ST. MARY'S UNIVERSITY

SCHOOL OF GRADUATE STUDIES

DEPARTMENT OF MARKETING MANAGEMENT

EFFECT OF SOCIAL MEDIA ON IMPULSE BUYING BEHAVIOR IN ETHIOPIA: THE CASE OF SELECTED CUSTOMERS IN ADDIS ABABA

BY

WOSSENYELESH DEMISS

ID No.: SGS/0377/2012A

JUNE, 2021

ADDIS ABABA, ETHIOPIA

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A THESIS SUBMITTED TO ST. MARY'S UNIVERSITY, SCHOOL OF GRADUATE STUDIES FOR PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF MASTERS OF MARKETING MANAGEMENT

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ADDIS ABABA, ETHIOPIA

DECLARATION

I, Wossenyelesh Demiss, hereby declare that this thesis entitled "The Effect of Social Media on Impulse Buying Behavior in Ethiopia: The Case of Selected Customers in Addis Ababa is my original work, presented under the guidance of Asfaw Yilma (PhD). I would also confirm that any part of this thesis has not previously been submitted for a degree or any other qualification at this University or any other institution. All sources and materials used for this thesis have been duly acknowledged.

Name: Wossenyelesh Demiss

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Addis Ababa, Ethiopia

Date of Submission: June, 2021

ENDORSEMENT

This thesis has been submitted to St. Mary's University, School of graduate studies for examination with my approval as university advisor.

Ato Asfaw Yilma (PhD)

Date and Signature_____

St. Mary's University, Addis Ababa

ACKNOWLEDGEMENTS

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LIST OF ACRONYMS/ABBREVATIONS

- ❖ SPSS: Statistical Package for Social Sciences
- ❖ IBB: Impulsive Buying Behavior
- ❖ WQ: Website Quality
- ❖ SV: Situational Variable
- ❖ VS: Variety Seeking

ABSTRACT

Buying behavior tends to adopt a certain pattern: need identification, search between alternatives, buy and post-buy evaluation. These patterns have been viewed as rational because they are based on certain principles. Any other buying behavior that is not within this pattern can be considered impulsive. This behavior is in fact affected by various factors one of which is social media. Hence the main objective of this study was to analyze the effect of social media on impulse buying behavior in Ethiopia: the case of selected customers in Addis Ababa. The research design was descriptive in nature. In the beginning respondent's demography and descriptive analysis of the major variables was conducted. Afterwards, Regression Analysis was used to find the relationship between the variables (Website Quality, Trust, Situational Variables and Variety Seeking). The primary research data was collected through a structured questionnaire distributed to 384 customers (320 was received back) and SPSS software was used for analysis purposes. The results of the analysis showed that Social Media have a positive and significant relationship impact on Impulsive Buying Behavior of customers. Therefore, marketers should understand the importance of social media for encouraging the impulsive buying of consumers.

Key Word:- *Social Media, Impulsive Buying Behavior and Website Quality*

CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

There is no question that consumers can be one of the sources of profit for companies. It is therefore important for marketers to understand consumer behaviors and identify the various factors that influence them to make these decisions on a specific product or service (Qazzafi, 2020). This is also key to compete in today's markets which are characterized by ever increasing competition and globalization. There are various specific indicators of consumer's behavior on the market one of which is impulsive behavior resulting in unplanned purchase (Pradhan, 2016).

Different studies on consumers buying behavior keep on struggling to give a better definition for impulse buying behavior of consumers over last five decades (Karbasivar and Yarahmadi, 2011; Cathy and Wayne, 1986; Piron, 1991; Rook, 1987; Dennis and Robert, 1995; Peter and Wolfgang, 1982). Initial definitions of impulse buying have generally been synonymous with the concept of unplanned purchases of consumer, which he/she makes without evaluating product (Natalie, Chris & Gillian 2013). Dennis (1995) states that an impulsive purchase happens when a consumer experiences a sudden urge to purchase, an emotional feeling that is powerful and often consisting of one or several emotions. According to the author, the emotional feeling that occurs during these situations is hedonistic, often stimulating emotional conflicts whereby the circumstances may reduce senses of self-control. Jens (2007) argues that factors affecting impulse buying behavior differ among individuals and situations. Consumers do not have the same purchasing patterns as each individual reacts differently to factors or situations that appear. One of these factors is in fact social media.

