

The Relationship between Online Selling Through Social Media and Impulse Purchases among Young Professionals

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DOI: [10.36348/sjbms.2023.v08i03.003](https://doi.org/10.36348/sjbms.2023.v08i03.003)

| Received: 03.12.2022 | Accepted: 16.01.2023 | Published: 22.03.2023

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Abstract

The goal of this study is to see if there is a link between online selling via social media and impulse purchases. The steps in the methodology are as follows: Quantitative research, particularly descriptive research, is used to design research that tries to characterize the existing state of variables. With a total of 387 Young Professional respondents from Angeles City, Pampanga, the researchers also gave self-made questionnaires and utilized a Likert scale as the foundation for responding to the survey. To correlate the link between social commerce and impulsive purchase decisions, the facts were studied using statistical analysis using mean rating and Pearson r correlation. It was discovered that the Young Professional's impulse purchase choice and social commerce (hedonic and social) had a substantial association. The researchers suggested that social commerce be more trustworthy to earn trust and credibility, that sales promotions be established to enhance customer retention, and that outstanding customer service is provided to offer customers a more pleasant experience and add value. The findings point to the necessity for more investigation into other elements that influence social commerce.

Keywords: Social Commerce, Hedonic Value, Utilitarian Value, Impulse Buying Decision.

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INTRODUCTION AND REVIEW OF RELATED LITERATURE

Social media has permeated every area of people's lives. It becomes a tool for society, allowing people to connect and engage. It should come as no surprise that, with the rapid advancement of technology, people's shopping habits have evolved as well. Social networking has evolved into a tool for marketing and commerce, known as Social Commerce. The use of social networking sites like Facebook, Instagram, and Twitter to advertise and sell products and services is known as social commerce (Dollarhide, 2020).

Impulse Buying Behavior is recognized by marketers and academics all around the world. Customer shopping behavior is influenced by both the retail atmosphere and impulsive purchases. Customers

are usually considered to be more affected by the primary items and services on offer when making purchase selections (Akram *et al.*, 2016). Impulsive purchase behavior is a serious problem in the retail business and marketing, according to Saad *et al.*, (2015). It's a habit that accounts for a sizable part of all things sold each year across a wide range of industries.

Consumers' online purchase behavior is impacted by details discovered in online reviews, according to Khem *et al.*, (2018). According to the research, consumers' perceived hedonic value from reading internet reviews boosts their surfing activity. Customers' willingness to buy impulsively and, as a result, their impulse purchasing behavior is positively influenced by browsing. Furthermore, customers with high impulsiveness place a larger value on the hedonic worth of online reviews, whereas consumers with low

impulsiveness value utilitarian value more. Customers with a high level of impulsivity find that browsing has a higher influence on their willingness to make impulsive purchases.

The goal of the study is to see if there is a link between social commerce and impulse purchases. The researchers are interested in the respondents' demographic profile as well as the association between social commerce characteristics and impulse purchase decisions based on hedonic and utilitarian values.

METHODS

Research Design

Quantitative research, namely descriptive research, was employed by the researchers. This research necessitates quantitative data obtained from spontaneous purchases made by young professionals in Angeles City. To answer the questions and achieve the study's goals, the researchers used a survey research method to collect data.

Participants of the Study

The respondents were chosen using a purposive sampling approach by the researchers. The researchers required 387 people to complete the study. The options, attitudes, and thoughts of respondents from Angeles City, notably millennial or generation Y employees between the ages of 23 and 35, were chosen as the focus of the study.

Data Gathering

The survey questionnaire was utilized as the study tool. Respondents might use the Likert scale approach to select their responses. Purposive sampling strategies are used to disseminate surveys to individual respondents in Angeles City using Google Forms uploaded over Facebook Messenger.

Procedure for Data Processing and Analysis

The data is evaluated to see if the hypotheses are correct. Statistical Analysis is used to address research questions by describing data using analytical methodologies (i.e. text, numerical). In order to respond to the research challenge, the researchers employed a Likert scale. To analyze the data, the researchers used Mean Rating and Pearson-R Correlation as statistical methods. The average of sample data is calculated based on the items of relative significance, and Pearson-R Correlation determines whether and how strongly two variables are connected.

Reliability Statistics	
Cronbach's Alpha	N of Items
.903	15

RESULTS & DISCUSSION

According to the findings, there are 127 (32.8 percent) men and 260 (67.2 percent) women. The

demographic profile "11, 691- 23, 381" had the highest frequency of 147 (38.0 percent), while the demographic profile "46, 762 and above" had the lowest frequency of 55 (based on the data) (14.2 percent).

"As I browse in Social Commerce, it satisfies my curiosity" received the highest mean rating of 3.36 with the descriptive rating of "Strongly Agree," while "As I browsed in Social Commerce, I truly felt satisfied and relaxed." received the lowest mean rating of 3.01 with the descriptive rating of "Agree." Overall, Hedonic Value has a mean of 3.18 and a descriptive rating of "Agree."

