

**SOCIAL MEDIA MARKETING AND ITS IMPACT ON IMPULSIVE  
BUYING BEHAVIOUR IN KATHMANDU VALLEY IN COSMETIC  
PRODUCTS**

A Dissertation submitted to the Office the Dean, Faculty of Management in  
partial fulfilment of the requirements for the Master of Business Studies

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## CERTIFICATE OF AUTHORSHIP

I hereby corroborate that I have researched and submitted the final draft of dissertation entitled “**Social Media Marketing and Its Impact on Impulsive Buying Behavior in Kathmandu Valley in Cosmetic Product**” The work of this dissertation has not been submitted previously for the purpose of conferral of any degrees nor it has been proposed and presented as part of requirements for any other academic purposes. The assistance and cooperation that I have received during this research work has been acknowledged. In addition, I declare that all information sources and literature used are cited in the reference section of the dissertation.

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## REPORT OF RESEARCH COMMITTEE

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## ABBREVIATIONS

AM:	Arithmetic mean
FOMO:	Play on the Fear of Missing Out
HM:	Hedonic Motivation
HSM:	Heuristic Systematic Model
IB:	Impulsive Buying
OCBB:	Online Compulsive Buying Behavior
OCBSD:	Online Compulsive Buying Shopping Disorder
OIBB:	Online Impulsive Buying Behavior
SNUD:	Social Networks User Disorder
SOR:	Stimulus Organism Response
SV:	Situational Variable
T:	Trust
TRA:	Theory of Reasoned Action
UCC:	Usage of Credit Cards
WQ:	Website Quality

## **ABSTRACT**

This study is examined to Social Media Marketing and Its Impact on Impulsive Buying Behavior in Kathmandu Valley in Cosmetic Products. The main objectives of this study are to identify the influence of social media marketing on impulse buying behavior among consumers, to analyze the specific social media marketing techniques of strategy to that contribute impulsive purchasing decisions and to examine the relationship between hedonic motivation, website quality, trust, situational variable and impulse buying behavior. Hedonic Motivation (HD), Website Quality (WQ), Trust (T) and Situational Variable (SV) are the independent variables and Impulse Buying (IB) is the dependent variable in this study. Descriptive statistics, correlation and multiple regression analysis are taken to present data. The major finding of this study are improving website quality (WQ) and understanding the hedonic and situational influences on consumers are crucial strategies for managing impulsive buying behavior. The correlation analysis shows strong relationship between impulsive buying and other variables, particularly hedonic motivation and situational factors.

**Keywords:** *Social media, Marketing, Impulsive Buying, Hedonic Motivation, Website Quality, Trust, Situational Influence*

# CHAPTER-I

## INTRODUCTION

### 1.1 Background of the Study

Social media is used by billions of people around the world and has quickly become one of the defining technologies of our age, and an indispensable part of daily life for people all over the world. Currently, more than 4.5 billion people are using the internet and the number of social media users has exceeded 3.8 billion according to the 2020 Global Digital Report. This increase continues at approximately 9.2% annually (Rable.1). Social media and customer forums are an impact element in the minds of consumers who have the potential to both build and destroy brands. For consumers, the reputation of the brand can rise to the highest level based on communication on social media, or it can be destroyed overnight. It would be surprising for marketers to embrace social media as a marketing channel, given the huge potential audience available that spends most of their time using social media on various platforms (Gross et al. 2020).

Social media is an Internet-based application group that is based on the ideological and technological foundation of Web 2.0 and allows user-generated content to be created and shared (Kaplan & Haenlein, 2010) Impulse buying is an unprepared choice to purchase a product or service. Since the past few years, the significance of impulsive buying behavior has become clear. According to previous research in both the professional and academic fields, impulse buying represents about 40 to 80 percent of the entire purchase made by the customer. It also depends on the type of product. Impulse buying has provoked the interest of organizations and researchers to understand the psychological strengths behind this behavior. Moreover, it also attracts the researchers to understand the “Impulse Temptations” which support in boosting sales of the company (Aragoncillo & Orus, 2018).

The life has become revolutionized due to communication technology; it has introduced many latest innovations such as social networking websites. However, people use these platforms primarily for social networking, but they also discuss and share their ideas and experiences regarding a product or service on these social media platforms. Furthermore, online product or service purchasing and searching have become a common practice across the world. Now, product promotion is not restricted to traditional ways of advertisement,

for instance, mainstream print and electronic media. Now social media platforms have become reliable and rewarding sources of sale promotions for the organization. Moreover, it becomes highly beneficial for online retailers because they can easily approach a client through emails, content, web-based life, and show promotions throughout the world.

Most of the researches have associated inadvertent or unintentional buying with impulsive purchasing. For classifying a purchase as impulsive, an unintentional purchase is important. An individual's impulse to buy may happen once or more for the same shopper. Impulsive buyers are not expected to believe business penalty on impulse and less likely to thoroughly evaluate their buying behavior as compared to regular familiar shopper. They are more focused on the immediate fulfillment of purchasing a product and are more willing to accept the thought regarding impulsive buying. Impulsive buyers are continuously stuck to the point which motivates them to purchase a product. Further added that both feature of impulsive buying (Interior and exterior) affects the customers. As impulse-buying behavior frequently drives motivation, hence the possibility of impulsive buying increases due to the increased experience to definite external stimulus. These exterior factors describe the impulsive-buying performance of customers as well as the roles played by retailers in encouraged impulse-buying behavior (Sudha & Bharathi, 2024).

Attitudes are important in this regard, and social effects provide important grounds for these attitudes. Hence, adjustments in mind-set closer to a product have an effect on the impulse buy tendency of a specific product. Attitudes regarding a product may change due to the identity process presence inside the paradigm of social influence. 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. Acceptance of the processes of that informational influence will likely to have an impact on the creation of impossible to oppose to support purchasing of the product (Sudha & Bharathi, 2023).

In the modern era of digitalization, it has been observed that so many companies take advantage of digital marketing by giving the tools to grab consumers' attention towards their brand and products, such as price discounts, product sales, coupons, and others sales

generating activities. Digital marketing plays an important role in building the brand's goodwill and generating sales revenue by smartly using the pricing and promotional tools of marketing (Ali et al. 2016).

Social media marketing is a crucial part of marketing as social media keeps evolving, more and more users are going online in many different platforms, allowing businesses to target a larger audience and generating more sales when proper social media marketing has been made. This leads to a pathway for many businesses to further develop, shape and create brand awareness to maximize profit. With this, a lot of firms and e-commerce sites have now adapted to the use of social media marketing. Especially during this pandemic, most people are staying at home during their free time, thus, they have more time to browse through the web and be on their social media. According to a survey made by Rakuten Insights, 55% of Indonesian respondents admitted that they've made more online purchases, and only 9% did not make any purchases online (Wolff, 2021).

Internet based life promoting is the utilization of web-based life stages and sites to make simple an item or administration. Social media marketing (SMM) is a type of Internet advertising that uses person to person communication sites as a showcasing instrument or apparatus. The term web-based social networking is generally used to depict long range informal communication locales, for example, Facebook, Instagram, Twitter, Snapchat, YouTube and so on.

This research focuses on examining the social media marketing and its impact of impulsive buying behavior in Kathmandu valley in cosmetic products. Thus, this research uses a descriptive research design to collect descriptive data. To identify if there are any relations between social media marketing and impulsive buying behavior. In addition, this study can also provide the practical understanding of social media advertising impact on impulsive buying behavior.

## **1.2 Problem Statement**

Digital platforms have emerged as a new and exciting way for businesses to digitally market their goods and services and build brand awareness to the large extent of target customers. Through digital marketing, organizations generate more profits with minimal cost and risk. It's important to know the growing impact of digital marketing and those factors which

influence the buying impulse of consumers. Mostly 80% of people are Internet users and digital platforms greatly impact consumers buying behavior. Digital Marketing is also considered an effective marketing tool and an opportunity for businesses to generate potential leads and convert them into sales. It also plays an important role in not only building brand awareness and loyalty but also building consumer perception through the marketing of social media and other platforms. (Ali et al. 2016). As per past studies, the global dynamic promotional media has resulted in the unplanned purchase of products among Pakistani consumers, leading to increased materialism among Pakistani citizens (Rashid & Rashid, 2019). This study is attempted to find out the answer of the following questions:

- i. How does social media marketing influence impulse buying behavior among consumers?
- ii. What are the specific social media marketing techniques or strategies that contribute to impulsive purchase decisions?
- iii. Is there any relationship between hedonic motivation, website quality, trust, situational variable and impulse buying behavior?
- iv. What is the effect of hedonic motivation, website quality, trust, situational variable on Impulsive Buying Behavior?

### **1.3 Objectives of the Study**

The social media marketing is booming in recent era. Marketers always wants to make profit out of their businesses. Marketing is an essential tool for this purpose. This study primary aims to help the marketers to enhance their business growth. Also, this study aims to help government body, consumers to make economic decisions. The specific research objectives are as follows.

- i. To identify the influence of social media marketing on impulse buying behavior among consumers.
- ii. To analyze the specific social media marketing techniques of strategy to that contribute impulsive purchasing decisions.
- iii. To examine the relationship between hedonic motivation, website quality, trust, situational variable and impulse buying behavior.
- iv. To measure the effect of hedonic motivation, website quality, trust, situational variable on Impulsive Buying Behavior.

By achieving these objectives, this study aims to provide a comprehensive understanding of the impact of social media marketing on impulsive buying behavior. The finding will be contributed valuable insights to marketers, businesses, and policymakers in devising

effective strategies for leveraging social media platforms while promoting responsible and informed consumer behavior.

#### **1.4 Hypothesis**

A hypothesis is an assumption, an idea that is proposed for the sake of argument so that it can be tested to see if it might be true. However, hypothesis and theory are often used interchangeably to mean simply an idea, speculation, or hunch, with theory being the more common choice. This study is based on following hypothesis.

H1: There is significant relationship between hedonic motivation and impulsive buying behavior.

H2: There is significant relationship between website quality and impulsive buying behavior.

H3: There is insignificant relationship between trust and impulsive buying behavior.

H4: There is significant relationship between situational variable and impulsive buying behavior.

#### **1.5 Rationale of the Study**

This study aims to identify the impact of social media marketing on impulse buying behavior. In recent times, businesses have recognized the importance of digitalization. To increase sales, companies must create digital impulses to capture consumer attention, as digital platforms are the most effective means of communication between brands and consumers. Social media and other digital channels play a crucial role in connecting businesses with consumers (Kili et al., 2019).

There has been a drastic change in how companies use the internet and online channels to trigger buying impulses among consumers, surpassing the effectiveness of traditional marketing methods. Firms are now focusing on digital marketing to build brand and product awareness and to engage with consumers. By showcasing products online and customizing offerings, companies aim to increase impulse buying. Digitization benefits businesses and consumers alike, providing insights into market trends, competitive prices, and brand awareness, thereby reducing the risk of misleading products due to factors like goodwill and competition. The social impact of digital marketing significantly influences impulse buying through direct consumer-brand engagement (Aragoncillo & Orus, 2018). This study is significant as it provides insights into how digital marketing influences consumers' buying impulses. Nowadays, almost every small and large enterprise uses digital platforms to communicate and raise awareness of their brand and products, boosting sales and

targeting a broader market that traditional marketing cannot reach. This research will benefit social media marketers, agencies, software houses, businesses, and individuals by elucidating the factors that trigger consumer impulse buying behavior, thus converting attraction into sales. It will also identify the most effective social media marketing platforms for influencing buying impulses and how businesses can leverage these platforms. Additionally, it will help improve social media marketing campaigns, building brand awareness and loyalty by fulfilling consumer desires and offering quality products, discounts, and other benefits.

### **1.6 Limitations of the Study**

Every research has certain boundary since the world is dynamic therefore this study also is not an exception. The main limitations of the study are as follows.

- i. Social media is Facebook and YouTube only.
- ii. Sampling size is 400 individuals.
- iii. Data have been collected from the Kathmandu valley.
- iv. Researcher only focuses on cosmetic product.
- v. Statistical tools such as descriptive analysis, correlations, regression analysis, and hypothesis testing are used.

## **CHAPTER-II**

### **LITERATURE REVIEW**

A literature review is an effective relevant literature which includes those studies which have been competently executed and are closely related to the present problem. This step ensures that the researcher is familiar with what is already known and what is still unknown and to be verified and tested. It also helps to eliminate the duplication of what has already been done and provides background for useful suggestions for further investigations.

#### **2.1 Theoretical Review**

The literature review provides a comprehensive overview of key writings and sources on the selected topic. This section critically examines a variety of studies, research papers, books, scholarly articles, blogs, and other sources related to social media marketing and its impact on impulsive buying behavior in the Kathmandu Valley, specifically focusing on cosmetic products.

##### **2.1.1 Social Media Marketing**

In the digital age, social influence has evolved significantly with the advent of social media platforms such as Facebook and YouTube. These platforms have become powerful tools for marketers, enabling the rapid dissemination of information and behaviors across vast networks. Social media marketing leverages the capabilities of these platforms to influence consumer behavior, particularly in the context of impulsive buying.

Social media platforms facilitate the spread of trends and opinions by allowing users to share content quickly and broadly. This dissemination is amplified by influencers, individuals with substantial followings who can shape public perceptions and consumer behavior. Influencers often have a high degree of credibility and authenticity, making their endorsements particularly persuasive. Their followers develop prosocial relationships with them, characterized by a sense of intimacy and trust despite the lack of real-life interaction. These relationships can lead to high levels of identification and internalization, where followers adopt the behaviors, attitudes, and purchasing habits promoted by influencers (Boyd & Ellison, 2007).

In the context of social media marketing, the concept of prosocial relationships is crucial. These relationships can significantly affect consumer behavior, as followers often perceive influencers as trusted advisors or friends. This trust can translate into a higher likelihood of impulsive purchases when influencers endorse products. For instance, a beauty influencer on YouTube demonstrating a new cosmetic product can create a sense of urgency and desire among viewers, leading to impulsive buying. This is especially relevant in the cosmetics industry, where visual appeal and personal recommendations are highly influential (Lajante, et al. 2019).

The impact of social media marketing on impulsive buying behavior is further amplified by the interactive and engaging nature of these platforms. Features such as live videos, stories, and interactive posts enable real-time communication between influencers and their followers. This immediacy can heighten emotional engagement and spur impulsive decisions. For example, limited-time offers or exclusive product launches announced during a live session can create a sense of scarcity and urgency, prompting immediate purchases (Kaplan & Haenlein, 2010).

Moreover, the algorithm-driven nature of social media platforms ensures that users are frequently exposed to content that aligns with their interests and past behavior. This targeted approach increases the likelihood of impulsive purchases, as consumers are continually presented with products that appeal to their preferences and desires. Personalized advertisements and content recommendations based on user data further enhance the effectiveness of social media marketing strategies (Dehghani & Tumer, 2015). The role of social media in shaping consumer behavior is not limited to direct marketing efforts. The platforms also serve as venues for social proof, where consumers observe the behaviors and choices of others. Positive reviews, user-generated content, and peer endorsements contribute to a bandwagon effect, where individuals are influenced to make purchases based on the perceived popularity and acceptance of a product within their social network (Kudeshia & Kumar, 2017).

In conclusion, social media marketing harnesses the power of platforms like Facebook and YouTube to influence consumer behavior through mechanisms of social influence, particularly par asocial relationships and social proof. The interactive, engaging, and algorithm-driven nature of these platforms enhances their ability to spur impulsive buying behavior. By leveraging the credibility of influencers, personalized content, and real-time engagement, marketers can effectively drive impulsive purchases, particularly in visually driven industries such as cosmetics.

### **2.1.2 Impulsive Buying Behavior**

Impulsive buying behavior refers to spontaneous and unplanned purchases driven by emotions and immediate gratification rather than rational decision-making. This type of behavior is characterized by a sudden and compelling urge to buy something immediately, often without considering the consequences or the necessity of the purchase. Social media marketing significantly impacts impulsive buying by leveraging the hedonic motivations of consumers, which include the pursuit of pleasure, excitement, and emotional satisfaction.

