

Decoding the Social Media Paradox: Unpacking the Intersection of Social Media and Impulsive Buying Behavior among Consumers

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ABSTRACT

Consumer buying behavior has always been a complex subject to comprehend, constantly evolving with the emergence of new elements and trends. The rise of social media has reshaped consumer behavior by introducing new interactive and persuasive elements that stimulate unplanned purchasing decisions. One of the most prominent shifts observed in recent times is the increase in online shopping. This transformation has not only altered traditional business models but has also introduced entirely new phenomena in consumer behavior research. This study examined the influence of mid-roll advertisements, influencer endorsements, and user comments and reviews on impulsive buying behavior. Using responses from 500 randomly selected social media users, this study employed quantitative analysis and chi-square tests to evaluate the strength of the association between these digital stimuli and impulsive consumer actions. The findings revealed that all three factors significantly influenced impulsive buying, with user reviews emerging as the strongest predictor, followed by mid-roll advertisements and influencer endorsements. This study contributes to a deeper understanding of digital consumer psychology and offers practical implications for marketers, policymakers, and researchers studying online purchasing behavior.

This study contributes to the understanding of the psychological and social mechanisms of digital consumerism and offers actionable implications for marketers, policymakers, and digital strategists.

Keywords: *Social media, impulsive buying, consumer behavior, midroll advertisement, influencers, online reviews.*

1. INTRODUCTION

The inescapable incorporation of social media into daily life has transformed it into a critical conduit for consumer engagement (Zafar et al., 2020), significantly influencing purchasing decisions beyond its initial scope as a mere social connector (Singh et al., 2023). This shift is largely attributable to the evolution of Web 2.0, which fostered an interactive environment in which social media platforms such as TikTok and Instagram are considered heavily influential over consumer behavior and marketing strategies (Shamim & Azam, 2024). This interactive landscape has not only augmented the efficacy of traditional advertising methods but has also given rise to new promotional paradigms like social media influencers, who now rival conventional celebrity endorsements in shaping consumer preferences (Shamim and Azam, 2024). The seamless integration of commerce into these platforms, often through features such as "action buttons," further streamlines the path from product discovery to impulsive purchases, driven by enhanced user engagement and emotional responses (Moghddam et al., 2024). This increased interactivity facilitated by technological advancements within social commerce platforms can intensify provocation and preference, consequently increasing the likelihood of impulsive purchases (Ngo et al., 2024, Moghddam et al., 2024). Subsequently, social commerce platforms leverage sophisticated algorithms and interactive features to actively cultivate environments where users are more prone to spontaneous, unplanned acquisitions, particularly during moments of idle browsing (Xue et al., 2024). This phenomenon, in which platforms facilitate spontaneous purchases emphasizes a fundamental shift in retail dynamics, making impulse buying a key area of focus for marketers seeking to leverage these digital spaces (Xue et al., 2024, Singh et al., 2023). Specifically, the integration of social commerce features such as integrated shopping functionalities within platforms like Facebook, Instagram and TikTok directly facilitates on-site purchase decisions driven by immediate impulse rather than extensive deliberation (Bernstein & Guo, 2025). This convergence of social interaction and commercial transactions within social commerce environments plays a crucial role in shaping consumer behavior, particularly influencing impulse purchasing through mechanisms such as social interaction and recommendation systems (Akram et al., 2018, Rosli et al., 2024). Thus, this study aims to investigate how specific social media stimuli—mid-roll advertisements, influencer endorsements, and user comments—synergistically impact consumers' propensity for impulsive buying (Rani et al., 2023). This investigation delves into the psychological triggers underpinning impulsive buying within the context of social media (Jadav, 2024) particularly examining how visual elements on platforms encourage unplanned

purchasing behavior among users including teenagers (Erdem & YILMAZ, 2021). These elements by fostering a sense of urgency, social proof (Zafar et al., 2019) and emotional connection (Ngo et al., 2024) contribute significantly to the immediate gratification sought in impulsive purchases (Akram et al., 2018).

As the rise of Social media and its convenience of making unlimited posts and movies the ads are being noticed and they receive client engagement (Lim et al., 2017). These ads influences consumer behavior frequently without their awareness (Ding et al., 2022). This research article examines the main elements of social media's contribution to impulsive purchasing patterns: **Midroll ads** are those short video advertisements that appear frequently during using social media platforms specially when visitors are most attentive (Goodrich et al., 2015; Teixeira, 2012). This interruption can be powerful as well as annoying because when the audience is already focused the message delivered during a midroll commercial is more likely to be seen and taken seriously (Smith, 2012). In the context of impulse purchasing, such commercials can create a sense of urgency or spark a rapid enthusiasm for a product, especially when coupled with limited-time offers or emotionally compelling content (Sharma et al., 2020; Tiwari & Roy, 2022). Influencers have become some of the most powerful voices in contemporary marketing and advertising because of their massive and loyal fan bases on social media sites (Lou & Yuan, 2019; Lim et al., 2017). Their regulations frequently feel more authentic and nonpublic than conventional marketing and advertising and marketing, especially when presented in a laid-back understandable way with a product (Lim et al., 2017; OseiFrimpong et al., 2019). User comments and reviews often act as social proof, influencing others' purchase decisions by showcasing authentic experiences or excitement around a product. These peer-generated inputs can trigger impulse purchases by creating a bandwagon effect or by reducing perceived risk through credibility and consensus (Chevalier & Mayzlin, 2006; Rejón-Guardia & Martínez-López, 2019).

