

Social media and celebrity endorsements influencing impulse buying in fashion industry in Maharashtra

Janhvi Gadewar

Abstract:

- This paper will discuss about the different research done on how social media and celebrities endorsement are related to impulse buying behaviour of people living in Maharashtra region .
- Then discuss on how different type of review from people relates to impulse buying among people.

Introduction

- The study concentrated on how the social life of a person affects their impulsive buying behaviour .
- Impulsive buying is when you buy without any previous planning .
Social media has always been an influential platform and it has changed our buying behaviour over the years. More and more people have started buying online.
- These social media influencers have also affect the impulse buying decision on people .like their name suggests “influencers” , people follow them because they like and trust what content they are presenting . these influencers post review of various products and the common people refer to them .
- Whereas celebrities seem to have less influence in buying behaviour of the customers . They are majorly responsible for generating awareness .

Research problem -

1. Celebrity endorsements and social media influencing has different effect on different generations
2. Fashion needs and willingness to spend differ from people to people .
3. Deciding which celebrity to endorse or which influencer to choose
because of such changing and competitive times . Ex - influencers like James Charles or Jeffrey star lost millions of subscribers and followers over a post (in 2 hrs)

• Research Objective

1. To know if consumers actually buy by something by getting influence by a celebrity
2. To know what effect social media and social media influencers have on consumers buying decisions
3. To know which types of review matters the influencers reviews or real customers review on a product.

• Hypothesis

1. H1 - Is there a significant relation between celebrity endorsement and impulsive buying behaviour
H0 - There is no relation between celebrity endorsement and impulsive buying behaviour
2. H1-There is relation between impulsive buying behaviour and social media influencers
H0-There is no relation between impulsive buying behaviour and social media influencers
3. H1-There is relation between impulsive buying behaviour and type of product review
H0-There is no relation between impulsive buying behaviour and type of product review

• Literature review

Impulsive buying it basically means making an unplanned purchase. Economic times stated that “Impulsive buying is the tendency of a customer to buy goods and services without planning in advance. When a customer takes such buying decisions at the spur of the moment, it is usually triggered by emotions and feelings.” The article says that impulsive buying is an irrational behaviour of a person and brands tap into it to increase their sales, for example - say you are buying a mobile online the brand will show Fitbit or earphones as add ons in the section while buying .

Impulse buying in a person can be triggered by a lot of things like emotions , environment , ability to buy , social and cultural influences , demographics (age, gender) etc.

Laura and Carlos (2018) in their research found that people are more inclined to impulsive buying when they are shopping offline channels and that social networks has an impact on impulse buying .

Gender is one of the most common form of segmentation and SigalTifferet and Ram Herstein (2012) stated in their research that women’s tend to buy impulsively more than men

Our choice of a product is also influenced by the way it looks , visual elements in packaging has been a key tool for marketing to boost sales . Take an example of FMCG products , we don't buy products which does not look good from outside, packaging is key factor while buying FMCG products and companies have been also using it to promote impulsive buying (Hussain and Aktar 2016). The appeal of product packaging has the potential to trigger impulsive buying even for consumers with no intention to make a purchase (Hubert, Marco ,Hubert, Mirja ,Florack, Arnd ,Linzmajer, Marc ,Kenning, Peter 2013).

In 2018, e-commerce sales made up 11.9% of all global retail sales, shows Statista.

An ODM Group study found that 74% of consumers rely on social networks to help with their purchasing decisions

Other studies have backed this up. According to a Hubspot report, 71% of consumers are more likely to make purchases based on social media referrals.

A report from Aimia, meanwhile, shows that 31% of consumers say they're using social media to browse for new items to buy. Furthermore, Forbes has shown that 78% of consumers' purchases are impacted by companies' social media posts.

In 2017, its audience engagement rate was 70% higher than Facebook and 669% greater than Twitter, shows Locowise.

According to McKinsey, a small number of influencers are accountable for the lion's share of referrals brands receive via social media. For example when studying products such as shoes and clothing, it was discovered that 5% of the influencers offering product recommendations were driving 45% of social influence. They have earned the trust of their followers as a result of establishing expertise or other influence in a very specific niche.

One can only increase sale if people are aware of the product/ service they provide . Social media is a great tool for companies to spread awareness now people spend more time on social media than on

television . Even maids and drivers have access to internet and social Media . We all know about WhatsApp and Instagrambusiness .

