



# IMPULSIVE BUYING BEHAVIOR OF CONSUMERS ON FASHION PRODUCTS: THE ROLE OF INFLUENCER ENDORSEMENT

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## ABSTRACT

The study titled "Impulsive Buying Behavior of Consumers on Fashion Products: Exploring Influencer Endorsement's Role" investigates the interplay between impulsive buying behavior and influencer endorsement in the fashion industry, specifically focusing on the Indian consumer market. Through an examination of the complex relationship between influencer endorsement and impulsive buying, the research employs social media platforms like YouTube, Instagram, and Facebook to uncover the complexities among consumers, influencers, and fashion products in the digital era. By bridging the gap in understanding how influencers influence impulsive buying decisions, the study dissects the attributes of influencer endorsement and its impact on impulsive buying, contributing to both theoretical insights and practical implications for marketers. The research objectives encompass exploring gender-based variations in influencer endorsement, examining age-related differences, and elucidating the connection between influencer endorsement and impulsive buying behavior. Employing a descriptive and empirical approach, the study conducts an online survey among daily social media users in India, revealing substantial gender-based disparities in influencer endorsement. Moreover, the result uncovers noteworthy distinctions in influencer endorsement across diverse age groups, while the post hoc analysis underscores age's potential influence on this dynamic. Furthermore, the research establishes a robust positive correlation and a significant impact of influencer endorsement on impulsive buying behavior among fashion consumers. In conclusion, this article offers insights into the intricate amalgamation of influencer endorsement, gender, age, and impulsive buying behavior in the fashion domain. These insights offer valuable guidance for marketers seeking to optimize strategies in the digital age.

and propose avenues for future research to delve into the psychological and sociocultural aspects shaping these complex dynamics. As the digital marketing landscape evolves, comprehending the role of social media influencers in shaping consumer behavior remains pivotal.

**KEYWORDS:** Buying Behavior, Fashion Products, Influencer Endorsement

## 1. INTRODUCTION

The paradigm shift in the landscape of marketing platforms changed consumer preferences for products and services. Social media platforms such as YouTube, Instagram, and Facebook have evolved into powerful platforms for introducing and displaying new products and services of new and existing brands with the help of social media influencers (Khamis et al., 2017; Zeljko et al., 2018). The emergence of social media as a powerful marketing channel has steered new dimensions of consumer behavior, notably the phenomenon of impulsive buying (Ahmed et al., 2020). This article embarks on a journey to explore the appealing connection between impulsive buying behavior and social media influencer endorsement within the realm of fashion products. With a specific focus on the Indian consumer market, this study researches the multi-layered dynamics that shape the relationship between influencer endorsement and impulsive buying, aiming to provide comprehensive insights into this contemporary mystery.

In today's world of technology and changing choices, how people buy fashionable things has changed a lot. Social media, like Facebook, YouTube, and Instagram, has become a strong way to show and sell things (Adiyono et al., 2021). This has brought new ways people buy stuff, especially when they suddenly decide to buy something. This article starts a journey to understand more about why people buy things suddenly, and how social media influences them, especially when it comes to fashion. We're trying to understand all the different things that affect how people buy and how famous people on social media make them buy things. The goal is to learn a lot about this current situation.

The evolution of digital platforms and the dominance of social media influencers have revolutionized the landscape of marketing and consumer behavior (Lamberton & Stephen, 2016; Novitasari et al., 2022). Social media marketing strategies have a positive impact on consumer likelihood and increased purchase intention (Weismueller et al., 2020; Xie & Lee, 2015). However, within this evolving context, a pertinent research problem arises: what is the role of social media influencer endorsement in generating and predicting impulsive buying behavior among consumers, particularly in the context of fashion products in India? The complex web of factors that influence consumers' unplanned purchases necessitates a systematic investigation to understand how influencer-driven marketing strategies impact consumers' impulsive buying decisions. Attia & Edge, (2017) emphasize that mirroring in research methodology is crucial to develop a deeper understanding of these intricate relationships. This study, therefore, aims to contribute to this impulsive approach, identifying the complex link between influencer marketing and impulsive buying behavior in the fashion domain.

At the heart of this study lies the primary objective to comprehensively examine social media influencer endorsement as a predictor of impulsive buying behavior among fashion consumers in India. As highlighted by Chetioui et al., (2020), the impact of influencer endorsement on purchase intentions has been a subject of interest, but understanding its implications on impulsive buying remains a critical research gap. By examining how the appeal of influencers' carefully chosen content and suggestions prompts last-minute purchases of fashion products, this study aims to close this gap. By delving into this uncharted territory, the research strives to contribute novel insights to both the academic discourse and the practical realms of fashion marketing.