Even when the users might have not directly searched for a particular product or service, the Algorithmic recommendations powered by AI and machine learning, they receive tailored product suggestions based on their browsing history and preferences. This personalization encouraging spontaneous buying behavior (Srinivasan & Swink, 2018; Huang & Benyoucef, 2017). An influencer's suggestion might be comparable to advice from a friend for many fans, which lowers resistance and increases the chance of making spontaneous purchases (Amos et al., 2008, Arora et al., 2019; Sundar & Marathe, 2010). This emotional bond and perceived authenticity drive influencer endorsements into a very powerful behavioral impulse (Casaló et al., 2020; Lou &

Yuan, 2019). This implies that, most of the time, customers are often exposed to content and products that fit their interests even if they aren't actively searching for them (Erkan & Evans, 2016; Smith, 2012). Although the content feels tailored and relevant, it generates a greater emotional draw, which may result in more impulsive purchase choices (Vohs & Faber, 2007). The curated enjoyment raises the possibility that consumers may come across something that piques their curiosity and makes them want to buy it (Sharma & Arora, 2022). Before making a decision, individuals frequently look for confirmation from others in the online world. Positive feedback can reinforce a customer's decision to buy, and seeing others enthuse about a product can cause a bandwagon effect (Lim et al., 2017; Luo, 2005). On the other hand, bad reviews can be just as effective at deterring potential customers. Reviews, ratings and feedback act as virtual word of mouth and have a significant impact on perceptions of quality and trust (Erkan & Evans, 2016). The quick access to other people's thoughts and experiences gives purchasing decisions a social dimension which increases the emotional effect that causes impulse purchases (Dholakia, 2000, Sharma & Arora, 2022; Smith, 2012).

2. LITERATURE REVIEW

2.1 Psychological and Emotional Mechanisms

Impulsive buying often arises when emotions take over and self-control weakens. Chen et al. (2022) showed that both positive moods, like enjoyment, and negative ones, such as sadness, triggered by social media use can lead to unplanned purchases — and this tendency is even stronger among people with materialistic values. In a similar way, Nyrhinen et al. (2024) found that adolescents are especially vulnerable, as their openness to persuasion and favorable views of targeted advertising make them more likely to buy impulsively. Vohs and Faber (2007) added that long periods of browsing drain self-regulatory resources, leaving consumers more prone to spontaneous decisions. Our own survey results echo these insights: 77% of respondents admitted to making impulsive purchases at least occasionally (see Table 2). Together, these findings suggest that emotional arousal and reduced deliberation are key drivers of impulsive buying in digital environments.

2.2 Digital Advertising Strategies and MidRoll Ads

Constant exposure to digital advertising plays a major role in driving impulsive purchases. Konga Subba Reddy and Abdul Azeem (2022) found that repeated exposure to online ads can increase impulse buying by as much as 40%. Mid-roll advertisements, placed strategically within engaging video content, tend to capture attention more

effectively than pre-roll ads (Goodrich et al., 2015; Teixeira, 2012). When combined with scarcity and urgency cues, these ads further intensify the likelihood of spontaneous buying (Tiwari & Roy, 2022). Our survey results reinforce this pattern: 95% of respondents reported daily exposure to mid-roll ads (Table 3), and 78% admitted making impulsive purchases after viewing them (Table 4). These findings support H1, confirming mid-roll ads as a powerful driver of unplanned buying behavior.

Influencers often act as trusted voices on social media, perceived as more authentic than traditional advertising (Lou & Yuan, 2019; Casaló et al., 2020). Their recommendations resemble peer advice, which lowers consumer resistance (Amos et al., 2008). Transparency about paid partnerships further strengthens trust and purchase intentions (Dhanesh & Duthler, 2019). However, the impact of influencer endorsements varies depending on credibility and type of influencer (Arora et al., 2019). Our data show that 42% of respondents purchased products based on influencer recommendations (Table 6), while 48% considered influencers “very” or “somewhat” influential (Table 7). This partially supports H2, suggesting that influencer endorsements have a moderate impact compared to advertising and user reviews.

2.3 User Reviews and eWOM

Peer-generated reviews provide strong social proof, reducing perceived risk and speeding up purchase decisions (Chevalier & Mayzlin, 2006; Erkan & Evans, 2016). Rejón-Guardia and Martínez-López (2019) confirmed that trust in electronic word-of-mouth (eWOM) directly influences impulsive buying, while Koskelainen et al. (2023) highlighted the moderating role of digital literacy. Our findings align closely: 85% of respondents reported that they “always” or “mostly” read reviews before purchasing (Table 8), and 80% admitted making impulsive purchases after reading positive reviews (Table 9). These results strongly support H3, positioning user reviews as the most consistent and reliable trigger of impulsive buying in social media contexts.

2.4 Theoretical Lenses

The Theory of Planned Behavior (Ajzen, 1991) explains impulsive buying through attitudes (hedonic value), subjective norms (peer/influencer signals), and perceived behavioral control (ease of purchase). The Stimulus–Organism–Response (SOR) framework (Ding et al., 2022) further clarifies how stimuli (ads, endorsements, reviews) evoke emotional arousal and trust, leading to impulsive responses. Our findings reflect these models: midroll ads acted as stimuli, emotional arousal was evident in high purchase likelihood (Table 5), and reviews provided normative cues reinforcing decisions (Table 9).

3. OBJECTIVES

- To investigate the impact of social media on impulsive buying behavior.
- To analyze the influence of mid-roll advertising on impulsive buying.
- To examine the role of influencer endorsements in impulsive buying decisions.
- To assess the impact of user comments and reviews on impulsive buying.

4. HYPOTHESES

H1: Mid-roll advertising has a significant positive association with impulsive buying behavior among consumers.

H2: Influencer endorsements significantly and positively influence consumers’ impulsive buying behavior.

H3: User comments and online reviews significantly trigger impulsive buying behavior among consumers.

5. METHODOLOGY

- Sampling: Random sampling of 500 respondents across diverse demographics.
- Data Collection: Structured online questionnaire distributed via social media platforms among college going students and young professionals.
- Variables: Frequency of impulsive buying, exposure to mid-roll ads, influence of influencers, reliance on reviews.
- Analysis Techniques: Descriptive statistics, frequency distributions, and cross-tabulations. Hypotheses tested using chi-square analysis to examine associations between variables.

