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Influence of Marketing Stimulation on Students' Impulsive Buying Behavior of Fast Food on Social Networks

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Abstract

Nowadays, shopping is no longer simply an action but has become a habit that can lead to an abnormal behavior called continuous purchasing (Black *et al.*, 2012)^[2]. Kukar-Kinney *et al.* (2012)^[9] said that continuous buyers tend to buy more online than intermittent buyers. The conveniences that technology brings are helping customers around the world, including Vietnam, shop faster and easier. Since 2020, with the outbreak of the COVID-19 pandemic, online shopping behavior has continuously had a significant influence on online shopping trends, and the impact on buyers and sellers has become clear as sales and platform providers formalize purchases (Celik & Kose, 2021)^[3]. The aim of this study is to investigate the influence of marketing stimulation on

students' impulsive buying behavior of fast food on social networks. Data was collected from surveying students in Hanoi from July 2023 to October 2023. Multiple methodologies were employed, along with some tools such as summaries of data linked to the elements influencing students' impulsive buying behavior of fast food on social networks, Pearson Correlation Coefficient, and a regression model for analysis, to quantify how much marketing stimulation was influenced. The results reveal that marketing stimulation is having a positive students' impulsive buying behavior of fast food on social networks. Based on the findings, several suggestions are proposed for fast food firms and students.

Keywords: Marketing, Marketing Stimulation, Fast Food, Business Administration, Economics

JEL Codes: M31, M10, M20

1. Introduction

Electronic commerce, also known as e-commerce, e-comm, or EC, is the buying and selling of products or services on electronic systems such as the Internet and computer networks.

The Internet is becoming an important shopping channel with outstanding growth. According to statistics at that time, the number of Internet users in Vietnam was just over 200,000. By 2002, the number of Internet users in Vietnam had increased to 3 million people, accounting for about 4% of the country's population. In 2007, the number increased to 20 million people, accounting for 24% of the country's population. Statistics from the Ministry of Information and Communications show that, as of September 2022, the number of Internet users in Vietnam is about 70 million people, accounting for about 70% of the country's population. With this number, Vietnam is the country with the 12th highest number of Internet users worldwide and ranks 6th out of 35 countries and territories in Asia.

With the rapid development of the retail system, especially the emergence of more and more modern retail channels such as supermarkets and shopping centers, it has created opportunities for the development of consumer trends or buying behaviors for new items, such as buying luxury goods or making impulsive purchases (Nguyen & Tambyah, 2011)^[17].

In the field of consumer behavior, impulse buying is an important and interesting topic that has attracted research interest over the past 60 years (Nguyen *et al.*, 2013)^[18]. However, there is no complete research on impulsive fast-food purchases by students in Hanoi, Vietnam.

Nowadays, shopping is no longer simply an action but has become a habit that can lead to an abnormal behavior called continuous purchasing (Black *et al.*, 2012)^[2]. Kukar-Kinney *et al.* (2012)^[9] said that continuous buyers tend to buy more online than intermittent buyers. The conveniences that technology brings are helping customers around the world, including

Vietnam, shop faster and easier. Since 2020, with the outbreak of the COVID-19 pandemic, online shopping behavior has continuously had a significant influence on online shopping trends, and the impact on buyers and sellers has become clear as sales and platform providers formalize purchases (Celik & Kose, 2021) [3].

2. Literature Review

Consumer impulsivity is defined as the tendency to respond quickly to stimuli and is characterized by quick reaction times, a lack of foresight, and a tendency to act without planning carefully. Spontaneity and other consumer personality traits fall under this personal factor.

Situational factors include the shopping environment, factors belonging to the consumer's individual situation, and social factors surrounding a particular consumption occasion (Dholakia, 2000) [4].

Nguyen *et al.* (2003) [15] researched the impulsive buying behavior of Vietnamese consumers in two large cities: Hanoi and Ho Chi Minh City. The results show that individualism, age, and spending are significantly related to the impulsive buying behavior of Vietnamese consumers. Nguyen (2007) [16] studied the consequences of impulsive buying behavior for consumers. The results show that many consumers feel regret when deciding to buy a product that is really unnecessary or not suitable for them.