Platforms like Facebook and YouTube play a crucial role in stimulating impulsive buying behavior through their visually appealing content and targeted advertisements. These platforms are designed to capture and hold the user's attention, presenting content that is engaging and tailored to their interests. The immersive and interactive nature of social media enhances its effectiveness in triggering impulsive purchases. For instance, videos demonstrating the use of a product, live streams showcasing new arrivals, and visually rich advertisements can create a strong desire for instant gratification (Lajante, et al. 2019).

Personalized advertisements are particularly potent in driving impulsive purchases. Social media platforms use sophisticated algorithms to analyze user data, including browsing history, likes, and interactions, to deliver highly personalized ads. These ads resonate more deeply with users, as they reflect their individual preferences and interests. The personalization makes the advertisements more relevant and appealing, thereby increasing the likelihood of impulsive buying. When users see products that align with their tastes and desires, they are more likely

to experience an immediate urge to purchase, driven by the appeal of instant gratification (Dehghani & Tumer, 2015).

Influencer endorsements further amplify the impact of social media marketing on impulsive buying behavior. Influencers, with their large followings and high levels of trust among their audience, can effectively promote products in a way that feels authentic and persuasive. Their recommendations often create a sense of urgency and exclusivity, making consumers feel that they need to act quickly to take advantage of a special offer or to own a trending product. The parasocial relationships between influencers and their followers enhance this effect, as followers are inclined to trust and emulate the influencers they admire (Boyd & Ellison, 2007).

Additionally, social media platforms frequently employ techniques that create a sense of scarcity and urgency, further driving impulsive buying. Flash sales, limited-time offers, and countdown timers are common tactics used to encourage quick purchasing decisions. These strategies play on the fear of missing out (FOMO), compelling users to make immediate purchases to avoid losing an opportunity. The combination of visual appeal, personalization, influencer endorsements, and urgency makes social media a powerful tool for inducing impulsive buying behavior.

In conclusion, impulsive buying behavior is significantly influenced by social media marketing. The hedonic motivations of consumers are effectively tapped into through visually appealing content, personalized advertisements, and influencer endorsements on platforms like Facebook and YouTube. These elements create a compelling environment for impulsive purchases by stimulating immediate desires and leveraging the emotional aspects of consumer behavior. As social media continues to evolve, its impact on impulsive buying behavior is likely to grow, making it an essential area of focus for marketers.

### **2.1.3 Social Influence Theory**

Social Influence Theory explores how individuals' thoughts, feelings, and behaviors are shaped by the real or imagined influence of others. This theory spans various domains, including psychology, sociology, and marketing, and it encompasses numerous mechanisms through

which influence occurs. The foundational aspects of Social Influence Theory are deeply rooted in the works of early social psychologists like Solomon Asch and his conformity experiments, Stanley Milgram and his obedience studies, and more contemporary researchers who have expanded on these seminal works.

One of the primary mechanisms of social influence is conformity, where individuals align their attitudes, beliefs, and behaviors to match those of a group. Solomon Asch's experiments in the 1950s are seminal in this area. Asch demonstrated that individuals often conform to group pressure, even when the group is objectively wrong. His line judgment experiments revealed that about one-third of participants conformed to the incorrect group consensus in a significant number of trials (Asch, 1956). This highlights the powerful impact of normative social influence, where the desire to be liked or accepted by the group leads individuals to conform. Another critical aspect of social influence is compliance, which occurs when individuals change their behavior in response to direct requests from others. Stanley Milgram's obedience studies in the 1960s profoundly illustrated compliance, particularly in hierarchical situations. Milgram found that a significant majority of participants were willing to administer potentially harmful electric shocks to another person when instructed by an authority figure, highlighting the strong influence of authority on compliance (Milgram, 1963). This phenomenon is further supported by the concept of the "genetic state," where individuals see themselves as agents executing the wishes of an authority figure rather than acting on their own accord.

Identification is another form of social influence, where individuals adopt behaviors and attitudes because they want to establish or maintain a relationship with a person or group. This type of influence is often seen in contexts where individuals seek to emulate the behavior of role models or groups they admire. For instance, in organizational settings, employees may identify with the values and behaviors of their leaders, leading to a cohesive corporate culture. The social identity theory, developed by Henri Tajfel and John Turner, suggests that individuals derive a part of their identity from the groups to which they belong, and this identification can drive behavior in significant ways (Tajfel & Turner, 1979).

Internalization is the most enduring form of social influence, where individuals accept the influence because the induced behavior or belief is congruent with their value system. This form of influence is deeply ingrained and resistant to change, as it becomes part of the individual's self-concept. For instance, educational and religious institutions often aim to achieve internalization by instilling values and beliefs that align with their core principles. Once internalized, these values guide behavior consistently, even in the absence of external pressure.

Social influence is also studied in the context of social networks and diffusion of innovations. Everett Rogers' Diffusion of Innovations theory explains how new ideas and technologies spread through societies. Rogers identified key factors that influence the adoption process, including the innovation's relative advantage, compatibility, complexity, trial ability, and serviceability (Rogers, 2003). Social networks play a crucial role in this process, as individuals are influenced by the behaviors and opinions of their peers within their social circles. In the digital age, social influence has taken new forms with the advent of social media. Platforms like Facebook, Twitter, and Instagram amplify the reach and impact of social influence by facilitating rapid dissemination of information and behaviors across vast networks. Influencers, individuals with significant followings on these platforms, leverage their reach to shape trends, opinions, and consumer behavior. The prosocial relationships formed between influencers and their followers can lead to high levels of identification and internalization, making social media a powerful tool for marketers and change agents (Boyd & Ellison, 2007).

The mechanisms of social influence are multifaceted, encompassing conformity, compliance, identification, and internalization. Each mechanism operates through different processes and is influenced by various factors such as group dynamics, authority, social identity, and communication networks. Understanding these mechanisms provides valuable insights into human behavior and can be applied across multiple disciplines, from marketing and organizational behavior to public health and social change initiatives. The study of social influence continues to evolve, particularly with the growing importance of digital and social media platforms in shaping modern social dynamics.

#### **2.1.4 Elaboration Likelihood Model (ELM)**

The Elaboration Likelihood Model (ELM), developed by Richard E. Petty and John T. Cacioppo in the 1980s, is a prominent theory in the field of social psychology that explains how attitudes are formed and changed through different routes of information processing. ELM posits that there are two main pathways through which persuasion occurs: the central route and the peripheral route. The distinction between these two routes is based on the level of elaboration, or thoughtful consideration, that an individual applies to the persuasive message.

The central route to persuasion involves a high level of elaboration, where individuals carefully scrutinize the arguments presented in a message. This route is characterized by thoughtful and deliberate consideration of the content, leading to attitude change that is more enduring and resistant to counter-persuasion. For persuasion to occur via the central route, the audience must be both motivated and able to process the message. Motivation can be influenced by factors such as personal relevance or involvement with the topic. Ability is determined by factors such as prior knowledge, cognitive capacity, and the complexity of the message. When both motivation and ability are high, individuals are more likely to engage in the central route of processing (Petty & Cacioppo, 1986). In contrast, the peripheral route to persuasion involves low elaboration, where individuals rely on external cues rather than the content of the message itself. These peripheral cues can include factors such as the attractiveness or credibility of the source, the number of arguments presented, or emotional appeals. Because this route does not involve deep processing, attitude changes that occur via the peripheral route are typically more temporary and susceptible to change. The peripheral route is more likely to be used when individuals lack either the motivation or the ability to process the message deeply (Petty & Cacioppo, 1986).

The ELM framework suggests that the likelihood of elaboration is influenced by a variety of factors. One key factor is the individual's need for cognition, which is a personality trait reflecting the extent to which people engage in and enjoy effortful cognitive activities. Individuals with a high need for cognition are more likely to process information via the central route, while those with a low need for cognition may be more influenced by peripheral cues (Cacioppo, Petty, & Kao, 1984). Another important factor is the level of involvement with the

message topic. High involvement increases the likelihood of central processing, as individuals perceive the message as more personally relevant (Petty, Cacioppo, & Schumann, 1983).

In practical applications, the ELM has been extensively used to understand and predict consumer behavior, health communication, and public opinion formation. For instance, in advertising, marketers often design messages that can appeal to both central and peripheral routes to maximize their effectiveness. For audiences motivated and able to process the message, detailed information about the product's features and benefits is provided. Simultaneously, for less motivated or able audiences, peripheral cues such as celebrity endorsements or attractive visuals are used to capture attention and influence attitudes (Petty, Cacioppo, & Schumann, 1983). In health communication, ELM has been used to design effective interventions for promoting healthy behaviors. Messages that emphasize the personal relevance and potential health benefits of a behavior (e.g., quitting smoking) are more likely to be processed via the central route, leading to more durable behavior change. Conversely, messages that use fear appeals or highlight social norms may operate through the peripheral route, potentially leading to more short-term changes (Rimer & Kreuter, 2006).

The dual-process nature of ELM also provides a framework for understanding resistance to persuasion. When individuals are highly motivated and able to process a counter-attitudinal message, they may generate counterarguments and strengthen their original attitudes through the central route. On the other hand, when processing via the peripheral route, individuals may resist persuasion by relying on heuristic cues, such as questioning the credibility of the source (Tormala & Petty, 2004).

In conclusion, the Elaboration Likelihood Model provides a comprehensive framework for understanding how attitudes are formed and changed through different levels of information processing. By distinguishing between the central and peripheral routes to persuasion, ELM highlights the importance of motivation and ability in determining the path of influence. This dual-process model has broad applications across various fields, from marketing and health communication to public policy and digital media, offering valuable insights into the mechanisms of persuasion and resistance to change.

### **2.1.5 Uses and Gratifications Theory**

Uses and Gratifications Theory (UGT) is a framework for understanding why and how individuals actively seek out specific media to satisfy particular needs. Unlike earlier media effects theories that focused on what media does to people, UGT shifts the perspective to what people do with media. Developed primarily by Elihu Katz, Jay G. Blumler, and Michael Gurevitch in the 1970s, UGT posits that media users are active participants in their media consumption rather than passive receivers, and they select media sources based on their diverse needs and desires (Katz, Blumler, & Gurevitch, 1974).

UGT identifies several categories of needs that media consumption can fulfill. These include cognitive needs, such as acquiring information and knowledge; affective needs, which involve emotional or aesthetic experiences; personal integrative needs, such as strengthening credibility, confidence, and status; social integrative needs, including family and friends' interaction; and tension release needs, which encompass escape and diversion from daily life (Katz, Gurevitch, & Haas, 1973). By addressing these needs, media serves multiple functions for individuals, making it a versatile tool in their everyday lives.

One of the core principles of UGT is that individuals use media for goal-oriented purposes. For example, someone might watch the news to stay informed about current events (cognitive needs), watch a romantic comedy to experience emotions of happiness and relaxation (affective needs), or engage with social media platforms to connect with friends and build social networks (social integrative needs). This goal-directed behavior highlights the proactive role of the audience in media consumption, contrasting sharply with the passive consumption model suggested by earlier theories such as the Hypodermic Needle Model. The digital age has significantly expanded the scope of UGT, particularly with the rise of the internet and social media. These platforms provide users with unprecedented access to a vast array of content and interactive opportunities, allowing them to fulfill their needs more precisely. For instance, social media enables real-time communication and community building, satisfying social integrative needs, while online news sources and educational platforms cater to cognitive needs. The interactivity and personalization capabilities of digital media underscore the relevance of UGT in understanding contemporary media use patterns (Ruggiero, 2000).

UGT also acknowledges that the same medium can fulfill different needs for different individuals. For example, a television show might provide relaxation and escapism for one viewer (tension release needs) while offering another viewer a topic of discussion with friends (social integrative needs). This diversity in media use highlights the importance of context and individual differences in understanding media consumption.

Research utilizing UGT often employs qualitative and quantitative methods to uncover the specific gratifications sought by media users. Surveys, interviews, and focus groups are commonly used to gather data on media consumption patterns and the motivations behind them. These studies have revealed that motivations for media use can vary widely based on demographic factors such as age, gender, and cultural background. For instance, younger audiences might use social media primarily for social interaction and entertainment, while older audiences might prioritize information and education (Papacharissi & Rubin, 2000). Critics of UGT argue that the theory can sometimes overlook the influence of media content itself and the broader societal and cultural contexts in which media consumption occurs. Additionally, while UGT emphasizes the active role of the audience, it can underplay the power dynamics and control exerted by media producers and platforms over the available content and the ways it is consumed. Despite these critiques, UGT remains a valuable framework for exploring the complex and dynamic relationship between media and its users.

In conclusion, Uses and Gratifications Theory offers a nuanced perspective on media consumption by focusing on the active role of individuals in seeking out media to meet specific needs. By categorizing these needs and examining the motivations behind media use, UGT provides insights into the diverse ways people engage with media in their daily lives. The theory's adaptability to new media forms and its emphasis on user agency continue to make it a relevant and insightful approach in media studies, especially in the context of rapidly evolving digital landscapes.

### **2.1.6 Stimulus-Organism-Response (S-O-R) Model**

The Stimulus-Organism-Response (S-O-R) model is a psychological framework used to understand how environmental stimuli influence an individual's internal states and subsequently their behavioral responses. Originally developed within the field of behavioral psychology, the model has since been adapted and applied across various disciplines, including marketing, consumer behavior, and environmental psychology. The S-O-R model builds on the foundational work of John B. Watson and B.F. Skinner in behaviorism, which focused on observable behaviors as responses to external stimuli, but it extends this by considering the mediating role of internal cognitive and affective states, or the 'organism' component (Mehrabian & Russell, 1974).

In the S-O-R model, the stimulus (S) refers to any external factor that can elicit a response from an individual. These stimuli can be environmental, such as physical surroundings, social, such as the presence and actions of others, or informational, such as advertisements and media content. For example, in a retail context, stimuli can include store layout, lighting, music, and scent, all of which can influence a shopper's experience (Donovan & Rossiter, 1982). The organism (O) component represents the internal processes and states of the individual, including emotions, perceptions, and thoughts, which mediate the relationship between the stimulus and the response. Finally, the response (R) is the resultant behavior that occurs as a result of the interaction between the stimulus and the organism's internal state. This response can include a widerange of behaviors, from approach or avoidance actions to specific decisions and purchases. A key aspect of the S-O-R model is its emphasis on the mediating role of internal states in the organism. These internal states can be cognitive, such as attention, perception, and interpretation of stimuli, or affective, such as emotions and moods. For instance, Mehrabian and Russell (1974) identified three primary emotional responses to environmental stimuli: pleasure, arousal, and dominance. These emotional states can significantly influence an individual's subsequent behavior. For example, a pleasant and arousing environment in a retail store may lead to increased browsing time and higher likelihood of purchases, illustrating an approach behavior, whereas an unpleasant or overly stimulating environment may result in avoidance behavior, such as leaving the store quickly.

The S-O-R model has been widely applied in consumer behavior research to understand how various marketing stimuli affect consumers' internal states and purchase decisions. In online environments, for instance, website design elements such as color, layout, and interactivity can serve as stimuli that influence users' perceptions and emotions, ultimately affecting their online shopping behavior (Eroglu, Machleit, & Davis, 2001). Similarly, in the context of advertising, stimuli such as message content, imagery, and music can evoke emotional responses that mediate the effectiveness of the advertisement in influencing consumer attitudes and behaviors (Morris, Woo, Geason, & Kim, 2002).

Environmental psychology also utilizes the S-O-R model to explore how physical and social environments impact human behavior and well-being. Studies have shown that factors such as natural lighting, greenery, and ambient noise levels in workplaces and public spaces can influence individuals' stress levels, productivity, and overall well-being through their internal emotional and cognitive responses (Ulrich et al. 1991). The model helps in designing environments that promote positive outcomes by understanding the pathways through which environmental features affect behavior.

In marketing, the S-O-R model has been instrumental in developing strategies to enhance customer experiences and drive desired behaviors. Retailers and service providers use insights from the model to create environments that evoke positive emotional responses and encourage approach behaviors. For example, strategic use of lighting, music, and scent in a retail store can create a more inviting atmosphere, enhancing customer satisfaction and increasing sales (Spangenberg, Crowley, & Henderson, 1996).

