

CHAPTER 2

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Chapter II discusses relevant theories and previous studies that form the foundation of this research. It includes explanations of social media community, social media advertisement, impulsive buying intention, and impulsive buying behaviour. Additionally, this chapter reviews significant prior research within the field of digital marketing, social media influence, and consumer behaviour, particularly in the context of TikTok advertising and online brand communities.

2.1 Theoretical Overview

This study adopts the S-O-R (Stimulus-Organism-Response) theoretical framework to examine consumer behaviour on social media. Referring to Singh et al. (2023), in this model, social media community and social media advertisements act as a stimulus (S) that affects the organism (O), which is represented by consumers' impulse buying intention, which then drives the response (R), namely impulse buying behaviour. The SOR theory has been widely used to examine the links among inputs (stimulus), processes (organism), and outputs (response) (Kim et al., 2020). Based on the theory of Russell & Mehrabian (1977), the Stimulus-Organism-Response (S-O-R) paradigm stated that the internal feelings or behaviour of the organism (a person) are caused by the external environment (stimuli). This internal stimulus processing can be conscious or unconscious, including perceptions and interpretations of the environment that influence a person's feelings and decisions. This influence then triggers emotions that lead to a response.

2.2 Definition of Independent Variables

2.2.1 Social Media Community

According to Sharma et al. (2018), a community is a group of people who share common values, beliefs, goals, or perspectives. In an online setting, communities form through mutual engagement, where members connect by sharing and receiving ideas, support, and experiences. A strong sense of identity and belonging fosters meaningful discussions, collaboration, and problem-solving. The social media community groups operate as a forum facilitating building a dialogue with potential consumers and attracting interest in the brand (Karpenka et al., 2021). Social media community allows its members to interact with each other on specific topics. In those social media communities, members interact via answers, posts, or reactions such as commenting and liking when the post's content confirms their pre-existing opinions (Haug et al., 2024).

Social media community groups serve as a platform for fostering conversations with prospective customers and generating interest in the business. In social media communities, opinions can form dynamically by affirming dominant beliefs or blocking or eliminating oppositional, cross-cutting content that challenges dominant beliefs (Sunstein, 2018). While brands use content marketing on their own and partially owned media platforms, conversations around content in social media content communities offer interesting and alternative opportunities to build relationships and foster beneficial connections with consumers (Du Plessis, 2017). Social media community, which includes the interaction of social media users through comments, live, etc., is also related to how FoMO (Fear of Missing

Out) influences interactions on social media into purchase intentions for social media users. FoMO is a motivating factor that stems from dangers to the fundamental human requirements of competence, autonomy, and relatedness. There is anxiety about missing out on something including new trends, or new things that other people already have (Neumann, 2020).

2.2.2 Social Media Advertisements

Social media advertisements is a marketing strategy that involves increasing website traffic and brand awareness through promotional efforts on social media platforms. It focuses on developing compelling content designed to capture users' attention and encourage sharing across various social networks (Sharma et al., 2018). Social media advertising is a powerful tool for boosting brand awareness due to its targeted reach, engaging content, two-way communication, and measurable results. It allows brands to reach specific demographics, interests, and behaviours, fostering direct interaction and increased engagement rates (Rajalakshmi & Thabassum, 2024). Social Media Advertisements leverages the vast reach of social media platforms to showcase products and services through captivating content formats, enticing users to make impulsive purchasing decisions (Wegmann et al., 2023).

Social media advertisements provide consumers with essential product information, enabling them to make well-informed and accurate purchasing decisions. As a result, consumers view advertisements as a valuable source of information when evaluating their options (Jamali & Khan, 2018). Unlike the traditional advertising techniques, one can add many attractive and eye catching

details on social media advertisements. It is vital to identify the most salient elements of social media advertisements that influence how consumers see them (Sriram et al., 2021). Moreover, it is recommended to the companies that they should create a very good corporate image through social media advertisements and connect their corporate website with social media platforms so that customers can further authenticate the information shared by the companies. Additionally, it will enhance the confidence and belief of their customers (Singh et al., 2023). With the increasing use of social media advertisements for marketing, businesses can target specific groups and create deep connections with implicit customers (Rajalakshmi & Thabassum, 2024).

