

Impact of Social Media Advertising on Impulse Buying Behaviour: A Consumer Analytics Study

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Abstract

The rapid growth of social media platforms has transformed consumer purchasing behaviour and created new opportunities for digital advertising. This study examines the impact of social media advertising on impulse buying behaviour among consumers in India. The research focuses on key advertising dimensions such as informativeness, entertainment value, credibility, economic relevance, advertisement personalization, and visual appeal. Primary data were collected from 110 respondents through a structured questionnaire, and the data were analyzed using descriptive and visual analytical techniques in Microsoft Excel. The findings indicate that prolonged social media usage, repeated exposure to advertisements, influencer marketing, advertisement personalization, and visual appeal significantly influence impulse buying behaviour. The study further reveals that perceived credibility strengthens the relationship between advertising exposure and impulsive purchase decisions. Overall, the research highlights the growing influence of social media advertising in shaping consumer behaviour and emphasizes the need for effective and ethical digital marketing strategies.

Keywords: *Social Media Advertising, Impulse Buying Behaviour, Consumer Analytics, Digital Marketing, Advertisement Personalization, Influencer Marketing, Consumer Behaviour, Online Advertising*

1. Introduction

The emergence and widespread adoption of social media have significantly transformed the way consumers interact with businesses and brands. Social media platforms provide organizations with cost-effective and highly interactive channels for communicating with consumers. Unlike traditional advertising methods, social media advertising enables real-time engagement, personalized content delivery, and targeted promotional campaigns based on consumer preferences and online behaviour.

One of the most notable outcomes of social media advertising is its influence on impulse buying behaviour. Impulse buying refers to spontaneous and unplanned purchasing decisions that are driven by emotions, situational factors, and immediate stimuli rather than careful evaluation. Features such as visually attractive advertisements, influencer endorsements, personalized recommendations, and repeated exposure to promotional content often encourage consumers to make instant purchase decisions.

The increasing popularity of platforms such as Instagram, YouTube, Facebook, and other digital channels has amplified consumers' exposure to advertising messages. As advertisements become seamlessly integrated into daily online activities, consumers are more likely to encounter persuasive content that influences their purchasing decisions. Understanding this relationship is important for marketers seeking to optimize advertising effectiveness and for consumers seeking to make informed purchasing decisions.

Despite the growing body of research on consumer behaviour and digital marketing, limited studies have comprehensively examined how specific aspects of social media advertising influence impulse buying behaviour in the Indian context. This study addresses this gap by

investigating the impact of advertising exposure, personalization, visual appeal, and credibility on consumers' impulse buying behaviour using empirical evidence collected from Indian consumers.

2. Literature Review

Consumer behaviour researchers have extensively examined the factors that influence purchasing decisions in digital environments. Michael R. Solomon (2020), in *Consumer Behaviour: Buying, Having, and Being*, explained that impulse buying is largely driven by emotional responses and environmental influences rather than rational evaluation. The author emphasized that digital platforms and social media advertising have significantly altered consumer preferences and purchasing behaviour.

Nyrhinen et al. (2024) investigated the online antecedents of impulse buying behaviour among young consumers and found that targeted social media advertisements and personalized promotional content significantly increase consumers' tendency to make unplanned purchases. Their study highlighted the role of repeated exposure and recommendation algorithms in shaping buying behaviour.

Ngo (2024) conducted a comprehensive study on factors influencing online impulsive buying behaviour and reported that video-based social commerce content strongly affects impulsive purchasing, particularly among younger consumers. The study emphasized that visually engaging content and interactive platform features encourage spontaneous buying decisions.

Ciocodeică (2025) examined the influence of social media communication on hedonic and impulsive consumer behaviour and found that interactive and emotionally appealing social media content significantly affects consumers' emotional responses, thereby encouraging impulse buying behaviour.

Kothari (2025) explored the impact of social media advertising on consumer behaviour and concluded that advertisement credibility and authenticity play crucial roles in influencing consumers' purchase intentions. Consumers are more likely to respond positively to advertisements that they perceive as trustworthy and relevant.

Existing literature clearly demonstrates the importance of social media advertising in shaping consumer behaviour. However, limited research has simultaneously examined advertising exposure, personalization, visual appeal, and credibility within the Indian context. The present study contributes to the literature by providing empirical evidence regarding the influence of these factors on impulse buying behaviour among Indian consumers.

3. Objectives of the Study

- I. The objectives of the study are as follows:
- II. To examine the impact of social media advertising exposure on consumers' impulse buying behaviour.
- III. To analyze the relationship between time spent on social media platforms and impulse purchasing tendencies.
- IV. To evaluate the influence of advertisement informativeness, entertainment value, credibility, and economic relevance on impulse buying behaviour.
- V. To assess the impact of advertisement personalization and visual appeal on consumers' purchase decisions.

