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The influence of social media marketing on  
impulsive online purchases of clothing by young  
adults in the Netherlands

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## Executive summary

Over the years the influence of online advertising has become more important than ever, especially through social media. Businesses now utilize platforms like Facebook and Instagram as cost-effective information platforms for distribute their advertisements. Furthermore, SMM gives marketers the opportunity to track their ads easily. With the popularity of social media marketing, its impact on consumer purchasing behavior warrants examination. Online impulse buying, the abrupt and unplanned online purchases, constitutes a substantial share of annual goods and services sales, especially in the fashion industry. The central research questions is:

*How does social media advertising influence the impulsive online purchasing behaviour of clothing within generation Z in the Netherlands?*

To answer the central research question, the following theoretical and empirical sub-questions are investigated first:

Theoretical sub-questions:

1. What entails social media?
2. What entails social media marketing?
3. What entails impulsive online purchasing behaviour?
4. What entails young adults?

Empirical sub-questions:

1. How does social media advertising influence a young adults purchasing behaviour of clothing within the Netherlands?
2. How does social media advertising influence the impulsive purchasing behaviour of young adults within the Netherlands?
3. How does social media advertising have an effect on the impulsive choice to purchase clothing of young adults within the Netherlands?

The literature study showed that both individuals and companies are able to utilize social media platforms as a means to generate and distribute content online. Secondly, social media marketing involves the use of social media platforms to distribute advertisements to a wide audience of consumers, aiming to promote and sell products and services. The primary goal of social media marketing is to reach and engage with a large number of potential customers through these platforms. Furthermore, impulsive buying behavior refers to the act of making purchases that were not planned ahead. With the arrival of social media, individuals now have

the ability to explore fashion trends and instantly make impulsive purchases immediately. And lastly, Generation Z is highly engaged and active on various platforms. As a consequence, social media marketing holds the greatest potential for effectively reaching and connecting with this generation. From this the following hypotheses were formed:

H1: Companies' activity on social media has a positive effect on consumers' awareness and relationships with their brands.

H2: Consumers' use of social media has a positive effect consumers' engagement with brands online.

H3: The digitalization of retailing has a positive effect on impulsive purchasing behavior

H4: Generation Z consists of individuals of the age 31 or younger and are the more likely to be active on social media and interact with social media advertisements.

The empirical research was conducted by gathering primary data through an online survey and analysing it with the software SPSS. To test the hypotheses, the data was processed to create two ordered logistic regressions and eight multiple logistic regressions. The other two hypotheses were researched by looking at the descriptive statistics from multiple questions. The research outcome shows that a significant number of consumers engage with brands online, leading to a strengthened relationship with the brand. Furthermore, The findings suggest that being active on both Instagram and Snapchat has a notable impact on online engagement with the brand. Lastly, the results reveal that Generation Z individuals are more likely to be active on Instagram, Snapchat, TikTok, and Twitter compared to preceding generations. Because of these findings, the first, second and fourth hypotheses are accepted. However, there are no conclusive findings for the third hypothesis, and the hypothesis is rejected.

Regarding the central research questions, the conducted research suggests that there is indeed a positive relationship between social media marketing and impulsive online purchasing behavior. Furthermore, the effect of social media marketing is stronger within Generation Z because of their higher likelihood to be exposed to the advertisements.

A recommendation for fashion brands is that a social media presence is an effective tool for fashion brands to expand their reach and increase their brand awareness. Furthermore, if they want to reach Generation Z with their advertisements, social media is a great way to get them to be aware of the advertisements. Next a recommendation for future research is that they should include a larger sample that is more representative of the entire population.

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# 1. Introduction

## 1.1 Introduction to the subject of the study

Over the years the influence of online advertising, has become more important than ever. Especially social media has been proven to be a highly impactful channel of communication in this time of digitalization (Dwivedi, Kapoor, & Chen, 2015). The increase in influence has happened while simultaneously traditional advertising, like television, radio and printed media, have had a decreasing effect on brand awareness. Combined this has caused for marketing strategies on social media and other websites to become more valuable to marketers than ever before (Ahmed, et al., 2020).

Many people disregard social media as a platform that is only available for sharing their personal lives to their friends and families. But to many businesses, social media platforms like Facebook and Instagram are also able to be used as a low cost information exchange platform. Social Media Marketing (SMM) has become tech strategists' preferred marketing platforms, even preferred over conventional marketing. Social media can be used by these companies as a electronic form of the already useful marketing strategy Word Of Mouth (Dwivedi, Kapoor, & Chen, 2015). Social Media Marketing has been defined by Weinberg (2009) as an integrative process aimed at promoting services over platforms of social media. Furthermore, in the article it is stated that social media marketing is able to reach far more consumers than the traditional forms of marketing, like the radio and television. This is supported by Lipsman et al (2012), who said that social media marketing gives businesses the ability to communicate with their consumers quicker using richer media. Both the consumers and advertisers are able to share and distribute data. And consequently, the advertisements are seen by more people than when it is being distributed through television. This has given businesses the potential to build links with both new and recurring consumers and to identify and address issues. Furthermore, it was said by Vashisth et al (2011), that online marketing strategies give marketers the opportunity to record and track the performance of their online advertisements very easily. This data could then be used to analyse the performance of the advertisement and gather knowledge for their next marketing campaigns.

A purchase that is made by a consumer that was not planned ahead, is defined as an impulse buy (Prasad, 1975). This is endorsed by the article written by Choudhary (2014), which defines it as a purchase of products on impulse rather than decided on in advance. Impulse buying

behavior is seen as wrong by both consumers and literature, yet it is responsible for a significant part of goods and services sold every year. Studies also show that almost 90 percent of consumers make impulse purchases from time to time. From this 30 to 50 percent is identified by the consumers themselves as impulse purchases (Welles, 1986).

Similarly, online impulse buying refers to the sudden and immediate act of making a purchase online without any pre-existing shopping intentions (Chan, Cheung, & Lee, 2017). With the rapid advancements in information technology and the significant growth of e-commerce, online impulse buying has reached alarming levels. It is estimated that approximately 40% of all online consumer spending can be attributed to impulse purchases (Liu, Li, & Hu, 2013). Scholars argue that the online shopping landscape provides a more favorable environment for impulsive buying behavior compared to traditional stores. This is because the online shopping removes possible customer obstacles, including inconvenient store locations, limited operating hours, and social pressure exerted by staff and other shoppers during physical shopping endeavors (Eroglu, Machleit, & Davis, 2001).

Lastly, Brosdahl and Carpenter (2011) showed that Generation Z was the group of individuals that was born in 1991 and after. This is the first generation that has been raised with technology around and readily available. Consequently there is a noticeable difference between Generation Z and the generations that preceded them. Due to their heightened familiarity with technology, Generation Z shows a greater level of comfort, leading to a significant portion of their social interactions taking place online through various social media platforms (PrakashYadav & Rai, 2017). This has caused for this generation that the act of actively participating in social media platforms has become the new normal for them, as they seek inspiration. This also has the effect that social media marketing is especially helpful when trying to reach this generation. Hence, brands must formulate social media marketing strategies that cater to this specific target audience. Furthermore, studies show that Generation Z consumers possess a greater tendency towards impulsive buying, with 41% demonstrating this behavior (Djafarova & Bowes, 2021).

## 1.2 Relevancy of the subject of the study

Social media has been a popular platform for marketeers in the last decade. With the help of social media it has become easier for companies to spread their advertisement to even more potential consumers. This is because a majority of the population has some form of a social media account, and new accounts are being created every day. Social media marketing has also

been proven to have a bigger influence on consumers than traditional forms of marketing, like radio and television.

Because social media marketing has become so popular, it is important to look into the influence this marketing strategy has on the consumer's purchasing behaviour. Furthermore, it is the goal of most social media advertisement to have the consumer click on the advertisement and purchase the product. This would make it an impulsive purchase, which is why looking into the effect of social media marketing on impulse purchases is important.

Moreover, impulsive buying behavior accounts for a significant portion of annual sales of goods and services. Research by Welles (1986) indicates that nearly 90 percent of consumers engage in impulse purchases on occasion, with approximately 30 to 50 percent of these being acknowledged as impulsive by the consumers themselves. Furthermore, according to Aslam, Rashid and Chaudhary (2021) there is a higher rate of impulse buying in the younger generation from 19 to 39 years old compared to other generations. The urge to make an impulsive purchase is more common in this age category. The people from this generation are more likely to see an item and buy it immediately without any predetermined plans. This makes it interesting to do more research into the impulse purchasing motivations and process of Generation Z.

### 1.3 The central research question and sub-questions

#### 1.3.1 Central research question

*How does social media advertising influence the impulsive online purchasing behaviour of clothing within generation Z in the Netherlands?*

#### 1.3.2 Theoretical sub-questions

1. What entails social media?
2. What entails social media marketing?
3. What entails impulsive online purchasing behaviour?
4. What entails young adults?

#### 1.3.3 Empirical sub-questions

1. How does social media advertising influence a young adults purchasing behaviour of clothing within the Netherlands?



2. How does social media advertising influence the impulsive purchasing behaviour of young adults within the Netherlands?
3. How does social media advertising have an effect on the impulsive choice to purchase clothing of young adults within the Netherlands?

#### 1.4 Possible ethical research issues

One of the primary possible ethical research issues is the methods used by marketers to gather information about online consumers. To define and track their online marketing strategy they make use of data regarding online consumer behaviour. The data consist of search history and interactions on the internet and social media platforms. The collection of this data is by the use of cookies and arises ethical concerns. The reason for this is that the collection of cookies requires consent from the person that is using the social media platform. Researchers have to follow their platforms policies and terms of service. Furthermore, the data should be used solely for research purposes and must be anonymous and securely stored.

#### 1.5 Possible research limitations

First of all, the survey used in this research is not representative of the entire population that is being researched. The population consists of Generations Z, people born in 1991 and after, who live in the Netherlands. However the sample that the data is collected from, will not be completely representative. This is because of selection bias, which is caused by the distribution methods that were used for the survey. The survey was distributed and filled in by people from the author's personal circle of friends and family. This has caused the data to be from a specific circle of people, and not be representative of the entire population. The differences are also increased by a self-selection bias. This means that when people are able to choose whether they participate or not, there might be significant differences between the group that does respond and the group that does not.

#### 1.6 Thesis chapter description

Firstly in Chapter 1, the study's focus is introduced with the assist of former research. Shortly the subject, the influence of social media advertising on retailing, is discussed and presented.

Next to that, the central research questions and sub-questions are presented. And lastly, there is a short overview of ethical concerns about the study and the research limitations.

