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Students' Impulsive Buying Behavior of Fast Food on Social Networks

Le Thi Hai Ha

University of Labour and Social Affairs, Hanoi, Vietnam

Corresponding Author: Le Thi Hai Ha

Abstract

In the current context, the trend of online shopping in Vietnam as well as the number of people accessing and using online shopping channels are increasing. Global Data's survey shows that in 2020, sales of e-commerce platforms in Vietnam increased by 30.3%, reaching 13.1 billion USD. Before the emergence of online shopping, impulse buying behavior was studied in stores (Rook & Fisher, 1995) ^[19]. However, compared to face-to-face, the online environment has been facilitating impulsive shopping behavior (Liu *et al.*, 2013) ^[16]. Furthermore, the rapid development of e-commerce and advances in information technology have made this behavior more popular than ever (Chan *et al.*,

2017) ^[6]. This study was conducted with the aim of identifying, analyzing, and measuring students' impulsive buying behavior of fast food on social networks by using qualitative and quantitative research methods. Quantitative research methods were carried out with SPSS software, including Cronbach's alpha analysis. On the basis of an overview of previous studies and after interviewing experts, the study identified and analyzed four scales (component attributes) of students' impulsive buying behavior of fast food on social networks. Based on the research results, we propose some recommendations for fast food firms to improve the quality of fast food and students.

Keywords: Impulsive Buying Behavior, Fast Food, Marketing, Business Administration, Economics

JEL Codes: M31, M10, M20

1. Introduction

In recent years, especially in the post-Covid-19 context, the trend of impulsive online shopping has risen. Many firms realize that social networks are becoming a useful and practical playground for a large number of consumers. Therefore, to increase convenience and simplify buying behavior, fast food firms know how to use social networks to supply products, bringing high convenience, simplicity, and convenience to consumers, especially young people.

Fast food is food that is prepared and served quickly. According to Bender and Raza (1995) ^[5], the dishes in fast food restaurants are limited to a menu for people to choose from, and the fast-food supply stores will "produce" these dishes according to a certain menu. Orderly sequence of work from processing to serving (Sharma *et al.*, 2005). The main fast-food dishes are hamburgers (round bread sandwiched with cheese, meat, and vegetables), spaghetti, fried chicken, and carbonated drinks such as Coca-Cola, Pepsi, Seven Up, etc.

In the current context, the trend of online shopping in Vietnam as well as the number of people accessing and using online shopping channels are increasing. Global Data's survey shows that in 2020, sales of e-commerce platforms in Vietnam increased by 30.3%, reaching 13.1 billion USD. Before the emergence of online shopping, impulse buying behavior was studied in stores (Rook & Fisher, 1995) ^[19]. However, compared to face-to-face, the online environment has been facilitating impulsive shopping behavior (Liu *et al.*, 2013) ^[16]. Furthermore, the rapid development of e-commerce and advances in information technology have made this behavior more popular than ever (Chan *et al.*, 2017) ^[6].

2. Literature Review

According to Kotler (2009) ^[15], consumer buying behavior is all of the actions that consumers exhibit during the process of investigating, purchasing, using, and evaluating goods and services to satisfy their needs.

Impulsive buying behavior is unplanned and is based on the emotions, usually positive, of the shopper. This behavior is characterized by subjective bias and rapid decision-making in favor of immediate possession (Rook & Hoch, 1985; Rook, 1987) ^[20, 21]. To support the fact that 40% of consumer online spending is the result of impulse purchases, Liu *et al.* (2013) ^[16]

argue that the online environment creates favorable conditions for purchasing behavior more spontaneously than shopping at a store. This transformation occurs because consumers can enjoy the rapid and strong development of information technology, e-commerce, and innovations in online payment methods (Adlaac *et al.*, 2003) ^[1]. Therefore, consumers will tend to prefer shopping over their actual needs (Beatty & Ferrell, 1998) ^[4].

According to Rook (1987) ^[21], impulse buying occurs when consumers experience a sudden urge to buy something immediately. Many researchers believe that impulsive buying is unplanned buying behavior but takes place in a shorter period of time than unplanned buying (Rook, 1987; Rook and Fisher, 1995; Hausman, 2000) ^[21, 19, 13].