While the S-O-R model provides a comprehensive framework for understanding the interaction between external stimuli, internal states, and behavioral responses, it also faces some limitations. One critique is that it may oversimplify the complexity of human behavior by not fully accounting for individual differences and contextual factors that can influence responses to stimuli. Additionally, the model primarily focuses on immediate responses and may not adequately capture long-term behavioral changes and feedback loops.

In conclusion, the Stimulus-Organism-Response (S-O-R) model offers a valuable framework for analyzing how external stimuli influence individual behavior through internal cognitive and affective processes. Its applications across various fields, from consumer behavior to environmental psychology, demonstrate its versatility and relevance in understanding the dynamic interplay between environmental factors, internal states, and human actions. By recognizing the mediating role of the organism, the S-O-R model provides deeper insights into the mechanisms of behavior, guiding the design of environments and strategies that promote desired outcomes.

### **2.1.7 Theory of Reasoned Action (TRA)**

The Theory of Reasoned Action (TRA), developed by Martin Fishbein and Icek Ajzen, provides a framework for understanding and predicting human behavior by examining the underlying intentions. According to TRA, an individual's behavior is primarily determined by their intention to engage in that behavior. This intention is influenced by two key factors: attitudes toward the behavior and subjective norms. Attitudes reflect the individual's positive or negative evaluation of performing the behavior, which is shaped by their beliefs about the outcomes and the value they place on those outcomes. For example, a consumer's positive attitude toward purchasing a cosmetic product on social media may stem from the belief that the product will enhance their appearance and provide satisfaction.

Subjective norms, the second critical component of TRA, refer to the perceived social pressure to perform or not perform a particular behavior. These norms are influenced by the opinions of significant others, such as friends, family, and social media influences, and the individual's motivation to comply with these opinions. In the context of social media marketing, subjective norms play a crucial role as consumers often look to influences and peer reviews for guidance. When influences endorse a cosmetic product, they can create a perception of popularity and approval, thereby increasing the social pressure on individuals to make impulsive purchases to align with perceived social expectations. Applying TRA to social media marketing in the Kathmandu Valley, especially for cosmetics products, highlights the importance of both attitudes and subjective norms in driving consumer behavior. Marketers can leverage positive attitudes by showcasing the benefits and desirable outcomes of their products through engaging

and persuasive content. Simultaneously, they can amplify subjective norms by collaborating with popular influences and encouraging user-generated content to create a sense of community approval and social validation. By understanding and influencing these components, businesses can effectively promote impulsive buying behaviors among consumers, ultimately enhancing their marketing success.

### **2.1.8 Heuristic-Systematic Model (HSM)**

The Heuristic-Systematic Model (HSM), developed by Shelly Chaiken in the 1980s, explains how individuals process information and make decisions based on two distinct cognitive routes: heuristic processing and systematic processing. Heuristic processing is a fast, low-effort method that relies on mental shortcuts or cues, such as the attractiveness of a source or the number of arguments presented. In contrast, systematic processing is a more deliberate, high-effort method that involves a thorough evaluation of the information and its relevance. This model is particularly relevant in the context of social media marketing, where consumers are frequently exposed to a high volume of persuasive content and must quickly decide what information to trust.

In social media marketing for cosmetics, heuristic processing often prevails due to the overwhelming amount of information and limited time consumers have to process it. Users are likely to make quick purchasing decisions based on heuristic cues like endorsements from popular influences, the number of likes and shares a product receives, or the visual appeal of advertisements. For instance, a consumer might impulsively buy a cosmetic product because it is endorsed by a well-known beauty influence, perceiving the endorsement as a credible and trustworthy signal of the product's quality. These heuristics help consumers navigate the vast amount of content on social media, making it easier for them to make decisions without investing too much cognitive effort. Applying HSM in the Kathmandu Valley's cosmetics market, marketers can strategically design their social media campaigns to exploit both heuristic and systematic processing routes. By using eye-catching visuals, celebrity endorsements, and peer reviews, they can trigger heuristic processing, leading to quick, impulsive buying decisions. Additionally, providing detailed information, tutorials, and in-depth reviews about the products can engage consumers in systematic processing, helping them

make informed decisions. This dual approach ensures that marketing strategies appeal to both types of information processing, ultimately enhancing the effectiveness of social media campaigns in driving impulsive purchases. By understanding and leveraging the principles of HSM, marketers can create more compelling and effective strategies that resonate with their target audience, particularly in a diverse and rapidly evolving market like the Kathmandu Valley (Chaiken, 1980).

## **2.2 Empirical Review**

An empirical review of studies on social media marketing and impulsive buying behavior in the Kathmandu Valley for cosmetics products reveals a significant link between social media engagement and spontaneous purchasing. Research shows that visually appealing content, influencer endorsements, and targeted ads on platforms like Instagram and Facebook can trigger immediate buying impulses. In the Kathmandu Valley, increased smartphone and internet access have amplified this effect, with many consumers reporting higher impulsive buying due to frequent exposure to online promotions of cosmetic products.

### **2.2.1 Review of Journals and Articles**

Chung et al. (2016) conducted an extensive study on consumer impulse buying behavior specifically concerning restaurant products in social commerce. Their primary goal was to investigate the influence of impulsiveness on two distinct types of shopping value, namely utilitarian and hedonic value, and to assess the consequent urge to purchase restaurant products and services impulsively within social commerce environments. Furthermore, the study evaluated the impact of situational factors such as scarcity and serendipity on individuals' shopping values. The research utilized variables including social media, serendipity, scarcity, and social commerce. The results underscored that impulsiveness is a potent predictor for both types of shopping value and the urge to make impulsive purchases. Notably, hedonic shopping value was found to significantly influence the urge to buy impulsively, whereas utilitarian value did not. Scarcity served as a moderator in the relationship between impulsiveness and both shopping values, while serendipity moderated only the relationship between impulsiveness and utilitarian shopping value. These findings provide critical insights into how situational factors can enhance or mitigate impulsive buying behaviors in social commerce.

Bueno (2016) conducted an insightful analysis of pioneering brands in the luxury sector, focusing on globally renowned names such as Burberry, Dior, Gucci, Hermes, and Louis Vuitton. The study surveyed 845 luxury brand consumers from diverse geographical locations, including China, France, India, and Italy, who follow these brands on social media. Utilizing a structural equation model, the research aimed to fill gaps in the existing literature on social media branding by demonstrating the links between social media marketing efforts and their outcomes, such as brand preference, price premium, and loyalty. Bueno's study conceptualized brands' social media marketing efforts (SMMEs) as a holistic construct, encompassing five aspects: entertainment, interaction, trendiness, customization, and word of mouth. The findings revealed a significant positive impact of SMMEs on brand equity, particularly on brand awareness and brand image. This research contributes to a deeper understanding of how social media marketing influences luxury brand equity and consumer behavior, highlighting the critical role of comprehensive and engaging social media strategies in building strong brand loyalty and preference.

Aragoncillo and Orús (2017) investigated impulse buying behavior with a specific focus on both online and offline channels, examining the substantial impact of social media on this behavior. Their study aimed to explore the nuances of impulse buying within the fashion industry by comparing online and offline shopping environments to determine which channel is more likely to incite impulsive purchases. The researchers analyzed a range of variables, including the internet, social networks, motivation, impulse buying, and physical stores. The study concluded that offline channels significantly contribute more to impulse buying behavior compared to online channels, despite the presence of discouraging factors. Additionally, social networks were identified as having a substantial impact on impulse buying, emphasizing the powerful influence of social media on consumer behavior within the fashion industry. This study underscores the importance of understanding the different dynamics at play in online versus offline shopping environments to effectively tailor marketing strategies.

Khakhar et al. (2019) explored the impact of social media on impulse buying behavior in Hyderabad, Sindhu, Pakistan, focusing on the interplay between social network marketing and impulsive buying behavior, as well as the influence of electronic word of mouth (eWOM). Key

variables included social network marketing, eWOM, hedonic motivation, and trust. The findings revealed that from a lifecycle perspective, a customer progresses through multiple phases: awareness, engagement, action, loyalty, and advocacy. Social media plays a crucial role at each stage by providing reliable information that influences these phases. Social media platforms, with their ability to track user habits, can deliver highly personalized ads based on previous actions. Additionally, feedback from friends about a product or service significantly impacts a customer's choices. The study concluded that online retailers and marketers should recognize the importance of social media in promoting online impulse buying, leveraging its power to influence consumers at every stage of the buying process. This emphasizes the need for targeted social media strategies to enhance consumer engagement and drive impulsive purchases.

Gaudel (2019) conducted a comprehensive study on the effect of social media networking on consumer purchase decisions in Nepal. The study aimed to identify the key factors of social media networking that influence consumer purchasing decisions and to explore the relationship between these determinants and consumer purchasing decisions. The key variables included online reviews, trust, information on social media, and advertisements on social media. The research found a positive relationship between the independent variables (online reviews, user trust, information on social media, and advertisements on social media) and the dependent variable (consumer purchasing decision). This indicates that online reviews, trust in social media content, the availability of information, and social media advertisements all significantly influence consumer purchase decisions in a positive manner. These findings underscore the importance of building trust and providing accurate information on social media platforms to positively impact consumer behavior and enhance purchase decisions.

Rimu and Akter (2020) examined the impact of social media marketing on online impulse buying behavior from a Bangladesh perspective, focusing on data from 2019 to 2020. They analyzed variables such as website quality, hedonic motivation, order placement system, and comments and reviews to identify the factors influencing consumers' online impulse buying behavior. The study aimed to explain how social media marketing enhances or motivates unplanned online purchases. The findings suggested that the factors motivating sudden or

unplanned purchases on social media should be redesigned by sellers, both online and offline, to increase consumer engagement. The study concluded that a deeper understanding of these factors is essential for designing effective marketing strategies. By tailoring social media marketing efforts to enhance hedonic motivation and streamline the order placement process, sellers can significantly boost online impulse buying behavior.

Bellini and Aiolfi (2020) conducted an in-depth study on impulse buying behavior in the context of the mobile revolution. The research aimed to investigate how in-store mobile usage influences purchase decisions, specifically whether and to what extent the use of mobile devices affects planned and unplanned purchases across different retail store formats. Variables such as shopper marketing, smartphones, mobile buying behavior, and grocery shopping were analyzed. The study found that mobile device usage intensifies the preparation process, making it more popular and uniform across various store formats. This growing convergence has made different store formats less distinctive to consumers, thereby standardizing pre-shopping preparation regardless of the retail environment. These findings highlight the significant role of mobile devices in shaping consumer behavior and the need for retailers to adapt their marketing strategies to cater to the increasing reliance on mobile technology for shopping.

Qureshi and Rashid (2020) explored the impact of digital marketing on impulsive buying behavior, with a focus on how digital platforms influence consumer decisions. The study identified key variables such as digital buying, impulse buying behavior, and social media marketing. The findings revealed that social media marketing and email marketing significantly encourage impulsive buying behaviors, highlighting the critical role these platforms play in shaping consumer actions. Interestingly, the study noted that mobile marketing did not have a similar impact on impulsive buying, suggesting that different digital marketing channels have varied effects on consumer behavior. The insights from this research emphasize the importance for online retailers and marketers to leverage social media and email marketing strategies to stimulate impulse purchases effectively. By understanding the unique influence of each digital marketing channel, marketers can tailor their strategies to maximize impulsive buying behavior.

Kusmaharani and Halim (2020) explored how Indonesian independent cosmetic products can stimulate online impulse buying behavior. The study employed a research model that integrates theories of online reviews and peer influence, focusing on the roles of browsing behavior and peer communication. The research involved 173 participants from an online survey conducted in the Greater Jakarta Area, Indonesia. Data were analyzed using structural equation modeling, specifically the partial least squares method. The findings revealed that the hedonic value of online reviews influences browsing behavior, while the strength of ties with peers and identification with a peer group affect peer communication. These factors collectively encourage impulsive buying urges, leading to increased impulse buying behavior for indie cosmetic products. Furthermore, the study highlighted that peer communication not only reinforces existing purchasing intentions but also introduces new products to potential buyers, amplifying the overall effect on impulse buying. The integration of these theoretical frameworks underscores the multifaceted nature of impulse buying behavior in the context of indie cosmetic products in Indonesia.

Mutanafisa and Retaningish (2021) studied the effect of sales promotion and knowledge on impulsive buying behavior among online platform consumers. The objectives were to examine how sales promotions and consumer knowledge impact impulsive buying and to describe the relationship between sales promotions and impulsive buying behavior. The study considered variables such as consumer characteristics, sales promotion, and knowledge. The results indicated that the length of education had a significant negative relationship with the effectiveness of promotions, implying that more educated consumers are less influenced by promotional activities. However, education length was positively correlated with knowledge. Additionally, income and allowances were significantly positively related to impulsive buying, as were sales promotions. The study concluded that among the factors tested, only sales promotions had a direct significant effect on impulsive buying behavior of online consumers, emphasizing the importance of well-designed promotional strategies to trigger impulsive purchases. Moreover, the study suggested that personalized promotions and targeted advertisements could further enhance the effectiveness of sales promotions, making them more appealing to specific consumer segments.

Korkmaz and Seyhan (2021) investigated the impact of social media on impulse buying behavior during the Covid-19 pandemic. The study aimed to determine how social media influenced consumers' impulse purchasing behavior throughout the pandemic. They analyzed variables such as social media usage, impulsive buying behavior, Covid-19, and consumer behavior. The study concluded that sources of social influence and activities on social platforms significantly impacted the effect of social media. This, in turn, had a meaningful influence on consumers' impulse buying behavior, highlighting the heightened role of social media in driving impulsive purchases during the pandemic period. Additionally, the study found that the increase in time spent on social media due to lockdowns and social distancing measures amplified these effects, as consumers sought entertainment and retail therapy online. The findings underscore the need for brands to adapt their social media strategies to maintain engagement and capitalize on the heightened impulsivity of consumers during such unprecedented times.

Sah (2022) investigated consumer perception towards social media marketing in Kathmandu, aiming to identify the elements that influence the effectiveness of social media advertising and their impact on consumer purchase intentions. The study found that social media platforms like Facebook and YouTube are highly popular for connecting, creating, and sharing content, which significantly helps in understanding customer perception. The advantages of having an easily accessible brand through these platforms include easy customer contact, engaging social interaction, brand building, and widespread communication through multiple channels. The research concluded that businesses and digital marketers need a thorough understanding of consumer interaction with social media to fully appreciate and leverage its perception. Moreover, the study revealed that interactive content and responsive customer service on social media platforms significantly enhance consumer trust and loyalty. These findings suggest that brands should focus on creating a dynamic and interactive social media presence to effectively capture and retain consumer interest.

Chen and Lee (2022) explored the relationship between social media engagement and impulsive buying behavior for beauty products. The study aimed to understand how various forms of social media engagement, including likes, shares, and comments, influence

consumers' impulse buying tendencies. The researchers analyzed how these engagement metrics affect impulsive buying behavior in the context of beauty products. The findings indicated that higher levels of social media engagement are associated with increased impulsive buying behaviors. The study emphasizes that interactive and engaging content on social media platforms effectively encourages impulse purchases for beauty products. Additionally, the research highlighted the role of influencers in amplifying these effects, as their endorsements and recommendations often lead to immediate purchase decisions. The study suggests that brands should leverage influencer partnerships and user-generated content to further enhance engagement and drive impulsive buying behavior.

Wolf and Müller (2023) examined the similarities and differences between online compulsive buying-shopping disorder (OCBSD) and social networks-use disorder (SNUD). Their study aimed to determine the factors influencing these disorders, focusing on variables such as social networks, behavior, and usage platforms. The findings revealed that women in the OCBSD group were generally older, more frequently employed, had lower qualifications for university entrance, and spent less daily time on their preferred applications. Additionally, they exhibited higher materialistic values compared to those in the SNUD group. No significant differences were found between the groups concerning general internet use, impulsivity, and chronic stress. However, regression models indicated that chronic stress predicted symptom severity in the SNUD group but not in the OCBSD group. Moreover, the SNUD group reported a higher frequency of viewing influencer posts compared to the OCBSD group. Despite this, the urge to shop online or use social networks after viewing influencer posts did not significantly differ between the two groups. The study also explored potential therapeutic interventions, suggesting that tailored strategies addressing specific disorder characteristics could be more effective in managing these conditions.