- VI. To examine the moderating role of perceived credibility in social media advertising.
- VII. To compare impulse buying behaviour across different consumer groups.
- VIII. To provide insights for developing effective and ethical social media marketing strategies.

4. Research Methodology

4.1 Research Design

The study adopts a descriptive and explanatory research design to examine the influence of social media advertising exposure on impulse buying behaviour. A cross-sectional survey approach was used to collect data from active social media users at a single point in time.

4.2 Source of Data

The study is based on primary data collected through a structured questionnaire administered to consumers in India. Relevant academic literature and published studies were also reviewed to support the conceptual framework.

4.3 Data Collection Tool

A structured questionnaire was used as the primary data collection instrument. The questionnaire captured information related to demographic characteristics, social media usage patterns, advertising exposure, impulse buying tendencies, and post-purchase experiences.

4.4 Sampling Method

The study employed a convenience sampling technique due to accessibility and time constraints. Respondents were selected from active social media users across different demographic groups.

4.5 Sample Size

The study was conducted using responses collected from 110 consumers.

4.6 Area of Study

The study was conducted among social media users in India and focused on understanding their reactions to social media advertising and impulse buying behaviour.

4.7 Tools for Data Analysis

The collected data were analyzed using Microsoft Excel. The following analytical techniques were employed:

- i. Descriptive Analysis
- ii. Visual Analysis
- iii. Comparative Analysis
- iv. Graphical Representation through Bar Charts
- v. Trend Identification and Interpretation

5. Data Analysis and Interpretation

5.1 Daily Time Spent on Social Media Platforms

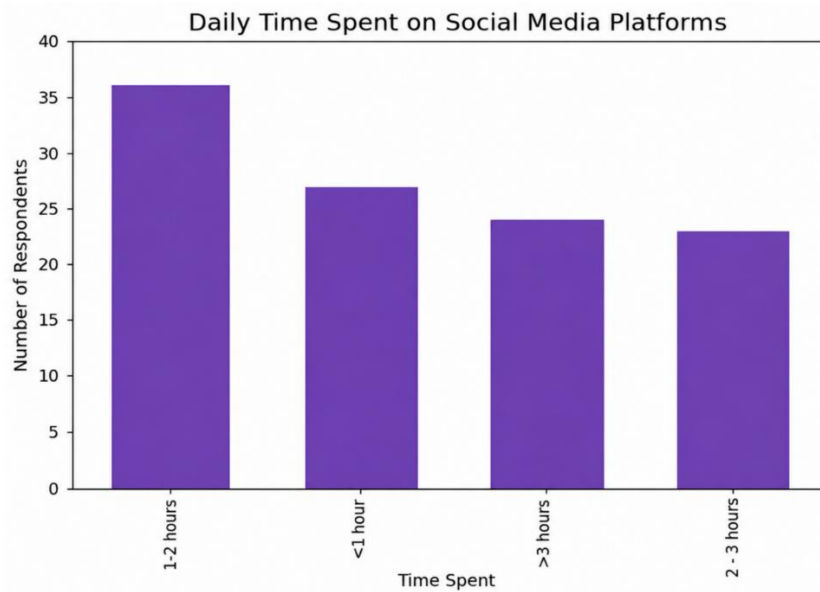


Figure 1: Daily Time Spent on Social Media Platforms

Figure 1 shows the distribution of daily time spent on social media platforms such as Instagram, Reels, and YouTube indicates that a large proportion of respondents spend between one and two hours or more per day on these platforms. A substantial segment of respondents reported spending more than three hours daily on social media. This reflects a high level of exposure to digital environments where advertisements and promotional content are continuously presented. Higher social media engagement increases the frequency of exposure to advertisements and influencer content. Continuous interaction with personalized and visually appealing advertisements creates favorable conditions for impulse buying behaviour by reducing critical evaluation and increasing emotional responsiveness toward promotional messages.