Interpretations

Table 1: Demographic Profile of the Respondents

Gender	Frequency
Male	242
Female	258
Other	0
Occupation	Frequency
Business	187
Salaried	263
Any Other	50
Education	Frequency
High School	58

Graduate	205
Post Graduate	196
Any Other	41
Income per month	Frequency
Less than ₹20,000	220
₹20,001 - ₹50,000	170
₹50,001 - ₹1,00,000	60
More than - ₹1,00,001	50

The demographic breakdown of the 500 respondents in this study offers a clear and balanced view of the people who participated.

Gender:

The gender split is almost even, with 242 male and 258 female respondents. This near balance ensures that both male and female perspectives are well represented in the study. No participants identified as belonging to another gender category.

Occupation:

In terms of profession, more than half of the respondents (263) are salaried employees. This indicates a group with relatively stable incomes and regular exposure to digital platforms, possibly through their jobs. Business owners make up a sizable portion too, with 187 participants, while the remaining 50 respondents fall into the "Any Other" category, which might include students, homemakers, freelancers, or part-time workers. This variety helps us understand how different types of earners may respond to digital marketing.

Education:

The educational background of the participants shows that the majority are well-educated. A large number are graduates (205) or postgraduates (196), suggesting they're likely to be tech-savvy and familiar with digital marketing platforms. There are also 58 respondents who completed high school and 41 who fall under "Any Other"—possibly those with diplomas or vocational training. This spread gives us insight into how education level might influence online buying behavior.

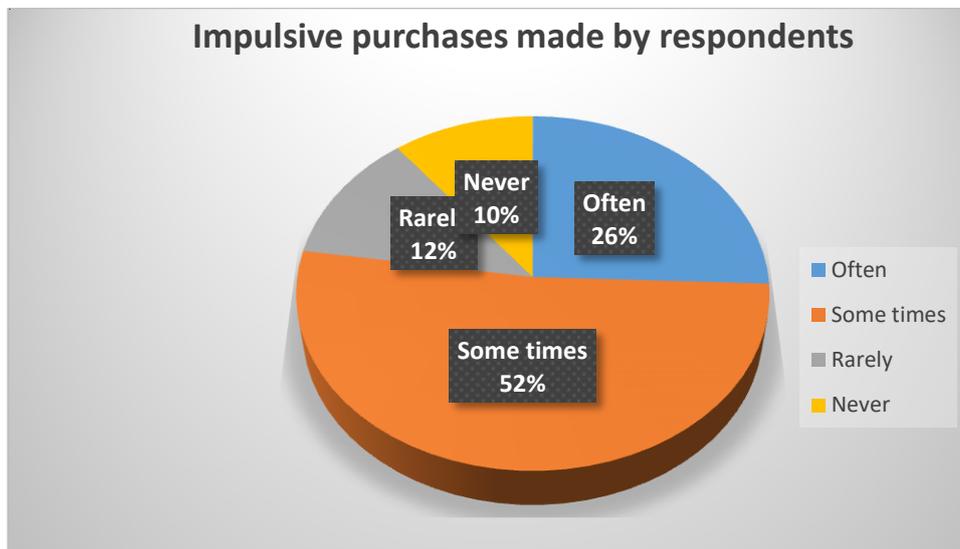
Monthly Income:

When it comes to income, a significant portion of the sample—220 individuals—earn less than ₹20,000 per month. This indicates a strong representation of lower-middle income groups. Another 170 people earn between ₹20,001 and ₹50,000, while 60 fall into the ₹50,001 to ₹1,00,000 range. Only 50 respondents earn above ₹1,00,001 per month. This range of income levels allows us to see how spending habits and impulsive buying tendencies may vary across different economic backgrounds.

Table 2: Impulsive Buying Frequency of Impulsive purchases made by respondents

How often do you make impulse purchases	Often	Some times	Rarely	Never
Response	128	259	60	53

Source: - (Primary data through survey)



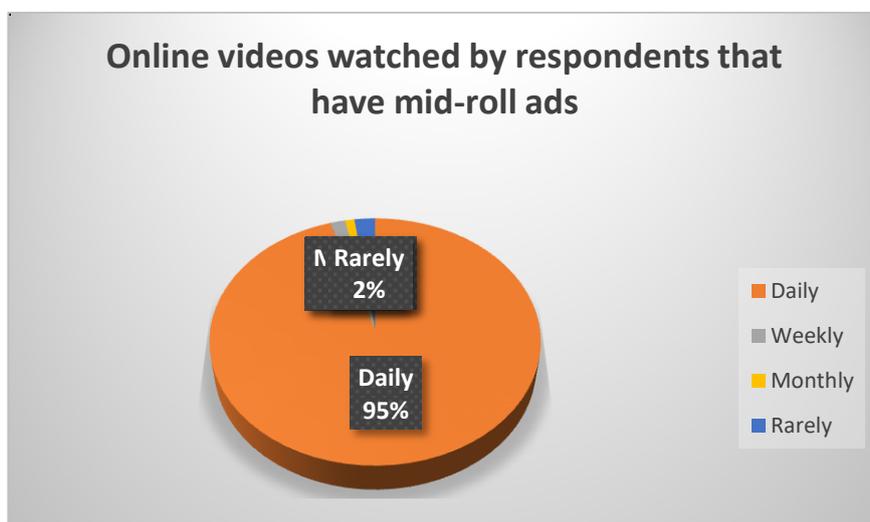
The table “Frequency of Impulsive Purchases Made by Respondents” reveals that impulsive buying is a common behavior among consumers. A majority of respondents 259 stated making impulse purchases ‘every now and then’, even as 128 said they accomplish that ‘often’. This indicates that impulsive shopping is a normal part of the buying experience for plenty of people, possibly encouraged by using social media content, ads, and peer pointers.

In the evaluation, 60 respondents stated they ‘rarely’ make impulse purchases, and the best 53 claimed they ‘by no means’ get involved in impulsive purchases.