To weave a comprehensive needlepoint of insights, this study endeavours to unearth the diverse perceptions that different segments of fashion consumers hold toward social media influencer endorsement. As emphasized by Lou & Yuan, (2019), the credibility and value of messages conveyed by influencers significantly impact consumer trust, thereby influencing their impulsive buying decisions. Moreover, the research seeks to investigate into the multifaceted perceptions of consumers regarding impulsive buying behavior itself, uncovering the psychological and situational triggers that prompt these decisions. With the aid of insights drawn from Chwialkowska, (2019) and Ntapiapis (2021), this exploration aims to decode the consumer soul and motivations behind impulsive fashion purchases, providing a holistic understanding of this phenomenon.

In this endeavour, the article draws upon a rich weaving of scholarly findings, employing a reflexive research methodology to comprehend the multifaceted dynamics of social media influencer endorsement and its influence on impulsive buying behavior (Attia & Edge, 2017). As fashion consumption continues to evolve alongside the digital age, the study endeavours to provide a sophisticated exploration that not only furthers academic enrichment but also informs industry practitioners on the workings of this mushrooming trend.

## 2. LITERATURE REVIEW

### 2.1 Influencer Endorsement and Gender

The existing body of literature highlights a significant disparity in males' and females' perceptions of influencer or celebrity endorsements, particularly in the realm of online marketing via social media platforms such as YouTube, Facebook, and Instagram (Hudders & De Jans, 2022; Tsen & Cheng, 2021). This distinction is emphasized further by contextual variations across countries, including India. Extensive research shows that the impact of influencer marketing varies by gender, with various social, cultural, and economic factors contributing to varying perceptions and preferences (Hudders & De Jans, 2022; Martín-López et al., 2012). Female followers show a stronger direct impact of attitude towards influencers, while males exhibit a more pronounced mediating effect of attitude towards the post; indicating that women tend to prioritize a broader view of social media influencers' perspectives, whereas men place greater emphasis on individual posts (Sun et al., 2021). As a result, a nuanced examination of these gender disparities in the context of social media advertising, both in India and globally, emerges as an important area of research, providing insights into the complexities of consumer behaviour and the efficacy of influencer endorsements. Hence, it is reasonable to

propose the potential presence of gender-based disparities in the perception of influencer endorsements. In this regard, this study posits that:

**H1: There is a significant difference on influencer endorsement among male and female**

## **2.2 Influencer Endorsement and Age of the consumer**

A significant amount of research demonstrates that, particularly in the context of social media marketing, there are notable differences in how different consumer age groups perceive influencer or celebrity endorsements (McCormick, 2016). Additional contextual differences across nations, including India, have an impact on this distinction. According to studies, consumers of various ages interpret and react in different ways to endorsements made by celebrities or influencers, revealing complex dynamics that influence their preferences and purchasing patterns. The population age, wealth accumulation, and newfound leisure time of older consumers make them an appealing market segment with great potential (Chan & Fan, 2022). The distinctive online marketing tactics used on various platforms emphasise this age-specific variation, which contributes to the shifting landscape of consumer perceptions. Consumers' perceptions of celebrities are impacted by their age similarity and generational belonging, particularly among Generation Y consumers, and this relationship is also influenced by the alignment between the celebrity and the promoted product (Roy et al., 2015). Therefore, it is logical to suggest the likelihood of age-related differences in the perception of influencer endorsements. This study proposes that:

**H2: There is a significant difference on influencer endorsement among different age groups**

## **2.3 Influencer Endorsement and Impulsive Buying Behavior**

Influencer or celebrity endorsements and impulsive purchasing behaviour have an interesting relationship in the world of contemporary consumer behaviour, especially when it comes to social media marketing platforms like YouTube, Facebook, and Instagram. The connection between posts by social media celebrities and contextual interactions on impulsive buying is influenced by the inclination for impulse buying, except when negative sentiments are involved (Zafar et al., 2021). The complex interactions between these phenomena are explored in existing literature, which shows a clear connection between consumers' propensity for impulsive purchases and the influence of celebrities or influencers (Parsad et al., 2017). When viewed in a global context, this relationship becomes even more complex because studies have shown that there are contextual differences among various nations, including India. Researchers have found that the charismatic appeal of endorsers and the instant satisfaction that impulsive buying provides interact dynamically to influence consumers' decisions to make purchases (Editor et al., 2022). Researchers are attempting to analyse the mechanisms by which influencer endorsements trigger impulsive behaviour in order to provide useful insights for both academic discourse and the development of marketing strategy. Various forms of online marketing continue to shape consumer preferences and purchasing pattern (Hashem, 2020).