Gupta and Kumar (2023) examined the effectiveness of various social media marketing strategies in influencing impulsive buying behavior for cosmetic products. The study aimed to assess how different promotional tactics, such as limited-time offers, flash sales, and exclusive discounts, affect consumers' impulsive buying tendencies. The researchers found that these strategies are highly effective in encouraging impulsive purchases among consumers. The

study highlights that creating a sense of urgency and offering exclusive deals through social media are key factors in driving impulsive buying behavior in the cosmetic industry. Furthermore, the research indicated that the timing and frequency of these promotions play a crucial role in their effectiveness. Brands that strategically plan their promotional campaigns to coincide with peak shopping times can maximize their impact on impulsive buying behavior, thereby boosting sales and enhancing consumer engagement.

Rahman and Hossian (2023) investigated the impact of website quality on online compulsive buying behavior (OCBB) within the context of online shopping organizations. The study aimed to understand how website quality influences OCBB, considering the usage of credit cards (UCC) and online impulsive buying behavior (OIBB). Variables analyzed included credit card usage, website quality, consumer behavior, and impulse buying behavior. The findings revealed that high-quality online shopping websites positively impact consumers' UCC and OIBB, which in turn significantly influence their OCBB. The study underscores the importance of enhancing website quality to drive positive consumer behaviors in online shopping environments. Additionally, the research suggested that features such as user-friendly interfaces, fast loading times, and secure payment options are critical components of a high-quality website. These elements not only enhance the shopping experience but also build consumer trust and satisfaction, ultimately leading to increased sales and loyalty.

Wong and Yau (2023) investigated the impact of social media influences on consumer buying behavior in the context of the cosmetic industry. The study aimed to understand how influencers affect consumers' impulsive buying decisions, focusing on the roles of credibility and reliability. The researchers analyzed variables such as influence credibility, emotional responses, and perceived product value. The findings revealed that influences significantly shape consumers' impulsive buying behavior by leveraging their credibility and reliability to enhance followers' emotional responses and perceptions of cosmetic products. The study highlights the effectiveness of influences in creating personal connections and trust, which are crucial for driving impulsive purchases in the cosmetic sector. Furthermore, the research indicated that influencers who maintain authentic and transparent communication with their audience are more successful in driving sales. This underscores the importance for brands to

carefully select and collaborate with influencers who align with their values and can genuinely engage their target audience.

Table 1

*Summary and Empirical Reviews of Journals and Articles*

Date	Article	Writer	Objectives	Methodology	Findings
2016	The Consumer's impulse buying behavior of restaurant products in social commerce	Chung, Song & Lee	Investigate the impact of impulsiveness on two types of shopping value (utilitarian and hedonic) and the urge to buy impulsively in social commerce environments. Assess the impact of situational factors (scarcity and serendipity) on shopping values.	Quantitative analysis using variables like social media, serendipity, and social commerce.	Impulsiveness is a strong predictor for both hedonic and utilitarian shopping values and the urge to buy impulsively. Scarcity moderates the relationship between impulsiveness and both shopping values; serendipity moderates only the relationship between impulsiveness and utilitarian value.
2016	Analysis of pioneering brands in the luxury sector	Beuno	Examine the impact of social media marketing efforts (SMMEs) on brand equity and consumer behavior	Survey of 845 luxury brand consumers from China, France, India, and Italy. Structural equation modeling.	Significant positive effect of SMMEs on brand equity, including brand awareness and brand image. SMMEs enhance brand preference, price premium, and loyalty
2017	Impulse buying behavior: online vs. offline channels	Aragon cillo & Orus	The study aims to Explore impulse buying in the fashion industry by comparing online and offline shopping environments.	For the study, researcher are using variables such as internet, social network, motivation, impulse buying, and physical stores.	Analyzing all the outcomes reached to the conclusion that Offline channels contribute more significantly to impulse buying behavior. Social networks have a substantial impact on impulse buying in the fashion industry.

2019	Impact of social media on impulse buying behavior in Hyderabad, Sindhu, Pakistan	Khakhar et.al	Their objective of the study is to examine explore the relationship between social network marketing, electronic word of mouth (eWOM), and impulsive buying behavior	They are using the variable such as social network marketing, electronic word of mouth, hedonic motivation, and trust.	Their finding is from the life cycle perspective, a customer goes through multiple phases from awareness to engagement to action to loyalty to advocacy.
2019	Effect of social media networking on consumer purchase decision in Nepal.	Gaudel	The primary objective was to investigate how social media networking influences consumer purchase decisions in Nepal.	A quantitative research design was employed, indicating that numerical data were collected to analyze the relationship between social media networking and consumer purchase decisions.	There is positive relationship between the independent variable online review, user trust, information in social media and advertisement in social media with the dependent variable consumer purchasing decision.
2020	Impact of social media marketing on online impulse buying behavior: Bangladesh perspective	Rimu & Akter	Researcher aim was to identify factors influencing consumers' online impulse buying behavior.	Analysis of variables such as website quality, hedonic motivation, order placement system, and comments and reviews.	Factors motivating unplanned purchases should be redesigned to increase consumer engagement. Understanding these factors is essential for effective marketing strategies.
2020	Impulse buying behavior and the mobile revolution	Bellini & Aiolfi	Investigate how in-store mobile usage influences purchase decisions	Analysis of variables including shopper marketing, smartphones, mobile buying behavior, and grocery shopping.	Mobile device usage intensifies the preparation process, standardizing pre-shopping preparation across different retail environments.
2020	Impact of digital marketing on	Qureshi & Rashid,	The objectives of this study were to identify the digital	The research likely adopted a quantitative	The finding indicates that social media marketing and email

	impulsive buying behavior.		world's impact on the impulse buying behavior and to explain the role of digital platforms to directing business consumers	research design, which allows for the collection of numerical data and statistical analysis to understand relationships and impacts.	marketing have a significant impact as they play a vital role in encouraging buying behavior, while mobile marketing doesn't affect impulsive buying.
2020	Online impulse buying behavior for Indonesian indie cosmetic products	Kusma harani & Halim	Explore how online reviews and peer influence stimulate impulse buying.	Online survey of 173 participants from Greater Jakarta, Indonesia. Structural equation modeling.	Hedonic value of online reviews influences browsing behavior. Strong peer ties and identification with peer groups affect peer communication, encouraging impulsive buying.
2021	The effect of sales promotion and knowledge on impulsive buying of online platform consumers.	Mutana fisa & Retaningish	The primary objective was to analyze the influence of consumer characteristics, sales promotion, and knowledge on impulsive buying behavior.	The study utilized a cross-sectional research design, implying that data were collected at a single point in time to examine the relationships among variables.	The results indicated that the length of education was associated with sales promotion and knowledge, while income and promotion were linked to impulsive buying.
2021	Social media's impact on impulse buying during COVID-19	Korkmaz & Seyhan	Determine how social media influenced impulse buying behavior during the pandemic.	Analysis of variables such as social media usage, impulsive buying behavior, COVID-19, and consumer behavior.	Social influences and activities on social platforms significantly impacted impulse buying behavior during the pandemic.
2022	Consumer perception towards social media marketing in Kathmandu	Sah	Identify elements that influence the effectiveness of social media advertising on consumer purchase intentions.	describe and analyze the existing consumer perceptions rather than testing specific hypotheses.	The study reveals a social media platforms help in understanding customer perception. Benefits include easy customer contact, engaging interaction,

						brand building, and widespread communication.
2022	Social media engagement and impulsive buying behavior for beauty products	Chen & Lee	Understand how social media engagement (likes, shares, comments) influences impulsive buying tendencies.	Analysis of social media engagement metrics.		Higher social media engagement levels are associated with increased impulsive buying behaviors. Interactive content effectively encourages impulse purchases.
2023	Online compulsive buying-shopping disorder and social networks-use disorder	Wolf & Muller	To determine the factors affecting buying disorder and social networks-use	The study likely used a cross-sectional design, collecting data at a single point in time, to compare the two groups of women.		The findings suggest differences in demographics and materialistic values between OCBSD and SNUD groups. Chronic stress predicts symptom severity in SNUD but not in OCBSD. Viewing influencer posts did not significantly differ between groups.
2023	Social media marketing strategies' impact on impulsive buying behavior for cosmetics	Gupta & Kumar	Assess how promotional tactics affect impulsive buying tendencies.	Analysis of promotional tactics like limited-time offers, flash sales, and exclusive discounts.		Promotional strategies are highly effective in encouraging impulsive purchases. Creating urgency and offering exclusive deals are key factors.
2023	Website quality's impact on online compulsive buying behavior	Rahman & Hossain	To understand how website quality influences compulsive buying behavior.	The authors employed a structured research model to investigate relationships among various study components.		The finding of this research is high-quality websites positively impact credit card usage and impulsive buying, significantly influencing compulsive buying behavior.
2023	Social media influences on consumer buying behavior in the cosmetic industry	Wong & Yau	This study aims to understand how influencers affect impulsive buying decisions.	Analysis of variables such as influence credibility, emotional responses.		Influences significantly shape impulsive buying behavior by leveraging credibility.

### **2.2.2 Review of Previous Thesis**

Sweeney and Danaher (2019) explored the influence of social media marketing on consumer behavior in the beauty industry, with a particular focus on impulsive buying behavior. The study aimed to understand how different social media marketing strategies, such as influencer endorsements, promotional content, and interactive campaigns, drive consumers to make impulsive purchases of beauty products. Their analysis revealed that strategic social media marketing significantly impacts consumer behavior by increasing interest and engagement, which in turn enhances impulsive buying tendencies. The findings highlight the effectiveness of engaging and persuasive social media marketing initiatives in stimulating impulsive purchases among consumers.

Kusmaharani and Halim (2020) examined the role of online reviews and peer communication in influencing impulse buying behavior for Indonesian indie cosmetic products. Their study focused on how the hedonic value of online reviews affects browsing behavior and how peer communication dynamics influence impulsive buying decisions. By employing structural equation modeling, the researchers demonstrated that enjoyment derived from positive online reviews and strong peer relationships significantly boosts impulse buying behavior. Their results underscore the impact of both online reviews and peer influence in encouraging unplanned purchases of cosmetic products.

Khan and Siddiqui (2020) studied how social media marketing strategies affect impulsive buying behavior in the beauty industry. The research investigated the impact of various marketing techniques, including promotions, interactive content, and engaging advertisements, on consumers' impulsive buying decisions for beauty products. The study found that effective social media marketing strategies, such as well-timed promotions and interactive content, play a significant role in stimulating impulsive purchases. Their findings highlight the effectiveness of these strategies in driving consumer interest and boosting sales in the beauty industry.

Chen and Lee (2022) explored the relationship between social media engagement and impulsive buying behavior for beauty products. Their study assessed how different forms of social media engagement, such as likes, shares, and comments, influence consumers' impulsive

buying tendencies. Through a quantitative approach, they revealed that higher levels of engagement on social media platforms are strongly associated with increased impulsive buying behaviors for beauty products. The study highlights the role of interactive and engaging social media content in promoting unplanned purchases.

Kim and Park (2022) investigated how visual appeal in social media advertisements affects impulsive buying behavior in the cosmetic sector. The study aimed to understand how the attractiveness of visual elements in social media ads influences consumers' tendencies to make impulsive purchases. The researchers found that visually appealing advertisements significantly drive impulsive buying behavior for cosmetic products. Their findings emphasize the importance of creating attractive and engaging visual content in social media marketing to stimulate impulsive purchases.

Wong and Yau (2023) examined the impact of social media influencers on consumer buying behavior in the cosmetic industry. The primary objective of their study was to explore how influencers' credibility and reliability affect impulsive buying decisions for cosmetic products. Using a quantitative research design with structural equation modeling, the study found that influencers' credibility and reliability significantly impact followers' emotional responses and perceived value of cosmetics, which in turn leads to increased impulsive buying behavior. Their findings underscore the role of influencers in creating emotional connections and trust that drive impulsive purchases.

Gupta and Kumar (2023) studied the effectiveness of social media marketing strategies in influencing impulsive buying behavior for cosmetic products. Their research focused on various promotional tactics such as limited-time offers, flash sales, and exclusive discounts. The study revealed that strategies creating a sense of urgency and exclusivity are highly effective in triggering impulsive buying behaviors among consumers. Their findings highlight the significance of these marketing techniques in driving impulsive purchases and achieving marketing goals in the cosmetic industry.

Pooja and Singh (2023) explored how social media advertising impacts impulsive buying behavior in the beauty industry. Their study investigated the effects of visual and emotional appeals in social media advertisements on impulsive buying tendencies. By employing a survey-based methodology, they found that attractive visuals and emotional appeals in ads significantly drive impulsive buying decisions for beauty products. This research highlights how engaging and emotionally appealing content can stimulate impulsive purchases.

Lee and Lee (2023) examined the role of social media content quality in influencing impulsive buying behavior for beauty products. The study focused on how high-quality content, including appealing visuals and engaging narratives, affects consumers' impulsive buying behavior. The findings from their survey-based research revealed that high-quality social media content plays a significant role in influencing impulsive buying decisions for beauty products. This study emphasizes the importance of creating high-quality and engaging content to drive impulsive purchases.

### **2.3 Research Gap**

While existing research provides substantial insights into how social media marketing influences impulsive buying behavior across various contexts, there is a notable gap in understanding this phenomenon specifically within the Kathmandu Valley's market for low-priced cosmetic products. For instance, Sweeney and Danaher (2019) demonstrated that strategic social media marketing significantly affects impulsive buying behavior in the beauty industry by increasing consumer interest and engagement. Similarly, Kim and Park (2022) emphasized the role of visual appeal in social media advertisements, while Chen and Lee (2022) explored the relationship between social media engagement and impulsive buying behavior for beauty products. These studies, though informative, primarily focus on broader, often higher-priced beauty products or different geographical regions. For example, Kusmaharani and Halim (2020) studied the role of online reviews and peer communication in Indonesia, while Khan and Siddiqui (2020) examined marketing strategies for beauty products in a different cultural and economic context. Furthermore, Gupta and Kumar (2023) investigated various promotional tactics but did not consider the specific socio-economic factors of the Kathmandu Valley. Thus, there is a clear need for targeted research that explores

the unique dynamics of social media marketing and impulsive buying behavior for affordable cosmetic products within this specific local market.

Moreover, the existing literature often overlooks the intricate interplay between various factors such as hedonic motivation, website quality, and situational variables in the context of low-priced cosmetics. While studies like Wong and Yau (2023) and Pooja and Singh (2023) have examined the impact of social media influencers and emotional appeals on impulsive buying behavior, they have not addressed how these elements interact with website quality and consumer trust specifically for low-priced cosmetics in Kathmandu. Additionally, Chen and Lee (2022) explored the effects of social media engagement, but there remains a gap in integrating hedonic motivation with other variables like website quality and trust in the context of affordable cosmetic products. The study by Rimu and Akter (2020) and Sah (2022) provided foundational insights into social media marketing's impact but did not delve deeply into the localized effects on low-priced cosmetic products. Therefore, this research seeks to bridge these gaps by investigating how hedonic motivations, website quality, and situational factors influence impulsive buying behavior for low-priced cosmetics specifically in the Kathmandu Valley, thereby contributing new insights to both academic research and practical marketing strategies.

## **CHAPTER-III**

### **RESEARCH METHODOLOGY**

Research methodology serves as a systematic approach to resolving research problems by outlining the methods, processes, tools, and techniques employed in data analysis and report preparation. It entails a thorough investigation, particularly emphasizing the exploration of new facts within various branches of knowledge to determine the most suitable research methodology. In this study, the chosen methodology, critical to achieving the defined objectives, involves a comprehensive framework for addressing the research problem.

#### **3.1 Research Design**

The research design for this study is descriptive, utilizing a survey method. The primary objective is to investigate the impact of social media marketing on impulsive buying behavior in the Kathmandu Valley for cosmetic products. Likert scale, descriptive and causal comparative research design were used to present data. To collect data and address the research questions, a set of questionnaires has been administered.

