

SOCIAL MEDIA AS A FASHION BRAND MARKETING STRATEGY IN ENCOURAGING CONSUMER IMPULSIVE BUYING BEHAVIOR

I Gede Ryoga Kusnanda¹⁾

¹Faculty of Economics and Business, Udayana University

Email: kusnanda.ryoga@gmail.com

ABSTRACT

Generation Z's early exposure to technology and active use of social media tends to influence their purchasing behaviour. Advertisements and content presented by fashion brands make Gen-Z make purchasing decisions without consideration or impulsively. Impulsive buying behaviour, which is considered the dark side of branding, is actually the goal of fashion brands because it is proven to boost company profits. This study aims to determine effective marketing strategies in encouraging customer impulse buying behaviour through social media in fashion brands. This research uses the systematic literature review (SLR) method by reviewing 10 scientific articles that have been selected from 646 scientific articles using the Preferred Reporting Item for Systematic Reviews and Meta Analysis (PRISMA) method. The results showed that there are four main factors from social media that significantly encourage impulse buying behaviour of fashion brand customers, namely attractive visuals, influencer influence, shopping features, and high engagement

Keywords: Social media, impulsive buying, fashion brand

INTRODUCTION

Generation Z or more commonly known as Gen-Z has been accustomed to technology from an early age and was born between 1995 and early 2010, making this generation known as digital natives (Ismail et al., 2020). Gen-Z is one of the generations most active on social media, especially Instagram. Advertisements and social media content, which Gen-Z is often exposed to, greatly influences their purchasing behavior, especially impulse buying behavior (Muhammad and Nat, 2022; Ric and Benazić, 2022). Impulsive buying behavior was first coined by Rook (1987) who stated that impulsive buying occurs when consumers experience a sudden, often strong, and continuous urge to buy something immediately. There are findings that state that 41% of Generation Z consumers are impulse buyers, exceeding the percentage of other generations such as millennials and Generation X (Lina et al., 2022). Generation Z wants new products quickly (Agrawal, 2022) and one industry that can fulfill this desire is the fashion industry (Pratama et al., 2023).

Consumers in the fashion industry tend to make impulse purchases because factors such as experimental consumption, such as consumer fantasies can influence their purchasing behavior (Bilal Ahmad et al., 2019). This finding became one of the bases of research conducted by Erlangga et al. (2022) who found that 30% to 50% of all fashion product

purchases made by consumers were classified as impulse purchases. This finding is very interesting because the number of impulse purchases made by consumers is very high.

In nominal terms, on average, consumers spend \$5,400 or IDR 83,000,000 per year on impulse purchases of food, fashion, home furnishings and shoes (Iyer et al., 2020). The high level of impulsive buying behavior in the fashion sector cannot be separated from the role of massive use of social media (Muhammad et al., 2024).

Research conducted by Shang et al. (2022), the intensity of social media use has a direct impact on consumer impulsive behavior. The influence of fashion product content on social media and user interactions with brands can influence consumers' desire to make impulse purchases (Chen et al., 2019). Social media content such as comments, reviews, and endorsements from celebrities have the ability to stimulate positive emotions in Gen-Z consumers (Lina et al., 2022). The study shows that interactions with interesting content on social media platforms such as Instagram, can influence impulse purchasing decisions (Syahira et al., 2023; Muhammad et al., 2024). This confirms that the use of social media is the main key to influencing impulse buying behavior which needs to be considered in developing a company's marketing strategy (Lahath et al., 2021).

Impulsive buying behavior tends to be considered the dark side of branding (Japutra et al., 2022), but this dark side is what many companies aspire to because this behavior can increase company sales and revenues (Lee et al., 2023). Impulse buying behavior can be encouraged by involving the use of marketing techniques designed to influence consumers emotionally and cognitively (Wang et al., 2022). According to Wang et al. (2022), one effective approach is to create marketing campaigns that emphasize the immediate benefits of purchasing a product, such as limited-time discounts or exclusive offers for fast-moving customers. Companies can also use marketing strategies that exploit consumers' desire to buy impulsively on social media by creating an environment that stimulates consumers' emotions and supports impulse buying behavior through advertising content (Zhang and Shi, 2022). Stimulus factors or other stimuli such as hedonic browsing carried out on social media platforms can also influence users' internal cognitive and affective reactions, companies can design marketing strategies that focus on strong stimuli to trigger impulse buying responses (Shahpasandi et al., 2020).