Beyond national boundaries, the influence of influencer endorsements on impulsive purchasing behaviour reveals distinctive perceptions and behaviours across various demographic segments (Apasrawirote & Yawised, 2022). Studies have shown that consumers' perceptions of endorsers and their messaging significantly affect their propensity to make impulsive purchases, especially when online platforms are appealing and convenient (Djafarova & Rushworth, 2017). Different cultural and economic contexts bring out the intricate dynamics of this relationship, with some areas showing a greater propensity for influencer-driven impulsive purchasing (Kruglanski et al., 2021). Although influencers and celebrities have a global reach, the extent to which they influence impulsive purchases varies across demographics, reflecting a complex interplay between personal preferences, cultural norms, and economic factors (Mai et al., 2003). This contextual investigation of the relationship between influencers and impulsive purchasing emphasises the need for customised marketing approaches that connect with various consumer groups and their unique receptivity to endorsement-driven stimuli. If social media influencers can demonstrate their knowledge in a field through their profile or expertise in a product or service within a relevant post, it's probable that consumers' impulsive buying behavior will be enhanced, indicating:

**H3: There is a significant relationship between influencer endorsement and impulsive buying behavior of fashion consumers**

**H4: Influencer endorsement significantly and positively influence impulsive buying behavior of the fashion consumers**

### 3. RESEARCH METHODOLOGY

#### 3.1 Research Design and Sampling

The current research is both descriptive and empirical in nature, aiming to discern the different attributes of the research question being examined, along with the current state of the matter. The required information was gathered by employing an online survey that was circulated to individuals aged 18 and above in Kerala. These individuals were users of Instagram, YouTube, Facebook, or a combination of these platforms, with a requirement of using them daily. Over the course of 2022, the monthly average count of active social media users in India was approximately 470.1 million, showcasing a yearly growth rate of 4.2% in the 2021-22 period. This amounts to around 33.4% of the entire population. The research opted for convenience sampling to select fashion consumers from the overall population, as outlined in Bryman (2016). A total of 150 fashion consumers participated in the survey that was distributed, with 51.3% identifying as female and 48.7% as male.

#### 3.2 Measurement and Scaling

To measure the various constructs of Influencer Endorsement – Attractiveness, Trustworthiness, Expertise and Popularity are selected as the measure attributes (Ruchi Gupta et al., 2017). For gauging the diverse components of Impulsive Buying Behavior, constructs such as Impulsive buying tendency and Openness to experience were employed as the measures (Badgaiyan et al., 2016).

## 4. DATA ANALYSIS AND FINDINGS

### 4.1 Reliability and Normality

**Table 1 Reliability analysis**

Variable	Cronbach's alpha	No of items
IE	.876	9
IBB	.724	5

Table 1 displays the results of checking how reliable the Influencer Endorsement and Impulsive Buying Behavior scales are. Nunnally and Bernstein (1994) recommend 0.70 as a good level of reliability. Based on this, we can say that the scales we looked at are reliable.

**Table 2 Normality**

Variable	N	Mean		Std. dev	Skewness	
		Statistics	error		statistics	Std err
IE	150	2.97	.065	.808	-.552	.198
IBB	150	2.93	.060	.745	-.301	.198

The Influencer endorsement and Impulsive Buying Behaviour have skewness values of -.552 and -.301 respectively, both falling within the range of -2 to +2. Values within this range are considered acceptable to show that the data follows a normal distribution, as recommended by George & Mallery (2010). Consequently, the research will utilize parametric tests for the inferential statistical analysis to examine the hypotheses presented in this study.

### 4.2 Hypothesis testing

#### 4.2.1 Influencer Endorsement and Gender of the consumer

**Table 3. Independent Sample T Test**

Variable	Gender	N	Mean	Std dev	F	P value	t	df	P value
IE	Male	73	2.60	.786	4.78	.030	-6.02	141.184	<.001
	Female	77	3.32	.664					

The association between Influencer Endorsement (IE) and the gender of the consumer is examined in the Table 3. An independent sample t-test was conducted to investigate potential differences in means based on gender. The variable under consideration is "IE" (Influencer Endorsement), and the data is divided by gender into two categories: "Male" and "Female." The mean Influencer Endorsement score for male consumers is 2.60, with a standard deviation of 0.786. The F-statistic is 4.78, and the associated p-value is 0.030, indicating a statistically significant difference in Influencer Endorsement between male and female consumers. The t-

statistic, which is -6.02, suggests a significant difference in Influencer Endorsement scores between the male and female groups. The p-value associated with the t-test is reported as "<.001," indicating that the observed difference in means is statistically significant at a very low level of significance.

