

# A Study on How the Features and Design of Social Media, Emotions and Behavior, and Advertising Affect Impulse Buying

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## ABSTRACT

**Objective** – The purpose of this study is to identify and evaluate how marketers use social media to capitalize on impulse purchases. This study focuses on the Indonesian e-commerce market to investigate how social media affects impulse buying. This study will also examine and make an effort to demonstrate the connection between the misuse of social media and how it led to impulsive choices or purchases.

**Methodology** – Data from a survey of 71 social media users in Jakarta was used to test the proposed model and hypotheses.

**Findings** – Statistical analyses performed towards the data proved that there is a significant effect of social media emotions and behavior on impulse buying. However, social media advertisement as well as design and features do not have a positive impact on impulse buying.

**Novelty** – This is one of the few investigations to study features and design in a social media context along with emotions and behavior as well as advertising affecting impulse buying.

**Keywords:** *social media, impulse buying, advertisement, design, features, emotions, behavior*

**JEL Classification:** D91, E71, M00

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## I. INTRODUCTION

Many things have benefited from social media's quick development. To stay current with trends, brands today constantly release new products. The sheer volume of microtrends that social media platforms like Instagram, Twitter, and Tik-Tok see come and go. The 1990s trend, the 1980s trend, and even the 1970s trend used to last for 20 to 30 years. Today's marketing trends' life spans are shorter, or what we refer to as microtrends, thanks to the development of social media (Cain, 2022). Consumers are the primary focus of microtrends, which also tend to be short-lived (3-6 months), inexpensive, or produced by underpaid labor in emerging nations like India, Pakistan, and Indonesia. The change of collections every three weeks must persuade and convince the consumer to engage in a new habit known as "see now, buy now" (Gazzola et al., 2020).

How do microtrends emerge? Prior to microtrends, there were macro trends that persisted for 20–30 years. Social media has grown quickly, and brands are now using it as their primary marketing strategy. A social media platform like Instagram or Facebook is the most effective way to meet rising customer demand

and boost business profitability by providing instructions and details about products and services (Mangold & Faulds, 2009). Brands aim impulsive purchasing is a byproduct of their primary marketing strategy, which utilizes microtrends and social media. Impulse buying is when a customer or consumers make such a purchase without prior thought or forethought.

The purpose of this study is to identify and evaluate how marketers use social media to capitalize on impulse purchases. This study focuses on the Indonesian e-commerce market to investigate how social media affects impulse buying. This study will also examine and make an effort to demonstrate the connection between the misuse of social media and how it led to impulsive choices or purchases.

## II. LITERATURE REVIEW

### Social Media Advertisement

Advertising has long been recognized as one of the most vital strategies in marketing. Advertising must reflect the personalities, needs, and requirements of each consumer. If it is successful, it can greatly influence impulsive purchases. Impulse purchase is significant, significant, and dominant in the internet environment (Dawson & Kim, 2010; Wells et al., 2011). Online impulse buying not only boosts sales but also brings in new clients and tightens consumer-retailer bonds. For the retailer, online impulse buying is crucial.

Seng and Khalifa (2012) claimed that the study discovered a beneficial relationship between the content of advertisements and impulsive purchasing. Social advertising is referred to as a component of social networking (social media). A special two-way dialogue between advertising and potential customers is created through social networking or online advertising. A well-written advertisement or the mere sight of a product can prompt and have a significant effect on emotions, feelings, and behavior that can lead to a purchasing choice (Kathiravan et al., 2019). According to Logan et al. (2012), sharing information with consumers about a product's benefits and importance increases the likelihood that they would understand an advertisement posted on social media (Saxena & Khanna, 2013).

Social media frequently highlights advertisements, which makes them intriguing and compelling. Since Instagram is a photo-based social media platform, one of the key requirements must be to create visually appealing, captivating, and intriguing photographs. Kahn (2017) claimed that products that stand out in various circumstances, such as color brightness, font size, effects, and filters, are crucial for enticing customers and encouraging impulse purchases. Examining the impact of advertisements, it can be seen that their substance, information, and visual appeal play a role in social media impulse purchases.