The development of today's technology is increasingly rapid, people are difficult to separate from electronic devices, they are spoiled with various facilities in digital way, so that human activities have a more effective and efficient impact, in term of ease of information, cost and time (Fataron, 2019). This digital era emerged starting with the existence of the internet network, especially related to information technology (Wawan,

2017). According to Alharbie social media innovation led to consumer preference for certain product as consumers have a tendency to learn from the influence of other individuals in their social networks which would incline them to prefer a particular brand to another. Now social media platforms have become reliable and rewarding source of sales promotions for the organizations. (Rehman, Muhammad, Nawaz & Hyder,2014). Moreover, according to Rehman et al., (2014) it becomes highly beneficial for the online retailers because they can easily approach a client through emails, content, web-based life and show promotions throughout the world. In addition, consumer's buying possibilities have been extended with the use of internet as the accessibility of products and services multiplied and it becomes easy to make a purchase.

Boutiques industry is composed of small retail stores that offer only a limited range of apparel and accessories. By nature, the industry is highly fragmented because retailers are defined as having only one establishment. Clothing boutiques typically cater to high-end or niche markets and are reliant on strong macroeconomic conditions. Although the economy expanded over the five years to 2018, with per capital disposable income and consumer confidence growing, heightened competition caused industry revenue to contract during the period. More than ever, consumers have an excess of outlets from which they can purchase clothing, and these alternate retail outlets have tapped demand from the boutiques industry (IBIS World, May 2018).

Boutique industry of Ethiopia is not studied properly. It's in fact difficult to get information about it but it can be noticed that the industry typically supplies niche markets and have intense competition among them (Salih, 2019). This creates a research gap in this area of study specific to the context of Ethiopian consumes behavior and the impulse buying phenomenon. On the other hand, although there is enough literature available of growing interest among scholars with respect to impulse buying behavior of customers, still there is a gap which could explain the relation of social media with impulse purchase intention.

Therefore, the purpose of this study is to analyze the effect of social media on impulse buying behavior in Ethiopia: the case of selected customers in Addis Ababa. It is believed that identifying the factors that affect consumer's impulsive buying behavior help

marketers and sales person know the spot where they have to give more emphasis since customers sometimes buy products suddenly without planning or having detail information.

1.2. Statement of the Problem

The rise of the Internet has impacted all parts of the industry, not just the selling end of the industry. It has a role in supply chains, advertising, communications, brand awareness, etc. and blurred the line between business and consumer. Social media channels have not just become important to the selling but also as part of forecasting and determining future trends. Bloggers and other influencers may help sell products, but can also be used by forecasters looking for what's next by looking at Instagram or other social media channels.

Now days, the advancement in people living standard and increase in the computation of different retail shop have stimulated marketers to change their marketing strategies because of the dynamic nature of human behavior. This change in the behavior among individuals stemmed from the fact that social media has become a platform in which every individual has the right and the openness to perform any activity according to their mood and need. With the appearance of social media as a marketing tool the shopping and purchasing behavior of individuals changed and the idea of purchasing became more apparent and usable among them. In fact globally, people have started to use social media to share their experience. As customers people share product reviews, information about a service, advise, warning about a product, and much more. This information is consumed by so many people that it becomes a source of influence on consumers and their buying behavior.

Social media, which includes the content, visuals, promotions, discounts and influencers, has the ability to influence the impulsive buying behavior of consumers, so it cannot be ignored by business. In fact, consumers that are influenced by social media are more likely to be impulsive buyers. There has however been little in previous studies to showcase the social media's role in motivating impulse buys in Ethiopia. In fact these studies generally focused on the internal, demographic external factors that affect the impulsive buying without mentioning the social media (Salih, 2019). Therefore,

understanding the effect of social media on impulsive buying help organizations adjust their marketing according to the need and wants of its customers. In doing so, it will be able to maintain its current customers by effectively responding to their demand.

1.3. Basic Research Questions

The main question of the study is what impact does social media have on consumers related to impulsive buying behavior in Ethiopia? In addition to that the particular research questions that this study answered include

1. How does website quality affect consumer's impulsive buying behavior?
2. How does trust affect consumers' impulsive buying behavior?
3. How do situational variables affect consumer's impulsive buying behavior?
4. How does variety seeking affect consumer's impulsive buying behavior?

1.4. Objectives of the Study

1.4.1. General Objectives

The general objective of the study is to analyze the effect of social media on impulse buying behavior in Ethiopia: the case of selected customers in Addis Ababa.