In summary, the results from Table 3 indicate a significant difference in Influencer Endorsement scores between male and female consumers. The t-test suggests that male consumers have significantly different mean Influencer Endorsement scores compared to female consumers ( $t(141.184) = -6.02, p < .001$ ). This finding suggests that gender may play a role in shaping consumers' attitudes towards influencer endorsements.

#### 4.2.2 Influencer Endorsement and Age of the consumer

**Table 4. ANOVA**

	Sum of Squares	df	Mean Square	F	P value
Between Groups	30.090	2	15.045	32.899	<.001
Within Groups	67.226	147	.457		
Total	97.316	149			

**Table 5. Post Hoc**

Tukey HSD		Subset for Alpha = 0.05	
Age	N	1	2
Above 50	30	2.337	
41 - 50	36	2.601	
18 - 40	84		3.366
P value		.182	1.000

Table 4 presents the results of the analysis of variance (ANOVA) conducted. The data depicts the partitioning of variance into "Between Groups" and "Within Groups" categories. Between Groups accounts for 30.090 units of variance across 2 degrees of freedom (df), resulting in a Mean Square of 15.045. This leads to an F-statistic of 32.899, indicating a significant difference between the groups ( $F(2, 147) = 32.899, p < .001$ ). The variance within the groups, represented by the "Within Groups" category, is 67.226 with 147 degrees of freedom, resulting in a Mean Square of .457. The total variance, summing up both Between Groups and Within Groups, is 97.316 across 149 degrees of freedom.

Moving on to Table 5, the post hoc analysis using Tukey's Honestly Significant Difference (HSD) method is displayed. The comparison was conducted with an alpha level of 0.05. The table includes the different age categories (Above 50, 41 - 50, and 18 - 40) along with the respective sample sizes (N) for each category. The mean differences in the dependent variable between the age groups are also provided. For the comparison between the age groups "Above 50" and "41 - 50," the mean difference is 2.337, but the associated p-value (0.182) suggests that this difference is not statistically significant. Similarly, for the comparison between

"Above 50" and "18 - 40," the mean difference is 2.601 with a non-significant p-value of 1.000. Finally, comparing "41 - 50" and "18 - 40," the mean difference is 3.366. In conclusion, the results suggest a significant difference among the groups based on the ANOVA ( $F(2, 147) = 32.899, p < .001$ ). However, the post hoc analysis using Tukey's HSD did not reveal any statistically significant pairwise differences between the age groups at the 0.05 significance level.

#### 4.2.3 Influencer Endorsement and Impulsive Buying Behavior

**Table 6. Correlation**

Variables	Influencer Endorsement	Impulsive Buying Behavior	P Value
Influencer Endorsement	1	.605**	<.0001
Impulsive Buying Behavior		1	

Model	Values
R value	.605**
R square	.366
Adjusted R square	.362
F value	85.365
P value	<.001**
Durbin Watson	1.920
VIF	1.000
Tolerance	1.000

The table displays the correlations between the variables of interest: Influencer Endorsement and Impulsive Buying Behavior. Pearson correlation coefficient of .605\*\* signifies a strong and statistically significant positive correlation between Influencer Endorsement and Impulsive Buying Behavior ( $r = .605, p < .0001$ ). Moreover, a linear regression model is employed to evaluate the relationship. The R value, which is .605\*\*, showcases the strength of the relationship between the variables. The R square value of .366 indicates that approximately 36.6% of the variance in Impulsive Buying Behavior can be explained by the variance in Influencer Endorsement. The adjusted R square, at .362, reflects the proportion of variance in Impulsive Buying Behavior that can be explained by Influencer Endorsement, while adjusting for the number of predictors. The F value of 85.365, with a p-value of <.001\*\*, demonstrates that the regression model is statistically significant, suggesting that the relationship between Influencer Endorsement and Impulsive Buying Behavior is not likely due to chance. Thus we reject the null hypothesis and accepted the research hypothesis.



The Durbin Watson statistic at 1.920 provides the result that there is no autocorrelation within the residuals of the regression model, because it lies between 1.5 and 2.5. The VIF (Variance Inflation Factor) values of 1.000 and the Tolerance values of 1.000 suggest that multicollinearity is not a significant concern within the model.