Now people have started posting review about the product on their social media page , so that the others who follow them know about the product .these people are well recognised and are called social media influencers or bloggers. Companies study the various influencers and chose which is suitable for promoting their product . For ex if a company sells trendy clothes for young generations then they might

target fashion influencers like KomalPandey , MasoomMinawala , etc , but if the company is self clothes for plush size they may only target fashion influencers who blogs about plus size fashion like SakshiSindwani , NehaParulkaretc .

Another way companies use social media is (SMM) social media marketing , this just reminded us the add about “bean wax” everyone on Facebook and Instagram saw it the company spread so much awareness they wanted everyone to know allot the new product they have launched in the market everyone wanted to use the new wax

instead of the traditional wax . They paid various influencers and pages with maximum followers and also send them free samples . It costed them money being this visible means they had to pay the social media sites , this is expensive . SMM is more than just buying keywords and slots on search engines .

Manoj and Satinder (2018) discusses how Social media marketing Factors Affecting the Online impulse buying behaviour

Hedonic Motivation: Hedonic motivation refers to the influence of a person’s pleasure and pain receptors on their readiness to move towards a goal.

Website quality : Website quality includes appearance, Content, functionality, website usability and search engine optimization.

Trust and ethical values: Trust and ethical values comprises the good and sheltered practices with the customers by companies.

Situational variables: Situational variable comprises the conditions in which customer purchase the product.

Variety seeking Variety seeking means number of variety available on the social media of a particular product.

The rapid development in online web-based technologies has significantly improved social media tools and concepts, which led to substantial evolution in the field of E-commerce. According to this development, a novel phenomenon known as social commerce (S- commerce) has emerged (Huang and Benyoucef 2015). S-commerce is considered as the delivery of E-commerce activities and transactions via the social media environment, mostly in social networks and by using Web 2.0 software (Liang and Turban 2011)

These sites rely on the social interaction among customers which makes the experience of a customer different from other contexts.

Celebrity Endorsement was initiated mid 80's in India. One of the first sports endorsements in India was when Farokh Engineer became the first Indian Cricketer to model for Brylcreem. The Indian cricket team now earns roughly Rs. 100 crore through endorsements. There is a spurt of advertising, featuring stars as tabassum (Prestige Pressure cookers), Jalal Agha (Pan Parag), KapilDev (Palmolive Shaving cream) and Sunil Gavaskar(Dinesh Sutings) to now days AishwaryaRai (Olay Cream), Kajol (Alpenlibe), Shahrukh (Navratan Cool Talc) & Aamir Khan (Godrej) & many more.

The results of the study done by SupreetKaur ,AnkitGarg (2016) show that students are being affected by the presence of celebrities. Celebrities to a vast extent impacts a person's purchasing decision, it

helps in brand recognition, brand recall and building up the image of the product. It is believed that products endorsed by the celebrities are of good quality also the case studies presented in the paper supports the results drawn. Endorsements can be more effective if celebrities themselves assure that they are using the brand they endorse and thereby assure about the genuineness of the product.

Celebrity endorsements can be costly but if the company is new then they are the ones who are more responsible for awareness of the brand , and in some cases connects emotionally , or create a buzz about the brand / company .

Advertisers has conformed that celebrity endorsement cannot guarantee sale but create and make consumers feel good about itself but the product has to fulfil its promises for further sales . Word of mouth and personal experience are the one which will increase sale . There have been cases where real customers were better than celebrity endorsement (Dr PoojaKhatri 2006)

The findings of Muhammad Amir Adam NazishHussain (2017) show that celebrity endorsement is effective and a relationship exists between

two elements of celebrity endorsement with consumer's purchase intention.

The first attribute of celebrity endorsement is "credibility" which comprises of two factors namely expertise and trustworthiness , those celebrities which are trustworthy and known to have expertise in such areas . The second attribute of celebrity endorsement is "attractiveness", as the research suggests, attractiveness of a celebrity has a no relationship with purchase intention. The third attribute of celebrity endorsement is "product celebrity match-up" , It also has a no relationship with the purchase intention. The fourth and the last attribute of celebrity endorsement is "meaning that are transferred to the product by the celebrity", it has a positive relationship with the purchase intention because often consumers think that using such celebrity endorsed cosmetics will make them look more glamorous and classy.