The statement "I explore Social Commerce's (Facebook, Instagram, or Twitter) product/s or service/s because it is useful" was shown to have the highest Utilitarian Value. On the other side, the statement "I explore in Social Commerce because I can gain more value on the stated product/s or service/s" had the highest mean rating of 3.41 with the descriptive rating of "Strongly Agree." With the descriptive rating of "Agree," it had the lowest mean rating of 3.06. Overall, the mean Utilitarian Value score is 3.18, with a descriptive score of "Agree."

Surprisingly, the result reveals that the statement "When I explore on Social Commerce apps, I have a desire to buy things that are not included in my specified purchasing aim" is associated with Impulse Buying Decision. The statement "When I explore through Social Commerce, I occasionally buy product/s or service/s irresponsibly" had the highest mean rating of 2.95 with the descriptive rating of "Agree." The descriptive rating of "Agree" had the lowest mean rating of 2.65. Overall, the mean score for Impulse Buying Decision is 2.75, using "Agree" as the descriptive rating.

The p-value of 0.001 is lower than the significance level/alpha level of 0.05 (p0.05) in the test conducted to examine the relationship between social commerce and impulse buying decision, indicating that there is a significant relationship between social commerce's hedonic value and impulse buying decision. Furthermore, there was a slight positive association between the hedonic value of social commerce and impulse purchase decisions.

Based on a study that looked at the link between social commerce and impulsive purchases there is a significant association between social commerce's utilitarian value and impulsive buying choice, with a p-value of 0.001, which is lower than the significance threshold/alpha level of 0.05 (p0.05). Furthermore, there was a slight positive link between the utilitarian value of social commerce and impulse purchase decisions.

Correlation Matrix

Correlation Matrix – PEARSON'S CORRELATION						
		AHV		AUV		AIB
AHV	Pearson's r	—				
	p-value	—				
AUV	Pearson's r	0.611	***	—		
	p-value	< .001		—		
AIB	Pearson's r	0.345	***	0.405	***	—
	p-value	< .001		< .001		—
Note. * $p < .05$, ** $p < .01$, *** $p < .001$						

CONCLUSION

The study looked into the link between social commerce and impulse purchases among Angeles City's young professionals. The dependent variables: hedonic and utilitarian value, as well as the demographic profile: sex, and monthly income, are utilized to analyze and validate the underlying component in impulsive purchase choice in this study. The study comes to the following conclusion based on its findings:

The male had the lowest frequency of 127 with a 32.8 percentile, while the female had the greatest frequency of 260 with a 67.2 percentile. According to Pradhan (2016), male and female customers experience impulse buying differently, with female shoppers experiencing it more frequently owing to their similarity and rapid exposure to things.

In terms of monthly income, "46, 762 and above" received the lowest frequency of 55, accounting for 14.2 percent of the total. Young Professionals with a higher salary are less likely to be impulsive customers, according to the findings. The lower the frequency and proportion of the demographic description, according to Akram et al (2018), the greater the income. With the descriptive rating of "Agree," the statement "As I browsed on Social Commerce, I felt satisfied and relaxed" obtained the lowest mean rating of 3.01. Consumers feel uneasy when surfing Social Commerce, as indicated in the results because there is no guarantee that their expectations will be satisfied, which can lead to misunderstanding or, worse, discontent.

"I explore in Social Commerce since I can acquire more value on the stated product/s or service/s." had the lowest mean rating of 3.06 and the descriptive rating of "Agree." Because the majority of sellers in social commerce are small company owners, the results demonstrate that the items or services marketed in social commerce do not provide much value when compared to real stores. According to the findings, social commerce's hedonic and utilitarian values have a considerable association with impulsive purchasing decisions but are not as strong as that of a physical shop. When consumers come upon a product online, they are less inclined to make spontaneous or impulsive purchases. They may look at it out of curiosity, but they are less inclined to buy it.

RECOMMENDATIONS

To avoid deceiving customers, it is essential that product or service information advertised be realistic or truthful to make them feel happy and calm. To build dependability and confidence, sellers should display genuine product photographs rather than enhanced versions. Customers should be offered discounts and urged to fill out remark coupons, which will function as reviews of their experience after they purchase the goods. Other potential clients will have a reference point in terms of the online seller's credibility as a result of this action. Because people learn about the quality of a product or service by reading evaluations from other customers, this may assist establish confidence with the target buyers. Furthermore, the researchers propose giving free shipping above a specific quantity of things, since logistics services may add value, and enhancing product packaging to emphasize the greatest characteristics of the product to provide more extra value to the products or services given in Social Commerce. Consumers rate items based on the distinctiveness of their packaging, according to the survey, and are ready to test products that are nicely wrapped. Customers can contact the vendor directly if they have any questions or complaints regarding the goods, and the seller will respond as quickly as possible. Customers develop trust and loyalty when they receive excellent customer service.

Consumers should also be mindful of their activity and examine customer evaluations to assess the reliability of items or services supplied in Social Commerce, as well as post feedback afterward, according to the study. Finally, comparable research should be conducted to strengthen these findings, and while conducting a survey, the number of participants should be evenly distributed in terms of demographic profile: Sex, Age, and Gender (Male and Female). It will be simple to determine which Sex is more likely to partake in Social Commerce's Impulse Buying Decision using this information.

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