5.2 Exposure to Influencer and Product Advertisements

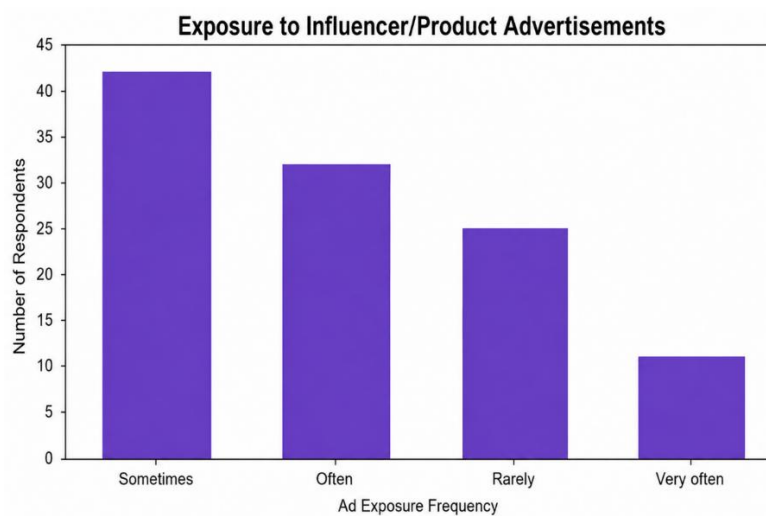


Figure 2: Exposure to Influencer and Product Advertisements

Figure 2 demonstrates that most respondents reported seeing influencer or product advertisements either sometimes or often, while relatively few respondents indicated either very frequent or very rare exposure. The results suggest that exposure to social media advertising has become a regular component of users' online experiences. Regular exposure to advertisements contributes to increased brand familiarity, trust, and recognition. Repeated encounters with promotional content may gradually reduce consumer resistance and encourage spontaneous purchase decisions, particularly during emotionally driven situations.

5.3 Self-Rated Impulsive Buying Tendency



Figure 3: Self-Rated Impulsive Buying Tendency

Figure 3 shows the majority of respondents rated themselves within the lower to moderate range of impulsiveness, while relatively fewer respondents identified themselves as highly impulsive buyers. This suggests that impulse buying behaviour is not restricted solely to individuals with strong impulsive tendencies. The findings indicate that environmental factors, particularly social media advertising exposure, may play a significant role in stimulating impulse purchases even among consumers who do not perceive themselves as highly impulsive. External stimuli often interact with consumer emotions and situational factors to influence buying behaviour.

5.4 Impulsiveness versus Influencer Advertisement Convincing Power

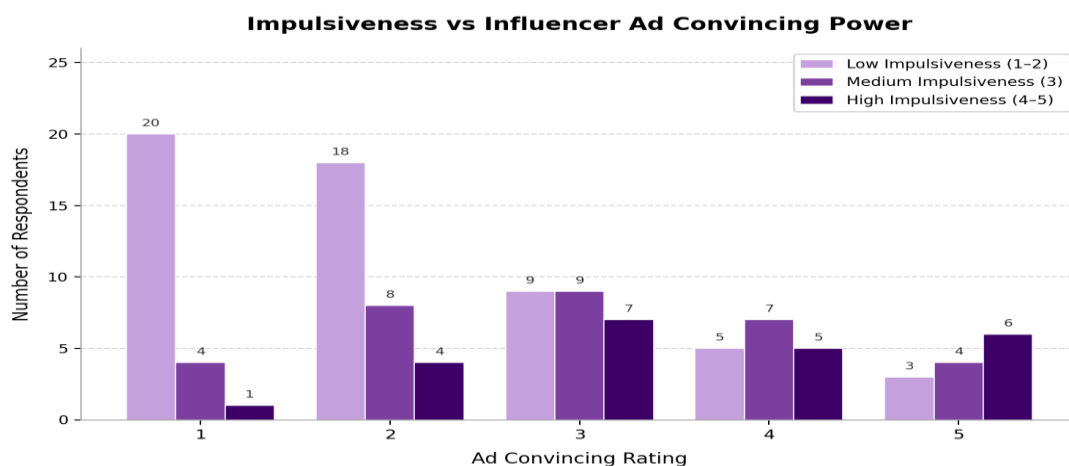


Figure 4: Impulsiveness vs. Influencer Advertisement Convincing Power

Figure 4 illustrates a positive relationship between consumers' impulsiveness levels and the perceived convincing power of influencer advertisements. Respondents who rated influencer advertisements as highly convincing were more likely to exhibit moderate to high levels of impulsive buying behaviour. The findings suggest that influencer marketing serves as a powerful persuasive mechanism in social media environments. Influencers who are perceived as trustworthy and relatable can establish stronger emotional connections with consumers, thereby encouraging spontaneous purchase decisions and reducing cognitive resistance.

5.5 Satisfaction with Last Impulse Purchase



Figure 5: Satisfaction with Last Impulse Purchase

Figure 5 shows respondents' satisfaction levels with their most recent impulse purchase were generally clustered within the moderate to high range. Only a small proportion of respondents reported extreme dissatisfaction with their impulse purchases. The results suggest that impulse purchases driven by social media advertising are not necessarily associated with regret. Moderate to high satisfaction levels may reinforce future impulsive purchasing behaviour by reducing perceived risks and strengthening positive attitudes toward spontaneous purchases.