### Designs and Features in Social Media

Design and functionality are widely acknowledged as important factors to take into account before developing a product design, website, or commercial. The design of a website, a product, or an advertisement may influence customers in ways they are unaware of. An appealing design, simple navigation, and valuable content can influence customers and consumers directly but subtly. Christy and Ellyawati's (2015) research demonstrated that 57% of impulse purchases may be predicted just by looking at the package. As much as features, stimulating pictures might influence impulsive decisions. The likelihood of an impulse decision can also be increased by easier access, customer service, and guidance.

The characteristics of e-commerce, social media, or online shopping websites can also influence the relationship between these two. These elements may influence consumers' purchasing decisions (Lin & Liang, 2011). Impulsive purchasing on social media, e-commerce, or other online database is also influenced by website features, user reviews, visual attractiveness, and browsing (Akram et al., 2018; Parboteeah et al., 2009; Wells et al., 2011; Xiang et al., 2016; Zhang et al., 2018). Therefore, social media or e-commerce is an aspect that needs to be explored since it may demonstrate the exploitations by

employing, designs, and features, depending on the conversation delving deeper into the designs and features of a website.

According to research by Koo and Ju (2009), connections, colors, and visuals affected customer sentiments. According to Wang et al.'s (2010) study, consumers who have or do not have immediate purchase intents are satisfied with aesthetically pleasing websites. Shoppers also associated more professional, aesthetically pleasing websites with higher-quality services. As a result, there is a correlation between website features, design, and customer service and the likelihood of impulse purchases.

### **Emotions and Behavior in Social Media**

Impulse buying is defined as such a purchasing decision made by a consumer or consumers without prior thought or planning. Most of the time, feelings and emotions are more likely to be the cause of impulse buying (Astari & Nugroho, 2017). There are many different sorts of shopping, but leisurely shopping is the most popular one that touches on emotions (Prawira & Sihombing, 2021). This method of shopping is renowned for providing benefits that can be attained when it is used as a way to unwind and escape (Kang & Park-Poaps, 2010). Through overpowering conduct, emotions and behavior play a part in consumer impulse purchases.

### **Impulsive Buying**

It frequently results in impulsive buying decisions and actions when it comes to impulse behaviors and how they are typically influenced by emotions and feelings (Prawira & Sihombing, 2021). The overpowering emotional actions that can result in impulse purchase, however, are described as luxury by Zafar et al. (2021). Understanding the impact of emotional intelligence in shopper impulse behaviors while making an impulsive decision or purchasing is important since overwhelming emotional behaviors are driven by the cognitive process (Zafar et al., 2020).

As one of the factors influencing decision-making, emotions, and behavior, it is important to understand how overpowering behavior, a person's mental state, and emotions influence impulse buying. Examining in more detail how it influences consumers' choice-making. It may be inferred from previous research and studies that the majority of study focuses on impulse buying behaviors and what influences them. This study will attempt to concentrate more on how one might use social media to make targeted impulse purchases. Following this study, the researcher will dive in and concentrate on how social media can be used to affect consumer behavior, how consumer emotions and behavior can be manipulated, and how design and feature marketing strategies can take advantage of impulse buying.

### **Hypothesis Development**

Seng and Khalifa (2012) mentioned that the research discovered a beneficial relationship between advertisement content and impulsive purchasing. A well-written advertisement or the mere sight of a product can prompt and have a significant effect on emotions, feelings, and behavior that can lead to a purchasing choice (Kathiravan et al., 2019). Bright and Gangadharbatla (2012) contend that the more information provided with consumers about the benefits of the product and comparisons to competitors, the easier it will be for users of social media to become interested in and comprehend information about advertising in general on social media. Consequently, social media influences impulsive purchases. Based on the discussion, the following hypothesis is formulated:

*Hypothesis 1: Advertisement has a positive effect on impulse buying decisions.*

According to empirical research by Kahn (2017), some objects will help them stick out and be more intriguing and distinctive by being interesting in their choice of color, measurements. With more focus, there may be an increase in fixation, which will impact on preferences in the future and draw in more

customers (Kahn, 2017). Other studies have found that the content, website features, and advertisement design all influence impulse buying (Seng & Khalifa, 2012). Based on the discussion, the following hypothesis formulated:

*Hypothesis 2: Social media design and features have a positive effect on impulse buying decisions.*

Emotions and behavior are among the key elements influencing online impulse purchases. Overwhelming emotional behaviors, according to Zafar et al. (2020), can result in impulsive purchases; this type of impulsive purchase is regarded as opulent. Cognitive processes predominate when emotions are intense (Zafar et al., 2020). Impulse buying is a behavior that is driven by emotions, feelings, and behavior and is typically brought on by seeing or being exposed to a visually enticing advertisement (Kathiravan et al., 2019). Understanding the impact of emotional intelligence in shopper impulse behaviors while making an impulsive decision or purchasing is important since overwhelming emotional behaviors are driven by the cognitive process (Zafar et al., 2020). Based on the discussion, the following hypothesis formulated:

*H3: Emotions and behavior have a positive effect on impulse buying decisions.*

### III. METHODOLOGY

We gather data on design and features (Al-zyoud, 2018), advertising (Prawira & Sihombing, 2021), emotions and behavior (Prawira & Sihombing, 2021), and impulsive purchase (Prawira & Sihombing, 2021; Astuti et al., 2020). The dependent variables are: (1) Advertisement, (2) Design and Features, (3) Emotions and Behavior, and (4) Social Media. The scale will go from strongly disagree to strongly agree to measure the impulsive purchase through social media.

Validity is aimed to measure what should be measured. The validity test in this study is known through Cross Loading results from a number of variable indicators which showed that the scores of X1.1, X1.2, X1.3 and X1.4 are 0.724, 0.814, 0.851, and 0.849, respectively. Scores for X2.1, X2.2, and X2.3 are 0.947, 0.928, and 0.818, respectively. On the other hand, X3.1, X3.2, X3.3, and X3.4 obtained scores of 0.888, 0.934, 0.921, and 0.941, respectively. While indicators Y1, Y2, Y3, and Y4 are 0.816, 0.696, 0.874, and 0.883, respectively (see Table 1).

The results for reliability testing in this study (see Table 1), namely for the Composite Reliability score and Cronbach's Alpha are 0.822 (X1), 0.881 (X2), 0.940 (X3), and 0.832 (Y). This results show that all variables have composite reliability and alpha scores that fulfill the rule of thumb  $> 0.70$  (Pangaribuan et al., 2021).

### IV. RESULTS AND DISCUSSION

The correlation between each variable's total score and its Pearson product moment is used in the validity test. If the correlation coefficient is more than  $r$  table with a significance level of 5%, the research finding can be deemed legitimate. For 71 samples ( $n$ ), the table's  $r$  value was 0.2333. based on an analysis using SPSS. This study's validity demonstrated that each and every item on each variable is reliable. The consistency of a test to measure or observe something that becomes a measuring object is known as reliability. If the Cronbach's Alpha is more than 0.6, the research finding can be regarded as credible. This study's dependability revealed the validity of every questionnaire item.

Table 1. Validity and Reliability Test Results

Construct	Code	R-calculated	R-table	Cronbach's Alpha
Emotions and Behavior	X1.1	0.724	0.233	0.822
	X1.2	0.814	0.233	
	X1.3	0.851	0.233	
	X1.4	0.849	0.233	
Social Media Design and Features	X2.1	0.947	0.233	0.881
	X2.2	0.928	0.233	
	X2.3	0.818	0.233	
Advertisement	X3.1	0.888	0.233	0.940
	X3.2	0.934	0.233	
	X3.3	0.921	0.233	
	X3.4	0.941	0.233	
Impulse Buying	Y1	0.816	0.233	0.832
	Y2	0.696	0.233	
	Y3	0.874	0.233	
	Y4	0.883	0.233	