According to Churchill and Peter (1998) ^[7], impulsive buyers begin the purchasing process without any intention of purchasing a certain item. As consumers browse in a shopping environment, they are exposed to stimuli that lead to a need for a product. In the next step, when consumers feel like buying a product, they make a purchasing decision without searching for information or evaluating alternatives. At this stage of the impulse buying process, consumers feel an irresistible urge to buy the product, regardless of their prior intentions. Consumers may then experience positive or negative consequences because of impulsive post-purchase evaluations. This process is shown according to the following diagram (see Fig 1).



Fig 1: Impulse buying process (Churchill & Peter, 1998) ^[7]

The first studies in the field of impulse buying were conducted in 1950. In them, researchers considered impulse buying behavior to be synonymous with unplanned buying (Coley & Burgess, 2003) ^[9]. Early studies considered impulse purchases similar to unplanned purchases (Clover, 1950) ^[8]. Define impulse buying as an unplanned purchase that occurs after a consumer enters a shopping mall. This behavior is different from the Theory of Planned Behavior (TPB) of Ajzen (1991) ^[2], which states that consumer buying behavior goes through a process in which consumers form behavioral attitudes (favorable or unfavorable evaluations in performing the behavior), awareness of surrounding social pressures (subjective norms), and awareness of the ease or difficulty of performing the purchase behavior (perceived behavioral control). From there, they form the intention to buy and go to the final purchase behavior. Thus, planned buying behavior is a long-term, carefully considered psychological process. From there, compared with planned buying behavior, researchers believe that impulsive buying behavior is unplanned buying behavior. Impulsive purchase = unplanned purchase.

Applebaum (1951) ^[3] was the first to suggest that impulsive shopping may stem from consumers' exposure to marketing stimuli while in the store; Nesbitt (1959) considered it smart shopping. In other words, smart shoppers don't plan their purchases, but they seek out and take advantage of in-store promotions, thereby maximizing their purchasing power. Impulsive buying = unplanned purchase + exposure to a trigger.

Stern (1962) ^[22] identified four different types of impulse buying: planned impulse buying, pure impulse buying,

recalled impulse buying, and suggested impulse buying.

According to Rook (1987) ^[21], impulse buying is defined as follows: impulse buying is when the consumer experiences a sudden, strong, and frequent urge to buy something immediately.

Thus, consumers' impulsive buying behavior is a special buying behavior with a shortened buying process and different stimulating feelings compared to normal buying behavior. Recently, some researchers have agreed on a clearer, more specific definition for this behavior: Impulsive buying behavior is purchasing behavior when the consumer has a sudden, frequent, strong urge to buy something immediately, in the absence of a need or intention to purchase a particular brand or product before entering the store (Wells *et al.*, 2011; Turkyilmaz *et al.*, 2015; Paul *et al.*, 2016) ^[24, 23, 17].

According to Stern (1962) ^[22], impulsive buying behavior is divided into four types: pure impulsive buying, reminders, suggestions, and planned buying.

Pure impulse buying occurs when consumers encounter new products. Customers have no desire to buy products before contact, making purchasing decisions without going through the normal consumer decision process. They are completely deviating from their normal choice of products and brands when purchasing; buying behavior is created by psychological or emotional reactions.

Suggestive impulse buying is when a consumer sees a known product and envisions a need for it (Stern, 1962) ^[22]. These purchasing behaviors are based entirely on rational considerations of the product and need.

Impulse buying occurs when consumers encounter a product they have used before (Stern, 1962) ^[22]. This situation may occur when customers recall items that are missing or out of stock at home or when other information is received, such as advertisements or recommendations from others, leading to purchasing behavior.

Planned impulsive buying is when consumers have a specific need to buy a product but have not yet determined the time and location, so they take advantage of promotions to make a purchase. For example, they only plan to buy discounted goods and are impulsive when it comes to deciding which discounted goods to buy.

The difference between these types of impulse purchases is due to the impact of stimuli (Piron, 1991 ^[18]), including new products, known products, used products, and promotions, which create different levels of different emotions leading to purchasing behavior. The level of emotion gradually increases from planned impulsive buying, reminded impulsive buying, suggested impulsive buying, and pure impulsive buying.