In Chapter 2, the Literature Study, there is extensive review of social media advertising and its influence with the help of prior research on the topic. It is divided with four theoretical sub-questions, which are each looked into extensively and used to introduced four hypotheses. The hypotheses are then utilized to create a conceptual research model, which serves as the foundation of the research conducted.

Chapter 3, presents the Research Methodology. In this chapter the reasonings behind the chosen sample, research design and research analysis are shown. It explains all of the choices that were made for collecting the primary data, and what methods were used to analyse it.

In Chapter 4, the Research Outcome, the research was analysed and interpreted. First, the collected data and the statistical tests are shown for each of the respective hypothesis. After that the statistical tests were analysed and interpreted, which as a result supports either the acceptance or refusal of the four hypothesis.

Lastly in Chapter 5, the Conclusions and Recommendations, the findings from both the literature study and the research outcome are discussed and compared. The total of conclusions that were drawn are then used to answer the central research question. The thesis than ends with a discussion of the research limitations, recommendations for retailers, fashion brands and future researchers and the author's personal reflection.

## 2 Literature study

### 2.1 What entails social media?

Social media is defined by PrakashYadav & Rai (2017) as: “any electronic service through which Internet users are able to create and share a variety of contents over the Internet.” Under the term social media, a lot of different platforms with different uses can be meant. The usage of the platforms range from online journals, to social networking websites, to online game zones and more. Social media is currently one of the most widely used sources of information in the world, since it usually does not cost anything and is relatively easy to use (Sundaram, Sharma, & Shakya, 2020).

Social media began, and is often still seen, as just a platform where people could easily connect when they are apart. Consequently, people all over the world are able to share their ideas, thoughts, feelings, etc. However, over the years social media has also transformed into a platform where businesses can engage and create relationships with their customers. It has also become easier for consumer to purchase products or services, because often this is possible through the social media platform (Sundaram, Sharma, & Shakya, 2020).

The Pew Research Center has done research into social media usage and their users from the year 2005 to 2015. The definition of a social media user has been changed in their surveys on multiple occasions in these years. This also meant that the question that was asked about whether the respondent is a social media user or not, has varied across their surveys. This was with the intention that the questions would reflect the prevailing popularity of different social networks at the time that particular survey was distributed (Perrin, 2015).

Firstly in 2005, social media users were defined as individuals that confirmed their usage of online social or professional networking sites like Friendster or LinkedIn. A year later in August of 2006, social media users were defined as people that confirmed that they used social networking sites such as Myspace, Facebook or Friendster. Between May 2008 and August 2011, the definition was dependent on whether someone used social networking sites like Facebook, LinkedIn or Google Plus. And lastly, the most recent measurement in July of 2015 had the definition of a social media user as someone that responded affirmatively to using social networking sites such as Facebook, Twitter or LinkedIn (Perrin, 2015).

The Pew Research Center surveys have shown that among individuals aged 18 to 29 a significant majority of 90% are active on numerous social media platforms. This is an increase

of 78% compared to the results from 2005. However, there has also been a significant increase in the social media usage when it comes to the age group of 65 and older. In 2010, only 11% of people in this age category were active on social media, but in 2015 that number had increased to 35% (Perrin, 2015).

The key findings regarding social media are that individuals and companies can use social media platforms to create and share a variety of contents over the Internet. Nowadays the platforms are not only used for keeping in touch with people, but can also be used by companies to engage and create relationships with their customers.

*H1: companies' activity on social media increases consumers' relationships with their brands.*

## 2.2 What entails social media marketing?

Social media marketing can be easily defined as social media channels being used by businesses to advertise their product or service. It means that it is an advertisement that is spread to the consumers through a social media platform (Nadaraja & Yazdanifard, 2013). Kaur (2016) defined social media marketing as “the process of gaining website traffic or attention through social media sites”. Furthermore, in the article was stated that the goal of social media marketing is usually that the consumers attention is attracted and that they are willing to share the advertisement with others online. The advertisement will then go from person to person, and have a bigger reach of potential customers. The potential customers are also encouraged to make the purchase since the advertisement was send to them by someone they know and therefore probably trust. This marketing strategy is named earned media. The sharing of the advertisement and people recommending it to their friends, is also an electronic version of the marketing strategy Word Of Mouth (WOM).

Traditional media channels like television, radio, newspapers, and magazines have historically played a crucial role in shaping social behavior and the thought process of their consumers. However, in the twenty-first century, social media has established themselves as a substitute for traditional media, particularly among young consumers, and has become influential in spreading information. This shift in consumer behavior presents both opportunities and challenges for organizations (Uitz, 2012).

At its core, online marketing communication refers to hyperlinked graphical images that are presented on websites. In more recent years, it has evolved to incorporate various other forms such as video, audio, and innovative features. The fundamental goals of online marketing

communication typically involve several key objectives: raising brand awareness, generating consumer demand, offering information, driving web traffic, fostering relationships, enabling two-way communication, delivering customer service, establishing brand loyalty, generating WOM referrals, generating leads, and boosting sales (Stokes, 2013).

Marketeers are increasingly relying on social media and mobile information and communication technology (ICT) channels to effectively market and promote their brands to a young demographic. Furthermore, the concept of creating engaging and current content is seen as a way to captivate young consumers and encourage them to share the information with their friends. This aspect, WOM, holds immense potential as the future of social media marketing communications (Yaakop, Anuar, & Omar, 2013).

According to a Social Media Industry Report from 2013, approximately 86% of marketers, consider social media channels to be crucial elements in their marketing efforts. Fast Company, a renowned business magazine, has reported that an even higher percentage, specifically 93% of marketers, utilize social media platforms for the promotion of their business (Ha, 2015). Furthermore, a study conducted by Burson and Marsteller found that among the top 100 companies listed on the Fortune 500, a significant 86% maintained an active presence on at least one of the most widely used social media sites (Pradiptarini, 2011).

The key finding for this sub-question is that social media marketing is the use of social media platforms as a way to distribute an advertisement to as many consumers as possible, with the goal of selling products or services.

*H2: Consumers' use of social media has a positive effect consumers' engagement with brands online.*

### 2.3 What entails impulsive online purchasing behaviour?

By earlier marketing research, impulsive purchasing behaviour was defined as unplanned buying behaviour (Cobb & Hoyer, 1986). This could be caused because either the consumer had limited time to make a purchasing decision, or had not been aware of a particular store before and not considered the purchase yet. A consumer could see a product in a store window and only then start considering buying the product, but maybe even remember that it was something that they did in fact need. However, the definition that is usually given to impulsive purchasing behaviour today differentiates from before. Today's marketing literature defines

impulsive buying behaviour as a purchase that happens when a sudden ‘unbearable desire that a consumer cannot resist occurs’ (Dhaundiyal & Coughlan, 2009). This means that the purchase is made even though it is not thought about thoroughly beforehand, disregarding future alternatives or implications (Sharma, Sivakumaran, & Marshall, 2010). However, the definition of impulse purchases should not be limited to just being unplanned. Impulse consumption has also been proven to be a reaction to certain stimulus, and as a result of that a decision that is made in the moment (Khan, Hui, Chen, & Hoe, 2016). Furthermore, Vohs and Baumeister (2016) defined the desire to impulsively purchase a product as a temptation associated with immediate gratification, further suggesting that it is a reaction to a certain stimulus. They also mentioned that this is usually related to a temporary state of a person. It has been proven that this kind of temptation will affect people that do not create an effective strategy to resist these impulsive purchasing desires (Roberts & Manolis, 2012).

It has been found by Hausman (2000) that impulse purchasing behaviour satisfies hedonic or emotional needs for fun and social interactions. This means that hedonic consumption tendency and emotional factors can have an influence that increases impulse purchases.

In general, hedonically motivated purchasing behavior is more common in the fashion retail industry compared to other business sectors (Dittmar & Drury, 2000; Kacen & Lee, 2002; Pentecost & Andrews, 2010). Furthermore, impulsive buying behavior is even of great importance to the fashion industry (Khan, Hui, Chen, & Hoe, 2016).

Similarly to the definition of impulse purchases, online impulse buying is defined as the abrupt and immediate action of making a purchase online without any predetermined shopping intentions (Chan, Cheung, & Lee, 2017). Within the context of digitalized retailing, both the offerings and consumers themselves are undergoing transformation (Hagberg et al., 2016). The arrival of new information technology tools has empowered customers to seek fashion inspiration online through audio-visual displays, social media platforms like Instagram and Pinterest, as well as showrooms and temporary retail setups. The consumers are also able to purchase these fashion items more easily and quicker (Sundström, Radon, & Wallström, 2016).

In summary, impulsive purchasing behaviour is when an individual makes a purchase that was not planned ahead. Social media has given people the opportunity to seek out fashion inspiration and make a purchase immediately.

*H3: the digitalization of retailing has increased impulsive purchasing behavior*

## 2.4 What entails generation Z?

Brosdahl and Carpenter (2011) presented a classification of generations by dividing them in birth year categories. There was Generation X (1961-1980), Generation Y (1981-1990) and lastly Generation Z (1991 and after). This means that the people that are part of Gen Z are 31 years or younger. When looking at the generations, you are able to identify someone's place in the life cycle and to which cohort of individuals who were born around a similar time they belong. These generations give the opportunity to examine the changes in views over time. Consequently researchers are offered insights into how different formative experiences, such as global events and changes in technology, intersect with the stages of life, the aging process and people's perspectives of the world (Dimock, 2019). Furthermore, Generation Z is the largest generation, making up 32% of the population on earth. Because of their significant size, they are expected to also have a significant influence on global basis, which makes it important to do research that looks into the potential impact of Gen Z (Djafarova & Bowes, 2021).

Generation Z is the first of the generations that has grown up with internet and other sorts of technology readily available. Because of the technological revolution that occurred in the 1990s, Generation Z has been brought up with an unprecedented amount of technology. The results can be seen back in the differences between the generations. Generation Z is significantly more comfortable with technology, and consequently has a portion of their social interactions become online through social media (PrakashYadav & Rai, 2017). In a study from 2015 it was shown that a strong correlation between social media usage and age can be found, with people from age 18 to 29. They consistently represent the highest percentage of users by a significant margin. At the time the study was published, 90% of young adults were active on social media. This was a significant increase of 78% compared to the 12% of young adults in 2005 (Perrin, 2015).