Companies can view social media not only as a tool to communicate with consumers, but also as a medium to demonstrate a strong presence among consumers (Ismail et al., 2020; Syahira et al., 2023; Muhammad et al., 2024). With a strong presence on social media, companies can stimulate impulse buying behavior with the right marketing strategies,

strengthen consumer engagement, and create an environment that supports impulse buying. Therefore, this article aims to find out company strategies, especially fashion brands, in encouraging impulse buying behavior using social media.

METHODOLOGY

The method used in this research is a literature review or systematic literature review (SLR) by searching for scientific journals on a library search engine with use several keywords. This research uses the Google Scholar library search engine with the keywords "Impulsive Buying", "Social Media", and "Fashion Industry". The scientific journal used in this research uses several inclusion criteria as follows: 1) Has a maximum publication time span of the last 5 years (2019 – 2024), 2) International articles indexed by Scopus and Indonesian articles, using Indonesian and English, 3) Theme research is a fashion brand strategy in encouraging impulse buying behavior using social media, 4) Research uses qualitative and quantitative methods. The exclusion criteria in this research are 1) journals that are not open access, 2) scientific literature review journals.

Scientific journal collection was carried out using the PRISMA method (Preferred Reporting Item for Systematic Reviews and Meta Analysis). There are five stages of this method, including: 1) Defining library eligibility criteria based on inclusion criteria, 2) Sources of information obtained through library searches, 3) Library selection process based on keyword exploration, selecting titles, abstracts and entire articles, then reviewing them again. by looking at the inclusion criteria, 4) Manual data collection, 5) Selection of items from selected articles.

Search results using keywords found 646 scientific journals. After screening the literature based on title and abstract, 19 scientific journals were found that met the inclusion and exclusion criteria. Next, the journals were evaluated in depth to obtain 10 relevant scientific journals for review. The flow of literature collection can be seen in the following picture.

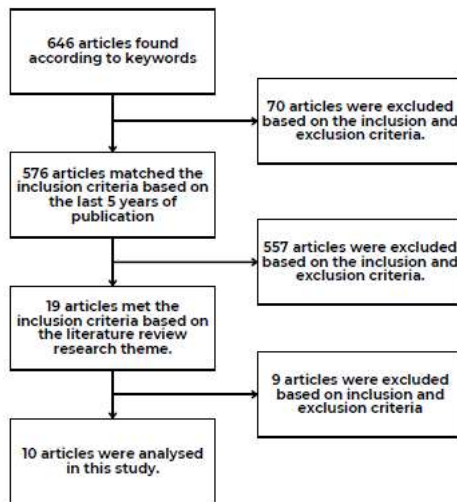


Figure 1. Prisma Flow

FINDINGS AND DISCUSSION

Table 1. General characteristics of research articles

Characteristics	Writer
Publication Year	
2019	(Aragoncillo and Orús, 2019; Sundström et al., 2019; Park, 2019)
2020	(Shahpasandi et al., 2020; Prihana Gunawan and Permadi Iskandar, 2020)
2021	(Djafarova and Bowes, 2021)
2022	(Ariffin and February, 2022)
2023	(Rachmat Prasetya et al., 2023; Kshatriya and Shah, 2023; Work, 2023)

Table 2. Main results of articles related to strategy brand fashion in encouraging impulsive consumer behavior using social media

Writer	Key Results
(Aragoncillo dan Orús, 2019)	Instagram has the most significant influence in influencing impulse purchases with 80.7% of Instagram users being online buyers of clothing and accessories. Additionally, Instagram also scored the highest in influencing impulse purchases, followed by Facebook and Pinterest. Twitter, on the other hand, scored the lowest in influencing impulse buying behavior.
(Sundström et al., 2019)	Most respondents routinely make impulsive fashion purchases online due to the influence of social media Instagram and Facebook. They are influenced by their social media circle of friends and also by public figures on Instagram and trendsetters in making impulse buying decisions.
(Park, 2019)	Consumers who are active on Instagram tend to browse fashion products in a more intensive hedonic browsing manner which

can trigger impulse purchases.

Photos or advertisements that emphasize product usability aspects on Instagram tend to attract consumers' attention to carry out more intensive hedonic browsing.

(Shahpasandi et al., 2020)

Social media can also be an effective platform for promote fashion products with new styles, unique features, or the latest trends that can attract consumers to make impulse purchases.

Flow and hedonic browsing have a positive impact on consumer impulse buying behavior on social media, such as Instagram. This shows how important positive and enjoyable experiences are for users in influencing their impulse buying decisions.