In summary, Table 6 reveals a substantial and statistically significant positive correlation between Influencer Endorsement and Impulsive Buying Behavior. The linear regression model indicates that Influencer Endorsement significantly contributes to explaining the variance in Impulsive Buying Behavior. The strength of this relationship is reflected in the correlation coefficient ( $r = .605^{**}$ ), and the regression model's overall significance is indicated by the F value ( $F = 85.365, p < .001^{**}$ ).

## 5. DISCUSSION

The study "The Role of Influencer Endorsement" explores the complex interplay between influencer endorsement and impulsive buying behavior among fashion consumers through a series of hypotheses. The initial hypothesis investigates the potential disparity in influencer endorsement between male and female consumers. Analysis using an independent sample t-test based on gender reveals significant differences. The outcomes from this test, illustrated in Table 3, highlight noteworthy variations in influencer endorsement scores between the two genders. The significance of this difference is indicated by both the F-statistic and the p-value, which underscores that gender could play a pivotal role in shaping consumer attitudes towards influencer endorsements.

Moving forward, the subsequent hypothesis delves into the possible variations in influencer endorsement across distinct age groups. Table 4 introduces the findings from an analysis of variance (ANOVA), aimed at elucidating these disparities. The data's division into "Between Groups" and "Within Groups" categories unveils substantial variance between the age groups. The ANOVA's results, conveyed by the F-statistic, emphasize the existence of notable distinctions across age groups. Although the subsequent post hoc analysis using Tukey's Honestly Significant Difference (HSD) method did not reveal significant pairwise differences between age groups, the ANOVA underscores the potential impact of age on influencer endorsement.

The study's third and fourth hypotheses delve into the intricate relationship between influencer endorsement and impulsive buying behavior. Correlation and linear regression analyses, presented in Table 6, shed light on this connection. The robust positive correlation between influencer endorsement and impulsive buying behavior, as evidenced by the correlation coefficient, underscores the strength of this association. Furthermore, the linear regression model elucidates this relationship, highlighting the substantial contribution of influencer endorsement to explaining the variance in impulsive buying behavior. The model's overall significance, reflected by the F-value and p-value, supports the acceptance of the research hypothesis, indicating that influencer endorsement indeed significantly and positively influences impulsive buying behavior among fashion consumers. The absence of autocorrelation within the residuals of the model and the negligible multicollinearity concerns, as suggested by statistical tests, add to the validity of the findings.

In conclusion, this study provides valuable insights into the multifaceted dynamics of consumer behavior in the context of influencer-driven marketing strategies. The research highlights the influence of gender on

consumer attitudes towards influencer endorsements, the potential variations across age groups, and the strong association between influencer endorsement and impulsive buying behavior. These findings contribute to a deeper understanding of how demographic factors and consumer perceptions interact in shaping purchasing decisions, providing marketers with crucial insights to tailor their strategies effectively.

## 6. CONCLUSION AND FUTURE SCOPE FOR RESEARCH

In the rapidly evolving landscape of influencer-driven marketing, this study has unravelled intricate insights into the relationship between influencer endorsement and consumer behavior within the fashion industry. The findings shed light on the role of gender, age, and impulsive buying behavior, providing a comprehensive perspective on how these factors intertwine in shaping consumers' attitudes and purchasing patterns. Moving forward, several avenues for future research emerge from this study. Firstly, while this research delved into gender and age disparities in influencer endorsement, further exploration into the underlying psychological and sociocultural factors influencing these variations would provide a more nuanced understanding. Investigating the cultural contexts of different regions and their impact on consumer perceptions could reveal more comprehensive insights.

Secondly, the study's exploration of the relationship between influencer endorsement and impulsive buying behavior highlights a critical aspect of consumer behavior. Future research could delve deeper into the mechanisms underlying this connection, exploring how influencers' content triggers emotional responses and impulsive actions. Additionally, examining the moderating role of factors such as self-control, personality traits, and buying motives could enrich our understanding of impulsive buying tendencies in the context of influencer marketing.

Lastly, as the digital marketing landscape continually evolves, studying the impact of emerging platforms and formats on influencer endorsement and consumer behavior remains pivotal. Investigating the dynamics of short-form videos, live streaming, and augmented reality experiences could offer novel insights into how influencers engage and influence their audiences. In conclusion, this study bridges gaps in the literature by uncovering the multifaceted interplay between influencer endorsement, gender, age, and impulsive buying behavior among fashion consumers. It provides marketers with valuable insights to tailor their strategies effectively and serves as a foundation for future research endeavours that can delve deeper into the complexities of consumer behaviour in the ever-evolving realm of influencer-driven marketing.

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