Research indicates that Generation Z consumers have a higher propensity for impulsive buying, with 41% exhibiting such behavior. Millennials follow closely at 34%, while Generation X trails behind at 32%. This impulsive buying tendency among Generation Z is driven by a desire for the latest products and a need for immediate gratification. Consequently, brands must devise marketing strategies that cater to the preferences of this target audience. Generation Z consumers display lower brand loyalty and have a rapid consumption rate, particularly when considering fashion. Given that Generation Z has grown up alongside the internet, engaging with social media platforms has become a norm for them as they seek inspiration (Djafarova & Bowes, 2021).

The key finding for this sub-question is that Generation Z is the generation that grew up with social media and is most active on these platforms. This has the result that social media marketing has the highest chance of reaching their generation.

*H4: Generation Z consists of individuals of the age 31 or younger and are the more likely to be active on social media and interact with social media advertisements.*

## 2.5 Key findings

To summarize the key findings from the previously discussed literature study, both individuals and companies are able to utilize social media platforms as a means to generate and distribute diverse content online. These platforms serve a broader purpose beyond just communicating with others, as companies can effectively utilize them to encourage customer engagement and create lasting relationships with their customers.

Secondly, social media marketing involves the use of social media platforms to distribute advertisements to a wide audience of consumers, aiming to promote and sell products and services. The primary goal of social media marketing is to reach and engage with a large number of potential customers through these platforms.

Furthermore, impulsive buying behavior refers to the act of making purchases that were not planned ahead. With the arrival of social media, individuals now have the ability to explore fashion trends and instantly make purchases immediately.

Lastly, Generation Z is highly engaged and active on various platforms. They are also often referred to as the generation that has been raised alongside social media. As a consequence, social media marketing holds the greatest potential for effectively reaching and connecting with this generation.

## 2.6 Hypothesis and the conceptual research model

*H1: Companies' activity on social media has a positive effect on consumers' awareness and relationships with their brands.*

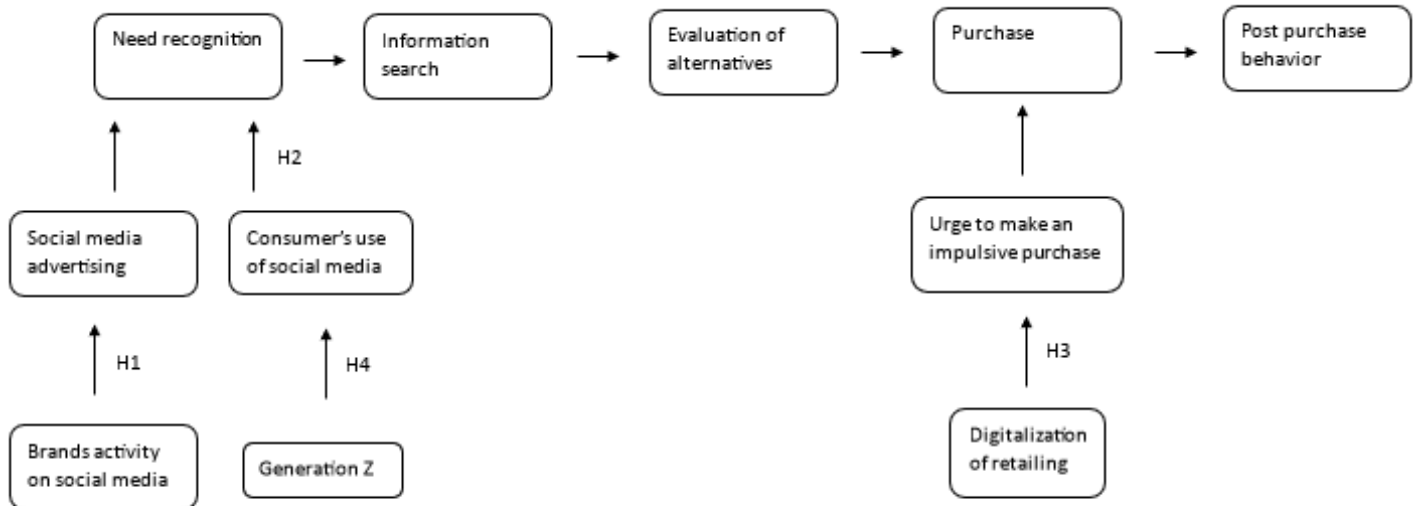
*H2: Consumers' use of social media has a positive effect consumers' engagement with brands online.*

*H3: The digitalization of retailing has a positive effect on impulsive purchasing behavior*



*H4: Generation Z consists of individuals of the age 31 or younger and are the more likely to be active on social media and interact with social media advertisements.*

**Figure 1:** Conceptual research model



## 3 Methodology

### 3.1 Quantitative and Qualitative research

In academic research, there is made use of two types of methods: qualitative and quantitative research. Firstly, quantitative research establishes statistically significant conclusions about a population by studying a representative sample from that population (Creswell, 2003). The population encompasses the entire group under study, regardless of its scope. However, it is impractical to conduct a census to include every member of the population due to factors such as constant turnover and limited resources. Therefore, researchers select a representative sample from the population. When chosen appropriately, this sample will be statistically identical to the population, allowing conclusions to be made from the sample to the entire population (Zikmund, 2001).

Quantitative research typically falls into two categories: experimental and descriptive. Experimental research tests the accuracy of a theory by examining whether the independent variables controlled by the researcher cause changes in the dependent variables that are being measured (Lowhorn, 2007). This often involves surveys, correlation studies, and evaluations of experimental outcomes within a credible confidence range to establish causality. Descriptive research captures the sample at a specific moment in time and simply describes its characteristics. While this type of research may not be statistically robust or challenging, a thorough description of variables assists researchers in evaluating the statistical output within the appropriate context (Creswell, 2003).

Qualitative Research involves describing an event in its natural environment (Abusabha & Woelfel, 2003), providing a subjective perspective on life as it unfolds and attempting to explain the behavior under study (Walsh, 2003). Unlike designing experiments and artificially control over variables like quantitative researchers, qualitative researchers use anthropological and ethnographic methods to study participants. They aim to minimize interference and often observe participants discreetly (Lowhorn, 2007).

Rather than offering a broad perspective applicable to the entire population, qualitative research aims to explain a specific situation and describes it solely within the context of the studied group. As qualitative research focuses on current situations, it is conducted exclusively in the field. One exception is the utilization of focus groups, which involve 3-10 individuals following a scripted set of questions. While a focus group takes place in a controlled environment, its

open-ended questions and flexible sample selection make it resemble a field exercise (Zikmund, 2001).

In contrast to quantitative research, which seeks to validate theories through experimental procedures and numerical analysis of results, qualitative research strives to develop theories that explain observed behavior. Thus, quantitative research can be considered more deductive, while qualitative research leans towards inductive reasoning (Lowhorn, 2007).

Some researchers believe that quantitative research is more effective than qualitative research in establishing causality due to its precise measurements and controlled experimental settings. However, qualitative studies can also establish causality, although they may have lower external validity. Laboratory experiments are employed when all extraneous variables must be controlled to isolate the specific impact of the independent variable. Additionally, the ability to replicate studies is important, and a laboratory setting facilitates this. Field experiments, on the other hand, are conducted to measure the actual behavior of research subjects, rather than relying solely on their self-reported actions. As evident in concept studies, there can be notable discrepancies between what individuals say they will do and what they actually do (Zikmund, 2001).

## 3.2 Data collection methods

### 3.2.1 Literary study

The central research question that is researched in this thesis deals with the influence of social media marketing on the impulsive online purchasing behaviour of clothing within Generation Z in the Netherlands. In order to address the central research question, there has been done an extensive review of relevant academic literature, focusing on the key theoretical concepts. Drawing from the existing literature, a conceptual model has been developed, forming the foundation of the quantitative research methodology employed in this thesis.

### 3.2.2 Descriptive research

After the literary study, primary data was collected with the use of an online, anonymous survey (see Appendix C). As mentioned earlier, quantitative research is generally categorized into two main types: experimental and descriptive (Lowhorn, 2007). Descriptive research entails capturing a sample's characteristics at a specific point in time and providing a straightforward description of those characteristics. It depends on observation and focuses on studying a

phenomenon or exploring correlations between multiple phenomena. Surveys are frequently used as a method within descriptive research, aiming to capture the state of phenomena at a specific moment and describe the population using a representative sample (Williams, 2007). Surveys are widely recognized as one of the most popular and commonly used methods in quantitative research. This is predominantly because they are easy and quick methods of collecting data (Lakshman, Sinha, Biswas, Charles, & Arora, 2000). This is why for this research the choice was made to conduct descriptive research. The descriptive research method was used by collecting primary data with an online, anonymous survey. Furthermore, an online survey can easily reach individuals from Generation Z, which is the group this research is focussing on.

### 3.2.3 Primary data

The survey was created with the website Qualtrics XM. Qualtrics XM is a platform experience management that can be used for creating surveys which can be distributed with an anonymous link. All of the questions that were asked in the survey, were close-ended. The survey started with four demographical questions, and then continued with questions about which social media platforms the respondent is active on and how often. Next, the respondents were asked about their clothing purchasing behavior and their reasoning behind their choices. The survey continued with a total of six questions that the respondents could answer with the use of a slider. The questions were about the respondents impulse purchasing behavior in general and when it comes to clothing specifically. There was also an distinction made between online purchases and purchases in physical stores. And lastly, the respondents were given nine statements, 4 about social media advertising and five about social media advertising specifically for clothing, and were asked to indicate their level of agreement to each of the statements. These questions were conducted using 5-point Likert scales, with the options “Disagree”, “Somewhat disagree”, “Neither agree nor disagree”, “Somewhat agree” and “Agree”.

### 3.3 Research sample

The survey was distributed on the 14<sup>th</sup> of July 2023 with the use of the platforms WhatsApp and SurveyCircle. SurveyCircle is an online research platform where people can post their survey and respond to others. This has led to the total number of times the survey was taken to be 201. However, respondents were able to skip questions without answering them. This has led to the results of 12 responses with one or more answers missing, and were consequently not

valid. This led to there being only 189 responses. These responses consisted of 57 males, 131 females and one non-binary person (see Appendix B). This sample also had a total of 165 responses from people between the ages of 18 and 25, and 9 responses from people between 26 and 31. These two age groups make up Generation Z, which consequently means that there were 174 responses from Gen Z.

Because the survey was distributed to people with the use of WhatsApp and SurveyCircle. This means that anyone that received the survey, could voluntarily fill it in. Consequently, the research sample consist of people that fit the demographic that this research is focused on and people that do not. For example, the survey was filled out by people who are not Dutch or are not part of Generation Z.

### 3.4 Data analysis

For the analysis of the collected data form the survey (see appendix C), the program IBM SPSS Statistics was used. SPSS is a comprehensive statistical software site used for data management, advanced analytics, multivariate analysis, business intelligence, and criminal investigation.