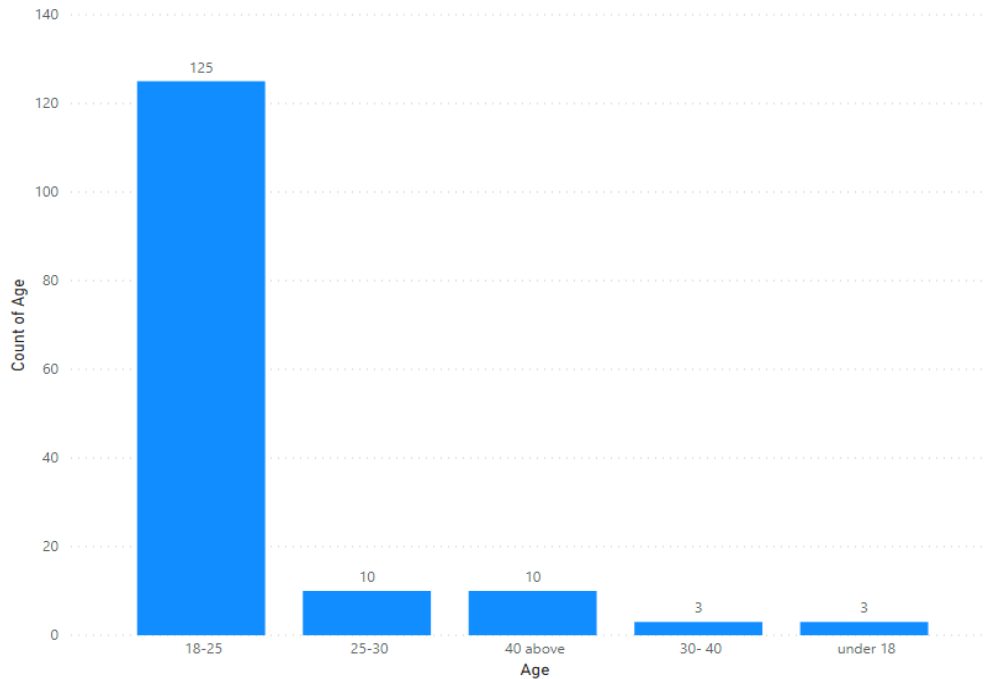
- **Research methodology**

- Type of data – Primary data
- Source of data –
- Primary source :The data was collected by respondents through a structured questionnaire .
- Sampling method :Simple random sampling.
- Sample unit : 152 respondents
- Research instrument : Questionnaire
- Correlation with research variable identified :
 - Dependent variable : impulse buying behaviour
 - Independent variable :
 1. Social mediaand
 2. Celebrity endorsement