Combined, this indicates approximately 77% of participants interact in impulsive buying at the least once in a while. These findings highlight the good-sized nature of spontaneous purchasing behavior and endorse a strong potential to have an effect on virtual advertising and social media in using unplanned customer selections.

Table 3: Mid-roll Advertisement**Frequency of online videos watched by respondents that have mid-roll ads**

How often do you watch videos online that have mid-roll ads?	Daily	Weekly	Monthly	Rarely
Response	476	8	5	11



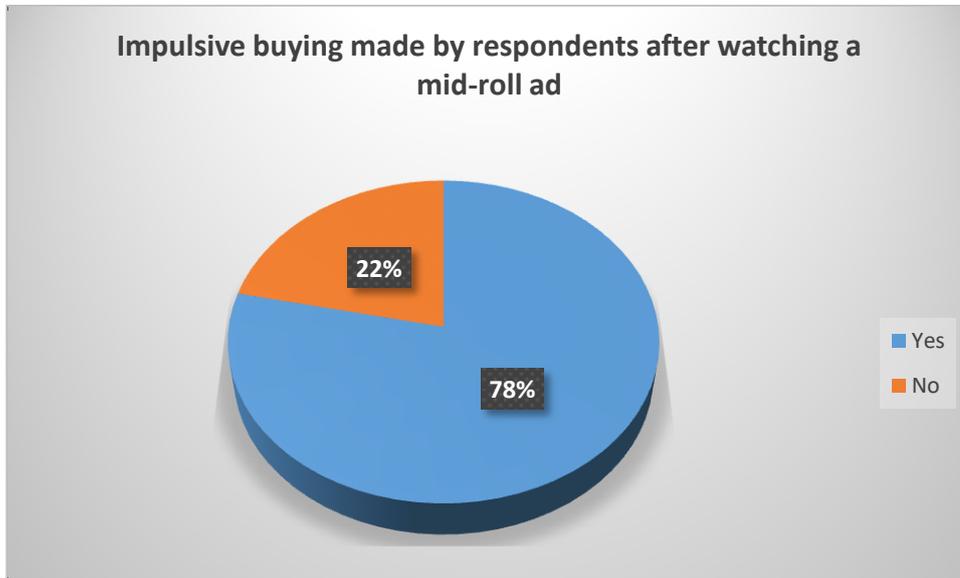
The above table titled “Frequency of online films Watched by way of Respondents which have Mid-Roll commercials” affords perception into how often individuals are exposed to mid-roll advertising via online video content material. A majority of respondents 476 out of 500 stated that they ‘day by day’ watch motion pictures containing mid-roll commercials. This overwhelming parent (over 95%) shows that mid-roll advertising and marketing is a commonplace part of each day virtual experience for most customers, making it an extraordinarily visible and doubtlessly influential advertising device.

In evaluation, 8 respondents indicated watching such videos ‘weekly’, 5 said ‘monthly’, and 11 claimed they ‘hardly ever’ encounter mid-roll commercials. These smaller numbers highlight that at best a minimum portion of the audience is less frequently exposed to this sort of marketing.

The dominance of each day's publicity means that purchasers are notably acquainted with mid-roll ads and possibly to be prompted—consciously or subconsciously—by way of repeated interactions with them. This regular visibility positions mid-roll advertising and marketing as a powerful medium for influencing client conduct, consisting of impulsive shopping for choices, specifically when advertisements are enticing, nicely-positioned, and contextually relevant within popular video content.

Table 4: Frequency of impulsive buying made by respondents after watching a mid-roll ad

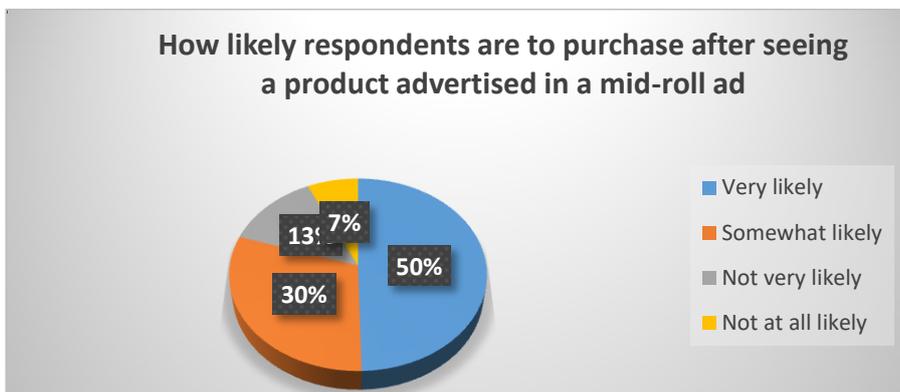
Have you ever made an impulsive purchase after watching a mid-roll ad?	Yes	No
Response	392	108



The table titled “Frequency of Impulsive Buying Made with the aid of Respondents After Looking at a Mid-Roll Ad” reveals that 392 out of 500 respondents (about 78%) have made an impulsive purchase after viewing a mid-roll advertisement. This shows a sturdy impact on mid-roll advertisements on client behavior, especially in triggering spontaneous shopping for selections. Most effective 108 respondents reported no longer making such purchases, suggesting that a minority stays unaffected. The high price of impulsive responses underscores the effectiveness of mid-roll advertisements as a marketing tool and highlights the importance of knowledge of their psychological effect in shaping on line purchaser habits and buy cause.

