | .002 |

Table 8 shows that the coefficient for hedonic motivation is 0.205. This concludes that for every unit increase in hedonic motivation, a 0.205 unit increase in Impulsive Buying Behaviour can be expected by keeping all the other variables constant. The coefficient for Social Network Marketing is significantly because its p-value is 0.000. Therefore, H1 “hedonic motivation has a significant impact on impulsive buying behaviour” is accepted. Table 8 mentions that every unit increase in trust will increase .610 units in the Impulsive Buying Behaviour by holding all other variables constant. The coefficient for electronic word-of-mouth is significantly because its p-value is 0.000, which is lesser than 0.05. Therefore, H2 “trust has a significant impact on impulsive buying behaviour” is accepted. From this table we know that coefficient for website quality is .024. Thus, it can be concluded that for every unit increase in website quality will increase .024 units in the Impulsive Buying Behaviour by keeping all the other variables constant. The coefficient for website quality is statistically significant because its p-value of 0.000 is lesser than .05. Therefore, H3 “website quality has a significant impact on impulsive buying behaviour” is accepted. It also shows that the coefficient for variety is 0.038. Therefore, it can be concluded that for every unit increase in Trust will increase 0.038 unit increase in Impulsive Buying Behaviour by keeping all the other variables constant. The coefficient for variety is statistically significant because its p-value of 0.002 is lesser than .05. Therefore H4 “There is a significant relationship between variety seeking and impulsive buying behaviour” is accepted.

Accepting all sub hypothesis means that accepting the main hypothesis. Our main hypothesis of the study was social media marketing influence the impulsive buying behaviour of the consumers in Kerala.

Conclusion

Social media marketing has a strong influence in changing the customer behaviours and it supports the concept of impulse buying behaviour among consumers in Kerala. Nowadays consumers are attracted to buying items through social media and use the tools which are available through social media websites like commenting and reviewing as it gives consumers the chance to express their feelings, and be more aware of the item that they are buying more than being aware of the purchasing process.

The primary aim of this research was to investigate the influence of social media marketing on impulsive purchasing behaviour of consumers in Kerala. The results of the study revealed a noteworthy relationship between these factors. As a result, it is recommended that marketers and advertisers enhance their social media marketing strategies to encourage impulsive buying behaviours in consumers. In today's consumer-driven economy, spontaneous purchasing is widespread, and consumers are greatly swayed by social media platforms. Consequently, it is crucial for both buyers and sellers to stay informed about the advancement and expansion of social media marketing.

The primary objective of the study was established through subsidiary objectives. The initial subsidiary objective of the study delineates the connection between hedonic motivation and consumers' impulsive buying behaviour. It was determined that a positive relationship exists between these two variables. Hedonic motivation, driven by the pursuit of pleasure, sensory gratification, and emotional satisfaction, often plays a significant role in prompting impulsive buying decisions among consumers. The desire to experience immediate pleasure or emotional gratification can lead individuals to make impulsive purchases, driven by the momentary excitement that the products or services promise. As a result, understanding the impact of hedonic motivation is essential for comprehending and effectively addressing impulsive buying tendencies in consumer behaviour.

The secondary sub-objective describes the relationship between trust and impulsive buying behaviour of consumers. From this study, we found that trust is the main factor in social media marketing that influences the impulsive buying behaviour of consumers. Trust plays a crucial role in shaping consumer behaviour, particularly in the context of impulsive buying. It's important to note that while trust can encourage impulsive buying behaviour, it can also lead to long-term customer loyalty if the trust is maintained consistently over time.

The third sub-objective of the study explains the relationship between website quality and impulsive buying behaviour. Our final sub-objective elucidates the connection between variety-seeking and impulsive buying behaviour. Both website quality and variety-seeking are positively correlated with the impulsive buying behaviour of consumers in Kerala. The results indicate that all the mentioned variables played a role in increasing the level of impulsive purchasing behaviour among individuals.

Chen, Su, and Widjaja (2016) highlighted that social media marketing plays a significant role in attracting a larger customer base and augmenting impulse buying tendencies. This underscores the notion that social commerce has the capacity to transform and shape customer behaviours. One facet of this behavioural transformation is the heightened occurrence of impulsive buying, stemming from various facets of impulsive purchasing that are impacted by the presence of social media utilities and the extent of social media platforms' popularity among individuals. These outcomes are in agreement with the discoveries of the current study, which underscore the substantial impact that social media can exert on customers' purchasing behaviours.

The results obtained from this study indicate that marketers need to recognize and address the growing significance of social media platforms, as they have an impact on customers' purchase intentions and encourage impulsive buying behaviour among customers. As a result, it is advised that businesses incorporate social media marketing into their strategies, consistently keeping track of consumer feedback and adapting their online marketing approaches accordingly.

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