#### **3.2 Population and Sample, and Sample Design**

The target population for this study includes individuals actively engaged in both social media usage and online purchasing within the Kathmandu Valley. To capture a comprehensive representation of this population, the study includes 400 consumers from various backgrounds within the Kathmandu Valley. While the sample size is robust, it remains relatively modest compared to the larger population it aims to represent.

This study intentionally incorporates a diverse range of consumers, covering different marital statuses, age groups, educational levels, and genders. This diversity is achieved through the convenience sampling technique, facilitating practical participant selection. By utilizing this method, the study seeks to gather insights from a cross-section of the target population, ensuring that the data collected reflects a range of perspectives and experiences regarding social media marketing and its impact on impulsive buying behavior in cosmetic products within the Kathmandu Valley.

### **3.3 Nature and Sources of Data and Instrument of Data Collection**

This research delves into the captivating intersection of social media marketing and its profound influence on impulsive buying behavior, focusing on the cosmetic product market in the Kathmandu Valley. Underpinned by a descriptive research design, this study aims to comprehensively unravel the complexities of this phenomenon.

To systematically explore the interactions between social media marketing and impulsive buying, a meticulously crafted questionnaire is employed as the primary tool for data collection. This instrument is designed to elicit meaningful responses from a diverse group of participants, specifically targeting those with an active presence on social media platforms and a notable history of engaging in impulsive buying behavior.

The questionnaire serves as the cornerstone of this investigative journey. It includes a nuanced array of questions strategically aimed at illuminating various aspects of participants' social media usage patterns and their interactions with marketing content. The goal is to uncover the underlying motivations and triggers that drive impulsive buying decisions. This comprehensive survey goes beyond surface-level observations, venturing into the psychological realm of decision-making processes. It probes the factors influencing individuals when faced with the allure of impulsive purchases in the digital marketplace.

By incorporating a multifaceted approach, the questionnaire seeks to paint a detailed portrait of the dynamics between social media, marketing stimuli, and impulsive consumer choices. The resulting insights are poised to offer a panoramic view of the interplay between social media marketing strategies and the intricate tapestry of impulsive consumer behavior.

In essence, this research design endeavors to capture the essence of a multifaceted phenomenon, utilizing a meticulous questionnaire to explore the diverse landscape of social media users with impulsive buying tendencies. The findings are expected to provide valuable insights into the relationship between social media marketing and impulsive buying behavior in the cosmetic product market of the Kathmandu Valley.

### **3.3 Methods of Analysis**

To draw conclusions by analyzing the collected data, simple statistical tools such as averages and percentages are used, along with tabulation to present comparative results effectively. These tools help to summarize the data and provide a clear overview of the distribution and frequency of responses, facilitating easier interpretation and comparison.

#### **3.3.1 Descriptive Statistics**

In this study, a crucial component of the data analysis process involved the use of descriptive statistics to comprehensively assess the current status and various dimensions of factors associated with social media marketing and its impact on impulsive buying behavior. To achieve this, fundamental descriptive analytical tools such as the calculation of means and standard deviations were employed. These statistical measures provided valuable insights into the central tendencies and variations within the collected data.

To enhance the clarity and presentation of the analyzed data, the findings were effectively conveyed through the use of tables, which succinctly encapsulated key statistics such as mean values and standard deviations. This approach allowed for a clear and concise depiction of the research outcomes, enabling a nuanced understanding of the factors influencing impulsive buying behavior. The following measures were used in descriptive statistics: These measures were instrumental in providing a detailed overview of the data, highlighting the central tendencies and variations, and contributing to the overall understanding of how social media marketing affects impulsive buying behavior.

#### **3.3.2 Statistical Tools**

Statistical tools perform very important role in business activity. Each and every performance should be calculated in business world to know the exact profit/loss. Here are some mathematical tools which are widely in practice. The following mentioned statically tools well be used interpret data.

### 1. Arithmetic Means

Arithmetic mean is the number which is obtained by adding the various numbers of all the items of a series and dividing the total by the number of items. Arithmetic mean is a useful tool in statistical analysis. The arithmetic mean is the simplest and most widely used measure of a mean, or average. It simply involves taking the sum of a group of numbers, then dividing that sum by the count of the numbers used in the series.

$$\bar{X} = \frac{\sum X}{N}$$

Where,

$\bar{X}$  = Arithmetic Mean

$\sum X$  = Sum of Elements

N = Number of Observations

### 2. Standard Deviation

The standard deviation is a statistic that measures the dispersion of a dataset relative to its mean and is calculated as the square root of the variance. It is calculated as the square root of variance by determining the variation between each data point relative to the mean. If the data points are further from the mean, there is higher deviation within the data set; thus, the more spread out the data, the higher the standard deviation.

$$S. D = \sqrt{\frac{\sum (X - \bar{X})^2}{N}}$$

### 3. Coefficients of Variation

Standard deviation is the absolute measure of dispersion. The relative measure of dispersing based on the standard deviation is known as the measurement of coefficient of standard deviation. The percentage of measure of coefficient of s.d is called coefficient of variation less c.v is more uniformity and consistency vice versa. Only standard deviation is not appropriate to compare two pairs of variables but cv is capable to compare two variables independently in terms of their variability. It is calculated as under.

$$\text{Coefficients of variation (C.V)} = \frac{S.D}{\bar{X}} * 100$$

#### 4. Coefficient of Correlation

The correlation coefficient is a statistical measure that calculates the strength of the relationship between the relative movements of the two variables. It is a useful statistical tool for measuring the intensity of the magnitude of linear relationship between two variables. The most important method of measuring the correlation between the two variables is “Karl person’s coefficient of correlation. “If the values of the variables are directly proportional then the correlation is said to be positive. On the other hand, if the values of the variables are inversely proportional, then the correlation is said to be negative. The correlation coefficient always remains within the limit of +1 to -1. The correlation coefficients (r) between two variables X and Y can be obtained by using following formula.”

$$r = \frac{N\sum XY - \sum X \sum Y}{\sqrt{N\sum X^2 - (\sum X)^2} \sqrt{N\sum Y^2 - (\sum Y)^2}}$$

Where,

r = the correlation coefficient between two variables of X and Y

Proprieties

- a) It lies between -1 and +1
- b) If r = +1, then there is perfect positive correlation.
- c) If r = -1, then there is perfect negative correlation.
- d) If r = 0, then there is no correlation.
- e) If r = 0.7 to 0.99 (or- 0.7 to -0.99) then there is high degree positive or negative correlation.

#### 5. Regression Analysis

In statistical modeling, regression analysis is a set of statistical processes for estimating the relationships among variables. It includes many techniques for modeling and analyzing several variables when the focus is on the relationship between a dependent variable (Impulsive Buying Behavior) and one or more independent variables (Hedonic Motivation (HM), Website Quality (WQ), Trust (T), and Situational Variable (SV)). More specifically, regression analysis helps one understand how the typical value of the dependent variable (or 'criterion variable') changes when any one of the independent variables is varied, while the other independent

variables are held fixed. The theoretical model for the relationship is formulated as the equation below.

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$$

Where,

Y = Impulsive Buying Behavior

a = Intercept

b<sub>1</sub> = Coefficient of Hedonic Motivation

b<sub>2</sub> = Coefficient of Website Quality

b<sub>3</sub> = Coefficient of Trust

b<sub>4</sub> = Coefficient of Situational Variable

X<sub>1</sub> = Hedonic Motivation

X<sub>2</sub> = Website Quality

X<sub>3</sub> = Trust

X<sub>4</sub> = Situational Variable

### **3.5 Research Framework and Definition of Variables**

A research framework has been used to help focus on the variables in the study. From the theoretical and empirical literature reviews, the following research framework of the study is developed for this study. The framework has been constructed to analyze the effect of social media marketing variables such as; Hedonic Motivation, Trust, Website Quality, and Situational Variables on the consumer's buying behavior. The conceptual framework for the study is;

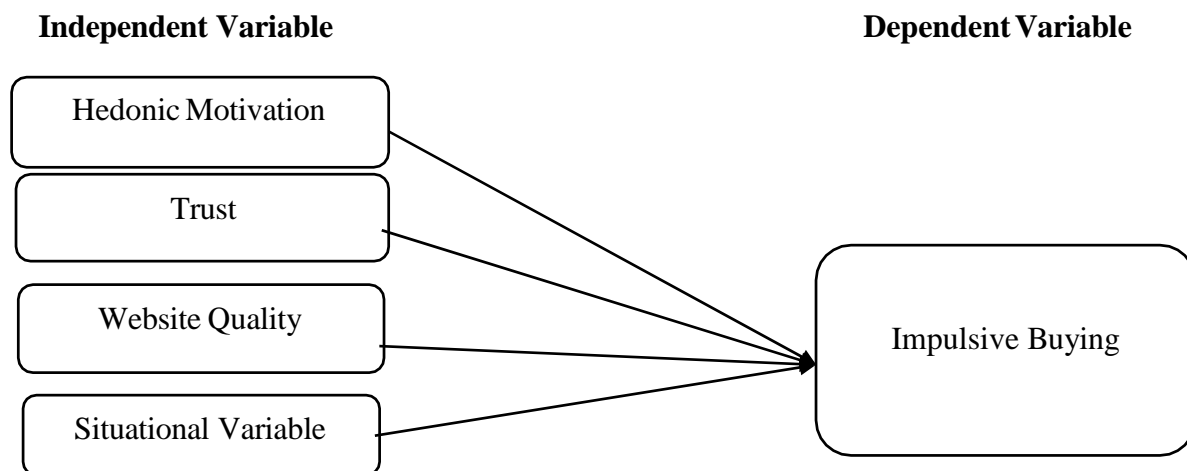


Figure. 1 Research Framework

Source: Bansal and Kumar, (2018)

## Independent Variables

### Hedonic Motivation

This variable refers to the emotional and psychological factors that drive individuals to engage in impulsive buying behavior on e-commerce websites. It encompasses the pleasure, enjoyment, and gratification that consumers derive from their online shopping experiences. Hedonic motivation refers to the pursuit of pleasure and sensory stimulation through consumption activities, which are intrinsically enjoyable and provide immediate gratification (Babin, et al. 1994).

Hedonic motivation is the drive to seek out activities that provide pleasure and enjoyment, often characterized by sensory gratification and emotional fulfillment. The focus is on the immediate sensory pleasure and emotional satisfaction, rather than on achieving practical or functional outcomes. Babin, Darden, and Griffin (1994) describe hedonic shopping value as arising from the multi-sensory, fantasy, and emotive aspects of the shopping experience, which can provide excitement and escapism from everyday life. Hedonic motivation contrasts with utilitarian motivation, which is goal-oriented and driven by practical needs. However, both types of motivation can coexist, influencing consumer decisions in complex ways. For instance, a consumer might choose a high-end smartphone not only for its practical features but also for the pleasure derived from owning a stylish and advanced device.

## **Trust**

Trust is a vital element in online consumer behavior. In this context, it signifies the level of confidence and reliability that consumers place in an e-commerce platform or seller. Trust can be influenced by various factors, including the website's reputation, security measures, and past experiences. It plays a crucial role in building and maintaining relationships, whether personal, professional, or societal. Trust reduces the complexity and uncertainty of interactions, facilitating cooperation and fostering a sense of security. Trust as the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform actions that are important to the trustor, irrespective of the ability to monitor or control that other party. This definition underscores the elements of vulnerability and positive expectations that are central to the concept of trust (Mayer, et al. 1995).

In organizational contexts, trust is essential for effective leadership and teamwork. When employees trust their leaders and colleagues, they are more likely to engage in open communication, share information, and collaborate effectively. Trust also enhances job satisfaction and organizational commitment, contributing to overall performance and productivity. Trust as a psychological state comprising the intention to accept vulnerability based on positive expectations of the intentions or behavior of another. This highlights the importance of perceived integrity, competence, and benevolence in establishing and maintaining trust within organizations. Ultimately, trust acts as a social glue that binds individuals and groups together, enabling smoother and more productive interactions (Rousseau, et al. 1998).

## **Website Quality**

Website quality pertains to the overall design, functionality, and user-friendliness of an e-commerce website. It encompasses factors such as ease of navigation, visual appeal, load times, and the availability of relevant product information. Website quality refers to the overall effectiveness of a website in meeting the needs and expectations of its users. High-quality websites are characterized by factors such as usability, design, content relevance, and technical performance. A well-designed website facilitates easy navigation, quick loading times, and an intuitive user interface, all of which contribute to a positive user experience. According to

DeLone and McLean (2003), information quality, system quality, and service quality are critical dimensions that influence user satisfaction and the perceived value of a website.

The quality of a website significantly impacts user engagement and trust. Websites with high-quality content that is relevant, accurate, and regularly updated tend to retain users and encourage repeat visits. Additionally, a visually appealing design that is consistent with the brand image can enhance the credibility and attractiveness of the site. Liu and Arnett (2000) emphasize that both the technical and aesthetic aspects of website quality are crucial for achieving user satisfaction and fostering loyalty. In an increasingly digital world, maintaining high website quality is essential for businesses and organizations to effectively reach and serve their audiences.

### **Situational Variables**

Situational variables encompass external factors that may influence impulsive buying decisions. These can include factors like time constraints, promotional offers, and environmental cues that impact a consumer's online purchasing behavior. These variables form the core of the research framework, and the study aims to explore how they interplay in the context of social media marketing's impact on impulsive buying behavior. Situational variables refer to external factors that influence an individual's behavior and decision-making in specific contexts, such as the physical environment, social settings, and time constraints. These variables shape perceptions and actions, impacting how people respond to various situations. Belk (1975) notes that situational variables significantly affect consumer behavior by altering decision-making conditions.

In marketing, understanding situational variables is crucial for predicting and influencing consumer behavior. Marketers can tailor strategies based on context, such as time of day or shopping environment, to better meet consumer needs. Donovan and Rossiter (1982) found that factors like store atmosphere can significantly impact shoppers' emotions and purchasing decisions, highlighting the importance of situational context in marketing.

## **Independent Variables**

### **Impulsive Buying**

In the field of consumer behavior, impulse buying is defined as an unplanned decision by a consumer to purchase a product or service, made just before the actual purchase. Individuals who frequently make such purchases are referred to as impulse purchasers, impulse buyers, or compulsive buyers. Research indicates that emotions, feelings, and attitudes significantly influence this behavior. These emotional triggers are often activated upon seeing the product or being exposed to a well-crafted promotional message (Dawson & Kim, 2010). As an independent variable, impulse buying can be crucial in understanding consumer behavior and the effectiveness of marketing strategies in driving unplanned purchases.

## **CHAPTER-IV**

### **RESULTS AND DISCUSSION**

This chapter presents the results and discussion of the study, encompassing both descriptive and inferential statistics. Utilizing IBM SPSS version 23, the data collected from 400 distributed questionnaires, only 375 returned within three weeks, underwent rigorous analysis. Of these, 75 incomplete questionnaires were excluded, leaving 300 fully completed responses, representing an 80.00 percent response rate, for analysis. The chapter systematically unveils the findings, exploring relationships between variables while providing a comprehensive discussion of their implications and alignment with existing literature and theoretical frameworks. Through this synthesis of analysis and discussion, Chapter IV offers insights into the research topic, enriching understanding and facilitating interpretation of the study's outcomes.