Mai *et al.* (2015) [12] also conducted research on consumers' impulsive buying behavior in a store environment for fashion products made in Ho Chi Minh City. In particular, the author focuses mainly on factors related to fashion products, such as consumer needs for uniqueness, autonomy in spending, and shopping for enjoyment.

In the online environment, Pham and Nguyen (2017) [19] studied the factors motivating the impulsive buying behavior of consumers in Ho Chi Minh City on e-commerce platforms for different items with four factors: Spontaneity, judgment of correctness, immediate feeling, and belief. Nguyen *et al.* (2019) [14] built a model of factors affecting impulsive buying behavior as well as the impact of this behavior on customer satisfaction within Hanoi city. In this study, seven independent variables were included: Shopping tendency, emotional mood, immediate feeling, spontaneity, belief, modern self-concept, traditional self-concept, and ease of use of the website.

Thus, there have been a number of studies on impulsive buying behavior; besides that, we have not seen any topics mentioned targeting the student group. Although this is a group of potential customers who spend a lot of time on social networks during the day, this study addresses the impulsive buying behavior of fast food on the social networks of students at public universities in the inner city of Hanoi. With unique factors and influences of the social network environment and target groups under the tools of mixed marketing (product, price, distribution, and promotion).

3. Research methods

We used mixed methods, both quantitative and qualitative, to evaluate and measure the influence of marketing stimulation on students' impulsive buying behavior of fast food on social networks.

Using the qualitative approach first, we examined earlier research and interviewed managers of fast-food firms. However, because their research was grounded in foreign experience or some time ago, we attempt to offer an improved framework by combining their ideas, modifying the questions' observation factors, and applying it to the fast-food industry.

Then, we use quantitative components, including correlation analysis, model regression, and model fit testing, to investigate the influence of marketing stimulation on students' impulsive buying behavior of fast food on social networks.

Participants in surveys and interviews are part of the selective sampling process. The number of observation variables in which participants often buy fast food online.

Regarding the time spent using social networks in the research sample, the number of students using social networks with a frequency of use from 3 to 5 hours per day includes 133 people, accounting for 41.3%; the number of people using frequency from 1 to 3 hours includes 114 people, accounting for 35.4%; the number of people using frequency over 5 hours includes 74 people, accounting for 23%; and the number of people using less than 1 hour accounts for a small proportion, including 1 person, and accounts for 0.3%. It can be seen that the group of students using social networks for 3–5 hours is mainly due to the habits of today's youth.

We propose the following research model:

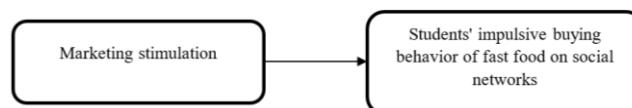


Fig 1: Research model

Marketing stimulation includes five observed variables (KTM1, KTM2, KTM3, KTM4, and KTM5) inherited from the research results of Le (2024a) [10]. Students' impulsive buying behavior of fast food on social networks includes four observations (HVMNH1, HVMNH2, HVMNH3, and HVMNH4) inherited from the research results of Le (2024b) [11].

4. Results

Pearson Correlation Coefficient

Table 1 shows that the independent variables have a linear correlation with the dependent variable, and the correlation between the independent variables is low, so multicollinearity is unlikely to occur. The data were used for subsequent analysis.