6. Major Findings of the Study

- I. A significant proportion of respondents spend one to two hours or more daily on social media platforms.
- II. Most respondents are regularly exposed to influencer and product advertisements.
- III. Advertisement exposure has become a routine component of social media usage.
- IV. Consumers generally exhibit low to moderate levels of self-perceived impulsiveness.
- V. Social media advertising influences impulse buying behaviour even among consumers who do not consider themselves highly impulsive.
- VI. Advertisement personalization and visual appeal serve as major drivers of impulse purchasing.
- VII. Influencer advertisements positively influence consumers' impulsive buying tendencies.
- VIII. Perceived credibility strengthens the effectiveness of social media advertisements.
- IX. Most respondents reported moderate to high satisfaction with their impulse purchases.
- X. Positive post-purchase experiences may encourage future impulsive buying behaviour.

- XI. Social media advertising significantly contributes to spontaneous purchase decisions among Indian consumers.

7. Discussion

The findings of the study demonstrate the growing influence of social media advertising on consumer decision-making processes. Frequent exposure to advertisements, combined with extended social media usage, creates an environment where consumers continuously encounter persuasive marketing messages. These messages influence purchasing behaviour by leveraging emotional responses, personalization techniques, and visually attractive content.

Influencer marketing emerged as a particularly influential factor in shaping impulse buying behaviour. Consumers often perceive influencers as credible and relatable sources of information, making their recommendations more persuasive than conventional advertising. This supports the growing importance of influencer-based promotional strategies in digital marketing.

The results also suggest that impulse buying behaviour is not solely determined by personality traits. Instead, social media advertising acts as a situational trigger that can influence consumers across varying levels of impulsiveness. Furthermore, moderate to high satisfaction levels following impulse purchases indicate that consumers often perceive these purchases positively, reinforcing future impulsive buying tendencies.

These findings highlight the importance of developing ethical advertising practices that balance marketing effectiveness with consumer well-being. Marketers should focus on delivering relevant, informative, and trustworthy content while avoiding manipulative promotional tactics.

8. Conclusion

The study concludes that social media advertising significantly influences impulse buying behaviour among consumers in India. Advertisement personalization, visual appeal, frequent exposure, and influencer convincing power positively affect spontaneous purchasing decisions. Perceived credibility further strengthens the impact of advertising messages on consumer behaviour.

Although respondents generally reported moderate levels of impulsiveness, repeated exposure to persuasive content encouraged unplanned purchasing behaviour. The findings also reveal that consumers are generally satisfied with their impulse purchases, which may reinforce future impulsive buying tendencies.

Overall, social media advertising has become a powerful force in shaping consumer behaviour within digital environments. The study highlights the growing importance of consumer analytics and digital marketing strategies in understanding and influencing contemporary purchasing decisions.

9. Recommendations

- I. Marketers should invest in personalized advertising strategies to enhance consumer engagement.
- II. Businesses should focus on creating visually appealing and emotionally engaging advertisement content.
- III. Influencer marketing campaigns should prioritize authenticity and credibility.

- IV. Organizations should maintain transparency in advertising messages to strengthen consumer trust.
- V. Advertisements should provide relevant and informative content rather than relying solely on emotional appeals.
- VI. Digital marketers should continuously monitor consumer responses to optimize campaign effectiveness.
- VII. Companies should adopt ethical advertising practices that encourage informed consumer decision-making.
- VIII. Social media platforms should promote responsible advertising standards to protect consumer interests.

10. Limitations of the Study

- I. The study was conducted using a relatively small sample size of 110 respondents.
- II. Convenience sampling was used, which may limit the representativeness of the findings.
- III. The study focused only on active social media users in India.
- IV. Findings may not be generalized to populations outside the surveyed group.
- V. The study relied on self-reported responses, which may be subject to response bias.
- VI. The analysis was primarily descriptive and did not employ advanced statistical techniques.
- VII. Only selected advertising-related variables were examined.
- VIII. The cross-sectional design limits the ability to establish causal relationships.

11. Future Scope of the Study

Future studies may employ larger and more diverse samples to improve the generalizability of findings across different regions and demographic groups. Longitudinal research designs could be used to examine how repeated exposure to social media advertising influences impulse buying behaviour over extended periods.

Researchers may apply advanced statistical techniques such as Structural Equation Modelling (SEM), regression analysis, mediation analysis, and moderation analysis to gain deeper insights into the psychological mechanisms underlying impulse buying behaviour. Comparative studies across different social media platforms may reveal platform-specific influences on consumer decision-making.

Future research may also incorporate additional variables such as self-control, emotional regulation, digital addiction, perceived risk, trust, and cognitive overload. Experimental research designs could further strengthen understanding of causal relationships between social media advertising exposure and impulse buying behaviour. Such investigations would contribute to a more comprehensive consumer analytics framework in emerging digital markets.

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