#### **4.1 Results**

##### **4.1.1 Demographic Profile of Respondents**

When analyzing the demographic traits of participants in the research on how social media marketing affects impulsive purchasing behavior of cosmetic products in Kathmandu Valley, a carefully selected group stands out. There is a perfect balance in gender distribution, with 150 males (50%) and 150 females (50%), guaranteeing that the perspectives reflect both male and female viewpoints. There is an equal distribution of educational levels among respondents, with 60 individuals (20%) in each category, whether below S.L.C. or Masters. This varied educational representation enhances the study by including perspectives from different educational experiences. The distribution of ages is fairly even, with 20% of participants falling into each age category: under 15, 16-25, 26-35, 36-45, and over 45. This encompasses various age groups and their diverse behaviors and preferences. Also, the study takes into account various marital contexts by having an equal distribution of 150 married (50%) and 150 single (50%) respondents. As for the age of participants, 60 individuals (20.00 percent) are under 15 years old. This is followed by 60 individuals aged 16-25, also accounting for 20.00 percent of the group, indicating a youthful segment of the survey population. The age group of 26-35 comprises 60 individuals, representing 20 percent of the total. Additionally, 60 individuals fall

within the 36-45 age range, making up another 20 percent. Finally, 60 individuals (20.00 percent) are over the age of 45, rounding out the age distribution of the partings. Regarding the marital status of respondents, an equal number of 150 (50.00 percent) are married and 150 (50.00 percent) are single.

Table 2  
*Summary of Demographic Profile of Respondent*

Demographic characteristics		Frequency	Percent
Gender	Male	150	50
	Female	150	50
	Total	300	100
Educational Level	Below S.L.C.	60	20
	S.L.C.	60	20
	Graduate	60	20
	Bachelor	60	20
	Masters	60	20
	Total	300	100
	Age	Below 15	60
16-25		60	20
26-35		60	20
36-45		60	20
Above 45		60	20
Total		300	100
Marital status	Married	150	50
	Single	150	50
	Total	300	100

*(Source: Opinion Survey, 2024)*

In the research on how social media marketing affects impulsive purchasing behavior of cosmetic products in Kathmandu Valley, a balanced demographic profile was maintained. The gender distribution includes 150 males and 150 females, ensuring equal representation. Educational levels are equally represented with 60 individuals in each category from below S.L.C. to Masters. Age distribution is also evenly spread with 20% in each group: under 15, 16-25, 26-35, 36-45, and over 45. Marital status is equally balanced with 150 married and 150 single participants. This diverse demographic representation ensures a comprehensive understanding of different perspectives and behaviors.

Table 3

*Consumers Frequency of Purchase*

	Items	Frequency	Percent
Frequency of Purchase	In a week	45	15
	In a month	183	61
	In six months	60	20
	In a year	12	4
	Total	300	100

*(Source: Opinion Survey, 2024)*

The data collected from 300 respondents about their frequency of purchasing cosmetic products reveals distinct trends. A significant majority, 61% of the respondents (183 individuals), make their purchases on a monthly basis. Weekly purchases are made by 15% of respondents (45 individuals), while 20% (60 individuals) buy cosmetics every six months. Only a small fraction, 4% (12 individuals), purchase cosmetics annually. These findings indicate that most respondents tend to buy cosmetic products monthly, with a notable portion also purchasing every six months, while weekly and annual purchases are less common. This distribution highlights the purchasing behavior influenced by social media marketing on Facebook and YouTube within the Kathmandu Valley.

Table 4

*Consumer Social Media Preferences*

	Items	Preferences	Percent
Social Media Preferences	Facebook	225	75
	YouTube	75	25
	Total	300	100

(Source: *Opinion Survey, 2024*)

The data regarding social media preferences among the 300 respondents reveals a clear trend. A significant majority, 75% (225 individuals), prefer using Facebook for their social media activities. In contrast, only 25% (75 individuals) choose YouTube. This distribution underscores Facebook's dominant position as the preferred social media platform among the respondents, highlighting its potential impact on their purchasing behavior within the Kathmandu Valley.

Table 5

*Reliability test of study variables*

S.N.	Variables	Cronbach's Alpha	No. of Items
1	Hedonic Motivation	.773	3
2	Trust	.701	3
3	Website Quality	.706	3
4	Situational Variable	.786	3
5	Impulsive Behavior	.704	3

The reliability test of the study variables was conducted using Cronbach's Alpha to determine the internal consistency of the scales used in the research. The results, summarized in Table 2, show that all the variables have acceptable levels of reliability. Specifically, Hedonic Motivation, Trust, Website Quality, Situational Variable, and Impulsive Behavior each have

Cronbach's Alpha values above the threshold of 0.70, indicating a good level of internal consistency.

Hedonic Motivation, with a Cronbach's Alpha of 0.773, suggests that the items used to measure this construct are reliably capturing the pleasure and enjoyment derived from online shopping experiences. Trust, with an alpha of 0.701, reflects the consistency in measuring consumers' confidence and reliability in an e-commerce platform. Website Quality has an alpha of 0.706, indicating that the items effectively assess the design, functionality, and user-friendliness of a website. Situational Variable, with the highest alpha of 0.786, shows strong internal consistency in measuring external factors influencing impulsive buying decisions. Lastly, Impulsive Behavior, with an alpha of 0.704, confirms the reliability of the items in capturing unplanned purchasing behavior. Each of these constructs is measured by three items, as indicated in the table. The overall results suggest that the scales used in the study are reliable and can be confidently used for further analysis.

#### **4.1.2 Analysis of Descriptive Analysis**

Our research was based on cross sectional data of 12 questions. With 4 independent variables, (Hedonic Motivation have 3 questions), (Trust have 3 questions), (Websites Quality have 3 questions), (Situational Variable have 3 questions). We have given simple descriptive statistics of independent variables.

Table 6

*Effects of Hedonic Motivation on Consumer's Impulsive Buying Behavior in Cosmetic Product.*

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
I enjoy browsing for cosmetic products on social media (YouTube and Facebook).	45	60	70	65	60	300
	15.00%	20.00%	23.23%	21.67%	20.00%	100%
Shopping for cosmetics on social media is fun for me.	50	55	75	65	55	300
	16.67%	18.33%	25.00%	21.67%	18.33%	100%
Social media helps me find unique and exciting cosmetic products	40	50	80	70	60	300
	13.33%	16.67%	26.67%	23.33%	20.00%	100%

*(Source: Opinion Survey, 2024)*

The study explores how hedonic motivation impacts consumers' impulsive buying behavior for cosmetic products on social media platforms like YouTube and Facebook. Among 300 respondents, 41.67% agree or strongly agree that they enjoy browsing for cosmetic products, 43.34% find shopping fun, and 43.33% believe social media helps them discover unique and exciting products. These findings suggest that enjoyment, fun, and excitement from social media significantly influence impulsive buying behavior in the cosmetic market.

Table 7

*Effect of Trust on consumer's Impulsive Buying Behavior in Cosmetic Product.*

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
I trust the cosmetic product reviews on social media (YouTube and Facebook).	35	55	80	75	55	300
	11.67%	18.33%	26.67%	25.00%	18.33%	100%
I believe the cosmetic products advertised on social media are genuine.	30	50	90	75	55	300
	10.00%	16.67%	30.00%	25.00%	18.33%	100%
Social media provides reliable information about cosmetic products.	45	60	70	65	60	300
	15.00%	20.00%	23.33%	21.67%	20.00%	100%

*(Source: Opinion Survey, 2024)*

Table 7 examines the impact of trust on consumers' impulsive buying behavior for cosmetic products on social media platforms like YouTube and Facebook. Based on responses from 300 participants, 43.33% agree or strongly agree that they trust cosmetic product reviews on social media, indicating the significant role of reviews in their purchasing decisions. Additionally, 43.33% agree or strongly agree that they believe the cosmetic products advertised on these platforms are genuine, underscoring the importance of perceived authenticity. Furthermore, 41.67% agree or strongly agree that social media provides reliable information about cosmetic products, showing that the credibility of information influences consumer behavior. These findings suggest that trust in reviews, product authenticity, and information reliability are key factors driving impulsive buying behavior for cosmetic products on social media.

Table 8

*Effect of Website Quality on consumer's Impulsive Buying Behavior in Cosmetic Product.*

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
The websites linked from social media for purchasing cosmetics are user-friendly.	40	45	85	70	60	300
	13.33%	15.00%	28.33%	23.23%	20.00%	100%
The websites have appealing designs that attract me to buy cosmetics	30	55	80	70	60	300
	10.00%	18.33%	26.67%	23.33%	21.67%	100%
The websites provide clear and detailed information about cosmetic products.	35	50	75	80	60	300
	11.67%	16.67%	25.00%	26.67%	20.00%	100%

*(Source: Opinion Survey, 2024)*

Table 8 presents the impact of website quality on consumers' impulsive buying behavior for cosmetic products. Based on responses from 300 participants, 43.33% agree or strongly agree that the websites linked from social media for purchasing cosmetics are user-friendly, highlighting the importance of ease of use. Additionally, 45.00% agree or strongly agree that these websites have appealing designs that attract them to buy cosmetics, emphasizing the role of visual appeal in influencing purchases. Furthermore, 46.67% agree or strongly agree that the websites provide clear and detailed information about cosmetic products, indicating that comprehensive and transparent information is crucial for consumers. These findings suggest that user-friendly interfaces, attractive designs, and clear information on websites significantly influence impulsive buying behavior for cosmetic products.

Table 9

*Effect of Situational Variables on consumer's Impulsive Buying Behavior in Cosmetic Product.*

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
I am more likely to buy cosmetics impulsively during sales or promotions seen on social media	50	45	70	70	65	300
	16.67%	15.00%	23.33%	23.23%	21.67%	100%
Limited-time offers on social media influence my decision to buy cosmetics.	35	55	75	80	55	300
	11.67%	18.33%	25.00%	26.67%	18.33%	100%
The convenience of purchasing through social media influences my buying behavior.	40	50	70	75	65	300
	13.33%	16.67%	23.23%	25.00%	21.67%	100%

*(Source: Opinion Survey, 2024)*

Table 9 highlights the impact of situational variables on consumers' impulsive buying behavior for cosmetic products based on responses from 300 participants. According to the data, 45.00% of respondents agree or strongly agree that they are more likely to buy cosmetics impulsively during sales or promotions seen on social media, underscoring the significant influence of promotional events. Furthermore, 45.00% agree or strongly agree that limited - time offers on social media affect their decision to purchase cosmetics, illustrating the power of urgency in driving impulsive purchases. Additionally, 46.67% agree or strongly agree that the convenience of purchasing through social media impacts their buying behavior, indicating that ease of access plays a crucial role in impulsive buying. These findings suggest that sales promotions, time-limited offers, and purchasing convenience significantly contribute to impulsive buying behavior in the context of cosmetic products.

Table 10

*Descriptive Statistics*

	N	Minimum	Maximum	Mean	Std. Deviation
Impulsive Buying	400	4.20	20.00	13.8347	4.38596
Hedonic Motivation	400	4.20	21.00	13.9509	4.15096
Trust	400	3.25	16.25	10.7142	3.41428
Website Quality	400	11.10	44.50	29.7060	5.71928
Situational Variable	400	3.25	16.25	10.2906	3.03741
Valid N (listwise)	400				

Table 10 presents the descriptive statistics for five key variables: Impulsive Buying, Hedonic Motivation, Trust, Website Quality, and Situational Variable. Each of these variables was measured across a sample of 400 participants, with the table detailing their minimum and maximum values, means, and standard deviations.

Impulsive Buying exhibits a range of scores from 4.20 to 20.00. The mean score for this variable is 13.8347, with a standard deviation of 4.38596. This suggests a moderate to high level of impulsive buying behavior among the participants, with a relatively wide dispersion of scores around the mean. The variation indicates that while some participants exhibit low levels of impulsive buying, others show considerably higher levels.

Hedonic Motivation has a slightly broader range, from 4.20 to 21.00, with a mean score of 13.9509 and a standard deviation of 4.15096. The mean is slightly higher than that of Impulsive Buying, indicating that participants generally have a marginally higher level of hedonic motivation compared to their impulsive buying behavior. The standard deviation is slightly lower than that of Impulsive Buying, suggesting that the scores are somewhat more clustered around the mean.

The Trust variable ranges from 3.25 to 16.25, with a mean score of 10.7142 and a standard deviation of 3.41428. The mean score is lower than those of Impulsive Buying and Hedonic Motivation, indicating a moderate level of trust among the participants. The standard deviation

is also lower, suggesting that the trust scores are less variable and more consistent across participants.

Website Quality scores range from 11.10 to 44.50, with a mean of 29.7060 and a standard deviation of 5.71928. The mean score for Website Quality is significantly higher than those of the other variables, reflecting the broader scale and possibly the higher overall ratings given by participants. The standard deviation is also the highest among the variables, indicating considerable variability in how participants rate the quality of the website.

The Situational Variable shows a range from 3.25 to 16.25, with a mean score of 10.2906 and a standard deviation of 3.03741. The mean is the lowest among all the variables, suggesting that the situational factors measured are perceived to be less significant or influential. The standard deviation is also the lowest, indicating that participants' responses are more consistent and less dispersed.

When comparing these variables, several patterns emerge. Firstly, both Impulsive Buying and Hedonic Motivation have relatively similar means and standard deviations, indicating comparable levels of these behaviors among participants. However, Hedonic Motivation has a slightly higher mean and lower standard deviation, suggesting a slight edge in consistency and intensity over Impulsive Buying. Trust and Situational Variable, while having lower means than Impulsive Buying and Hedonic Motivation, exhibit less variability in responses. This lower variability implies that participants have more consistent perceptions of trust and situational factors than they do of their impulsive buying tendencies or hedonic motivations. Website Quality stands out with the highest mean and standard deviation.

In conclusion, the descriptive statistics of these five variables provide valuable insights into the behaviors and perceptions of the participants. Impulsive Buying and Hedonic Motivation are moderately high and similarly variable, Trust and Situational Variable are moderate with lower variability, and Website Quality is high with significant variability. Understanding these patterns can help in developing targeted strategies to address the specific needs and behaviors of different participant groups.

## 4.2 Correlation Analysis

Correlation analysis is a statistical technique used to measure and evaluate the strength and direction of the relationship between two or more variables. It quantifies the degree to which changes in one variable correspond to changes in another variable, using a correlation coefficient that ranges from -1 to 1. A coefficient of +1 indicates a perfect positive correlation, meaning that as one variable increases, the other also increases proportionally. Conversely, a coefficient of -1 indicates a perfect negative correlation, where one variable increases as the other decreases. A coefficient of 0 suggests no linear relationship between the variables.

This method is widely used in various fields such as finance, healthcare, and social sciences to identify and analyze relationships that can provide insights for decision-making and hypothesis testing. For instance, in finance, correlation analysis can help in portfolio management by identifying assets that move together or in opposite directions, aiding in risk diversification. In healthcare, it can be used to study the relationship between lifestyle factors and health outcomes, informing public health policies and interventions.

Table 11

*Correlation Matrix*

	IB	HM	T	WQ	SV
IB	1				
HM	.719**	1			
T	.671**	.766**	1		
WQ	.492**	.616**	.665**	1	
SV	.900**	.875**	.749**	.612**	1

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table 11 presents a correlation matrix that highlights the relationships between five variables: Impulsive Buying, Hedonic Motivation, Trust, Website Quality, and Situational Variable. Each

correlation coefficient measures the strength and direction of the linear relationship between two variables, with asterisks denoting statistical significance at the 0.01 level.

Impulsive Buying shows significant positive correlations with all other variables. The correlation with Hedonic Motivation is particularly strong, at  $.719^{**}$ , indicating a robust positive relationship. This suggests that individuals who exhibit higher levels of impulsive buying also tend to have higher levels of hedonic motivation. The correlation with Trust is also strong, at  $.671^{**}$ , indicating that those who are more prone to impulsive buying are likely to trust more easily. Impulsive Buying has a moderate positive correlation with Website Quality ( $.492^{**}$ ), suggesting that perceptions of website quality are somewhat related to impulsive buying behavior. The strongest correlation is with the Situational Variable, at  $.900^{**}$ , indicating a very strong positive relationship. This suggests that situational factors play a critical role in influencing impulsive buying behavior.

Hedonic Motivation also exhibits significant positive correlations with all other variables. It has the strongest correlation with the Situational Variable ( $.875^{**}$ ), indicating that situational factors heavily influence hedonic motivation. The correlation with Trust is very strong ( $.766^{**}$ ), suggesting that those who are highly motivated by pleasure and enjoyment also tend to have higher levels of trust. The correlation with Website Quality is moderately strong ( $.616^{**}$ ), implying that perceptions of website quality influence hedonic motivation to a notable extent.