For the first hypothesis the descriptive statistics were used to look at the interaction that consumers have with brands on social media. The variables that were used were from five statements that were given to the respondent and then asked to which degree they agree with it. The answer that the respondent gave was with the use of a Likert scale. Furthermore, there was looked at the frequencies of each of the answers, which shows to what degree the majority of the sample agrees with the statements.

To investigate the second hypothesis an ordered logistic regression was conducted. The dependent variable was the data from the statement “I use social media to follow brand accounts”, and the independent variables were the responds to the questions about whether or not someone is active on different social media platforms. Next, another ordered logistic regression was conducted, but the dependent variable was the questions “I use social media to find information about brands and their products”. This helped to investigate whether the activity on social media platforms has a possible correlation with a person’s engagement with brand on social media. Ordered logistic regressions were chosen for both of the regressions because the dependent variables were ordinal as a consequence of the questions being Likert scales.

For the third hypothesis, there was looked at the response of six questions. Questions 12, 13, 14, 15 and the first two statements from question 17 (see appendix B). The differences between the descriptive statistics from these responses show the difference between impulsive purchasing behavior online and in physical stores. If the data shows that online people's make more impulse purchases than in physical stores, the hypothesis can be accepted.

Lastly, eight multiple logistic regressions were generated with the data from the questions about the respondents age and on which social media platforms they are active. The dependent variable in the different regressions, is a social media platform. Because the dependent variable could only take the value of either 1 or 0, there was chosen for logistic regressions. Logistic regressions are designed for investigating the connection between a binary dependent variable and one or more independent variables. A logistic regression can calculate the probability of one of the two potential outcomes happening based on the values of the independent variables. The independent variables for the regressions are three dummy variables to represent the four age categories. This was repeated for all of the social media platforms that were asked about in question 5 of the survey (see appendix C). If the results suggest that Generation Z is more active on social media and more likely to interact with advertisements on the platforms, subsequently the fourth hypothesis can be accepted.

### 3.5 Possible research bias

To minimize possible selection bias, the survey was not only distributed to the author's own immediate circle of friends and family. Selection biases arise when there are disparities between the groups being compared, potentially impacting the study's results. These dissimilarities can stem from various factors (Krishna, Maithreyi, & Surapaneni, 2010). People that filled in the survey for this research were also asked to distribute the survey further. Moreover, the survey was also posted on the platform SurveyCircle. This made sure that the survey was not only filled in by the people that the author personally knows. However, the survey was still voluntary and on the internet. This does have the consequence that the questionnaire was only filled out by people who have access to the internet and had the time and motivation to answer the questions.

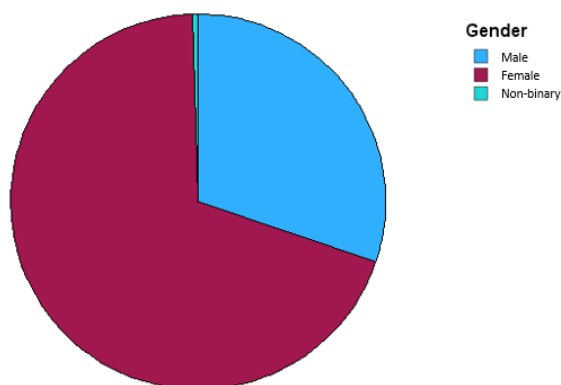
## 4 Research outcome

### 4.1 Primary data outcome

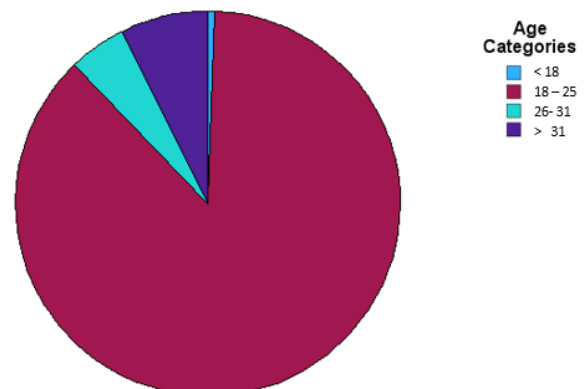
The descriptive statistics from the survey data show the different distribution within the research sample that filled in the survey, and can be found in Table A, B, C and D in appendix B. From the tables can be concluded that the majority of the responses were from Dutch females between the ages of 18 and 25, whose highest completed education level was high school.

Firstly, the majority of the people that filled in the survey a women, with 69.3% (Figure 2.1). This is significantly more than the male responses (30.2%) and the one non-binary response (0.5%). However, there were no questions in the survey that were specific to gender, and none of the hypotheses are either. This means that the significant difference in the distributions of gender is not necessarily important for this research, and can be disregarded. Secondly, The responses to the survey were predominantly from Dutch people (89.4%) as shown in Table in Appendix B. Since the research is about Dutch people, that most of the responses are from people from the Netherlands is convenient and helpful. This is the same for the fact that the survey responses were predominantly from people between the ages of 18 and 25 with 87.3% (Figure 2.2). These responses together with the ones from the ages between 26 and 31 (4.8%), make up Generation Z (92.1%). The central research question specified that the research was about Generation Z in the Netherlands, which makes it convenient that the majority of the sample fits this profile. Lastly, as can be seen in Figure 2.3, was the majority of the responses by people whose highest level of education is High School (77.2%). This was to be expected since people between the ages of 18 and 25 are usually either just done with their bachelor's degree or still working on it. Which would explain why for the majority of the sample, this is their highest level of education.

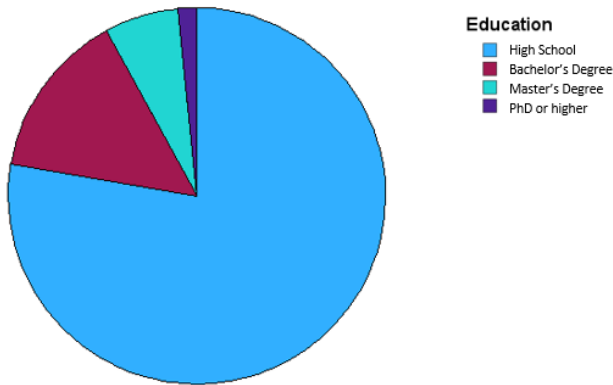
**Figure 2.1:** Distribution of gender



**Figure 2.2:** Distribution of age



**Figure 2.3:** Distribution of education



#### 4.2 Hypothesis 1

The first hypothesis stated: *Companies' activity on social media increases consumers' relationships with their brands*. At the end of the survey, the respondents were asked to what degree they agree with multiple statements. Five of these statements were about consumer's interaction with brands and advertisements on social media. The questions were asked with a Likert scale, ranging from "Disagree", "Somewhat disagree", "Neither agree nor disagree", "Somewhat agree" and "Agree". This means that the mean from each of the variables, as seen in Table 1.1, is between 1 ("Disagree") and 5 ("Agree"). All of the means are either rounded up or down to 3, "Neither agree nor disagree". However Table 1.2 shows that the most frequent answer to three of the statements is "Somewhat agree". These three statements are: "I use social media to follow brand accounts", "I use social media to find information about brands and their products" and "I frequently look up clothing brands that I have seen". This suggests that the majority of the sample interacts with brands on social media, to either find information or even follow their corporate account. Consequently this would have a positive effect on consumers' awareness of the brand and their products, and over time better the relationship between the consumer and the brand.

To two of the statements the most common answer was "Disagree". This was to the two statements "I frequently interact with advertisements on social media" and "I frequently interact with advertisements for clothing items on social media". This suggest that advertisements do usually not better the interaction between the consumer and the brand. However, as previously mentioned people later do look up clothing that they have seen advertised on social media. This means that even though people might not interact with the advertisement in that moment, it does have a positive effect on how aware the consumer is of the brand.



The key findings for the first hypothesis are that the majority of consumers does tend to interact with brands online, which consequently increases consumers' relationships with their brand. This means that the hypothesis can be accepted, since the activity of the company on social media makes the interaction possible. However, consumers usually do not interact with advertisements in the moment, but tend to look up the brand later and potentially make a purchase. This further supports that the hypothesis can be accepted.

**Table 1.1:** Descriptive statistics about consumers' interaction with brands on social media

	Minimum	Maximum	Mean	Std. Deviation
I use social media to follow brand accounts	1	5	3.14	1.457
I use social media to find information about brands and their products	1	5	3.38	1.415
I frequently interact with advertisements on social media	1	5	2.47	1.420
I frequently look up clothing brands that I have seen advertised on social media	1	5	3.13	1.435
I frequently interact with advertisements for clothing items on social media	1	5	2.44	1.474

**Table 1.2:** Frequencies about consumers' interaction with brands on social media

	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree
I use social media to follow brand accounts	38 (19.1%)	35 (17.6%)	17 (8.5%)	60 (30.2%)	39 (19.6%)
I use social media to find information about brands and their products	26 (13.1%)	39 (19.6%)	10 (5.0%)	65 (32.7%)	49 (24.6%)
I frequently interact with advertisements on social media	76 (38.2%)	24 (12.1%)	29 (14.6%)	45 (22.6%)	15 (7.5%)
I frequently look up clothing brands that I have seen advertised on social media	41 (20.6%)	26 (13.1%)	24 (12.1%)	64 (32.2%)	34 (17.1%)
I frequently interact with advertisements for clothing items on social media	82 (41.2%)	24 (12.1%)	18 (9.0%)	48 (24.1%)	17 (8.5%)

*Notes. The percentages are between the brackets*

#### 4.1 Hypothesis 2

To examine the second hypothesis, *Consumers' use of social media has a positive effect consumers' engagement with brands online.*, two ordered logistic regressions were performed. Both of the dependent variables for the regression are from a survey question that was a Likert scale. This means that a statement was given and the respondent was asked to choose one of the five options, "Disagree", "Somewhat disagree", "Neither agree nor disagree", "Somewhat

agree” and “Agree”. The different answers to the questions are represented by a number from 1 to 5. A 1 means that respondent disagreed with the statement, and a 5 that they agreed. This means the higher the dependent variable, the more someone agrees with the statement.