2.3 Definition of Dependent Variables

2.3.1 Impulse Buying Intention

Impulse buying intention becomes a condition experienced when meeting an object in the environment. This urge precedes actual impulsive action, occurs spontaneously, and is sudden (Rani et al., 2023). Impulse buying intention highly depends on emotional value, and the goal of shopping is not necessarily to acquire a necessity (Kang & Namkung, 2024). High levels of impulse buying tendency entail traits such as weak cognitive planning, low conscientiousness, high action orientation, and weak affective autonomy (Lo et al., 2022). Unintentional purchases may occur because customers are searching for different products that aren't included in the continuous sales deals that sellers are running, and when they visit businesses, they quickly buy the best deal they can discover (Singh et al., 2023).

Impulse buying intention highly depends on emotional value, and the goal of shopping is not necessarily to acquire a necessity (Kang & Namkung, 2024). Impulsive buying tendencies are relatively stable and highly consistent, and they have significant predictive power for impulsive buying behaviour (Wang et al., 2022). Impulsive buying tendencies encourage consumers to buy products of various types simultaneously, regardless of the benefits they offer. Individuals with high impulsive buying tendencies are more likely to engage in impulsive buying behaviour than those with lower impulsive buying tendencies. Impulse buying intentions, definitely improve as youngsters associate the element of fun with impulse buying. Customers' perceived reasonable and economical prices of service products and services could increase their impulsive purchases by enhancing their impulsive buying tendency (Kwon & Ahn, 2021). Products purchased impulsively often get assigned to a distinct category in marketing texts, yet decades of research reveal that impulsive purchases actually are not restricted to any specific product category (Iyer et al., 2020).

2.3.2 Impulse Buying Behaviour

Impulse buying is a buying situation in which the customer makes a spur-of-the-moment purchase and the decision to buy a product is made just a moment before the purchase is done without any pre-planning or process (Gottumukkala, 2023). Impulse buying behaviour is a spontaneous or unplanned buying (Chawla, 2020). One who intends to make such buying is known as impulse buyer. People who are highly involved with impulse purchasing are the ones who get connected emotionally to product easily and are the ones who tend to be fulfilled with on the

spot product (Thompson & Prendergast, 2015). Li (2015) defines impulsive behaviour as buying instinctively due to physical closeness and emotional attachment to the wanted product resulting in individual fulfilment.

The potential factors provoking impulse buying behaviour generally include two main types, which are the external and internal determinants, with the former unrelated to consumers and the latter associated with consumers' intrinsic characteristics (Wang et al., 2022). The causes of impulsive behaviour are triggered by an irresistible force to buy and an inability to evaluate its consequences (Gottumukkala, 2023). A good and attractive promotion will affect sales and trigger an impulsive buying attitude because consumers tend to be sensitive to the promotions offered by the store (Febriandika et al., 2023).

2.4 Previous Research

Table 2. 1 Previous Research

Journal Title, Author, Year	Variables	Research Methodology	Research Result
Measuring social media impact on Impulse Buying Behaviour (Singh et al., 2023).	Independent Variable: Social Media Community (SMC) , Social Media Advertisements (SMA), Impulsive Buying Intention (IBI) Dependent Variable: Impulsive Buying Behaviour (IBB)	Sampling Method: convenience sampling Respondent Criteria: Saudi Arabia Consumers Survey/Interview Analysis Tools: PLS-SEM, SmartPLS	The results show that Social Media Community (SMC) does not significantly affect Impulse Buying Intention (IBI), while Social Media Advertisement (SMA) does. Additionally, Impulse Buying Intention (IBI) significantly influences Impulse Buying Behaviour (IBB).
Does Social Medium Influence Impulse Buying of Indian Buyers? (Sharma et al., 2018)	Independent Variable: Social Media Community (SMC), Social Media Advertisement (SMA)	Sampling Method: purposive sampling Respondent Criteria: Indian buyers Survey/Interview: survey (questionnaire)	The findings indicate that Social Media Community (SMC) has a significant effect on Impulse Purchase Intention (IPI), as does Social Media Advertisement (SMA). Additionally, there is a significant relationship