Trust is significantly positively correlated with all other variables, with the highest correlation being with Hedonic Motivation ( $.766^{**}$ ). This indicates a strong relationship between trust and the pursuit of pleasurable experiences. Trust also shows a strong positive correlation with the Situational Variable ( $.749^{**}$ ), suggesting that situational factors significantly affect trust levels. The correlation with Website Quality is also strong ( $.665^{**}$ ), indicating that perceptions of website quality are closely related to trust.

Website Quality shows significant positive correlations with all other variables, though these correlations are generally moderate compared to those seen with other variables. The highest correlation is with Trust ( $.665^{**}$ ), suggesting that perceptions of website quality are

significantly linked to trust. Website Quality also has a moderate correlation with Hedonic Motivation (.616\*\*), indicating that better website quality can enhance hedonic experiences. The correlation with Impulsive Buying is .492\*\*, showing a moderate but notable relationship. Finally, Website Quality has a moderate correlation with the Situational Variable (.612\*\*), suggesting that situational factors also influence perceptions of website quality.

The Situational Variable exhibits the highest correlations with other variables, underscoring its critical role in this study. The strongest correlation is with Impulsive Buying (.900\*\*), indicating that situational factors are very closely related to impulsive buying behavior. The correlation with Hedonic Motivation is also very high (.875\*\*), suggesting that situational factors significantly influence hedonic pursuits. The correlation with Trust is strong (.749\*\*), indicating that situational factors greatly impact trust levels. Lastly, the correlation with Website Quality is moderate (.612\*\*), suggesting that situational factors also play a significant role in shaping perceptions of website quality.

In conclusion, the correlation matrix in Table 12 underscores the interrelated nature of impulsive buying, hedonic motivation, trust, website quality, and situational variables. Impulsive Buying and Hedonic Motivation are particularly closely linked, both heavily influenced by situational factors. Trust is also a key variable, strongly connected to hedonic motivation and situational influences. Website Quality, while important, shows more moderate correlations, suggesting it is one of several factors influencing the other variables. The Situational Variable emerges as the most significant factor, deeply interconnected with all other variables, highlighting its critical role in shaping consumer behavior and perceptions. Understanding these relationships can provide valuable insights for designing strategies that address multiple aspects of consumer behavior in an integrated manner

### **4.3 Regression Analysis**

Regression analysis and correlation analysis are both statistical methods used to examine relationships between variables, but they serve different purposes and provide distinct insights. Correlation analysis measures the strength and direction of the linear relationship between two variables using a correlation coefficient, indicating how closely the variables move together.

In contrast, regression analysis goes a step further by modeling the relationship between a dependent variable and one or more independent variables, allowing for predictions and understanding of how changes in the independent variables impact the dependent variable. While correlation is symmetrical and does not distinguish between dependent and independent variables, regression analysis is asymmetrical, explicitly identifying which variable is being predicted and which variables are used as predictors.

Table 12

*Model Summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.4701	.221	.133	.52999

- a. Predictors: (constant), Hedonic Motivation, Trust, website quality and situational variable
- b. Dependent Variables: Impulsive Buying

Table 12 provides a summary of the regression model used to analyze the relationship between impulsive buying (the dependent variable) and four predictors: hedonic motivation, trust, website quality, and situational variables. The R value of .4701 indicates a moderate positive correlation between the independent variables and impulsive buying. The R Square value of .221 suggests that approximately 22.1% of the variance in impulsive buying can be explained by the combined effect of these predictors. This indicates that while the model provides some insight into the factors influencing impulsive buying, a significant portion of the variance remains unexplained by these variables.

The Adjusted R Square value of .133 accounts for the number of predictors in the model, offering a more accurate measure of the model's explanatory power, especially when comparing models with different numbers of predictors. The decrease from the R Square value suggests that not all predictors contribute significantly to the model. The standard error of the estimate is .52999, reflecting the average distance that the observed values fall from the regression line. This measure provides an indication of the accuracy of the predictions made by the model, with a lower value generally indicating a better fit. Overall, the model shows a

moderate ability to explain impulsive buying behavior, highlighting the importance of the selected predictors while also suggesting that additional factors may need to be considered.

Table 13

*Analysis of Impulsive Buying* (ANOVA)

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.376	4	.675	2.866	.004
	Residual	11.897	395	2.70		
	Total	15.273	399			

a. Dependent Variable: Impulsive Buying

b. Predictors: (constant), Hedonic Motivation, Trust, website quality and situational variable

Table 13 presents the ANOVA (Analysis of Variance) results for the regression model examining the impact of hedonic motivation, trust, website quality, and situational variables on impulsive buying. The regression sum of squares (3.376) indicates the variation in impulsive buying explained by the model, while the residual sum of squares (11.897) represents the variation not explained by the model. The total sum of squares (15.273) is the sum of the regression and residual sums of squares, indicating the total variation in impulsive buying observed in the data.

The degrees of freedom (df) for the regression model are 4, corresponding to the number of predictors, and 395 for the residual, which is the total sample size minus the number of predictors minus one. The mean square for the regression (0.675) is obtained by dividing the regression sum of squares by its degrees of freedom, and the mean square for the residual (0.270) is the residual sum of squares divided by its degrees of freedom. The F-statistic (2.866) tests the overall significance of the model, comparing the model's explanatory power to the unexplained variance. The significance level (p-value) of 0.004 indicates that the model is statistically significant, meaning that the predictors collectively have a significant effect on impulsive buying behavior. This suggests that hedonic motivation, trust, website quality, and situational variables play a significant role in influencing impulsive buying, although other factors might also contribute to the behavior.

Table 14

*Regression Coefficient*

Model		Unstandardized		Standardized	t-value	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	0.383	0.572		0.670	0.506
	Hedonic Motivation	0.038	0.026	0.311	1.451	0.013
	Trust	-0.053	0.039	-0.230	1.350	0.183
	Website Quality	0.030	0.009	0.590	3.296	0.002
	Situational Variables	-0.137	0.058	-0.336	2.349	0.023

Dependent Variable: Impulsive Buying

Table 14 presents the regression coefficients for a model predicting Impulsive Buying using four independent variables: Hedonic Motivation, Trust, Website Quality, and Situational Variables. The table includes both unstandardized and standardized coefficients, as well as t-values and significance levels (Sig.). This regression analysis helps in understanding the influence of these predictors on Impulsive Buying and provides insights into their relative importance.

The constant term (intercept) has an unstandardized coefficient of 0.383 with a standard error of 0.572, resulting in a t-value of 0.670 and a significance level of 0.506. This indicates that the constant is not statistically significant ( $p > 0.05$ ), suggesting that the intercept does not contribute significantly to the model's predictive power. In other words, when all independent variables are zero, the predicted value of Impulsive Buying is 0.383, but this value is not statistically different from zero.

Hedonic Motivation has an unstandardized coefficient (B) of 0.038 with a standard error of 0.026. The standardized coefficient (Beta) is 0.311, indicating a moderate positive relationship with Impulsive Buying. The t-value for Hedonic Motivation is 1.451, and the significance level (Sig.) is 0.013. Since the p-value is less than 0.05, Hedonic Motivation is statistically significant in predicting Impulsive Buying. This suggests that as Hedonic Motivation increases, Impulsive Buying also tends to increase, holding other variables constant.

Trust has an unstandardized coefficient of  $-0.053$  with a standard error of  $0.039$ . The standardized coefficient is  $-0.230$ , indicating a negative relationship with Impulsive Buying. The t-value for Trust is  $1.350$ , and the significance level is  $0.183$ . Since the p-value is greater than  $0.05$ , Trust is not statistically significant in predicting Impulsive Buying. This implies that Trust does not have a significant direct effect on Impulsive Buying when other variables are accounted for in the model.

Website Quality has an unstandardized coefficient of  $0.030$  with a standard error of  $0.009$ . The standardized coefficient is  $0.590$ , indicating a strong positive relationship with Impulsive Buying. The t-value for Website Quality is  $3.296$ , and the significance level is  $0.002$ . Since the p-value is less than  $0.05$ , Website Quality is statistically significant in predicting Impulsive Buying. This suggests that better Website Quality leads to higher levels of Impulsive Buying, holding other variables constant. Situational Variables have an unstandardized coefficient of  $-0.137$  with a standard error of  $0.058$ . The standardized coefficient is  $-0.336$ , indicating a moderate negative relationship with Impulsive Buying. The t-value for Situational Variables is  $2.349$ , and the significance level is  $0.023$ . Since the p-value is less than  $0.05$ , Situational Variables are statistically significant in predicting Impulsive Buying. This suggests that as the influence of Situational Variables increases, Impulsive Buying decreases, holding other variables constant.

Comparing the standardized coefficients (Beta) provides insight into the relative importance of each predictor in the model. Website Quality has the highest Beta value ( $0.590$ ), indicating it is the most influential predictor of Impulsive Buying. This suggests that the quality of the website is a critical factor in driving impulsive buying behavior. Hedonic Motivation, with a Beta value of  $0.311$ , is the next most influential predictor, highlighting the role of pleasure and enjoyment in impulsive buying. Although it has a significant positive effect, its influence is less strong compared to Website Quality. Situational Variables have a Beta value of  $-0.336$ , indicating a significant negative relationship with Impulsive Buying. This suggests that specific situational factors can reduce the likelihood of impulsive buying, highlighting the importance of context in consumer behavior. Trust, with a Beta value of  $-0.230$ , is not statistically significant, suggesting that it does not play a crucial role in predicting impulsive

buying in this model. Its negative Beta value indicates that if it were significant, higher trust would be associated with lower impulsive buying, but this effect is not strong enough to be considered important.

In summary, Table 14 shows that Website Quality is the most significant predictor of Impulsive Buying, followed by Hedonic Motivation and Situational Variables. Trust, while having a negative relationship, is not a significant predictor in this model. These findings suggest that improving website quality and understanding the hedonic and situational influences on consumers can be crucial strategies for managing impulsive buying behavior.

#### **4.4 Discussion**

The study's findings reveal the significant impact of social media marketing on impulsive buying behavior among consumers. Social media platforms, through their immediacy and convenience, enhance impulsive buying tendencies by presenting a constant stream of advertisements, influencer endorsements, and targeted promotions that create a sense of urgency and desirability around products. The personalized nature of these advertisements, tailored by algorithms to individual preferences, makes them more appealing and harder to resist. Additionally, the visual and interactive content on social media, such as unboxing videos, live demos, and user reviews, provides a vivid, immersive experience that traditional advertising often lacks. Engagement metrics like likes, shares, comments, and testimonials further act as endorsements, reducing the perceived risk associated with impulsive buys. The fear of missing out (FOMO) is another powerful motivator, as limited-time offers and flash sales advertised on social media create a sense of scarcity and urgency, pushing consumers to make quick, unplanned purchases.

Descriptive statistics highlight patterns among variables influencing impulsive buying. Impulsive Buying and Hedonic Motivation show similar means and standard deviations, indicating comparable behavior levels among participants. However, Hedonic Motivation is slightly higher and less variable, suggesting more consistent intensity. Trust and Situational Variables exhibit lower means but less variability, implying consistent perceptions among participants. Website Quality has the highest mean and standard deviation, indicating varied perceptions due to different user experiences or expectations.

The correlation matrix underscores the interrelated nature of impulsive buying, hedonic motivation, trust, website quality, and situational variables. Impulsive Buying and Hedonic Motivation are closely linked and heavily influenced by situational factors. Trust is also a key variable, strongly connected to hedonic motivation and situational influences. Website Quality shows moderate correlations, indicating it is one of several factors influencing the other variables.

The ANOVA results for the regression model reveal significant findings. The regression sum of squares (3.376) indicates the variation in impulsive buying explained by the model, while the residual sum of squares (11.897) represents the unexplained variation. The F-statistic (2.866) and significance level (p-value of 0.004) indicate that the model is statistically significant, meaning that the predictors collectively have a significant effect on impulsive buying behavior. This suggests that hedonic motivation, trust, website quality, and situational variables play significant roles in influencing impulsive buying, although other factors might also contribute.

The regression coefficients provide insights into the relative importance of each predictor. Website Quality, with the highest Beta value (0.590), is the most influential predictor of impulsive buying. Hedonic Motivation, with a Beta value of 0.311, highlights the role of pleasure and enjoyment in impulsive buying. Situational Variables, with a Beta value of -0.336, indicate a significant negative relationship, suggesting that specific situational factors can reduce impulsive buying. Trust, with a Beta value of -0.230, is not statistically significant, suggesting it does not play a crucial role in predicting impulsive buying in this model.

In summary, the findings suggest that improving website quality and understanding the hedonic and situational influences on consumers are crucial strategies for managing impulsive buying behavior. The correlation analysis shows strong relationships between impulsive buying and other variables, particularly hedonic motivation and situational factors. The regression analysis highlights the significant impact of website quality, hedonic motivation, and situational variables on impulsive buying, while trust does not significantly predict impulsive buying. These insights provide valuable information for designing integrated strategies to address multiple aspects of consumer behavior.

## **CHAPTER – V**

### **SUMMARY AND CONCLUSION**

This completes the study's final chapter. There are three sections in this chapter: a summary, a conclusion, and implications. This chapter provides a brief summary of the study and offers some recommendations that may be helpful to interested parties and businesses.

#### **5.1 Summary**

This section provides a concise overview of the entire study and highlights its key findings. The primary objective of my study is to explore the influence of social media marketing on impulse buying behavior among consumers. This investigation aims to identify and analyze the specific social media marketing techniques and strategies that contribute to impulsive purchase decisions. Additionally, the study seeks to examine the relationship between hedonic motivation, website quality, trust, situational variables, and impulse buying behavior. By achieving these objectives, the study aspires to provide valuable insights to marketers, businesses, and policymakers, helping them devise effective strategies for leveraging social media platforms to promote responsible and informed consumer behavior. The limitations of this study include a focus on only Facebook and YouTube for social media platforms, a relatively small sample size of 400 individuals, analysis of data spanning only 6 years, data collected exclusively from the Kathmandu valley, and a narrow focus on cosmetic and clothing products. In this study, Impulsive Buying Behavior serves as the dependent variable, influenced by independent variables such as Hedonic Motivation, Trust, Website Quality, and Situational Variables. These factors collectively impact consumer decisions in digital environments, guiding effective marketing strategies and consumer engagement.

Chapter three was presented the research methodology, which employed a descriptive survey design to investigate the impact of social media marketing on impulsive buying behavior in Kathmandu Valley. The chapter outlined the selection of a sample size of 400 consumers using convenience sampling, aimed at achieving demographic diversity. It emphasized the use of a questionnaire as the primary data collection tool to capture insights from social media users prone to impulsive buying. Statistical tools such as arithmetic mean, standard deviation,

coefficient of variation, correlation coefficient, and regression analysis were applied to analyze relationships between variables including hedonic motivation, trust, website quality, situational factors, and impulsive buying behavior. These methods formed the foundation for exploring the dynamics influencing consumer behavior in the digital marketplace.

The correlation matrix in Table 11 underscores the interrelated nature of impulsive buying, hedonic motivation, trust, website quality, and situational variables. Impulsive Buying and Hedonic Motivation are particularly closely linked, both heavily influenced by situational factors. Trust is also a key variable, strongly connected to hedonic motivation and situational influences. Website Quality, while important, shows more moderate correlations, suggesting it is one of several factors influencing the other variables. The Situational Variable emerges as the most significant factor, deeply interconnected with all other variables, highlighting its critical role in shaping consumer behavior and perceptions. Understanding these relationships can provide valuable insights for designing strategies that address multiple aspects of consumer behavior in an integrated manner.

Comparing the standardized coefficients (Beta) provides insight into the relative importance of each predictor in the model. Website Quality has the highest Beta value (0.590), indicating it is the most influential predictor of Impulsive Buying. This suggests that the quality of the website is a critical factor in driving impulsive buying behavior. Hedonic Motivation, with a Beta value of 0.311, is the next most influential predictor, highlighting the role of pleasure and enjoyment in impulsive buying. Although it has a significant positive effect, its influence is less strong compared to Website Quality. Situational Variables have a Beta value of -0.336, indicating a significant negative relationship with Impulsive Buying. This suggests that specific situational factors can reduce the likelihood of impulsive buying, highlighting the importance of context in consumer behavior. Trust, with a Beta value of -0.230, is not statistically significant, suggesting that it does not play a crucial role in predicting impulsive buying in this model.