In the first regression, the dependent variable was "I use social media to follow brand accounts," while the independent variables were the responses to questions regarding an individual's activity on specific social media platforms. The results from this regression are shown in Table 2. The base case from the regression is someone that is not active on any of the social media platforms that were part of the regression, which would make the dependent variable have a value of 0.934. All of the other social media platforms, except for YouTube, have a positive coefficient. This means that being active on any of those social media platforms increases the dependent variable. Consequently, the regression would indicate a higher likelihood of individuals using social media to follow brand accounts. However, only the coefficients of Instagram and Snapchat are significant. The coefficient from Snapchat is significant with a 95% confidence interval, and both the coefficient from Instagram and the constant with a 99% confidence interval. This unfortunately has the consequence that none of the other coefficients from the social media platforms can be interpreted.

**Table 2:** Ordered logistic regression with the statement “I use social media to follow brand accounts” as the dependent variable

	Coefficient	Std. Error
Constant	0.934*	0.593
Instagram	1.849*	0.564
Facebook	0.140	0.281
LinkedIn	0.204	0.306
YouTube	-0.030	0.311
Snapchat	0.762**	0.311
TikTok	0.154	0.373
Twitter	0.489	0.462

Notes. \*  $p < 0.01$ , \*\*  $p < 0.05$ , \*\*\*  $p < 0.10$

In the second regression, as shown in Table 3, the dependent variable was "I use social media to find information about brands and their products". This analysis aimed to explore the

potential correlation between a person's engagement with brands on social media and their activity on various social media platforms. Similarly to the first regression, the base case is someone that is not active on any of the social media platforms. This would give a dependent variable with a value of 0.491. Furthermore also like the first regression, all of the coefficients are positive except for the one from YouTube. As a result, the regression would suggest a higher probability of individuals utilizing social media to find information about brands and their products. However, also for this regression only the coefficients for Snapchat, Instagram and de constant are significant. The coefficient for Snapchat is statistically significant at a 95% confidence level, while both the coefficient for Instagram and the constant are statistically significant at a 99% confidence level. Consequently, none of the other coefficients from the regression can be interpreted.

For the second hypothesis the key findings are that both the regressions show that being active on Instagram and Snapchat has a significant effect on the dependent variables. This would mean that there is a higher chance that someone utilizes social media to follow brands and find information about them. Consequently, this would indicate that a consumer has a higher level of engagement with the brand online. Therefore, the hypothesis can be accepted.

**Table 3:** Ordered logistic regression with the statement "I use social media to find information about brands and their products" as the dependent variable

	Coefficient	Std. Error
Constant	0.491*	0.573
Instagram	1.878*	0.547
Facebook	0.089	0.283
LinkedIn	0.448	0.308
YouTube	-0.205	0.313
Snapchat	0.700**	0.313
TikTok	0.617	0.381
Twitter	-0.027	0.466

Notes. \*  $p < 0.01$ , \*\*  $p < 0.05$ , \*\*\*  $p < 0.10$

## 4.2 Hypothesis 3

The third hypothesis suggest: *The digitalization of retailing has a positive effect on impulsive purchasing behavior*, which will be answered with the help of descriptive values from six questions from the survey (see Appendix C). The results in Table 4 show that on average, people show a more impulsive purchasing behavior when they are buying clothing in both physical stores and online. From the table can also be concluded that overall people are more impulsive when they are in a physical store, while when they are buying clothing they are more impulsive online. This means that when it comes to retailing, online they have an increased impulsive purchasing behavior. Consequently, this suggests that the hypothesis can be accepted.

However, later on in the survey the respondents were again asked about the impulsive purchasing behavior when it comes to retailing. From the responses to the two statements could be concluded that on average people are more impulsive in physical clothing stores. This is the exact opposite of the earlier response, and would suggest that the hypothesis should be rejected. Consequently, the hypothesis cannot be rejected or accepted.

In summary, the results from table 4 do not align with each other, which means that there are not any conclusive key findings for this hypothesis.

**Table 4:** Descriptive values about impulsive purchasing behavior in physical stores and online

	Minimum	Maximum	Mean	Std. Deviation
Question 12	0.00	90.00	33.66	15.20
Question 13	0.00	80.00	23.99	16.56
Question 14	0.00	89.00	38.98	19.71
Question 15	0.00	100.00	39.79	23.20
Question 17 Statement 1	1	5	3.05	1.51
Question 17 Statement 2	1	5	2.99	1.56

### 4.3 Hypothesis 4

The last hypothesis was: *Generation Z consists of individuals of the age 31 or younger and are the more likely to be active on social media and interact with social media advertisements.* Regarding the distribution of ages, the survey responses were predominantly from people between the ages of 18 and 25 with 87.3% (see appendix B). These responses together with the ones from the ages between 26 and 31 (4.8%), make up Generation Z (92.1%). The other responses consisted of 1 person under the age of 18 and 14 over 31. With these four age categories, eight separate logistic regressions were executed. The ages were the independent variables, and the social media platforms were the dependent variables. The base case for each of the regressions was a person over 31 years of age.

Table 5 shows for people between the ages of 18 and 25, there is a positive coefficient for Instagram, YouTube, Snapchat, TikTok and Twitter. This means that it is more likely that someone in this age category is active on these platforms than someone over the age of 31. When comparing this age category to that of under 18, it can be concluded that it is more likely for someone over 18 and under 25 to be active on Facebook, LinkedIn, YouTube, Snapchat and Twitter.

For people between the ages of 26 and 31, it is more likely to be active on Instagram, LinkedIn, Snapchat, TikTok and Twitter compared to people over 31. Moreover, it is also more likely that they are active on Facebook, LinkedIn, YouTube, Snapchat and Twitter compared to under 18. However, the data also shows that the majority of the coefficients from the regressions, are not statistically significant. This means that it cannot be proven that there is an actual relation, and is not by chance. Consequently these coefficients cannot be interpreted.

From the statistically significant coefficients can be concluded that people between 18 and 25 are more likely to be active on Instagram and Snapchat compared to people over 31. Furthermore, it also suggests that people between 26 and 31 have a higher chance on being active on Snapchat. And lastly the coefficient of the constant suggest that people over 31 have a lower possibility of being active on Snapchat, TikTok and twitter compared to Generation Z.

In summary, the key findings are that individuals of Generation Z have a higher possibility of being active on Instagram, Snapchat, TikTok and Twitter compared to the generations before them. This supports the hypothesis, and means it can be accepted.

**Table 5:** Logistic regression with the activity on social media platforms

	Instagram	Facebook	LinkedIn	YouTube	Snapchat	TikTok	Twitter	None of the above
Constant	0.288 (0.540)	0.588 (0.558)	0.916 (0.582)	0.588 (0.558)	-1.792** (0.764)	-2.565** (1.038)	-2.565** (1.038)	-21.203 (10,742.021)
< 18	20.915 (40,192.969)	-21.791 (40,192.970)	-22.119 (40,192.970)	-21.791 (40,192.970)	-19.411 (40,192.970)	23.768 (40,192.969)	-18.638 (40,192.970)	0.000 (41,603.676)
18 – 25	2.989* (0.682)	-0.307 (0.480)	-0.025 (0.616)	0.245 (0.583)	2.122* (0.780)	1.674 (1.052)	0.794 (1.061)	0.000 (11,188.466)
26 - 31	0.405 (0.890)	-0.811 (0.872)	0.336 (0.996)	-1.281 (0.901)	2.015** (1.017)	0.486 (1.484)	0.486 (1.061)	19.123 (10,742.021)

Notes. \*  $p < 0.01$ , \*\*  $p < 0.05$ , \*\*\*  $p < 0.10$ . The standard error is between the brackets.

#### 4.4 Key findings

The key findings for the first hypothesis show that a significant number of consumers engage with brands online, leading to a strengthened relationship with the brand. These findings suggest that the first hypothesis is acceptable, given that the company's social media activity facilitates such interactions. However, it is worth noting that consumers often do not interact with advertisements immediately but tend to seek information about the brand later. This further supports the hypothesis, and means it can be accepted.

The main discoveries of the second hypothesis indicate that being active on both Instagram and Snapchat has a notable impact on the dependent variables. This suggests a greater likelihood of individuals using social media to follow and gather information about brands, leading to higher levels of online engagement with the brand. As a result, the hypothesis can be deemed valid and can be accepted.

There are no conclusive findings for the third hypothesis, since the data from different questions do not align with each other. Consequently this means that the hypothesis is rejected.

Lastly, the main results reveal that Generation Z individuals are more likely to be active on Instagram, Snapchat, TikTok, and Twitter compared to preceding generations. These findings support the fourth hypothesis and means this hypothesis can also be accepted.

## 5 Conclusions and recommendations

### 5.1 Conclusion of the key findings

#### 5.1.1 Key findings from the literature study

According to PrakashYadav and Rai (2017), social media is characterized as "any electronic service that enables Internet users to generate and distribute a wide range of content over the Internet". Under the term social media, various platforms and purposes can be meant. For example, both individuals and companies utilize these platforms to create and share diverse content over the Internet. Social media originated and is still commonly perceived as a platform that facilitates easy connectivity between people, especially when they are physically separated. But in the present day, these platforms are also a valuable tools for companies to engage with and foster relationships with their customers (Sundaram, Sharma, & Shakya, 2020).

Social media marketing involves utilizing various social media platforms to showcase advertisements to a wide audience of consumers, with the objective of promoting and selling products or services. Additionally, the primary objective of social media marketing is to capture the attention of consumers and encourage them to share the advertisement with others online. This way, the advertisement can spread from person to person, reaching a larger audience of potential customers. This is an electronic version of the well know marketing strategy Word Of Mouth (Kaur, 2016).

According to contemporary marketing literature, impulsive buying behavior is described as a purchase that arises from a sudden and irresistible desire that the consumer cannot resist (Dhaundiyal & Coughlan, 2009). In such cases, the purchase is made without thorough consideration beforehand, and the consumer tends to overlook future alternatives or consequences (Sharma, Sivakumaran, & Marshall, 2010). Impulsive buying behavior is more common in retailing (Dittmar & Drury, 2000). Moreover, it even holds significant importance within the fashion industry (Khan, Hui, Chen, & Hoe, 2016).

Similarly to the definition of impulse purchases, online impulse buying refers to the sudden and immediate act of making a purchase online without any premeditated shopping intentions (Chan, Cheung, & Lee, 2017). Also the coming of new information technology tools has empowered customers to explore fashion inspiration online through audio-visual displays, social media platforms such as Instagram and Pinterest, as well as through showrooms and temporary retail setups (Sundström, Radon, & Wallström, 2016).