Table 1: Correlation analysis

		Correlations								
		HVMNH1	HVMNH2	HVMNH3	HVMNH4	KTM1	KTM2	KTM3	KTM4	KTM5
HVMNH1	Pearson Correlation	1	.496**	.614**	.513**	.238**	.307**	.162**	.210**	.176**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.004	.000	.002
	N	322	322	322	322	322	322	322	322	322
HVMNH2	Pearson Correlation	.496**	1	.600**	.561**	.294**	.256**	.189**	.193**	.191**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.001	.001	.001
	N	322	322	322	322	322	322	322	322	322
HVMNH3	Pearson Correlation	.614**	.600**	1	.524**	.261**	.287**	.192**	.231**	.182**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.001	.000	.001
	N	322	322	322	322	322	322	322	322	322
HVMNH4	Pearson Correlation	.513**	.561**	.524**	1	.201**	.200**	.210**	.236**	.216**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	322	322	322	322	322	322	322	322	322
KTM1	Pearson Correlation	.238**	.294**	.261**	.201**	1	.347**	.306**	.305**	.315**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	322	322	322	322	322	322	322	322	322
KTM2	Pearson Correlation	.307**	.256**	.287**	.200**	.347**	1	.271**	.344**	.238**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	322	322	322	322	322	322	322	322	322
KTM3	Pearson Correlation	.162**	.189**	.192**	.210**	.306**	.271**	1	.512**	.494**
	Sig. (2-tailed)	.004	.001	.001	.000	.000	.000		.000	.000
	N	322	322	322	322	322	322	322	322	322
KTM4	Pearson Correlation	.210**	.193**	.231**	.236**	.305**	.344**	.512**	1	.391**
	Sig. (2-tailed)	.000	.001	.000	.000	.000	.000	.000		.000
	N	322	322	322	322	322	322	322	322	322
KTM5	Pearson Correlation	.176**	.191**	.182**	.216**	.315**	.238**	.494**	.391**	1
	Sig. (2-tailed)	.002	.001	.001	.000	.000	.000	.000	.000	
	N	322	322	322	322	322	322	322	322	322

** Correlation is significant at the 0.01 level (2-tailed).

Univariate regression analysis

Table 2 and Table 3 show the multiple linear regression results: $R^2 = 0.632$ and adjusted $R^2 = 0.618$. At that time, this study using adjusted R^2 to evaluate the model fit will be safer because it does not exaggerate the fit level of the multivariate regression model (Hoang & Chu, 2008; Hair *et al.*, 2009; Hair *et al.*, 2014) [8, 6, 7]. Adjusted $R^2 = 0.618$ shows that the model fit is 0.618, or, in other words, marketing stimuli explain 61.8% of the variation in impulse buying behavior.

The statistical quantity F has a value equal to 70.603 with Sig. = 0.000; this proves that the built regression model is suitable for the collected data set and is statistically significant at the 5% significance level. Thus, the unique variable marketing stimulus in the model is related to the dependent variable impulse buying behavior.

Regression model:

$$HVMNH = 1.1031 + 0.624 * KTM + e_i$$

The intercept coefficient B0 is 1.1031, reflecting that without the influence of marketing stimuli, the average impulsive buying behavior of students at public universities is 1.1031.

The regression coefficient of the marketing stimulus variable is 0.624, which indicates that if the marketing stimulus factor increases or decreases by 1, the impulsive buying behavior of students increases or decreases by an average of 0.624.

Table 2: Model Summary and ANOVA

Index	Value
R ²	0.632
R ² correction	0.618
ANOVA	
F	70.603
Sig	0.000

Table 3: Regression model

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.031	.307		3.360	.001	
	KTM	.624	.081	.396	7.720	.000	.952

a. Dependent Variable: HVMNH

Testing the fit of the model

Figures 2 and 3 show that the mean value is close to 0, the standard deviation is close to 1, and the distribution curve is bell-shaped, so it can be confirmed that the distribution is approximately normal, assuming a normal distribution of the remainder is not violated. The quantiles are randomly dispersed and concentrated around the zero line, thereby confirming that the assumption of a linear relationship between the dependent variable and the independent variable is not violated.