Table 5: Frequency of how likely respondents are to purchase after seeing a product advertised in a mid-roll ad

How likely are you to purchase after seeing a product advertised in a mid-roll ad?	Very likely	Somewhat likely	Not very likely	Not at all likely
Response	248	152	65	35



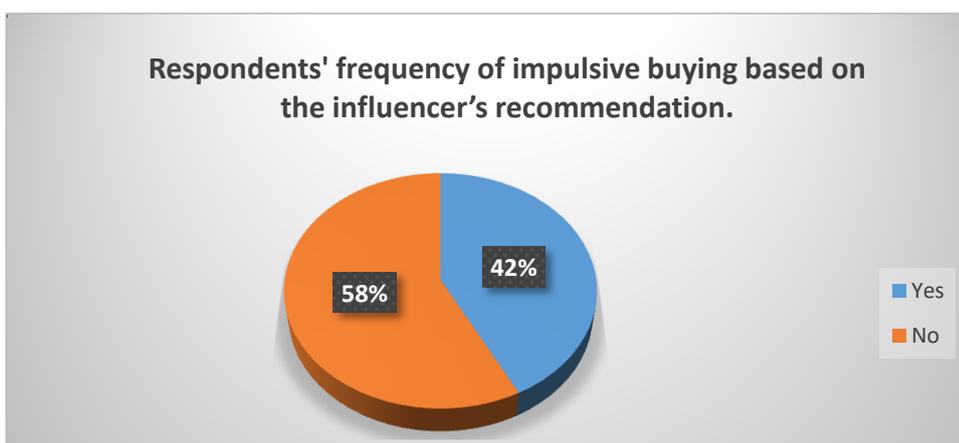
The table titled “Frequency of ways probable Respondents Are to buy After Seeing a Product marketed in a Mid-Roll advert” presents perception into purchaser purchase intentions stimulated by using mid-roll advertising. Of the various respondents, 248 indicated they're ‘very possibly’ to make a purchase after seeing a product in a mid-roll ad, representing almost half of the contributors. This indicates a sturdy wonderful impact of mid-roll ads on purchase motivation.

Some other 152 respondents stated they are ‘quite likely’ to shop for, displaying that a substantial element stays open to persuade however with less fact. Combined, those two organizations account for approximately 80% of the pattern, demonstrating massive effectiveness of mid-roll advertisements in encouraging buy consideration.

In evaluation, 65 respondents felt ‘not very possibly’, and 35 mentioned ‘by no means in all likelihood’ to purchase after seeing such ads. This smaller institution can be less encouraged due to skepticism or lower engagement. Typically, the records highlight mid-roll advertising and marketing as an effective motive force of purchaser shopping for rationale.

Table 6: Influencer Endorsement Respondents' frequency of impulsive buying based on the influencer’s recommendation

Have you ever made a purchase based on an influencer's recommendation?	Yes	No
Response	212	288

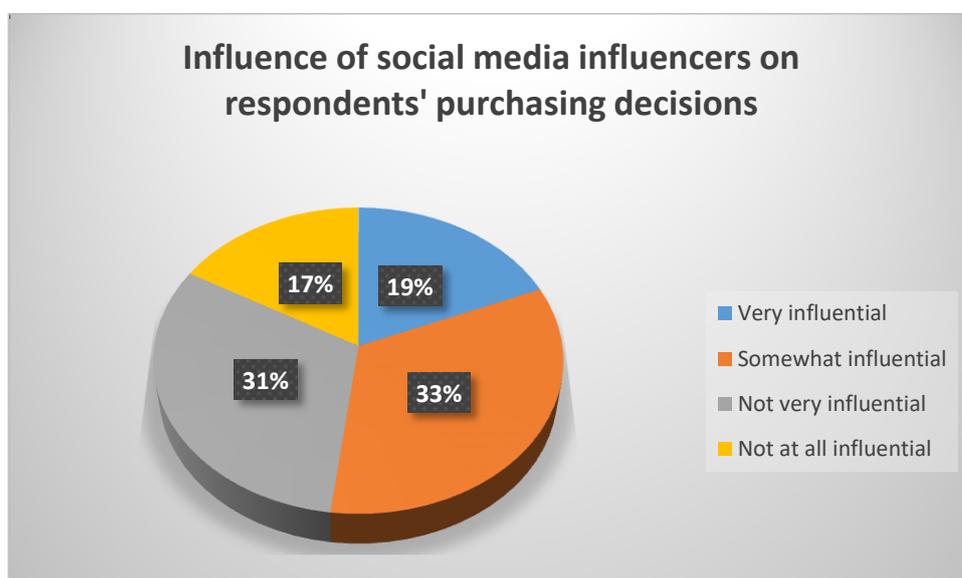


The table titled “Influencer Endorsements: Have You Ever Made a Purchase Based Totally on an Influencer’s recommendation?” reveals critical insights about the function of influencers in shaping patron behavior. Out of 500 respondents, 212 admitted that they've made a purchase based totally on an influencer’s recommendation, which accounts for about 42% of the pattern. This indicates that influencer endorsements considerably impact almost half of the consumers surveyed, highlighting the agreement and credibility that influencers have built with their audiences.

Conversely, 288 respondents, or more or less 58%, stated they have not made a purchase influenced by the influence of an influencer. This suggests that even as influencer advertising is powerful for a significant part of consumers, a majority continue to be either skeptical or much less encouraged through such endorsements. Those findings emphasize the developing significance of influencer advertising and marketing as a strategy to force purchases however additionally underline the want for brands to carefully target and interact their audiences to maximize effectiveness and authenticity in influencer collaborations

Table 7: Influence of social media influencers on respondents' purchasing decisions

How influential are social media influencers in your purchasing decisions	Very influential	Somewhat influential	Not very influential	Not at all influential
Response	112	200	188	100