More information on respondent characteristics is provided through descriptive statistics. The gender question reveals 71 valid data, with frequency 8 and percentage 11.3% of respondents being male and frequency 62 and percentage 87.3% of respondents being female. It demonstrates that there are 71 valid age data with frequency of 52 and percentage of respondents aged 15 to 25 (73.2%). Four respondents, or 5.6% of the total, are between the ages of 26 and 30; 15 respondents, or 21.1% of the total, are older than 30. The response rate to the question “Do you utilize social media?” gets a 100% “Yes.” The next question “Do you shop online?” receives 70 “Yes” responses, translating to 98.6% of respondents using online channels, and one “No” response, translating to 1.4% of respondents not using online channels. For the question “Do you use social media to shop” had 60 “Yes” responses, which implies 84.5% of respondents use social media to shop, and 11 “No” responses, which indicates that 15.5% of respondents did not use social media for online shopping. Next, the question “What social media do you use to shop?” gets a 69% response on Instagram, 2.8% both Instagram and Facebook, and 28.2% not stated, which suggests they did not use Instagram and Facebook.

The t-test was conducted by determining the significant value of each independent variable. If the significant value is less than 0.05. It denotes that H0 is disapproved whereas Ha is accepted. So, the dependent variable is only partially influenced by the independent variables. The result is shown in Table 2.

Table 2. The t-Test Result

Hypothesis	Path	t count	t table	Sig.	Result
1	Social Media Advertisement → Impulse Buying	1.638	1.996	0.106	Not Significant
2	Social Media Design and Features → Impulse Buying	1.314	1.996	0.193	Not Significant
3	Social Media Emotions and Behavior → Impulse Buying	5.615	1.996	0.000	Significant

The outcome shows that the *t* count of emotion and conduct is 5.615, and the *t* table is 1.99601. The significant value 0.05 resulting in the acceptance of H1. It is evident that there is a strong correlation between impulsive purchasing and emotions and conduct displayed on social media. The outcome shows that the *t* count of the design and feature is 1.314. Its signature value is 0.193. The significant value is greater than 0.05 resulting in the rejection of Ha2 and the acceptance of H02. It is evident that there is little correlation between impulsive purchasing and design or feature. According to the results, *t* count for

advertising is 1.638. The signal strength is 0.106, therefore  $H_{a3}$  is rejected. We can draw the conclusion that there is little correlation between social media advertising and impulsive purchases.

Social media, emotions and behavior, design and features, and advertising were all the subjects of a statistical test.

Impulse Buying (Y) =  $2.665 + 0.512 X_1 + 0.171 X_2 + 0.181 X_3$

\*Significance level of 5% (confidence level of 95%)

Description:

Y: impulsive buying

X1: emotions and behavior

X2: design and features

X3: advertisement.

The t-test results indicate that there is a substantial relationship between emotional conduct on social media and impulsive purchasing. Additionally, it can be deduced from prior studies that there is no substantial relationship between the features and design of social media and impulsive purchasing. This is because the objectives utilized in this study are less precise than those used in earlier studies. Finally, it can be said that there is little correlation between impulsive purchasing and social media advertising.

## V. CONCLUSION

The main goal of this study is to examine and demonstrate the relationship between Indonesian impulse buying and social media. The dependent variable is Impulse purchase behavior, while the independent variable is social media (design and features, emotions and behavior, and advertisement). The significance of the factor in deciding whether social media design and features, advertising, and emotions and behavior, has an impact on impulse purchase has been determined by statistical analysis.

Individually, the regression results show a significant relationship between impulsive buying and social media emotions and behavior, but no significant relationship between impulsive buying and social media features or design, and no significant relationship between social media advertisements and impulsive buying. The results indicate that emotions, behavior, design and features, and advertising all have a substantial impact on impulsive purchases.

The sample size employed in this study is insufficient to demonstrate that each significant variable has an impact on impulse purchase. Additionally, the scope of the survey questions was insufficient to encompass all of the variables. The sample size used in this study is also insufficient to accurately represent Indonesia as a whole.

It would be interesting to look at the various effects that can be caused by impulse buying. The research in this study aims to investigate and prove the relationships between impulse buying and social media. For the general population, it would be beneficial to conduct further research on the impact of impulse purchase on the environment. Given how much impulsive buying influences online shopping decisions, it would be important to see the other problem that can arise as a result of impulsive purchase. Expanding the factors utilized to describe the research in future studies is another possibility. These important concepts will add to the body of knowledge in the academic field of how social media affects impulse purchases.

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