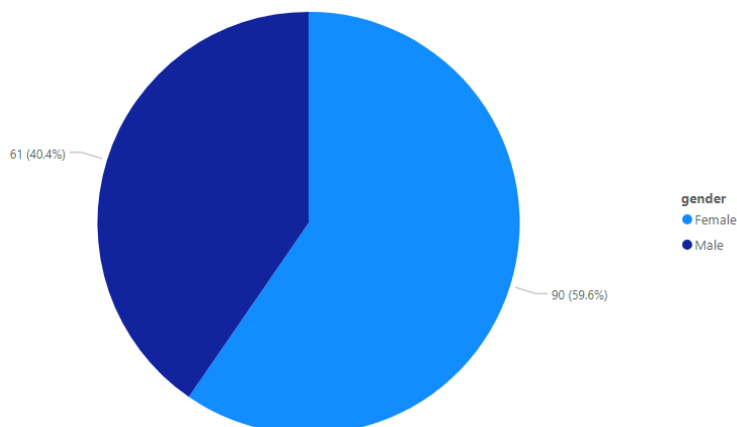
- **Data analysis**

- Graphs and tables

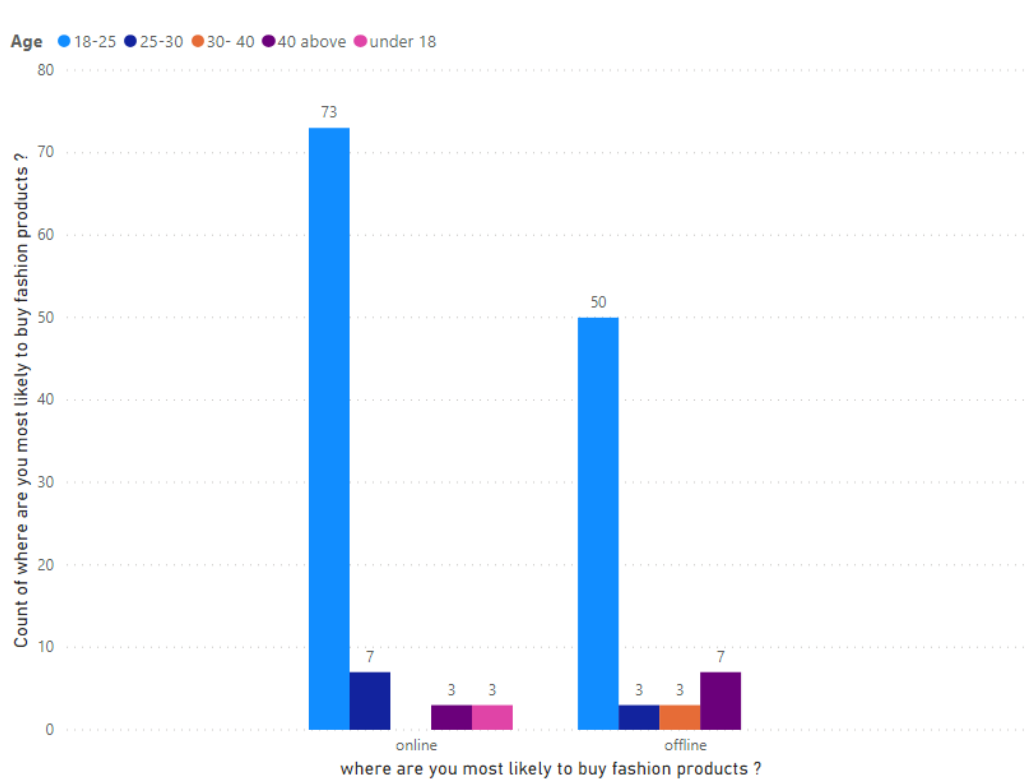
This graph gives the detailed information about the age of respondents , as we can see that most of them are from age group 18 years to 25 years (125) .



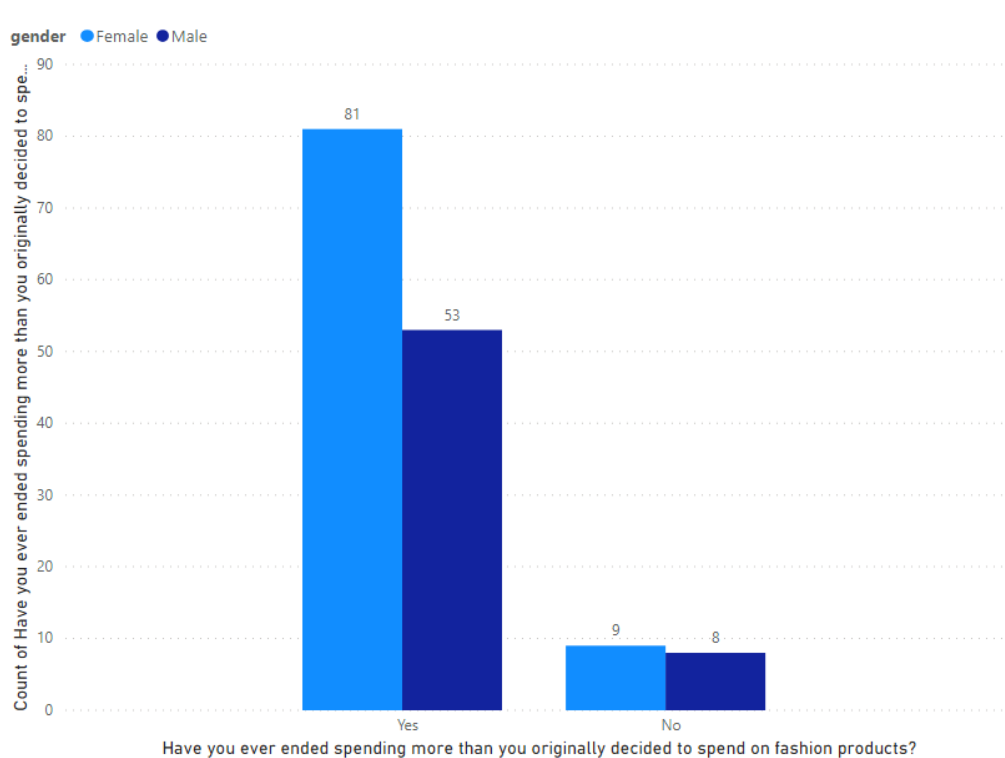
This pie chart represents the details about gender of respondents. It shows that majority of the respondents were female . Female 90 and Male 61 .