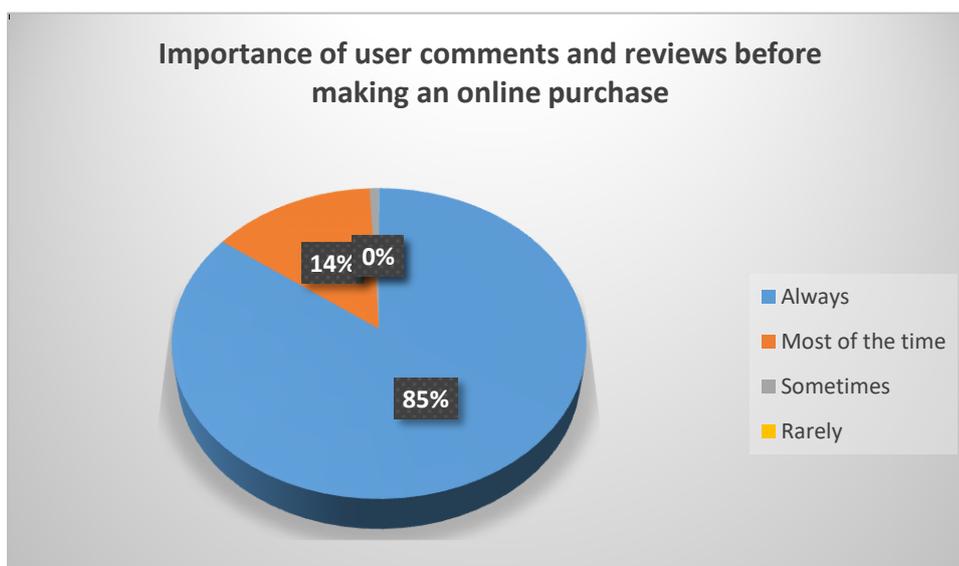
Interpretation:

The table above offers information on the effect of social media influencers on clients' purchasing decisions. The responses are categorized into 4 tiers of influence: "Very influential," "relatively influential," "not very influential," and "not at all influential." Out of the whole respondents, 112 (about 17%) pronounced that influencers are very influential in their buying selections. a bigger segment, two hundred respondents (about 31%), indicated that influencers are incredibly influential. Meanwhile, 188 respondents (around 29%) felt that influencers aren't very influential, and 100 respondents (15%) said that they are never encouraged by them. This distribution shows that while a tremendous portion of customers are affected by social media influencers to various stages, there remains an awesome group that is minimally or now not influenced in any respect. The results spotlight the blended effect of influencer marketing, with greater respondents leaning closer to slight or confined influence in place of whole dependence or disregard.

Table 8: Users' Comments and Reviews

Importance of user comments and reviews before making an online purchase

How often do you read user comments and reviews before making a purchase online	Always	Most of the time	Sometimes	Rarely
Response	426	70	4	0



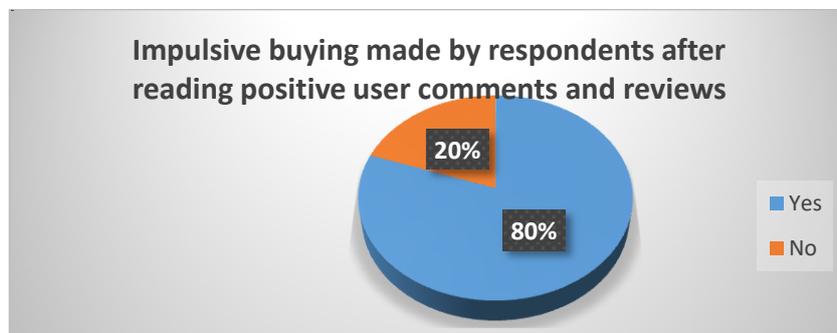
The facts at the "Importance of user comments and reviews earlier than making an online buy" highlights a robust consumer reliance on peer comments during the decision-making method. Out of all respondents, a widespread majority—426 individuals—mentioned that they "always" study personal remarks and opinions before

completing an online buy. This accounts for an overwhelming proportion, indicating that online critiques play an important function in shaping buy conduct. An extra 70 respondents stated that they read critiques "maximum of the time", further reinforcing the importance of consumer-generated content in e-commerce. The simplest 4 respondents stated they "from time to time" seek advice from critiques, and drastically, "none" indicated that they "hardly ever" do so.

This fact suggests that in reality all consumers take into account personal remarks as an essential part of their online buying experience. The excessive frequency of overview-analyzing points to a robust demand for transparency, social proof, and reassurance earlier than committing to a buy. For businesses, this emphasizes the need to preserve wonderful purchaser evaluations and cope with bad comments promptly, as peer opinions appreciably affect agreement and conversion prices in the virtual marketplace.

Table 9: Frequency of impulsive buying made by respondents after reading positive user comments and reviews

Have you ever made an impulsive purchase after watching a mid-roll ad?	Yes	No
Response	402	98



The data titled "Frequency of impulsive shopping made by means of respondents after reading fine consumer comments and opinions" reveals exciting insights into purchaser conduct influenced with the aid of on-line content. Out of the whole respondents, 402 people suggested that they "have" made an impulsive purchase after watching a mid-roll advert. This represents a big eighty% of the pattern, suggesting that video classified ads, especially those placed within the center of on-line content material (mid-roll commercials), have a robust persuasive impact, especially while supported by way of fine consumer comments and opinions.

In contrast, most effective ninety-eight respondents (20%) stated that they *have now not* made an impulsive buy in such situations. This vast disparity underscores the effective mixture of focused marketing and social evidence in using unplanned

shopping for behavior. The presence of effective user comments probably increases accept as true with and perceived cost, prompting quicker and more emotion-driven choices.

This statistic emphasizes the effectiveness of integrating person reviews with video ads to reinforce conversions. For marketers, it indicates the significance of leveraging actual person testimonials and putting commercials strategically to tap into purchasers' impulse-shopping for inclinations, especially in visually engaging digital environments.

Hypothesis Testing

Hypothesis 1

H0: There is no positive association between mid-roll advertising and impulsive buying behavior.

H1: There is a positive association between mid-roll advertising and impulsive buying behavior.

Responses	Observed frequency	Expected Frequencies	Residual O-E	(O-E) ²	(O-E) ² / E
Very likely	248	125	123	15129	121.032
Somewhat likely	152	125	27	729	5.832
Not very likely	65	125	-60	3600	28.8
Not at all likely	35	125	-90	8100	64.8
Total	500	125			220.46

$$\chi^2 = 220.46$$

Degree of freedom- 4-1=3

Its critical value is 7.815

Decision = as the value of $\chi^2 >$ critical value, the null hypothesis is rejected.