In 2000, Dholakia ^[10] introduced the process model of impulsive buying behavior, in which the consumption impulse (CI) is considered an irresistible urge to consume a product. Dholakia (2000) asserts that there are three antecedents of consumer impulse: (a) marketing stimulation; (b) spontaneous characteristics of consumers; and (c) situational factors. If there are hindering factors, impulsive buying behavior will not take place. On the contrary, if there are no hindering factors, impulsive buying behavior will occur.

Thus, through the above studies, it can be seen that there are two conditions leading to impulsive buying behavior. First, there was the lack of a clearly detailed procurement goal, so it was an unplanned action. Second, it is a complex emotion

that responds to an external stimulus. Inheriting the results of the above studies and through interviews with experts, we built a scale to measure students' impulsive buying behavior of fast food on social networks (see Table 1).

Table 1: Impulsive buying behavior scale

Description	Code
<i>Impulsive buying behavior (HAV)</i>	
I have purchased items that I did not intend to purchase via social media.	HAV1
While using social networks, I felt a sudden urge to buy something, and I did.	HAV2
When using social networks, my purchases are spontaneous (unplanned, out of control).	HAV3
When using social networks, my purchases are often unplanned.	HAV4

3. Research Methods

3.1 Scale and design of questionnaires

The scale used in this study is a 5-point Likert scale ranging from 1 to 5. 1 totally disagree with 5. Strongly agree. The statements in each scale are inherited from previous studies and expert opinions to correct the wording and then adjusted to suit the context of students' impulsive buying behavior of fast food on social networks at the present time. Students' impulsive buying behavior of fast food on social networks is measured by four observed variables (see Table 1).

3.2 Samples and data collection

The study sample was selected according to the convenience method. After designing the questionnaire, we conducted the survey through online design on Google Docs and in person. Of the collected questionnaires, after cleaning, 322 remained for analysis (see Table 2).

Questionnaires lacking information or questionnaires where respondents choose one option will be eliminated.

Table 2: Respondents by genders

Description		Frequency	Percent
Control variable	Gender		
	Male	137	42.5
	Female	185	57.5

Sample statistical results show that, out of 322 votes, there were 137 male subjects, accounting for 42.5% of the sample. The number of women is 185, accounting for 57.5%. The results show that women spend relatively more time using social networks than men. The difference rate is about 15%, corresponding to 48 students. Research shows that female students tend to buy fast food on impulse more than male students. This can be explained by the fact that female students tend to be more concerned about health and body issues, so they tend to choose healthier fast foods.

3.3 Data analysis method

The author uses qualitative research methods through techniques such as document review, expert interviews, analysis, and synthesis. The quantitative research method is carried out with SPSS software.

4. Results

The results of Table 3 show that the Cronbach alpha for impulsive buying behavior is 0.830. All observed variables have a Cronbach's alpha coefficient if Item Deleted that is

smaller than the Cronbach's alpha coefficient of the total variable. The total variable correlation coefficients are all greater than 0.3. Thus, this is a good, closely correlated scale to measure impulsive buying behavior (Hair *et al.* 2009; Hair *et al.* 2014; Hoang & Trong, 2008) ^[11, 12, 14].

Table 3: Cronbach' alpha

Code	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Impulsive buying behavior: Cronbach Alpha = 0.830		
HAV1	0.644	0.792
HAV2	0.658	0.786
HAV3	0.702	0.764
HAV4	0.629	0.798

5. Discussion and implications

The field of fast-food business on social networks is a new field and still has a lot of potential. Although there are still many obstacles from old ideas and influence from traditional methods, direct purchasing. Because the demand for fast food among students is increasing under the impact of progress in awareness, income and pressure on time and pace of life of young people.

Customers' trust in fast food through social networks is not high due to prejudices about food and shortcomings in origin information. To overcome this, firms need to do well right from the stage of proving firm capacity as well as product capacity.

Students should consider the diverse options of suppliers: Should consider the diverse options of suppliers to find fast food with reasonable prices from which to compare quality to make a decision.

Use savings apps and discount codes: Students can use savings apps and discount codes to buy fast food at more reasonable prices. These apps can help save a significant amount of money when purchasing online.

Besides spending, you should also plan and track your spending: You need to plan your spending before deciding to buy anything. You should monitor your spending and consider unnecessary expenses. Using spending tracking apps and online banking accounts can track spending more effectively.

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