This chart shows where the respondents like to shop , online or offline mode of shopping .as shown in the graph majority of the respondents from age 30 and above like to shop offline . mostly the people prefer online mode of shopping fashion products .



Most of the respondents have agreed that they shop without planning in advance which indicated impulsive behaviour .

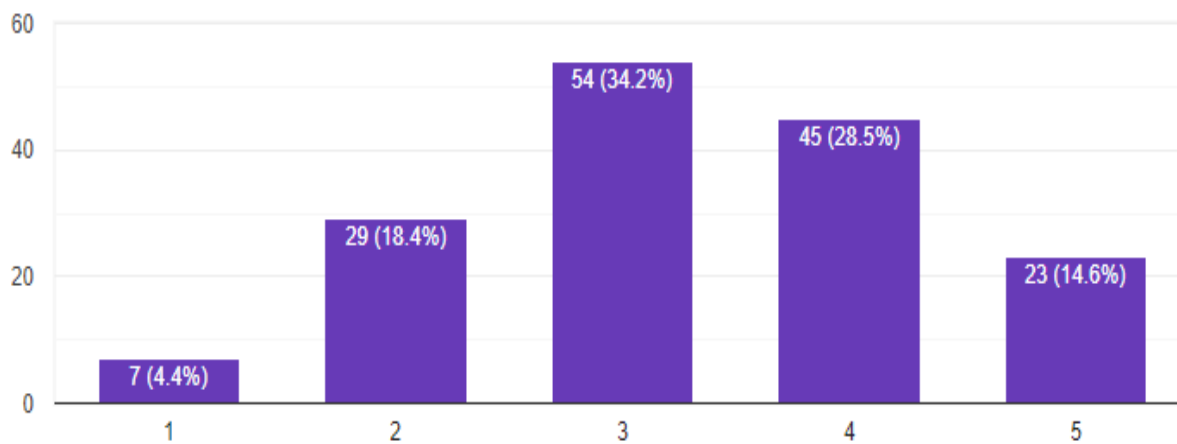


- The following graph shows the respondents reliability on review of product.

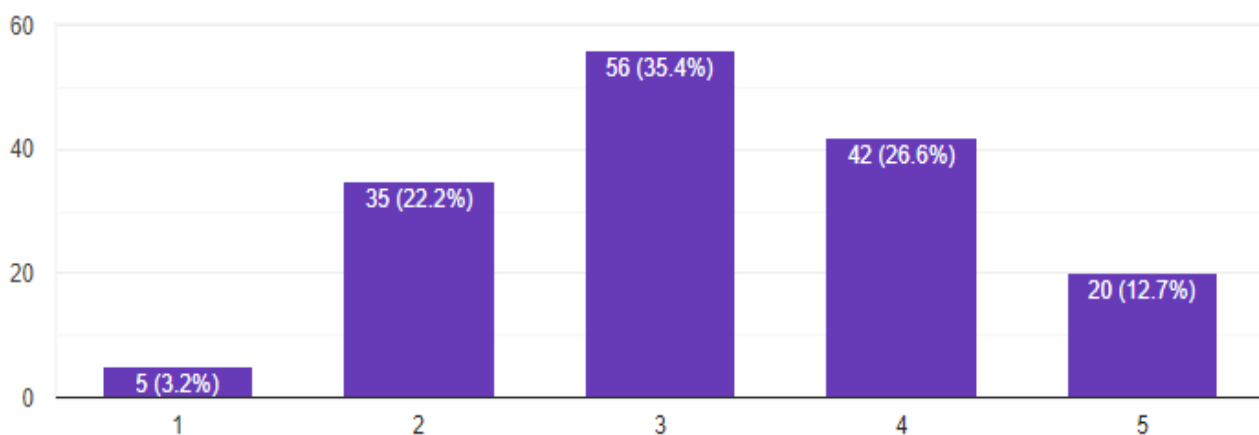
These chart interpret that the review of influencers and friends or family matter more than any other method .