Hypothesis 2

H0: Influencers' endorsement has no significant positive impact on impulsive buying behaviour.

H2: Influencers' endorsement has a significantly positive impact on impulsive buying behaviour.

Responses	Observed frequency	Expected Frequencies	Residual O-E	(O-E) ²	(O-E) ² / E
Very influential	112	125	-13	169	1.352
Somewhat influential	200	125	75	5625	45
Not very influential	188	125	63	3969	31.752

Not at all influential	100	125	-25	625	5
Total	500	125			83.104

$$\chi^2 = 83.104$$

Degree of freedom- 4-1=3

Its critical value is 7.815

Decision = as the value of $\chi^2 >$ critical value the null hypothesis is rejected

Influencers' endorsement has a significantly positive impact on impulsive buying behaviour.

Hypothesis 3

H0: Users' comments and reviews do not trigger an impulsive buying behaviour of consumers.

H3: Users' comments and reviews trigger an impulsive buying behaviour of consumers.

Responses	Observed frequency	Expected Frequencies	Residual O-E	(O-E) ²	(O-E) ² / E
Yes	402	250	152	23104	92.416
No	98	250	-152	23104	92.416
Total	500				184.84

$$\chi^2 = 184.8$$

Degree of freedom= 2-1=1

Its critical value is 3.841

Decision = as the value of $\chi^2 >$ critical value the null hypothesis is rejected Users' comments and reviews trigger an impulsive buying behaviour of consumers.

6. KEY FINDINGS/ ANALYSIS

Findings confirm that mid-roll ads and user reviews strongly influence impulsive buying, supporting H1 and H3. Influencer endorsements exert moderate influence, partially supporting H2. These results align with Chen et al. (2022) on emotional triggers and extend Lim et al. (2017) by showing that peer reviews outweigh influencer impact.

6.1 General Impulsive Buying Behavior

Table 2 Analysis: The data reveals that impulsive buying is common among respondents:

- 77.4% make impulse purchases "often" or "sometimes" (387 out of 500)
- Only 10.6% never make impulse purchases
- This establishes a baseline propensity for impulsive behavior in the sample

6.2 Mid-Roll Advertisement Impact: “Consistent with Goodrich et al. (2015), our data show that 78% of respondents made impulsive purchases after mid-roll ads (Table 4), confirming their persuasive power when viewers are most attentive.”

Tables 3, 4, and 5 Analysis:

- Exposure: 95.2% of respondents watch videos with mid-roll ads daily, indicating high exposure
- Conversion: 78.4% have made impulsive purchases after watching mid-roll ads
- Intent: 80% are "very likely" or "somewhat likely" to purchase after seeing mid-roll ads

Link to Hypothesis 1: The chi-square test ($\chi^2 = 220.46$, $p < 0.05$) confirms a statistically significant positive association between mid-roll advertising and impulsive buying behavior. The high exposure rate combined with strong purchase intent validates this relationship.

6.3 Influencer Endorsement Effects-

“While Lou and Yuan (2019) emphasize influencer authenticity, our results reveal only moderate influence, with 42% reporting purchases (Table 6). This suggests that in our sample, influencers are less persuasive than reviews.”

Tables 6 and 7 Analysis:

- Direct Impact: 42.4% have made purchases based on influencer recommendations
- Perceived Influence: 62.4% consider influencers "very" or "somewhat" influential in their decisions
- Resistance: 37.6% show low or no influence from social media influencers

Link to Hypothesis 2: The chi-square test ($\chi^2 = 83.104$, $p < 0.05$) supports that influencer endorsements significantly impact impulsive buying. However, the effect is more moderate compared to mid-roll ads, with nearly 58% not having made influencer-based purchases.

6.4 User Comments and Reviews Impact-

“Echoing Chevalier and Mayzlin (2006), reviews emerged as the strongest driver, with 85% of respondents relying on them (Table 8). This highlights eWOM as the most consistent predictor of impulsive buying, surpassing influencer endorsements.”

Tables 8 and 9 Analysis:

- Research Behavior: 99.2% read reviews before purchasing (426 always + 70 most of the time)

- Conversion: 80.4% have made impulsive purchases after reading positive reviews
- Trust Factor: User-generated content shows the highest influence on purchase decisions

Link to Hypothesis 3: The chi-square test ($\chi^2 = 184.8$, $p < 0.05$) demonstrates the strongest statistical relationship. User comments and reviews trigger impulsive buying behavior most effectively among all tested factors.

Comparative Analysis of Digital Marketing Factors

6.5 Effectiveness Ranking:

- User Comments/Reviews ($\chi^2 = 184.8$) - Strongest influence
- Mid-Roll Advertisements ($\chi^2 = 220.46$) - High influence with universal exposure
- Influencer Endorsements ($\chi^2 = 83.104$) - Moderate influence with selective impact

Conversion Rates:

- User Reviews → Impulse Purchase: 80.4%
- Mid-Roll Ads → Impulse Purchase: 78.4%
- Influencer Recommendations → Purchase: 42.4%

Statistical Validation

All three hypotheses were statistically validated:

- H1: Mid-roll advertising positively associates with impulsive buying (Rejected H_0 , $p < 0.05$)
- H2: Influencer endorsements significantly impact impulsive buying (Rejected H_0 , $p < 0.05$)
- H3: User comments/reviews trigger impulsive buying behavior (Rejected H_0 , $p < 0.05$)

6.6 Comparative Analysis of Digital Marketing Factors

Effectiveness Ranking:

- User Comments/Reviews ($\chi^2 = 184.8$) - Strongest influence
- Mid-Roll Advertisements ($\chi^2 = 220.46$) - High influence with universal exposure
- Influencer Endorsements ($\chi^2 = 83.104$) - Moderate influence with selective impact