In their study, Brosdahl and Carpenter (2011) categorized generations based on birth year ranges. They identified Generation X as those born between 1961 and 1980, Generation Y as individuals born between 1981 and 1990, and finally, Generation Z as those born in 1991 and later. Consequently, the individuals belonging to Generation Z are 31 years or younger. Generation Z is the first generation that has been raised with easy access to the internet and various forms of technology. A study conducted in 2015 demonstrated a robust correlation between social media usage and age, with the age group of 18 to 29 consistently representing the highest percentage of users by a significant margin. At the time of the study's publication, a remarkable 90% of young adults were active on social media, which marked a substantial increase of 78% compared to the mere 12% of young adults in 2005 (Perrin, 2015).

According to research findings, Generation Z consumers also display a higher inclination for impulsive buying, with 41% of them exhibiting such behavior. Millennials closely follow at 34%, while Generation X trails behind at 32% (Djafarova & Bowes, 2021).

#### 5.1.2 Key findings from the primary data analysis

The research that was conducted suggests that brands' activity on social media have a positive effect on consumers' engagement with brands online, leading to a strengthened brand relationship. These results support the first hypothesis, as the company's social media activity facilitates such interactions. However, it is noteworthy that consumers often delay interacting with advertisements, preferring to seek information about the brand later. This means the first hypothesis can be accepted.

Regarding the second hypothesis, the ordered logistic regressions that were executed indicate a significant impact of being active on both Instagram and Snapchat on the people interacting with brands on social media. This suggests a higher likelihood of individuals using social media to follow and find information about brands, resulting in increased online brand engagement and the second hypothesis to be accepted.

Next, there was looked at the responses to six questions. This however, could not give any conclusive findings as the data from different questions do not align with each other. Questions that asked the same but were worded differently, did not have consistent answers. Consequently, there cannot be made a clear conclusion from the data from these questions.

Lastly, the results from the eight multiple logistic regressions demonstrate that Generation Z individuals are more inclined to be active on Instagram, Snapchat, TikTok, and Twitter compared to preceding generations. Since they are more active on these social media platforms, there could be made a suggestion that they are also more exposed to the brands and their product on the social media platforms. This could consequently lead to a better engagement and relationship between the consumers and the brand. This also means that the fourth hypothesis is accepted.

### 5.1.3 Comparison of the key findings

Three of the four hypotheses that were stated in Chapter 2, were accepted. This means that for the first, second and fourth hypotheses, the results from both the literature study and research outcome are similar. First of all, the results from the primary data suggested that a brand's activity on social media has a positive effect on consumer's engagement with the brand online, which consequently strengthens the brand relationship. This was earlier suggested in a study by Sundaram, Sharma, & Shakya (2020), who stated that in today's context social media platforms have become invaluable resources for businesses to connect with and nurture customer relationships.

Moreover, the research outcome showed that there was a significant impact of being active on both Instagram and Snapchat on someone's interaction with brands on social media. This shows that at least the consumers' activity on these social media platforms has a positive influence on online brand engagement. This is in line with the second hypothesis, and consequently with the literature from Chapter 2.

The last hypothesis that was accepted, was the fourth hypothesis. The results from eight multiple logistic regressions suggest that Generation Z is more likely to be active on Instagram, Snapchat, TikTok and Twitter, compared to their former generations. This is in line with a study from 2015, that indicated a significant relationship between social media usage and age. The results from the study showed that the generation between 18 and 29 consistently presented the highest percentage of users by a considerable difference (Perrin, 2015). Furthermore, the higher activity on social media platforms are able to lead to a higher rate of interaction with brands and their advertisements on social media, as was suggested earlier by both the literature study and the research outcome.

However, the research outcome was not able to support the third hypothesis. The results from the primary data were not consistent with itself, and consequently inconclusive. This meant that no clear conclusion could be drawn and could not either agree or disagree with the literature from Chapter 2.

**Table 6:** Result of the tested hypotheses

Hypothesis		Result
H1	Companies' activity on social media has a positive effect on consumers' awareness and relationships with their brands	Accepted
H2	Consumers' use of social media has a positive effect consumers' engagement with brands online	Accepted
H3	The digitalization of retailing has a positive effect on impulsive purchasing behavior	Rejected
H4	Generation Z consists of individuals of the age 31 or younger and are the more likely to be active on social media and interact with social media advertisements	Accepted

## 5.2 The central research question

This study's central research question is:

*How does social media advertising influence the impulsive online purchasing behaviour of clothing within generation Z in the Netherlands?*

This question was answered by first stating and researching four separate hypotheses. First the definitions of social media and social media marketing were investigated, so that after the impact could be researched. To investigate the impact of social media marketing and test the hypotheses, an online survey was created and distributed. The survey contained questions that were specifically thought of to test each of the hypotheses. First to investigate whether there is a positive relationship between a companies' activity on social media and a consumers' awareness of the brand, there was done a comparison with five separate statements that were asked to be answered with the use of a Likert scale. Next, to research whether a consumers' social media usage has a positive effect consumers' engagement with brands online, two

ordered logistic regression were performed. Both the comparison of the Likert scales and the regression, did show a positive relationship between a company's and a consumer's activity on social media and the consumer's engagement with brands online.

Next, the effect of the digitalization of retailing on impulsive purchasing behavior was researched by looking at the descriptive statistics of 6 questions from the survey. However, the results did not align with each other and consequently no conclusion could be made about whether there is a relationship or not.

Lastly, with the help of eight logistic regression a relationship between age and activity on social media, and consequently interaction with social media advertisements, was investigated. The results showed that Generation Z does indeed show a greater inclination toward participation on Instagram, Snapchat, TikTok, and Twitter in contrast to earlier generations. With their higher activity on these social media platforms, they are also more likely to be exposed to social media marketing and be affected by it. This exposure, in turn, might foster enhanced engagement and connections between consumers and the brands as stated in the second hypothesis.

In summary to answer the central research questions, the conducted research suggests that there is indeed a positive relationship between social media marketing and impulsive online purchasing behavior. This is partly because a company's activity on social media increases consumers' awareness of the brand and strengthens their customer relationships. Furthermore, the effect of social media marketing is stronger within Generation Z because of their higher likelihood to be exposed to the advertisements. This is because Generation Z is more active on different social media platforms, which makes them more likely to see the advertisements. Furthermore, seeing the a brands activity on social media regularly, increases the awareness and can strengthen customer relationships long term.

### 5.3 Recommendations to retailers and fashion brands

The research from this study gives insight into the effect of social media marketing on impulsive online purchases of clothing. The results show that a company's activity on social media has a positive effect on brand awareness and the relationships with their customers. This means that a social media presence is an effective tool for fashion brands to expand their reach and spread their brand awareness.

Furthermore, from the research outcome can be concluded that individuals that are part of Generation Z are more likely to be active on social media than their former generations compared to the older generations. This means that if clothing brands want to reach this age group with their advertisements, social media is a great way to get them to be aware of the advertisements. Moreover, social media is also a great way to build and strengthen relationships between the customer and the brand.

#### 5.4 Recommendations for future research

Firstly, a recommendation for future researchers is that they should include a larger sample that is more representative of the population. This would help with providing more reliable answers about the effect of social media marketing on impulse buying behavior. The ways that this could be done is by preventing selection bias and ensuring that the sample is made up of the same characteristic percentages as the population, like gender distribution.

Furthermore, a significant part of social media advertising is through influencers. That is an interesting side of social media marketing that should be explored more in depth on its own in the future. Similarly, targeted social media advertising is portion of social media marketing that that has its own effect on customers that use the platforms. The effect on the consumers would be different than when investigating social media marketing as a broad term.

#### 5.5 Research limitations

The first limitations of this research is the sample size, which is relatively small. The population that is investigated in this research is Generation Z in the Netherlands, which is more than two million people (Population of the Netherlands in 2021, by age and gender, 2023), and the sample size was only 189 people. This has the consequence that the sample is not representative of the population, and the results from this research are not proven for the entire population. Furthermore, the reported sample consists of 131 women, which is 69.3%. This is however not the same for the population, which consist of about the same percentage of males and females (Population of the Netherlands in 2021, by age and gender, 2023). This means that there is a overrepresentation of females in the data.

Furthermore, to decrease potential selection bias, the survey was not exclusively distributed within the author's own circle of friends and family. Selection biases can arise when differences

exist between the compared groups, potentially impacting the study's results. Participants who completed the survey were also encouraged to share it with others, which creates a larger circle of participants. Additionally, the survey was made available on the SurveyCircle platform. This approach ensured that the survey reached beyond individuals that the author personally knows. However, it's important to note that the survey remained voluntary and was conducted online. This means that only individuals with internet access and the time and motivation to respond were likely to complete the questionnaire.

## 5.6 Personal reflection

While composing this bachelor thesis, I had the opportunity to enhance my research skills by learning how to find the best and most relevant academic resources. Alongside the writing of this thesis has increased my writing skills. However, I did struggle with the planning of writing and articulating my thoughts. I found out that a well thought out plan is important when writing a thesis, which is something I had underestimated significantly. Because of this the thesis took significantly longer than I originally thought and the process could have been. What did go well was staying organized. For example, since writing the start of writing this thesis I made sure to keep up with the bibliography. This eventually saved me a lot of trouble and work in the long run. I realized this with other aspects too, that it is better to stay organized and have everything in order to save yourself a lot of work later on.

Looking back, this expedition has not only bolstered my academic prowess but has also moulded me into a more patient and flexible individual. As I approach the culmination of my bachelor thesis, I am not only armed with fresh skills and knowledge but have also gained a renewed outlook on learning and research.

