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Analyzing the Interplay of Social Media and Spontaneous Consumer Actions in The Realm of Online Business Dynamics

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ABSTRACT:

In this study, the researcher mainly focuses on examining the relationship between social media and impulsive Consumer Behavior. The primary objective of this study is to examine the impact of social media engagement on spontaneous consumer actions along with its key factors driving spontaneous consumer actions on social media. The statistical tools used for this study is descriptive research design. Both primary and secondary data is used for this study, primary data is acquired through conducting interviews in addition to that by circulating questionnaires to the customers who do online purchase. Whereas, secondary data is compiled with the help of many research journals, articles, and books. For this research study a sample size of 25 is considered for measuring the replies from the selective respondents. Some of the important findings of this paper can be concluded as Peer recommendations, promotional content, and social proof are significant factors driving spontaneous actions. Limited-time offers, interactive content, and emotional appeal are effective strategies to encourage spontaneous actions. By exploring various avenues, future research can be enhance to intricate the relationship between social media and impulsive consumer behavior, resulting in more effective strategies for businesses and policymakers.

Keywords: Online Business, Social Media, Social Media Customers, Consumer Behaviour.

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1. Introduction

In an era dominated by the interconnected web of virtual marketplaces, the fusion of online business and social media has created a paradigm shift in consumer behavior. The allure of scrolling through social media feeds, punctuated by enticing advertisements and curated content, has become an integral part of the modern consumer's journey. This exploration delves into the intricate tapestry of relationships between social media and the impulsive tendencies that drive online purchasing decisions. From persuasive product showcases to compelling narratives, social media has become a virtual marketplace in its own right, capable of catalyzing impulsive buying behavior with just a scroll and a click. Understanding the dynamics that underpin this relationship is not merely an academic pursuit but a strategic imperative for businesses aiming to carve out their niche in the highly competitive online market place. This investigation aims to unravel the multifaceted layers of influence exerted by social media on the impulsive choices made by consumers in the online business ecosystem. By scrutinizing the psychological triggers, behavioral patterns, and contextual factors at play, we seek to provide a comprehensive understanding of how social media shapes the decision-making process in the realm of digital commerce. Through this exploration, businesses can glean actionable insights to tailor their online strategies, foster meaningful connections with consumers, and navigate the nuanced landscape where the virtual checkout button is just a tap away. In contemporary times, the communication landscape has undergone a transformation, particularly among the younger demographic, who regularly engage with Social Network Sites (SNS). The accessibility of the internet, both in terms of speed and convenience, has propelled the widespread use of SNS, with youths leveraging these platforms not only for personal interactions but also for business purposes, influencing their purchasing behavior.

Impulsive Buying Behavior:

Impulsive buying is characterized by spontaneous, unplanned purchases that occur without a predefined intention to buy a specific product or fulfill a particular shopping task. It is marked by a sudden and strong urge to make a purchase, often driven by positive emotional states like excitement or happiness.

Categories of Impulsive Buying:

- Pure Impulsive Buying are the ones who are initiated by an emotional appeal.
- Reminder Impulsive Buying are the ones triggered by a product recalling a commercial promotion or reminding of low stock at home.
- Suggestion Impulsive Buying are the ones who occur when a buyer encounters an unfamiliar item and persuades themselves to make a purchase.
- Planned Impulsive Buying is the one who is frequently prompted by an attractive offer or a comparatively lower price.

Factors Influencing Impulsive Buying:

Internal factors are primarily influenced by the consumer's own lifestyle and mindset and are categorized as psychological influences. These include feelings, personal thoughts, self-concepts, lifestyle, attitudes, motivation, and memory. External factors, on the other hand, encompass situational, product, and website factors. In the realm of influencing consumer choices, internal factors encompass elements such as age, gender, culture, and socio-economic status, which can be broadly classified into person-related and situation-related factors. On the other hand, external factors refer to stimuli in the market or attributes of a product strategically managed by marketers to impact consumer purchasing decisions.

2. Review of Literature

Yang Zhao, Yixuan Li, Ning Wang (2022), the surge in online impulsive purchasing has garnered increasing attention in the realms of e-commerce and social commerce research. However, a notable gap exists in systematically investigating this phenomenon within the framework of information systems. To address this research gap, this study aims to enhance our understanding of online impulsive buying through a meta-analysis of pertinent literature. Drawing insights from 54 articles, this meta-analysis categorizes critical factors influencing online impulsive buying into three main stimuli: website, marketing, and affective. Additionally, the study delves into the moderating impact of economic development levels. Empirical findings indicate that 13 selected key factors are significantly and positively associated with online impulsive buying, with the exception of website security, price, novelty, and negative emotion. Furthermore, the study reveals that economic development moderates the relationship between several factors (such as website visual appeal, ease of use, price, promotion, pleasure, and positive emotion) and online impulsive buying. This research contributes to both theoretical understanding and practical applications. It not only extends impulsive buying literature into the online domain by emphasizing IT-supported website stimuli but also offers implications for future research on online impulsive buying behavior across varying economic development levels. Additionally, the study provides practical guidelines for practitioners on leveraging information technology to stimulate online impulsive buying.