The use of fashion influencers on social media, especially Instagram, has a significant impact on online consumers' impulse buying behavior.

(Prihana Gunawan and Permadi Iskandar, 2020)

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(Djafarova and Bowes, 2021)

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Interactivity within a social media platform, such as the ability to interact with content, can influence a user's level of engagement and the likelihood of an impulse purchase.

Gender plays an important role in impulse buying behavior via Instagram in the fashion industry. Women tend to be more influenced by Instagram in making impulse purchases, while this is not the case for male participants. Important for brand fashion Please note that the same marketing techniques cannot be applied to both genders.

Through in-depth qualitative analysis of focus groups, this research identified that Instagram has a significant impact in

driving impulse buying behavior among Generation Z fashion consumers because it includes several factors such as visual content, instant access, influencer marketing, and fashion inspiration.

Using Instagram as a stimulus can trigger impulse buying behavior by making consumers go through the decision evaluation stage quickly. Consumers, especially Generation Z, tend to be influenced by visual content, influencer recommendations, promotional ads, and direct shopping services on Instagram. By applying the S-O-R model to the use of Instagram in the context of impulse buying in the fashion industry, providing valuable insight for brand fashion in planning a marketing strategy social media

(Ariffin and Febuadi, 2022)	Electronic Word of Mouth (E-WOM) has no significant effect on impulse buying behavior for local brand fashion products on Tiktok. This shows that although social media such as Tiktok can influence consumer behavior in terms of purchasing, the E-WOM variable does not significantly influence impulse purchasing behavior in the context of this research.
(Rachmat Prasetya et al., 2023)	Social Influence on social media has a positive and significant influence on Impulsive Buying Intention. Fashion Involvement from social media content has a positive and significant influence on Impulsive Buying Intention.
(Kshatriya and Shah, 2023)	Brand presence and marketing activities on social media platforms can increase consumer engagement and influence impulse buying decisions. Product information, reviews, recommendations and promotions presented via social media can trigger emotional and impulsive responses from consumers, which in turn can encourage impulse purchases.
(Works, 2023)	Factors such as flow and hedonic browsing on social media can influence consumers' impulse shopping behavior, especially in online environments that are often filled with visual stimuli and emotions that trigger impulsive shopping desires.

Table 2 shows the ten journals obtained in literature review This consists of six international articles indexed by Scopus, three Indonesian journals and one international journal. In the ten journals that were analyzed, several effective social media marketing strategy factors were found that had a significant and insignificant effect in encouraging impulse buying behavior. online ones can be applied by brand fashion.

Instagram has a significant influence in influencing impulse buying behavior, while Twitter has a lower influence, can provide valuable insights for companies in the fashion

industry in designing their marketing strategies (Aragoncillo and Orús, 2019). Instagram has more influence in stimulating impulse buying behavior online on brand fashion due to several main factors such as, 1) Attractive Visual: Instagram as platform image and video based that allows users to share interesting visual content, 2) Influencer Influence: Instagram is platform which is widely used by influencer to promote products and lifestyles to its followers, 3) Shopping Features: Development of an instant shopping feature that allows users to directly purchase products on post product, 4) High Engagement: High interaction like like, these comments and shares can increase consumer engagement with brands and products (Aragoncillo and Orús, 2019; Sundström et al., 2019; Djafarova and Bowes, 2021; Lavuri, 2023). Companies can consider focusing more and allocating their marketing resources on platforms that have a greater impact, such as Instagram (Aragoncillo and Orús, 2019).

Role influencer influencing Instagram users to make impulse purchases fashion also found in research conducted by Sundström et al. (2019), respondents stated that they felt influenced by social circles, including close friends and public figures such as celebrities and trendsetters, in making their impulse purchasing decisions. This shows that the influence of social circles, both from peers and public figures, plays an important role in shaping consumer impulse buying behavior in the shopping context. fashion online (Aragoncillo and Orús, 2019; Sundström et al., 2019; Park, 2019; Gunawan and Iskandar, 2020; Djafarova and Bowes, 2021). Besides that, influencer also influences impulsive behavior online by applying the diffusion of innovation theory which explains how a new idea, product or practice spreads through a group or society (Gunawan and Iskandar, 2020). Fashion influencer on Instagram, both macro and micro, have different impacts on impulse buying fashion online. Macro influencers tend to influence impulse purchases of fashion products at a stage early majority And self-updated, while micro influencer plays a more important role in influencing impulse buying at this stage early adopter fashion adaptation (Gunawan and Iskandar, 2020).