	Dependent Variable: Impulsive Purchase Intention (IPI)	Analysis Tools: SPSS AMOS 18.0	between SMC and SMA, suggesting these variables are interconnected in influencing consumer behavior.
The Determinants of Impulsive Buying Behaviour in Electronic Commerce (Wang et al., 2022)	Neuroticism, Self-control, Impulsive buying tendency (affective factor), impulsive buying tendency (cognitive factor), Extroversion, Negative emotions, Collectivism, Impulsive Buying Behaviour	Sampling Method: convenience sampling Respondent Criteria: Users of mass e-commerce platforms in China Survey/Interview: Online survey via Wenjuanxing (a Chinese survey platform) Analysis Tools: SPSS 27.0 & AMOS 27.0	The study confirms that collectivism, negative emotions, extroversion, neuroticism, and both cognitive and affective impulsive buying tendencies positively influence impulsive buying behavior. Extroversion and neuroticism also impact impulsive buying through mediators, collectivism and negative emotions, respectively. Additionally, self-control has a negative effect on impulsive buying and indirectly influences it via negative emotions. These findings highlight the complex interplay between personality traits, emotional states, and buying tendencies

			in shaping impulsive purchasing behavior.
The influence of intensity of TikTok use, utilitarian value, and hedonic value on impulsive buying mediated by urge to buy impulsively (Rani et al., 2023)	Independent Variable : Intensity of TikTok use (IP), Utilitarian value(NU), Hedonic value(NH) Dependent Variable: Impulsive buying(DMI) Mediation: Urge to buy impulsively(PI)	Sampling Method: purposive sampling Respondent Criteria: female, married, live in East Java, use the TikTok application, have made online purchases on TikTok Survey/Interview: survey questionnaire Analysis Tools: SEM-PLS , SmartPLS	The results show that IP significantly affects DMI, while NU and NH do not have a significant direct effect. PI successfully mediates the relationship between IP and DMI, as well as between NH and DMI, but not between NU and DMI. These findings suggest that IP plays a crucial role in shaping DMI, both directly and indirectly through PI, whereas NU has no significant impact in this model.
Investigating Female Customer's Impulse Buying in Facebook B2C Social Commerce: An	Independent Variable: People's "Like" (Number of Facebook Likes), Information Quality, Picture of Product Presentation	Sampling Method: Convenience sampling Respondent Criteria: Female	The study found that information quality, product presentation, and individual impulsiveness significantly influence the urge to buy impulsively. However, people's "like" did not have a

Experimental Study (Chen et al., 2021)	Dependent Variable: Urge to Buy Impulsively Moderation: Impulsiveness	Survey/Interview: questionnaire survey Analysis Tools: AMOS 18.0	significant effect. Additionally, impulsiveness did not moderate the relationship between people's "like", information quality, or product presentation and the urge to buy impulsively, indicating that these environmental cues do not become more impactful even for highly impulsive individuals.
Online social enterprise customer behaviour: influences of e-commerce, social media, and altruism on online impulsive buying (Banjongprasert, 2024)	Independent Variable: Social enterprise's e-commerce, social enterprise's social media, social enterprise's altruism Dependent variable: Online impulsive buying behaviour Mediator: Online impulsive tendency	Sampling Method: purposive sampling Respondent Criteria: active e-commerce and social media users Survey/Interview: survey (questionnaire) Analysis Tools: SEM with AMOS	The study shows that social enterprise (SE) e-commerce and SE social media both positively influence online impulse buying tendency. Additionally, customers' altruism is positively correlated with this tendency. The research also confirms that online impulse buying tendency significantly impacts actual impulsive buying behavior. Furthermore, online impulse

			tendency acts as a mediator in the relationships between SE e-commerce, SE social media, and customer altruism with online impulsive buying behavior, highlighting its crucial role in shaping final purchase actions.
Modelling the significance of advertising values on online impulse buying behaviour (Feng et al., 2023)	Independent variable: Informativeness (IF) , Credibility (CD) , Creativity (CT) , Entertainment (ET) , Interactivity (IN) , Integration (NT) Mediation variable: Urge to Buy Impulsively (UI) Dependent variable: Online Impulse Buying Behaviour (OIB)	Sampling Method: Non-probability convenience sampling Respondent Criteria: Adult Chinese online users (aged 18 years and above) Survey/Interview: questionnaire survey Analysis Tools: PLS-SEM	The findings show that information flow (IF), content delivery (CD), content trust (CT), and emotional trust (ET) all have a significant impact on users' urge to buy impulsively (UI), while interactivity (IN) does not. Narrative trust (NT) also shows a significant effect on UI. UI significantly influences online impulsive buying (OIB), but customer attention (CA) does not moderate this relationship. Mediation analysis reveals that UI mediates the effects of IF, CD,