# Appendix

## Appendix A: Bibliography

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## Appendix B: Statistical Data

**Table A:** Distribution of gender

	Frequency	Percent	Cumulative percent
Male	57	30.2	30.2
Female	131	69.3	99.5
Non-binary	1	0.5	100.0
Prefer not to say	0	0.0	100.0
Other	0	0.0	100.0
Total	189	100.0	100.0

**Table B:** Distribution of ages

	Frequency	Percent	Cumulative percent
< 18	1	0.5	0.5
18 – 25	165	87.3	87.8
26 – 31	9	4.8	92.6
> 31	14	7.4	100.0
Total	189	100.0	100.0

**Table C:** Distribution of nationality

	Frequency	Percent	Cumulative percent
Dutch	169	89.4	89.4
Other	20	10.6	100.0
Total	189	100.0	100.0

**Table D:** Distribution of education

	Frequency	Percent	Cumulative percent
High School	146	77.2	77.2
Bachelor's Degree	28	14.8	92.1
Master's Degree	12	6.3	98.4
PhD or higher	3	1.6	100.0
Total	189	100.0	100.0

**Table E:** Activity on social media platforms

	Frequency	Percentage
Instagram	174	92.1
Facebook	107	56.6
LinkedIn	134	70.9
YouTube	127	67.2
Snapchat	103	54.5
TikTok	51	27.0
Twitter	26	13.8
None of the above	1	0.5

**Table F:** Frequency of use of social media platforms

	Instagram	Facebook	LinkedIn	YouTube	Snapchat	TikTok	Twitter
Once a month or less	1	56	42	11	1	2	7
Once a week	7	29	72	41	7	15	10
Multiple times a week	57	11	12	36	31	13	1
Once a day	75	5	6	39	29	21	2
Multiple times a day	34	6	2	127	35	51	5
Total	174	107	134	72	103	148	25

**Table G:** Frequency of how much money people spend on clothing in a month

	Frequency	Percentage	Cumulative percentage
Less than 100	92	48.7	48.7
100-200	91	48.1	96.8
200-300	6	3.2	100.0
300-400	0	0	100.0
More than 400	0	0	100.0
Total	189	100.0	100.0

**Table H:** Frequency of ranking of the reasons why people buy clothing items

	1	2	3	4	5
Price	71	62	27	1	0
Quality	81	2	29	9	0
Brand	0	23	37	52	49
Sale/bargain	7	30	53	46	25
Easily and quack to buy/order	2	4	15	53	87

## Appendix C: Survey Questions

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### Start of Block: Default Question Block

Dear participant,

Thank you for participating in this survey. I am Rebecca Keijzer, a 3rd-year student at Erasmus School of Economics, and this survey is a part of my bachelor thesis. The aim of this research is to observe the influence of social media marketing on impulsive online purchasing behaviour of clothing within generation Z in the Netherlands. Generation Z is the group of people born in 1991 and the years after. This means that the individuals that are part of this group are 31 years old or younger.

In the following survey, you will be asked about your general social media usage and interaction with social media advertisements. The survey is anonymous and will take approximately 5 minutes. All the obtained data will be kept confidential and participation is voluntary. If you have any questions about the survey, please feel free to send an email to 579467rk@eur.nl

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Page Break

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Q1 What gender do you identify yourself as?

- Male (1)
  - Female (2)
  - Non-binary (3)
  - Prefer not to say (4)
  - Other: (5) \_\_\_\_\_
-

Q2 What is your age?

- < 18 (1)
  - 18 - 25 (2)
  - 26 - 31 (3)
  - > 31 (4)
- 

Q3 What is your nationality?

- Dutch (1)
  - Other: (2) \_\_\_\_\_
- 

Q4 What is the highest level of education you have obtained?

- High School (8)
  - Bachelor's Degree (9)
  - Master's Degree (10)
  - PhD or higher (11)
  - None of the above (13)
- 

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Q5 On which of the following social media platforms are you active?

- Instagram (1)
- Facebook (2)
- LinkedIn (3)
- Youtube (4)
- Snapchat (5)
- TikTok (6)
- Twitter (7)
- None of the above (8)

*Skip To: Q8 If On which of the following social media platforms are you active? = None of the above*

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Carry Forward Selected Choices from "On which of the following social media platforms are you active?"



Q6 How often do you approximately use this social media platform?

	Once a month or less (1)	Once a week (2)	Multiple times a week (3)	Once a day (4)	Multiple times a day (5)
Instagram (x1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook (x2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LinkedIn (x3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youtube (x4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snapchat (x5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TikTok (x6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter (x7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
None of the above (x8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break



Q7 How often do you purchase clothing items (both online and in physical stores)?

- Less than once a month (1)
  - Once a month (2)
  - Once a week (3)
  - More than once a week (4)
- 

Q8 How much money do you approximately spend on clothing in a month?

- Less than 100 (1)
  - 100-200 (2)
  - 200-300 (3)
  - 300-400 (4)
  - More than 400 (5)
- 

Q9 Rank the reasons for choosing to buy a clothing item from most important to least important (1: most important, 5: least important).

- \_\_\_\_\_ Price (1)
  - \_\_\_\_\_ Quality (2)
  - \_\_\_\_\_ Brand (3)
  - \_\_\_\_\_ Sale/bargain (4)
  - \_\_\_\_\_ Easily and quick to buy/order (5)
- 

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Q10 Approximately what percentage of the times that you do purchase clothing items, do you purchase them online?

0 10 20 30 40 50 60 70 80 90 100



Q11 On a scale from 1 to 10 how do you rate your impulsive purchasing behavior both online and in physical stores? (0: I never make impulsive purchases, 10: I often make impulsive purchases)

0 1 2 3 4 5 6 7 8 9 10



Q12 When you are walking in a physical store, approximately how often do you buy one or more items that you had not planned to buy previously? (0: never, 100: always)

0 10 20 30 40 50 60 70 80 90 100



Q13 When you are going to order something online, approximately how often do you order one or more items that you had not planned to buy previously? (0: never, 100: always)

0 10 20 30 40 50 60 70 80 90 100



Q14 When you are walking in a physical clothing store, approximately how often do you buy one or more clothing items that you had not planned to buy previously? (0: never, 100: always)

0 10 20 30 40 50 60 70 80 90 100



Q15 When you are going to order clothing online, approximately how often do you buy one or more clothing items that you had not planned to buy previously? (0: never, 100: always)

0 10 20 30 40 50 60 70 80 90 100



Page Break

Q16 Rate the following statements regarding brands on social media

	Disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Agree (5)
I use social media to follow brand accounts (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I use social media to find information about brands and their products (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I frequently interact with advertisements on social media (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I frequently impulsively purchase products from social media advertisements (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q17 Rate the following statements regarding clothing purchases

	Disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Agree (5)
I frequently purchase clothing items impulsively in physical stores (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I frequently purchase clothing items impulsively online (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I frequently look up clothing brands that I have seen advertised on social media (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I frequently interact with advertisements for clothing items on social media (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I frequently impulsively purchase clothing items from social media advertisements (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Default Question Block