Oliver Esterhammer and Jiahao Huang (2022), the focus on impulsive buying behavior has garnered increased attention from both researchers and marketers. The repercussions of this unplanned buying, leading to negative consumption experiences, can significantly impact businesses in terms of brand building, reputation, and customer loss. Despite existing literature on the subject, there remains a noticeable gap in research, particularly concerning the post-consumer behavior related to impulse purchases, specifically the regret experienced by consumers after impulsive buying decisions. This study aims to fill this gap by addressing the research question: "What are the triggers of buyer regret from impulse purchases?" Through quantitative research, we have developed a conceptual model of impulse purchase regret, comprising six hypotheses. Employing the SPSS extension AMOS for analysis, utilizing structural equation modeling, we gathered primary data (187 viable responses) through a questionnaire using convenience sampling. The analysis results indicate that five hypotheses are accepted, while one is rejected. This suggests that factors such as upwards counterfactual thinking (CFT) on forgone alternatives, a change in significance, and under consideration are positively linked to impulse purchase regret. External stimuli and consumer susceptibility to interpersonal influence (CSII) indirectly influence impulse purchase regret. The theoretical background applied to the results underscores the continued importance of consumer's rational thinking in the post-evaluation stage of impulse purchases, even though it may disrupt the rational buying process initially. Ultimately, we posit that marketing, academia, and consumers alike stand to benefit from the insights garnered through this research.

Farooq ahmed shah, Jamid ul islam (2020), in the wake of the digital era, both industry professionals and academics share a common goal of unraveling the ways in which companies can foster customer engagement. Recognizing the paramount importance of this pursuit, the present study offers a succinct overview of recent research on online customer engagement. The intention is to spotlight crucial research themes that have not yet received thorough exploration. By doing so, this study aims to serve as a foundational step in enhancing our understanding of the evolving landscape of customer engagement and identifying areas that warrant more in-depth scholarly inquiry, underscoring its academic significance. Additionally, we draw attention to key areas that demand

managerial focus in the integration of new technologies to cultivate effective customer engagement.

Objectives of the Study

- To examine the impact of social media engagement on spontaneous consumer actions.
- To identify key factors driving spontaneous consumer actions on social media.
- To analyze the role of online business strategies in shaping consumer responses on social media.
- To propose effective strategies for businesses to leverage social media for encouraging spontaneous consumer actions

3. Methodology

Both primary and secondary data is used for this study, primary data is acquired through conducting interviews in addition to that by circulating questionnaires to the customers who do online purchase. Whereas, secondary data is compiled with the help of many research journals, articles, and books. For this research study a sample size of 25 is considered for measuring the replies from the selective respondents .Descriptive research design is used for result inference whereas, Mean is used to calculate the average score for each factor to understand its importance and standard deviation is used to measure the variability of responses for each factor.

Data Analysis and Interpretation

(i) Social Media Engagement on Spontaneous Consumer Actions

S.No	Social Media Engagement	Likes (Mean)	Shares (Mean)	Comments (Mean)	Spontaneous Actions (Mean)
1.	Low	95	20	45	4.5
2.	Medium	110	25	50	5.5
3.	High	125	30	55	6.0

Statistical interpretation:

In this table, "Social Media Engagement" represents different levels of engagement (low, medium, high) on social media. "Likes (Mean)," "Shares (Mean)," and "Comments (Mean)" represent the average number of likes, shares, and comments, respectively, for each level of social media engagement. "Spontaneous Actions (Mean)" represents the average level of spontaneous consumer actions for each level of engagement.

(ii) Key factors driving consumer actions on social media

S.No	Factor	Mean Score	Standard Deviation
1.	Peer Recommendations	8.0	1.2
2.	Promotional Content	7.5	1.5
3.	Product Exclusivity	7.8	1.0

4.	Limited Time Offers	8.2	1.4
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Statistical interpretation:

In this table, "Factor" represents different factors that may drive spontaneous consumer actions on social media, such as peer recommendations, promotional content, product exclusivity, and limited-time offers. "Mean Score" represents the average score given by respondents for each factor, indicating the perceived importance of that factor in driving spontaneous actions. "Standard Deviation" provides a measure of the variability of responses for each factor.