People relate to influencers more than they relate to celebrities. Celebrities help majorly in generating awareness about the brand/company. The sale is basically in the hand of companies service and reputation among their consumers.

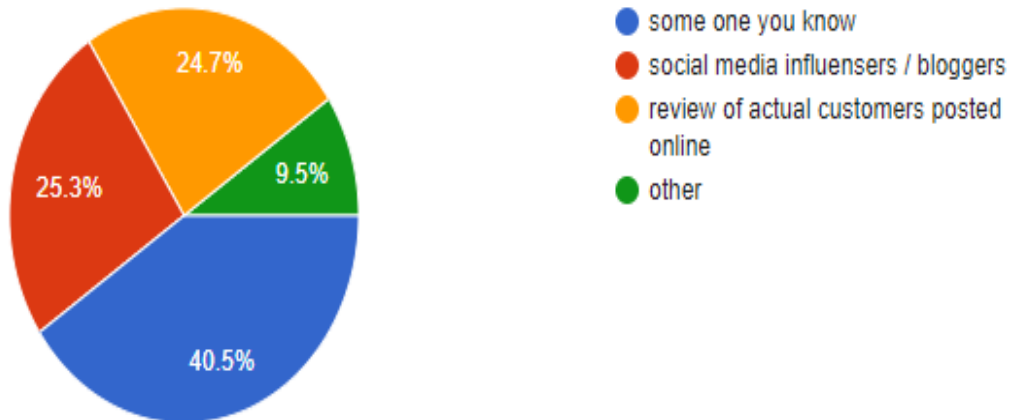
How likely do you agree to the influencers review?



How likely are you to buy something your influencers promote?



Have you ever tried something because your favourite celebrity was advertising it?



- To check the reliability of my social media variables and celebrity endorsement variable I used the software SPSS and the results are as follows –

Reliability of variable of social media influence is very reliable

Here SM1 Represents the data acquired of question “How likely you do agree to the influencers review ?”

SM2 represents the data acquired of question “How likely are you to buy something your influencers promote or review ?”

And SM3 represents the data acquired from question “At what degree you buy fashion products which are trending on social media ?”

The reliability of these variables combined is 0.799 , it means the data has high reliability .

Case Processing Summary

		N	%
Cases	Valid	151	100.0
	Excluded ^a	0	.0
	Total	151	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.799	3

Item Statistics

	Mean	Std. Deviation	N
SM1	3.32	1.068	151
SM2	3.26	1.049	151
SM3	3.10	1.076	151

The following table of reliability is related to celebrity endorsements ,, it consist of 2 variables.

Here CE1 represents the data acquired of question “Have you ever tried something because your favourite celebrity was advertising it ?”

And CE2 represents the data acquired of question “If you like a shirt on a celeb/ influencer and its expensive ? How likely are you to buy a duplicate or similar looking shirt for less ?”

Here the reliability of these variables is relatively low .

Case Processing Summary

		N	%
Cases	Valid	151	100.0
	Excluded ^a	0	.0
	Total	151	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.379	2

Item Statistics

	Mean	Std. Deviation	N
CE1	2.26	.820	151
CE2	3.53	1.159	151

- To further analyse the data I performed linear regression .
- Here the dependent variable is impulse buying decision(data acquired from question “influencers have an effect on my buying behaviour (fashion industry) ?”) and all the Social media influencing variables are independent variable (SM1, SM2, SM3).

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	SM3, SM1, SM2 ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: IB

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.683 ^a	.467	.456	.828

a. Predictors: (Constant), SM3, SM1, SM2

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	88.355	3	29.452	42.924	.000 ^a
	Residual	100.863	147	.686		
	Total	189.219	150			

a. Predictors: (Constant), SM3, SM1, SM2

b. Dependent Variable: IB

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.618	.252		2.448	.016
	SM1	.023	.098	.022	.239	.811
	SM2	.262	.101	.244	2.597	.010
	SM3	.537	.073	.514	7.321	.000

a. Dependent Variable: IB

Here in the model summary table the simple correlation value (R value) is 0.683 it indicates the correlation of two variables .