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# Appendix D: Raw Data

## Figure A: Raw primary data

ID	Start Date	End Date	IP Address	Priority	Duration	File Size	Response	Recipient Last Name	Recipient First Name	Recipient Email	External Reference	Location Latitude	Location Longitude	Distribution Channel	User Language
1	11-Jul-2014	11-Jul-2014	0 77.171.20.145	100.00	16.00	1	11-Jul-2014	R_2EcRrhFRfWRh				51.9261	4.4899	anonymous	EN
2	12-Jul-2014	12-Jul-2014	0 63.87.143.139	100.00	173.00	1	12-Jul-2014	R_3kZnVYVLeXGM				52.1556	5.3078	anonymous	EN
3	12-Jul-2014	12-Jul-2014	0 77.171.20.145	100.00	16.00	1	12-Jul-2014	R_3WVVLsErCOBq...				51.9261	4.4899	anonymous	EN
4	12-Jul-2014	13-Jul-2014	0 77.171.20.145	100.00	49055.00	1	13-Jul-2014	R_2a3DUJsqH0C2				51.9261	4.4899	anonymous	EN
5	13-Jul-2014	13-Jul-2014	0 77.171.20.145	100.00	13.00	1	13-Jul-2014	R_2aLzh289gBUra				51.9261	4.4899	anonymous	EN
6	13-Jul-2014	13-Jul-2014	8 77.171.20.145	100.00	14.00	1	13-Jul-2014	R_3mUq3Sde9t9C				51.9261	4.4899	anonymous	EN
7	13-Jul-2014	13-Jul-2014	8 77.171.20.145	100.00	15.00	1	13-Jul-2014	R_2CRML18p8qWUJ				51.9261	4.4899	anonymous	EN
8	13-Jul-2014	13-Jul-2014	8 77.171.20.145	100.00	17.00	1	13-Jul-2014	R_1CvDFO8rTA1H8				51.9261	4.4899	anonymous	EN
9	13-Jul-2014	13-Jul-2014	0 77.171.20.145	100.00	24.00	1	13-Jul-2014	R_1CzC2l0W4X0S2				51.9261	4.4899	anonymous	EN
10	13-Jul-2014	13-Jul-2014	8 77.171.20.145	100.00	15.00	1	13-Jul-2014	R_2ySTnO6uY8V4				51.9261	4.4899	anonymous	EN
11	13-Jul-2014	13-Jul-2014	0 31.205.96.42	100.00	142.00	1	13-Jul-2014	R_33edqyWUJyeE				54.9742	-1.615	anonymous	EN
12	13-Jul-2014	13-Jul-2014	0 5.64.183.65	100.00	190.00	1	13-Jul-2014	R_28SenKvChI8eE				50.8612	-0.1194	anonymous	EN
13	13-Jul-2014	13-Jul-2014	0 212.45.57.44	100.00	173.00	1	13-Jul-2014	R_3NKq2WwSOM...				52.2157	5.4993	anonymous	EN
14	13-Jul-2014	13-Jul-2014	0 217.105.18.178	100.00	313.00	1	13-Jul-2014	R_2CIRrR366L8Z				51.9719	5.6446	anonymous	EN
15	13-Jul-2014	13-Jul-2014	0 98.147.133.30	100.00	125.00	1	13-Jul-2014	R_1HstHrPYa3J2				33.9075	-117.7668	anonymous	EN
16	13-Jul-2014	13-Jul-2014	0 70.57.44.8	100.00	57.00	1	13-Jul-2014	R_3B8BxK07Mx1WESq				39.7318	-104.9699	anonymous	EN
17	14-Jul-2014	14-Jul-2014	0 109.36.150.77	100.00	4027.00	1	14-Jul-2014	R_12zhrY2G5uXW				51.9357	4.4894	anonymous	EN
18	14-Jul-2014	14-Jul-2014	0 109.138.111.102	100.00	216.00	1	14-Jul-2014	R_1uzDzPz03k4E0				50.8534	4.347	anonymous	EN
19	14-Jul-2014	14-Jul-2014	0 77.171.20.145	100.00	139.00	1	14-Jul-2014	R_1ka1C0WANSeS				51.9261	4.4899	anonymous	EN
20	14-Jul-2014	14-Jul-2014	0 217.105.23.6	100.00	655.00	1	14-Jul-2014	R_3kCW4dKvWYos				50.8273	5.712	anonymous	EN
21	14-Jul-2014	14-Jul-2014	0 77.171.20.145	100.00	77.00	1	14-Jul-2014	R_A8ta128neErL				51.9261	4.4899	anonymous	EN
22	14-Jul-2014	14-Jul-2014	0 87.212.38.104	100.00	324.00	1	14-Jul-2014	R_UMApp9STEr66D				52.0215	5.1638	anonymous	EN
23	14-Jul-2014	14-Jul-2014	0 77.171.20.145	100.00	77.00	1	14-Jul-2014	R_2w9whMc0W9wH1				51.9261	4.4899	anonymous	EN
24	14-Jul-2014	14-Jul-2014	0 89.255.26.243	100.00	141.00	1	14-Jul-2014	R_1wD8hH4YANFF				51.9996	4.3963	anonymous	EN
25	14-Jul-2014	14-Jul-2014	0 82.148.212.142	100.00	236.00	1	14-Jul-2014	R_3vrTrG@1N2GauJ				52.0992	5.2021	anonymous	EN
26	14-Jul-2014	14-Jul-2014	0 77.251.106.42	100.00	285.00	1	14-Jul-2014	R_3vj8K8d7N9j0				51.9475	4.4777	anonymous	EN
27	14-Jul-2014	14-Jul-2014	0 77.251.106.42	100.00	455.00	1	14-Jul-2014	R_4s5UzTrPh04VZL				51.9475	4.4777	anonymous	EN
28	14-Jul-2014	14-Jul-2014	0 83.219.74.230	100.00	9698.00	1	14-Jul-2014	R_3C0x13wATN8u8				51.9179	4.4901	anonymous	EN
29	14-Jul-2014	14-Jul-2014	0 31.181.158.223	100.00	367.00	1	14-Jul-2014	R_3hed0W4Y0C8aP				51.9188	4.4553	anonymous	EN
30	14-Jul-2014	14-Jul-2014	0 77.171.20.145	100.00	104.00	1	14-Jul-2014	R_3KPW6MjyyHIX				51.9261	4.4899	anonymous	EN
31	14-Jul-2014	14-Jul-2014	0 198.47.255.131	100.00	111.00	1	14-Jul-2014	R_2abzFV5p24SFZ2				43.1479	12.1097	anonymous	EN
32	14-Jul-2014	14-Jul-2014	0 118.236.65.43	100.00	218.00	1	14-Jul-2014	R_3kAS23bpCRFSM				22.2908	114.1501	anonymous	EN
33	14-Jul-2014	14-Jul-2014	0 84.46.28.60	100.00	219.00	1	14-Jul-2014	R_3V4y6K08G6vms				53.5544	9.996	anonymous	EN
34	15-Jul-2014	15-Jul-2014	0 78.132.238.157	100.00	303.00	1	15-Jul-2014	R_2TWY9vscG66B				50.5966	4.3275	anonymous	EN
35	15-Jul-2014	15-Jul-2014	0 77.171.20.145	100.00	317.00	1	15-Jul-2014	R_3DyTWQ89PGEEx				51.9261	4.4899	anonymous	EN
36	15-Jul-2014	15-Jul-2014	0 183.198.50.96	100.00	193.00	1	15-Jul-2014	R_2zpxL3YHmapVx				51.9188	4.2651	anonymous	EN
37	15-Jul-2014	15-Jul-2014	0 84.86.183.67	100.00	276.00	1	15-Jul-2014	R_1WSS06Tqj08gn				51.9179	4.4901	anonymous	EN
38	15-Jul-2014	15-Jul-2014	0 84.30.180.199	100.00	350.00	1	15-Jul-2014	R_3FRW5dC77LlW				51.9317	4.6022	anonymous	EN
39	15-Jul-2014	15-Jul-2014	0 81.246.191.191	100.00	198.00	1	15-Jul-2014	R_14S9jT5UJ4uYGB				51.047	3.7268	anonymous	EN
40	15-Jul-2014	15-Jul-2014	0 77.180.129.130	100.00	217.00	1	15-Jul-2014	R_3qj8K8d7N9j0				52.0978	5.128	anonymous	EN
41	15-Jul-2014	15-Jul-2014	0 89.205.140.145	100.00	497.00	1	15-Jul-2014	R_3pANwK4E10xqj				51.8619	4.4823	anonymous	EN
42	15-Jul-2014	15-Jul-2014	0 31.151.73.28	100.00	310.00	1	15-Jul-2014	R_28hKvPh8zZqgr				52.2219	5.9965	anonymous	EN
43	15-Jul-2014	15-Jul-2014	0 85.145.191.141	100.00	283.00	1	15-Jul-2014	R_BahQUVAtdzVXL				51.8995	4.4681	anonymous	EN
44	15-Jul-2014	15-Jul-2014	0 83.87.221.80	100.00	472.00	1	15-Jul-2014	R_1Owvob4E0K6L				51.9514	4.5848	anonymous	EN
45	15-Jul-2014	15-Jul-2014	0 89.205.138.209	100.00	223.00	1	15-Jul-2014	R_3k18R0B49C0F				52.0708	4.309	anonymous	EN
46	15-Jul-2014	15-Jul-2014	0 89.205.130.255	100.00	261.00	1	15-Jul-2014	R_6D1p4TPM1967F0				51.9125	4.4999	anonymous	EN
47	15-Jul-2014	15-Jul-2014	0 213.233.248.255	100.00	473.00	1	15-Jul-2014	R_2OW0V9p8h7MwE2				52.0815	6.4494	anonymous	EN
48	15-Jul-2014	15-Jul-2014	0 77.171.20.145	100.00	504.00	1	15-Jul-2014	R_3kms1LkQ9aOra				51.9261	4.4899	anonymous	EN
49	15-Jul-2014	15-Jul-2014	0 77.171.20.145	100.00	211.00	1	15-Jul-2014	R_1dYTyRNvVX5o				51.9261	4.4899	anonymous	EN
50	15-Jul-2014	15-Jul-2014	0 77.171.20.145	100.00	119.00	1	15-Jul-2014	R_3051Yqj58Baxp				51.9261	4.4899	anonymous	EN
51	15-Jul-2014	15-Jul-2014	0 77.171.20.145	100.00	82.00	1	15-Jul-2014	R_3GmWwRvX3Gsp				51.9261	4.4899	anonymous	EN
52	15-Jul-2014	15-Jul-2014	0 77.171.20.145	100.00	77.00	1	15-Jul-2014	R_1GyWj009z4Ap				51.9261	4.4899	anonymous	EN
53	15-Jul-2014	15-Jul-2014	0 77.171.20.145	100.00	200.00	1	15-Jul-2014	R_3kDmF0CzavQ8h				51.9261	4.4899	anonymous	EN
54	15-Jul-2014	15-Jul-2014	0 77.171.20.145	100.00	136.00	1	15-Jul-2014	R_20C8w9v8kP3Uq				51.9261	4.4899	anonymous	EN
55	16-Jul-2014	16-Jul-2014	0 84.83.194.120	100.00	904.00	1	16-Jul-2014	R_3kz2U8p8DvC0ab				51.9009	4.6545	anonymous	EN
56	16-Jul-2014	16-Jul-2014	0 77.171.20.145	100.00	17812.00	1	16-Jul-2014	R_3kz2U8p8DvC0ab				51.9261	4.4899	anonymous	EN
57	16-Jul-2014	16-Jul-2014	0 77.171.20.145	100.00	411.00	1	16-Jul-2014	R_0BSMNND0-GN...				51.9261	4.4899	anonymous	EN
58	16-Jul-2014	16-Jul-2014	0 77.171.20.145	100.00	116.00	1	16-Jul-2014	R_13New8r6H4y				51.9261	4.4899	anonymous	EN
59	16-Jul-2014	16-Jul-2014	0 77.171.20.145	100.00	86.00	1	16-Jul-2014	R_2724Bm6LpX0D				51.9261	4.4899	anonymous	EN
60	16-Jul-2014	16-Jul-2014	0 77.171.20.145	100.00	78.00	1	16-Jul-2014	R_29qyQ752H0IS				51.9261	4.4899	anonymous	EN
61	16-Jul-2014	16-Jul-2014	0 77.171.20.145	100.00	84.00	1	16-Jul-2014	R_283qjWFTUjuzJ5				51.9261	4.4899	anonymous	EN
62	16-Jul-2014	16-Jul-2014	0 77.171.20.145	100.00	75.00	1	16-Jul-2014	R_1UNLqDM35kq4F0				51.9261	4.4899	anonymous	EN
63	16-Jul-2014	16-Jul-2014	0 77.171.20.145	100.00	71.00	1	16-Jul-2014	R_3kR3mwbacmqM				51.9261	4.4899	anonymous	EN
64	16-Jul-2014	16-Jul-2014	0 188.252.199.199	100.00	499.00	1	16-Jul-2014	R_1Edx0Fvrs0D7				45.8293	15.9793	anonymous	EN
65	16-Jul-2014	16-Jul-2014	0 77.171.20.145	100.00	77.00	1	16-Jul-2014	R_27q9MAG8p...				51.9261	4.4899	anonymous	EN
66	16-Jul-2014	16-Jul-2014	0 77.171.20.145	100.00	108.00	1	16-Jul-2014	R_3kz2U8p8DvC0ab				51.9261	4.4899	anonymous	EN
67	17-Jul-2014	17-Jul-2014	0 82.183.175.225	100.00	348.00	1	17-Jul-2014	R_3RwW8S2pM1J1				51.9188	4.5146	anonymous	EN
68	17-Jul-2014	17-Jul-2014	0 82.170.232.172	100.00	203.00	1	17-Jul-2014	R_1TqHGE5EAqZ				51.9161	4.568	anonymous	EN
69	17-Jul-2014	17-Jul-2014	0 31.177.32.23	100.00	268.00	1	17-Jul-2014	R_1P569Imu008Dv				52.3759	4.6675	anonymous	EN
70	17-Jul-2014	17-Jul-2014	0 77.171.20.145	100.00	90.00	1	17-Jul-2014	R_3yL1Y2H1MglDv				51.9261	4.4899	anonymous	EN
71	17-Jul-2014	17-Jul-2014	0 77.171.20.145	100.00	73.00	1	17-Jul-2014	R_3Q74Bw8FpZyB3				51.9261	4.4899	anonymous	EN
72	17-Jul-2014	17-Jul-2014	0 77.171.20.145	100.00	89.00	1	17-Jul-2014	R_2q4q5ZUwTAN				51.9261	4.4899	anonymous	EN
73	17-Jul-2014	17-Jul-2014	0 77.171.20.145	100.00	86.00	1	17-Jul-2014	R_1H1T2H43B8qjR				51.9261	4.4899	anonymous	EN
74	17-Jul-2014	17-Jul-2014	0 77.171.20.145	100.00	64.00	1	17-Jul-2014	R_1ED3hH1LoLQ0M9				51.9261	4.4899	anonymous	EN
75	17-Jul-2014	17-Jul-2014	0 77.171.20.145	100.00	53.00	1	17-Jul-2014	R_289ymT432qXBf				51.9261	4.4899	anonymous	EN
76	17-Jul-2014	17-Jul-2014</													