	Moderation variable: Customer Anxiety (CA)		CT, ET, and NT on OIB significantly, whereas the mediation effect through IN is not supported.
A Dual Systems Model of Online Impulse Buying (Xu et al., 2020)	Independent variable: Review Quality, Source Credibility Observational Learning Mediating variable: Perceived Usefulness, Positive Affect Dependent variable: Urge to Buy Impulsively, Impulsive Buying Behaviour Moderating variable: Self-Control	Sampling Method: Online survey (non-probability sampling) Respondent Criteria: - Survey/Interview: questionnaire Analysis Tools: PLS-SEM	The results show that review and source credibility significantly influence perceived usefulness, while source credibility, observational learning, and perceived usefulness all significantly impact positive affect. However, review quality does not significantly influence positive affect. Observational learning also significantly influences perceived usefulness. Positive affect strongly drives the urge to buy impulsively, which in turn leads to impulse buying behaviour. Self-control significantly reduces impulse buying behaviour and

			moderates the effects of positive affect on the urge to buy impulsively, as well as the effect of urge to buy on actual behaviour.
Why do consumers buy impulsively during live streaming? A deep learning-based dual-stage SEM-ANN analysis (Lo et al., 2022b)	Independent variable: Parasocial Interaction (PSI), Vicarious Experience (VE), Scarcity Persuasion (SP), Price Perception (PP), Social Contagion (SC) Mediating variables: Cognitive Reactions (CR), Affective Reactions (AR), Impulsive Buying Urge (IBU) Moderating variables: Impulsive Buying Tendency	Sampling Method: non-probability sampling method Respondent Criteria: - Survey/Interview: questionnaire survey Analysis Tools: PLS-SEM	The findings reveal that AR significantly influences IBU, which in turn significantly impacts IBB. CR is positively influenced by AR, and also significantly affected by PP and SP. AR is significantly influenced by PSI and VE, but not by SC or SP. VE, however, does not significantly affect CR. Moderation analysis shows that IBT significantly moderates the relationship between AR and IBU, but not between IBU and IBB. Lastly, SC significantly moderates the relationship between SSI and AR.

	(IBT), Susceptibility to Social Influence (SSI) Dependent variable: Impulsive Buying Behavior (IBB)	
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2.5 Hypothesis Development

2.5.1 The Influence of Social Media Community on Impulse Buying Intention

Social Media Communities play a vital role in shaping consumer behaviour by fostering interactive digital environments where users exchange opinions, product recommendations, and purchasing experiences. Studies indicate that online communities influence consumer decision-making by creating a sense of belonging and trust, which increases impulse buying (Singh et al., 2023). According to the Stimulus-Organism-Response (S-O-R) theory by (Russell & Mehrabian, 1974), social media interactions act as external stimuli (S) that influence consumers' internal states (O), represented by impulse buying intention, which reflects their emotional and cognitive responses to the stimuli. These internal states, in turn, may lead to actual behavioural responses (R), such as unplanned purchasing behaviour. Sharma et al. (2018) suggests that individuals tend to trust peer reviews and user-generated content more than traditional advertisements, as they perceive them to be more authentic and reliable. These interactions within social media groups create a sense of urgency and desirability, leading to unplanned purchases. Moreover, the ability to discuss products, seek validation from other users, and witness real-time purchasing experiences encourages impulse buying intention.

Thus, the first hypothesis in this study is:

H1: Social media community positively influences impulse buying intention

2.5.2 The Influence of Social Media Advertisements on Impulsive Buying Intention

Social media advertisements (SMA) serve as a critical marketing tool in shaping consumer purchasing behaviour by capturing attention through engaging

and persuasive content. Prior research highlights that SMA significantly affects impulse buying intention by leveraging visually appealing promotions, limited-time offers, and interactive ad formats (Singh et al., 2023). According to Sharma et al. (2018), social media advertisements has a positive influence on impulsive buying intention. When the question was asked to respondents whether social media video advertisement influences their purchasing behaviour, the majority of respondents reported sometimes and others posited yes and hardly a few respondents said yes. Consequently, social media advertising effectively influences consumer behaviour by capitalizing on emotions, convenience, and strategic promotional tactics to drive unplanned purchases. According to Chawla (2020), video advertisements effectively capture consumer attention through engaging content, persuasive messaging, and emotional triggers, leading to unplanned purchasing decisions. These ads leverage interactive elements such as call-to-action buttons, real-time promotions, and influencer endorsements, which create a sense of urgency and drive impulse buying intention. This relationship is supported by the Stimulus-Organism-Response (S-O-R) theory, originally proposed by Russell & Mehrabian (1974), which explains how environmental stimuli (S) influence an individual's internal state (O), which in turn drives behavioural outcomes (R). In this context, social media advertisements function as the stimulus (S), while the organism (O) is represented by the consumer's internal state, specifically their impulse buying intention, which arises from emotional and cognitive processing of the advertisements. The actual purchasing behaviour would then be the response (R). Thus, the second hypothesis in this study is:

H2: Social media advertisements positively influence impulse buying intention

2.5.3 The Influence of Impulse Buying Intention on Impulse Buying Behavior

Singh et al. (2023) emphasize that impulse buying intention reflects a consumer's spontaneous urge to make unplanned purchases, which often translates into actual buying behaviour. Research supports the strong correlation between impulse buying intention and impulse buying behaviour, emphasizing that the urge to buy impulsively is a key predictor of final purchase decisions. According to Wang et al. (2022), impulsive buying behaviour is driven by both cognitive and affective factors, where consumers experience a heightened desire to acquire products without careful deliberation. Similarly, Banjongprasert (2024) emphasizes that online platforms facilitate this transition by providing easy accessibility, persuasive marketing tactics, and social influence, reinforcing impulsive intention. The study also found that impulse buying intention acts as a mediator, strengthening the link between external stimuli, such as social media and e-commerce platforms, and actual purchasing behaviour. This suggests that once a consumer exhibits impulse buying intention, the likelihood of them engaging in impulsive buying behaviour increases significantly, driven by emotional triggers, promotional strategies, and the convenience of digital transactions. This process can be explained through the Stimulus-Organism-Response (S-O-R) theory (Russell & Mehrabian, 1974; Eroglu et al., 2001), which posits that environmental stimuli (S) influence an individual's internal state (O), which then drives a behavioural response (R). In this context, external factors such as social media advertisements serve as the stimuli (S), which trigger internal emotional and cognitive reactions, captured as impulse buying

intention (O). This intention then leads to the actual impulse buying behaviour (R).

Thus, the third hypothesis in this study is:

H3: Impulse buying intention positively influences impulse buying behavior

2.6 Research Framework

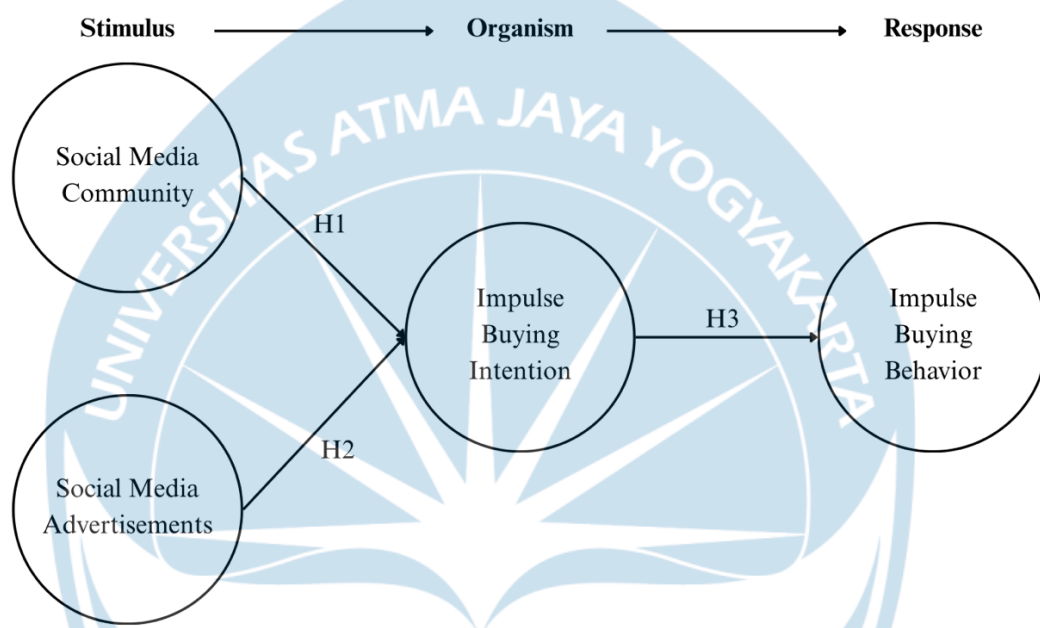


Figure 2. 1 Research Framework

Source: (Singh et al., 2023)