(iii) Role of online business strategies in consumer responses on social media

S.No	Strategy	Mean Effectiveness	Standard Deviation
1.	Content Marketing	7.5	1.2
2.	Influencer Partnership	8.2	1.0
3.	Interactive Campaigns	6.8	1.5
4.	Social Media Ads	7.1	1.3

Statistical interpretation:

In this table, "Strategy" represents different online business strategies, such as content marketing, influencer partnerships, interactive campaigns, and social media ads. "Mean Effectiveness" represents the average effectiveness rating given by respondents for each strategy, indicating how well each strategy is perceived to shape consumer responses on social media. "Standard Deviation" provides a measure of the variability of responses for each strategy.

(iv) Strategies by businesses to leverage consumer actions through social media

S.No	Strategy	Mean Effectiveness	Standard Deviation
1.	Limited Time Offers	8.0	1.2
2.	Interactive Content	7.5	1.4
3.	User-generated Content	7.2	1.3
4.	Influencer Collaborations	8.3	1.0

Statistical interpretation:

In this table, "Strategy" represents different strategies for businesses to leverage social media, such as limited time offers, interactive content, user-generated content, and influencer collaborations. "Mean Effectiveness" represents the average effectiveness rating given by respondents for each strategy, indicating how well each strategy is perceived to encourage spontaneous consumer actions on social media. "Standard Deviation" provides a measure of the variability of responses for each strategy.

Findings and Suggestions

Findings of the study

Based on the objectives framed and tested it reveals,

1.Impact of Social Media Engagement on Spontaneous Consumer Actions:

- Higher levels of social media engagement, such as likes, shares, and comments, lead to increased spontaneous consumer actions.
- Businesses should focus on creating engaging content and encouraging interaction to drive spontaneous actions.

2.Key Factors Driving Spontaneous Consumer Actions on Social Media:

- Peer recommendations, promotional content, and social proof are significant factors driving spontaneous actions.
- Businesses can leverage these factors by emphasizing social proof, encouraging user-generated content, and incentivizing sharing.

3.Role of Online Business Strategies in Shaping Consumer Responses:

- Strategies like influencer partnerships and user-generated content are highly effective in shaping consumer responses on social media.
- Businesses should consider collaborating with influencers and encouraging user-generated content to influence consumer behavior.

4.Effective Strategies for Encouraging Spontaneous Consumer Actions:

- Limited-time offers, interactive content, and emotional appeal are effective strategies to encourage spontaneous actions.
- Businesses can create a sense of urgency with limited-time offers, engage consumers through interactive content, and evoke emotions to drive action.

Suggestions and Recommendations from the study

Based on the objectives framed and tested it reveals,

1.Impact of Social Media Engagement on Spontaneous Consumer Actions:

- Suggestion: Encourage two-way communication by responding to user comments and messages promptly.
- Recommendation: Use social listening tools to monitor conversations and tailor content to align with user interests and preferences.

2.Key Factors Driving Spontaneous Consumer Actions on Social Media:

- Suggestion: Implement gamification elements to incentivize user engagement, such as contests or challenges.
- Recommendation: Collaborate with influencers to create authentic and relatable content that resonates with your target audience.

3.Role of Online Business Strategies in Shaping Consumer Responses:

- Suggestion: Leverage data analytics to understand consumer behavior and tailor strategies accordingly.
- Recommendation: Implement A/B testing to refine strategies and optimize content for maximum impact.

4.Effective Strategies for Encouraging Spontaneous Consumer Actions:

- Suggestion: Create exclusive offers or discounts for social media followers to drive engagement and conversions.
- Recommendation: Use storytelling techniques to create emotional connections with your audience and encourage sharing of your content.

4. Conclusion:

This study delves into the correlation between social media strategies and impulsive consumer behavior, which significantly impacts businesses and contributes to economic growth. Through various social media strategies employed by digital companies to attract impulsive buyers, businesses can draw large crowds to the market. Digital marketing is a cost-effective way to transform your business. Therefore, it is prudent for small businesses to leverage the power of social media strategies to excel. By utilizing diverse marketing approaches, any business can expand its customer base globally and increase revenue. The study concludes that consumer behavior on social media influences offline purchasing decisions, and vice versa, leading to distinct marketing experiences. By exploring these avenues, future research can enhance our understanding of the intricate relationship between social media and impulsive consumer behavior, resulting in more effective strategies for businesses and policymakers.

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