The study on the influence of social media marketing on impulsive buying behavior among consumers reveals several key findings. Firstly, social media marketing significantly impacts

impulsive buying by leveraging the hedonic motivations of consumers. Platforms like Instagram, Facebook, and Tok-tok, with their visually appealing content and targeted advertisements, effectively stimulate the desire for instant gratification and pleasure. The study highlights that personalized advertisements and influencer endorsements are particularly potent in driving impulsive purchases, as they create a sense of urgency and exclusivity, making consumers more likely to buy on impulse. Overall, the findings suggest that social media marketing strategies that focus on enhancing hedonic appeal, improving platform quality, and strategically utilizing situational triggers are highly effective in driving impulsive buying behavior among consumers.

## **5.2 Conclusion**

This study has delved into the profound impact of social media marketing on impulsive buying behavior among consumers in Kathmandu Valley. Through a descriptive survey design involving 400 respondents selected via convenience sampling, significant insights have been gleaned. The findings underscore that social media platform, through their targeted advertisements and influencer endorsements, significantly amplify impulsive buying tendencies by appealing to hedonic motivations and creating a sense of urgency and exclusivity. The interplay of variables such as hedonic motivation, trust, website quality, and situational factors further elucidates the complex dynamics influencing consumer behavior in digital environments.

Statistical analyses, including correlation matrices and regression models, have highlighted critical relationships among these variables. Website quality emerges as the most influential predictor of impulsive buying behavior, with a Beta value of 0.590, indicating its pivotal role in driving consumer decisions. Hedonic motivation follows closely, with a Beta value of 0.311, underscoring the importance of pleasure and enjoyment in impulsive buying. Situational variables, with a Beta value of -0.336, show a significant negative relationship with impulsive buying, suggesting that specific contextual factors can either exacerbate or mitigate impulsive behavior. Trust, while not statistically significant in this model, also plays a role in influencing consumer perceptions and behaviors, albeit to a lesser extent.

The descriptive statistics of these variables provide valuable insights into participant behaviors and perceptions. Impulsive buying and hedonic motivation exhibit moderate variability and high scores, indicating strong influences on consumer behavior. Trust and situational variables show moderate scores with lower variability, while website quality exhibits high scores with significant variability, highlighting its multifaceted impact on consumer decision-making.

The correlation matrix underscores the interrelated nature of impulsive buying, hedonic motivation, trust, website quality, and situational variables. Impulsive buying and hedonic motivation are closely linked, influenced by situational factors, while trust shows strong connections with hedonic motivation and situational influences. Website quality, while crucial, exhibits more moderate correlations, suggesting it operates alongside other variables in shaping consumer behavior. Situational variables emerge as the most significant factor, interconnected with all other variables, underscoring their critical role in consumer decision-making.

In conclusion, this study highlights the significant influence of social media platforms such as Instagram, Facebook, and Tok-tok in stimulating impulsive purchases through targeted advertisements and influencer endorsements. Hedonic motivations, amplified by visual content and personalized marketing strategies, play a pivotal role in driving consumer decisions. Website quality emerges as a critical determinant, influencing the likelihood of impulsive buying, while situational variables also shape purchasing behaviors. These findings underscore the effectiveness of tailored social media marketing strategies in fostering impulsive buying behavior among consumers, suggesting avenues for marketers to enhance engagement and consumer satisfaction responsibly.

### **5.3 Implications**

The following recommendations have been provided to enhance social media marketing and its impact on impulsive buying behavior in Kathmandu Valley in cosmetic products:

- **Understanding Correlations and Influences:** The correlation matrix reveals the interrelated nature of impulsive buying, hedonic motivation, trust, website quality, and situational variables. Impulsive buying and hedonic motivation are particularly closely

linked, both heavily influenced by situational factors. Trust is also a key variable, strongly connected to hedonic motivation and situational influences. Website quality, while important, shows more moderate correlations, indicating it is one of several factors influencing the other variables. The situational variable emerges as the most significant factor, deeply interconnected with all other variables, highlighting its critical role in shaping consumer behavior and perceptions. Understanding these relationships provides valuable insights for designing strategies that address multiple aspects of consumer behavior in an integrated manner. In regression analysis, the relative importance of each predictor in the model indicates that Website Quality has the highest Beta value, making it the most influential predictor of Impulsive Buying. This suggests that the quality of the website is a critical factor in driving impulsive buying behavior. Hedonic Motivation, with a significant positive Beta value, is the next most influential predictor, highlighting the role of pleasure and enjoyment in impulsive buying. Situational Variables have a significant negative Beta value, suggesting that specific situational factors can reduce the likelihood of impulsive buying.

- **Strategic Recommendations: Enhancing Website Quality:** Given that website quality is the most significant predictor of impulsive buying, businesses should focus on improving the usability, aesthetics, and overall quality of their websites. High-quality websites can enhance user experience and drive impulsive purchases. **Leveraging Hedonic Motivation:** Marketers should create content that appeals to the emotional and pleasure-seeking aspects of consumers. This includes using visually appealing images, engaging videos, and compelling storytelling to attract and retain consumer attention. **Managing Situational Variables:** Identifying and leveraging situational triggers, such as time-limited offers and exclusive deals, can effectively drive impulsive buying. However, it is also essential to recognize that certain situational factors can reduce impulsive behavior, and strategies should be adapted accordingly.
- **Technological Integration: Artificial Intelligence and Machine Learning:** Integrating emerging technologies such as AI and ML into social media marketing strategies can enhance the personalization of marketing efforts, making them more targeted and effective in triggering impulsive buying behaviors. **Data Analytics:** Utilizing advanced

- data analytics tools can help marketers gain deeper insights into consumer behavior, enabling them to tailor their strategies more effectively.
- **Consumer Education: Promoting Responsible Online Shopping:** Consumer education initiatives should focus on raising awareness about the risks associated with impulsive buying and promoting responsible online shopping practices. Providing transparent information about product reviews, return policies, and secure payment methods can help build consumer trust and encourage informed purchasing decisions.
  - **Collaborative Efforts: Academia, Industry, and Regulatory Bodies:** Fostering collaboration between academia, industry, and regulatory bodies can facilitate ongoing research and dialogue on the ethical implications of targeted marketing practices. This collaboration would help in developing guidelines and best practices that ensure consumer trust and privacy are respected in digital marketing campaigns.
  - **Future Research Directions: Expanding Demographic Profiles:** Future research could include a broader demographic profile, incorporating variables such as income levels and age groups. This could provide more nuanced insights and help in developing tailored marketing strategies. **Increasing Sample Size and Geographic Scope:** Conducting studies with larger sample sizes and extending the research beyond Kathmandu Valley can yield more generalizable results. **Exploring Additional Variables:** Researchers can include additional variables, such as cultural influences and social norms, to gain a more comprehensive understanding of the factors influencing impulsive buying behavior.
  - By focusing on these areas, future research and industry efforts can aim to optimize social media marketing strategies while promoting informed and responsible consumer behavior. This study helps bridge the gap in understanding the relationship between social media marketing and impulsive buying behavior, offering valuable insights into effective marketing strategies for sellers and manufacturers.

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# APPENDICES-I

## Questionnaire

**Sir/Madam,**

I am Rojit Kumar Khadka graduates of Masters in Business Studies (MBs) of Shanker Dev Campus, pursuing our studies at TU Central department of Management Kirtipur, Kathmandu. I am doing research entitled "Social Media Marketing and Its Impact on Impulsive Buying Behaviour in Kathmandu Valley in cosmetic Product" under the supervision of Mikha Shrestha Ma'am. The information provided by you will be used only for the research purpose.

I will be grateful if you provide just few minutes to respond our questions appearing in the enclosed questionnaire. Your ideas and information will be of great importance for our research. I do assure you that your information will be kept confidential and used for academic purpose only. I would like to understand your opinions on the subject related to social media marketing on YouTube and Facebook. It would be an insightful cooperation if you express your views on this questionnaire based on your experience.

### 1. Gender:

- Male
- Female

### 2. Age:

- 15 and below
- 16-25
- 26-35
- 36-45
- Above 45

### 3. Education:

- Below SLC
- SLC
- Graduate
- Bachelor
- Masters

**4. Marital Status:**

- Married
- Single

**General Information**

**5. How often do you buy cosmetic products?**

- In a week
- In a month
- In 6 months
- In a year

**6. Which social media platform do you use more frequently for shopping cosmetic products?**

- YouTube
- Facebook

**Part Two: Factors Affecting Consumer Buying Behavior**

Please indicate the extent of your agreement with the following statements about your behavior and social media marketing on YouTube and Facebook. Please tick “√” only one statement in each box.

Items	1 Strongly Disagree	2 (Disagree)	3 (Natural)	4 (agree)	5 (Strongly Agree)
<b>Hedonic Motivation</b>					
I enjoy browsing for cosmetic products on social media (YouTube and Facebook).					
Shopping for cosmetics on social media is fun for me.					
Social media helps me find unique and exciting cosmetic products.					
<b>Trust</b>					
I trust the cosmetic product reviews on social media (YouTube and Facebook).					

I believe the cosmetic products advertised on social media are genuine.					
Social media provides reliable information about cosmetic products.					
<b>Website Quality</b>					
The websites linked from social media for purchasing cosmetics are user-friendly.					
The websites have appealing designs that attract me to buy cosmetics.					
The websites provide clear and detailed information about cosmetic products.					
<b>Situational Variables</b>					
I am more likely to buy cosmetics impulsively during sales or promotions seen on social media.					
Limited-time offers on social media influence my decision to buy cosmetics.					
The convenience of purchasing through social media influences my buying behavior.					
<b>Impulsive Buying Behavior</b>					
I often buy cosmetic products spontaneously after seeing them on social media.					
I make unplanned purchases of cosmetics because of social media advertisements.					
Seeing cosmetic products on social media makes me buy them immediately.					
<b>Suggestions for Improvement</b>					
I would appreciate more detailed reviews and ratings from verified					

purchasers on social media.					
Improved filtering options to narrow down products based on my preferences would be helpful.					
Integrating virtual try-on features on social media platforms would increase my likelihood of purchasing cosmetic products.					
More transparency about ingredients and ethical practices behind the products would increase my trust.					
Having a dedicated customer support chat option linked directly from the ad or product page on social media would enhance my shopping experience.					

## Appendix- II

### Summary of Demographic Profile of Respondent

Demographic characteristics		Frequency	Percent
Gender	Male	150	50
	Female	150	50
	Total	300	100
Educational Level	Below S.L.C.	60	20
	S.L.C.	60	20
	Graduate	60	20
	Bachelor	60	20
	Masters	60	20
	Total	300	100
Age	Below 15	60	20
	16-25	60	20
	26-35	60	20
	36-45	60	20
	Above 45	60	20
	Total	300	100
Marital status	Married	150	50
	Single	150	50
	Total	300	100

### Consumers Frequency of Purchase

	Items	Frequency	Percent
	In a week	45	15
Frequency of Purchase	In a month	183	61
	In six months	60	20
	In a year	12	4
	Total	300	100

### Consumer Social Media Preferences

	Items	Preferences	Percent
	Facebook	225	75
Social Media Preferences			
	YouTube	75	25
	Total	300	100

### Effects of Hedonic Motivation on Consumer's Impulsive Buying Behavior in Cosmetic Product.

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
I enjoy browsing for cosmetic products on social media (YouTube and Facebook).	45	60	70	65	60	300
	15.00%	20.00%	23.23%	21.67%	20.00%	100%
Shopping for cosmetics on social media is fun for me.	50	55	75	65	55	300
	16.67%	18.33%	25.00%	21.67%	18.33%	100%
Social media helps me find unique and exciting cosmetic products	40	50	80	70	60	300
	13.33%	16.67%	26.67%	23.33%	20.00%	100%

**Effect of Trust on consumer's Impulsive Buying Behavior in Cosmetic Product.**

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
I trust the cosmetic product reviews on social media (YouTube and Facebook).	35	55	80	75	55	300
	11.67%	18.33%	26.67%	25.00%	18.33%	100%
I believe the cosmetic products advertised on social media are genuine.	30	50	90	75	55	300
	10.00%	16.67%	30.00%	25.00%	18.33%	100%
Social media provides reliable information about cosmetic products.	45	60	70	65	60	300
	15.00%	20.00%	23.33%	21.67%	20.00%	100%

**Effect of Website Quality on consumer's Impulsive Buying Behavior in Cosmetic Product.**

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
The websites linked from social media for purchasing cosmetics are user-friendly.	40	45	85	70	60	300
	13.33%	15.00%	28.33%	23.23%	20.00	100%
The websites have appealing designs that attract me to buy cosmetics	30	55	80	70	60	300
	10.00%	18.33%	26.67%	23.33%	21.67%	100%
The websites provide clear and detailed information about cosmetic products.	35	50	75	80	60	300
	11.67%	16.67%	25.00%	26.67%	20.00%	100%

**Effect of Situational Variables on consumer's Impulsive Buying Behavior in Cosmetic Product.**

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
I am more likely to buy cosmetics impulsively during sales or promotions seen on social media	50	45	70	70	65	300
	16.67%	15.00%	23.33%	23.23%	21.67%	100%
Limited-time offers on social media influence my decision to buy cosmetics.	35	55	75	80	55	300
	11.67%	18.33%	25.00%	26.67%	18.33%	100%
The convenience of purchasing through social media influences my buying behavior.	40	50	70	75	65	300
	13.33%	16.67%	23.23%	25.00%	21.67%	100%

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Impulsive Buying	400	4.20	20.00	13.8347	4.38596
Hedonic Motivation	400	4.20	21.00	13.9509	4.15096
Trust	400	3.25	16.25	10.7142	3.41428
Website Quality	400	11.10	44.50	29.7060	5.71928
Situational Variable	400	3.25	16.25	10.2906	3.03741
Valid N (listwise)	400				

## Correlation Matrix

	Impulsive Buying	Hedonic Motivation	Trust	Website Quality	Situational Variable
Impulsive Buying	1				
Hedonic Motivation	.719**	1			
Trust	.671**	.766**	1		
Website Quality	.492**	.616**	.665**	1	
Situational Variable	.900**	.875**	.749**	.612**	1

\*\* . Correlation is significant at the 0.01 level (2-tailed).

## Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.4701	.221	.133	.52999

- Predictors: (constant), Hedonic Motivation, Trust, website quality and situational variable
- Dependent Variables: Impulsive Buying

## ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.376	4	.675	2.866	.004
	Residual	11.897	395	2.70		
	Total	15.273	399			

- Dependent Variable: Impulsive Buying
- Predictors: (constant), Hedonic Motivation, Trust, website quality and situational variable

### Regression Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.383	0.572		0.670	0.506
	Hedonic Motivation	0.038	0.026	0.311	1.451	0.013
	Trust	-0.053	0.039	-0.230	1.350	0.183
	Website Quality	0.030	0.009	0.590	3.296	0.002
	Situational Variables	-0.137	0.058	-0.336	2.349	0.023

Dependent Variable: Impulsive Buying

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ABSTRACT This study is examined to Social Media Marketing and Its Impact on Impulsive Buying Behavior in Kathmandu Valley in Cosmetic Products. The main objectives of this study are to identify the influence of social media marketing on impulse buying behavior among consumers, to analyze the specific social media marketing techniques of strategy to that contribute impulsive purchasing decisions and to examine the relationship between hedonic motivation,

**website quality, trust, situational** variable **and impulse buying behavior** . Hedonic Motivation (HD), **Website Quality**

(WQ), Trust (T) and Situational Variable (SV) are the independent variables and Impulse Buying (IB) is the dependent variable in this study. Descriptive statistics,

**correlation and multiple regression analysis** are taken **to present** data. **The** major finding **of** this **study**

are improving website quality (WQ) and understanding the hedonic and situational influences on consumers are crucial strategies for managing impulsive buying behavior. The correlation analysis shows strong relationship between impulsive buying and other