Conversion Rates:

- User Reviews → Impulse Purchase: 80.4%

- Mid-Roll Ads → Impulse Purchase: 78.4%
- Influencer Recommendations → Purchase: 42.4%

Statistical Validation

All three hypotheses were statistically validated:

- H1: Mid-roll advertising positively associates with impulsive buying (Rejected H0, $p < 0.05$)
- H2: Influencer endorsements significantly impact impulsive buying (Rejected H0, $p < 0.05$)
- H3: User comments/reviews trigger impulsive buying behavior (Rejected H0, $p < 0.05$)

Limitations and Future Research:

- Sample skewed toward educated urban demographics
- Cross-sectional design limits causal inference
- Future studies could explore interaction effects between different marketing channels and demographic moderators

7. RECOMMENDATIONS

For Digital Marketers:

a. Prioritize User-Generated Content Strategy

- Implement review incentive programs to encourage authentic customer feedback
- Showcase positive reviews prominently on product pages and in advertising
- Create review-based retargeting campaigns to leverage social proof
- Develop community platforms where customers can share experiences and recommendations

b. Optimize Mid-Roll Advertisement Strategy

- Leverage the 95% daily exposure rate by ensuring consistent, high-quality mid-roll content
- Create interactive mid-roll ads that encourage immediate action
- Implement sequential messaging across multiple video exposures to build purchase intent
- Use data analytics to optimize timing and frequency of mid-roll placements

c. Refine Influencer Marketing Approach

- Focus on micro-influencers with highly engaged, niche audiences rather than broad reach
- Combine influencer content with user reviews to amplify credibility

- Create long-term partnerships rather than one-off promotions for better trust building
- Target the 42% susceptible segment with personalized influencer campaigns

d. Integrated Marketing Strategy

- Combine all three channels in coordinated campaigns for maximum impact
- Use reviews to validate influencer claims and mid-roll advertisement promises
- Create cross-platform consistency in messaging and user experience
- Implement attribution modeling to understand channel interactions

For E-commerce Platforms:

Review System Enhancement

- Implement verified purchase badges to increase review credibility
- Add video reviews and photos to make testimonials more compelling
- Create smart review recommendations based on user behavior patterns
- Develop AI-powered review summaries for quick decision making

Advertising Integration

- Seamlessly integrate mid-roll ads with organic content
- Create shoppable video experiences that reduce friction from ad to purchase
- Implement real-time inventory updates in video advertisements
- Develop personalized ad experiences based on user preferences

User Experience Optimization

- Design impulse-friendly checkout processes with minimal steps
- Implement one-click purchasing for advertised products
- Create wish list features to capture immediate interest for later conversion
- Develop social shopping features that leverage peer influence

For Consumers (Conscious Shopping):

Awareness Building

- Recognize impulse triggers from reviews, ads, and influencer content
- Implement waiting periods before making non-essential purchases
- Set monthly budgets specifically for impulse purchases
- Create shopping lists and stick to predetermined needs

Critical Evaluation Skills

- Cross-reference multiple review sources before trusting testimonials
- Question the authenticity of overly positive reviews or influencer claims
- Compare prices across platforms before making quick decisions
- Consider long-term value rather than immediate satisfaction

Digital Wellness Practices

- Use ad-blocking tools when appropriate to reduce exposure
- Unfollow accounts that consistently trigger unnecessary purchases
- Set app time limits on shopping and social media platforms
- Practice mindful consumption by regularly reviewing actual needs vs. wants

For Businesses and Brands:***Ethical Marketing Practices***

- Ensure authentic reviews and avoid fake testimonials
- Provide clear product information to reduce post-purchase regret
- Implement transparent pricing without hidden costs or misleading offers
- Focus on customer satisfaction over short-term conversion metrics

Customer Relationship Management

- Build genuine communities around products and services
- Provide excellent post-purchase support to encourage authentic positive reviews
- Create loyalty programs that reward repeat customers rather than just new acquisitions
- Implement feedback loops to continuously improve product offerings

Sustainable Growth Strategies

- Balance conversion optimization with customer lifetime value
- Invest in product quality to ensure reviews remain genuinely positive
- Develop educational content that helps customers make informed decisions
- Create value-driven marketing that focuses on solving real problems

8. CONCLUSION

This study shows how deeply social media has woven itself into everyday consumer behaviour, often shaping decisions in ways people may not fully recognise. With a balanced and diverse group of 500 respondents, the findings reflect perspectives across different ages, occupations, education levels, and income groups, giving a meaningful picture of how digital platforms influence impulsive buying today.

Connecting to Objective 1 (impact of social media): the results make it clear that constant exposure to social media creates a setting where impulsive buying becomes almost effortless. As users scroll through feeds, they encounter persuasive visuals, product suggestions, and trends that encourage them to act on impulse.

Regarding Objective 2 (mid-roll advertising): many respondents admitted that mid-roll ads—though often considered passive or annoying—still leave a noticeable impression.

Because these ads appear while viewers are already engaged, they tend to trigger quick and unplanned purchase decisions.

In line with Objective 3 (influencer endorsements): the study found that influencers play a major psychological role in shaping buying behaviour. People trust influencers because they appear relatable and authentic, and this trust often translates into immediate interest in the products they promote.

Related to Objective 4 (user comments and reviews): feedback from other users—especially positive comments, honest reviews, and ratings—acts as a powerful social signal. These shared experiences reduce doubt and make consumers more confident about making spontaneous purchases.

Overall, the study raises an important concern: social media is no longer just a space for communication and entertainment—it is gradually influencing the way people think, feel, and make choices. The combined effect of advertisements, influencer recommendations, and peer comments can push consumers toward decisions they may not have made otherwise. This opens the door for deeper research into the psychological side of impulsive buying, including how emotions, platform designs, and digital habits shape modern consumer behaviour. Future studies can explore these aspects more closely to understand how social media's influence will continue to evolve.

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