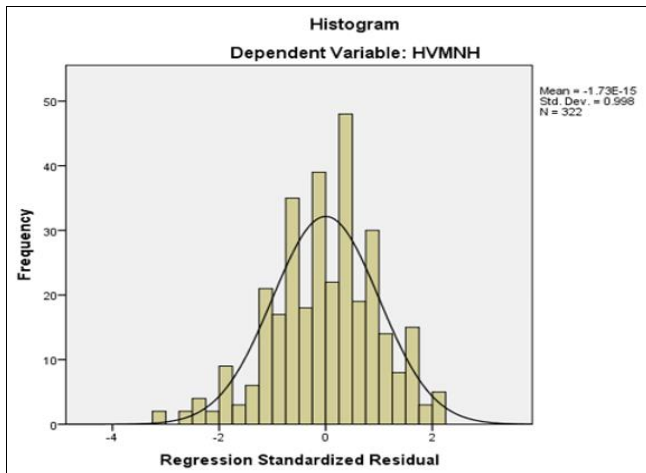


Fig 2: Histogram chart

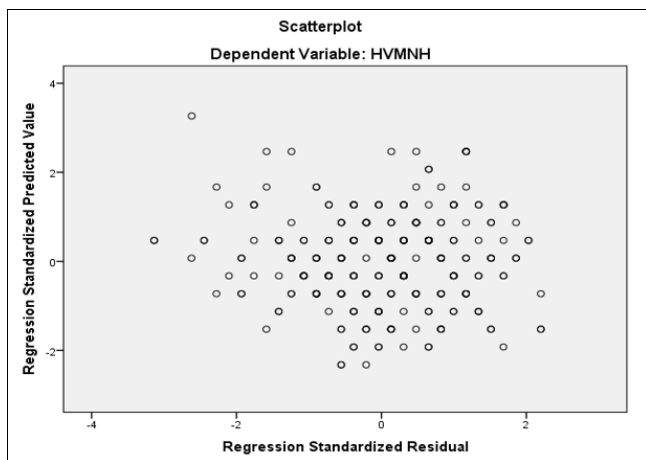


Fig 3: Scatterplot chart

5. Discussion and implications

Students in the fast-food supply field are considered a group of potential customers with high acumen in accessing technology and often spend a lot of time on social networks during the day.

Vietnamese consumers have taken advantage of promotions and incentives during Black Friday to shop. Every year, consumers can take advantage of promotions and offers during Black Friday to shop freely and own super-discounted items. Grasping consumer trends, in the past two years AEON Vietnam has organized the Black Friday shopping festival and achieved certain successes, bringing new experiences to customers. Evidence to clearly see the impact of this day is at AEON Vietnam, a chain of general department stores from Japan, in the past two years. According to the company's business report, the number of visitors to AEON Vietnam on Black Friday has continuously increased by more than 140% in 2016 and 150% in 2017 compared to the previous year.

The types of e-commerce sites where young people often make random purchases are mainly e-commerce platforms and sales e-commerce sites. In which: The number of people who only buy goods on e-commerce sales sites (Thegioididong, Fahasa, Canifa, etc.) accounts for 8.7%; the number of shoppers on e-commerce platforms (Shopee, Lazada, Tiki, etc.) accounts for the highest proportion, up to 70.43%; and the remaining 20.87% is the proportion of people making random purchases on both e-commerce platforms and sales e-commerce sites.

Along with the development of this shopping channel, more and more authors are researching various aspects of impulsive buying behavior to encourage customers to impulsively buy on the internet. In addition to the factors that stimulate impulsive buying behavior that are similar to the in-store environment (consumer and product characteristics), the main difference between these two environments lies in factors related to the circumstances the scene or environment in which impulse buying takes place. Researchers have suggested that impulsive buying behavior can be caused by factors in the shopping environment, especially in the online environment, such as websites. Mattila and Wirtz (2001)^[13] argue that a comfortable and convenient shopping environment will reduce consumers' self-control, leading to higher impulsive buying behavior. The more consumers examine goods in an online store, the more likely they are to make impulse purchases (Beatty & Ferrell, 1998)^[11]. In addition, Van der Heijden (2003)^[20] also points out that online sellers can attract customers' attention on their websites by using visual elements; for example, the clever use of playing with different colors will increase the visual impact on customers. Collectively, these characteristics represent many aspects of website quality. Eroglu *et al.* (2001)^[5] classified these features as including high-relevance and low-relevance signals. High relevance signals include all website descriptions that facilitate and enable consumers to achieve their shopping goals (Eroglu *et al.*, 2001)^[5]. Examples of such signs include security, download latency, and navigation capabilities. In contrast, low-involvement cues are important in creating an atmosphere that has the potential to make the shopping experience more enjoyable but are not important for completing the shopping task (Eroglu *et al.*, 2001)^[5]. Examples of such signals include the visual appeal or pleasantness of the website.

Policy agencies should develop a strategy to take advantage of income sources from the development of online commerce by continuing to create a favorable environment for small and medium-sized enterprises and e-commerce companies to participate in these activities sustainable economic and technological dynamics and orienting consumer behavior in a positive, sustainable, and environmentally friendly direction.

Policymakers may need to organize programs and events to educate consumers about shopping knowledge, helping them become smarter and more responsible consumers.

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