Here the p value (0.000) is less than the assumed p-value which is 0.05 , so the variables predicts that the relation is significant between them .

The ANOVA represents that the significance is 0.000 which is less than assumed significance value 0.05. This indicated that the data is fits the regression.

Then in the coefficient table represents that the p value of SM1 is more than assumed p-value so here this variable does not have significant relation with dependent variable, but SM2 and SM3 p-value is less than assumed p-value (0.05 so they have significant relation with dependent variable .

The independent variables together have significant relation with the dependent variable.

Here we can reject the null hypothesis 2 which stated that the “There is no relation between impulsive buying behaviour and social media influencers”.

We can say that the fashion related companies and brands should invest money in creating more social media influence.

2. Here the linear regression celebrity endorsement which is independent variable and impulsive buying which is dependent variable is shown .

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	CE2, CE1 ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: IB

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.431 ^a	.186	.175	1.020

a. Predictors: (Constant), CE2, CE1

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.140	2	17.570	16.877	.000 ^a
	Residual	154.079	148	1.041		
	Total	189.219	150			

a. Predictors: (Constant), CE2, CE1

b. Dependent Variable: IB

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.461	.317		4.602	.000
	CE1	.245	.105	.179	2.339	.021
	CE2	.339	.074	.350	4.573	.000

a. Dependent Variable: IB

Here the model summary table represents that the r value is 0.431 which is relatively on the lower side . it shows the correlation it has with dependent variable .

The ANOVA represents that the significance is 0.000 which is less than assumed significance value 0.05 .this indicated that the data is fits the regression .

The coefficients table shows that the variable CE1 variable p value is more than assumed p -value which is 0.05 , therefore CE1 variable does not show the significant relation to dependent variable .

Thought the CE data altogether shows significant relation (as p -value in ANOVA table shows 0.00 which shows that the variable altogether has relation to the dependent variable) to dependent variable impulsive buying the data is not that prominent .

The company or the brand should not invest much in celebrity endorsements .

3. Here the independent variable is type of review (TR1) the respondents prefer and dependent data is impulsive buying among the respondents .

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	review ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: IB

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.072 ^a	.005	-.002	1.112

a. Predictors: (Constant), review

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.865	1	.865	.700	.404 ^a
	Residual	165.576	134	1.236		
	Total	166.441	135			

a. Predictors: (Constant), review

b. Dependent Variable: IB

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.951	.270		10.935	.000
	review	.106	.127	.072	.837	.404

a. Dependent Variable: IB

Here the model summary table shows that the r value is 0.072 which states high correlation between the variables .

The ANOVA represents that the significance is 0.404 which is higher than assumed significance value 0.05.

Here the coefficient table shows that the p-value of variable TR1 is 0.404 which is more that the assumed p-value. This indicates that the individual variable does not show statistical significance to the relation with dependent and independent data.

- **Findings and suggestions**

- Most of the people agreed that they tend to buy fashion related product on impulse. Most of the people prefer shop online than offline mode of shopping.
- The data shows that the respondents impulsive buying behaviour is more triggered by social media influencers rather than celebrities .
- Celebrity endorsements has very less effect on impulse buying behaviour . Companies majorly use celebrity endorsements to generate awareness rather than increase sale of their products .
- People relate more to social media because they feel more relatable or connected to people reviewing the product. These influencers are no less than common man and that is why their review triggers impulsive behaviour more than celebrities .
- Companies should also add more realistic review on the product page , this has also helped customers buying behaviour . Having consumers review is an successful way to reassure people into buying your product.

- **Limitations and conclusions**

- The study was conduct on a particular area and concentrated to people of age group 18-25.
- The study states that there is-
- Significance relation between social media influencers and impulse buying .
- Whereas , there is not significance relation between celebrity endorsements and impulse buying behaviour .
- The customers are more likely to agree to review from someone they know .this also states that though the data does not show statistical significance , but the graphs show that there is significance relation between review of product and impulse buying decision .

- **Further research directions**

- The researcher should see take respondents from some other place and study their behaviour, see if the behaviour matches.
- The researcher can also concentrate on different age group or a single type of fashion product (apparel ,accessories or electronics).
- How or if the behaviour has changed due to COVID situations .

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