The advantages of social media in factors attractive visual, primarily Instagram also drives behavior browsing intensive which will ultimately refer to impulsive buying behavior online (Park, 2019; Djafarova and Bowes, 2021; Lavuri, 2023). Park (2019) and Lavuri (2023) reveal interesting and entertaining content in the media social, as well as the interactions involved with the brand fashion through platform This can influence consumers to make impulse purchases because they become more active in the process browsing. Instagram is also often a place where consumers get inspiration for the latest fashion, trends

and styles that consumers are inspired to do browsing who are more intense on social media to search for products according to trends (Park, 2019; Aragoncillo and Orús, 2019; Djafarova and Bowes, 2021; Lavuri, 2023). Compelling visual content can trigger response fast and strong emotions from consumers, especially from Generation Z who tend to be more responsive to Instagram visual content (Djafarova and Bowes, 2021; Lavuri, 2023).

Factor instant access owned by social media Instagram also significantly influences impulse buying behavior fashion regularly online (Djafarova and Bowes, 2021). Instagram provides instant access to products fashion through content, by name shopping features which allows consumers to view and purchase products quickly (Aragoncillo and Orús, 2019; Djafarova and Bowes, 2021). Generation Z, who really likes something instant, tends to make purchasing decisions quickly, and Instagram facilitates this process by providing direct access to products (Aragoncillo and Orús, 2019; Djafarova and Bowes, 2021; Muhammad and Nat, 2022; Ric and Benazić, 2022).

. Brand interactivity fashion on social media in increasing consumer engagement can also influence consumer impulse purchases (Shahpasandi et al., 2020; Prihana Gunawan and Permadi Iskandar, 2020; Lavuri, 2023). Research done by Shahpasandi et al. (2020) show that flow experiences and hedonic browsing have a positive impact on consumers' impulse buying behavior on social media, such as Instagram. Improve experience flow Users can carry out hedonic exploration by creating interactive content, such as the ability to interact with content and utilize interactive features on Instagram (Shahpasandi et al., 2020).

Social influence (social influence) and engagement Social media also has a big influence in driving brand impulse buying behavior fashion (Aragoncillo and Orús, 2019; Sundström et al., 2019; Rachmat et al., 2023). Social influence can include engagement such as interactions, recommendations, customer testimonials or trends seen by consumers through social media (Aragoncillo and Orús, 2019; Rachmat et al., 2023). The higher the level engagement or consumer engagement with content posted on social media, the greater the likelihood of that social influence on a brand's presence fashion (Aragoncillo and Orús, 2019; Sundström et al., 2019; Rachmat et al., 2023; Kshatriya and Shah, 2023). Research on brand presence conducted by Kshatriya and Shah (2023) found that brand presence and marketing activities on social media platforms can increase consumer engagement and trigger an emotional response or bond which in turn influences impulse purchasing decisions.

There are several other factors that have a significant influence on impulse buying on social media, one of which is gender. Gender plays an important role in impulse buying

behavior via Instagram in the industry fashion (Djafarova and Bowes, 2021). Djafarova and Bowes (2021) found that women tend to be more influenced by Instagram in making impulse purchases, while this was not the case for male participants. Important for brand fashion Please note that the same marketing techniques cannot be applied to both gender.

Djafarova and Bowes (2021) reveal that Instagram is considered as fashion inspiration the ultimate platform for inspiration and the latest trends. Fashion inspiration will increase a person's sensitivity to fashion involvement which is reflected in interests, needs, interests, brands, or ongoing trends (Djafarova and Bowes, 2021; Rachmat et al., 2023). Through social media, someone can continue to be exposed to fashion content, trend updates, and product promotions fashion from various brands. This can increase a person's involvement in fashion and influence impulse buying decisions (Djafarova and Bowes, 2021).

There are findings showing that social media has an insignificant effect on impulse buying online fashion. Electronic Word of Mouth (E-WOM) has no significant effect on impulse buying behavior fashion local brand on Tiktok may be caused by several factors (Ariffin and Februadi, 2022). Ariffin and Februadi (2022) stated that in the context of the Tiktok platform, other factors such as direct promotions from brands or influencers, attractive visuals, or individual psychological factors may have a greater influence in triggering impulse buying behavior than E-WOM .

CONCLUSIONS AND SUGGESTIONS

Based on the results and discussion, it can be concluded that the strategy is effective in encouraging impulse buying behavior in brand fashion through social media includes four main factors, namely attractive visual, influencer influence, shopping features, And high engagement.

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