1.4.2. Specific Objectives

The study has the following specific objectives:

1. To identify the effect of website quality on consumer's impulsive buying behavior.
2. To recognize the effect of trust on consumer's impulsive buying behavior.
3. To evaluate whether situational variables affect consumer's impulsive buying behavior.
4. To determine whether variety seeking affect consumer's impulsive buying behavior.

1.5. Significance of the Study

This study is conducted to determine the effect of social media on impulse buying behavior in Ethiopia. The study results helps in general for business companies and in particular Ethiopian business companies as an input to understand the effect of social

media and decide to use it for building a long-term relationship with its customers. It also enables business companies as an input to craft their social media marketing with its customers. Moreover, this study may serve as basis for those research enthusiasts to conduct further inquiry regarding the effect of social media on impulse buying behavior.

1.6.   Scope of the Study

The scope of the study is limited concerning geographic location, methodology adopted as well as on the variables factors that the study focused. In fact, this study has only analyzed the responses that have been given by the consumers of Addis Ababa about the effect of social media on their impulsive buying behavior. In addition to that their use is limited to those with email and internet access. In such research reporting can only make valid claims for the particular group of respondents and cannot generalize to the wider population.

Theoretically even though there are different types of consumer buying behavior, this study have been delimited to impulsive buying. In addition to that it only assess variables that affect impulsive buying such as social media (website quality, trust, situational variable and variety seeking) while we can also have different other variable that can affect impulsive buying behavior. In terms of Methodology, the study used only questionnaires to collect data.

1.7.   Limitation of the Study

Limitation of the study regards to sample size and composition of data that had been collected. The data collection is restricted and the sample size of numbers of participants is relatively small in representing the majority of population of Addis Ababa. Therefore, the result obtained from this study does not reflect the entire population. Future research should consider larger sample sizes that could be more representative.

Impulse buying is a wide topic, which has thereby force me to limit the research only on how it is affected by social media. On the other hand, there have been limitations regarding the data collection which is conducted through questionnaires. In fact, along with the outbreak of the Covid-19, some respondents were not willing to fill out the questionnaires which led to prepare online questionnaires through Google form.

1.8. Organization of the Study

The study is structured into five chapters. Chapter one is the introduction part which included the background of the study, statement of the problem, research questions, objectives, scope and limitation of the study, significance of the study, and organization of the study. Chapter two focused on literature reviews, empirical reviews and conceptual framework. Chapter three looks at the methodology that is adopted for the study. In such this part deals with the research design and area of the study, selection of subjects which consist of population, sampling methods, data collection and instrumentation, data processing and presentation of results and ethical consideration. Chapter four is composed of the data analysis and discussion of the findings of the study. Finally, chapter five consists of the summary of the findings, conclusions and recommendations drawn from the findings of the study.

CHAPTER TWO

REVIEW OF LITERATURE

2.1. Theoretical Reviews

2.1.1. Term Definitions

- **Impulse Buying Behavior**

One would assume that a subject such as impulse buying which has drawn quite considerable attention from research is clearly defined. Unfortunately, this is not the case. It is not exaggerated to say that almost every researcher who conducts research in this area seems to come up with a new definition of impulse buying. This definitional mixture is one of the main reasons why studies dealing with impulse buying are hard to compare. Moreover, the adopted definition is often at odds with the operationalization even in the very same study. Thus, cautiousness is required whenever comparing studies or generalizing from their results (Sessler, 2013).

A great deal of earlier definitions simply equated impulse to unplanned purchasing without further ado (Piron, 1993, p. 341). When applying this definition, any purchase not written on the shopper's shopping list that ended up buying would qualify as an unplanned and therefore an impulsive purchase. However unplanned purchases are not necessarily impulse buying. Some purchases may be unplanned because they were somehow left out in earlier purchases but may not involve strong hedonic aspect which is a precursor for a purchase to be categorized as impulse (Amos, Holmes, & Keneson, 2014). On the similar lines, Kacen and Lee (2002) observed that impulsive buying behavior involves prompt convincing and motivating hedonic purchase action; in which the decision regarding buying the product does not depend on the deep thought process. It is just fulfilling an individual's desire.

- **Social Media Marketing**

In the present days the businesses are trying their best to target their customers by adopting the new trends of marketing involving social media. The utilization of social

media with the intention of promoting the company as well as its products is known as social media marketing. There are different web-based strategies, including emails, newsletters and other techniques which are being used and are part of online marketing (Nadaraja and Yazdanifard, 2013). The concept of exponential dissemination and mass communication is introduced with the help of social media marketing which is enabling the companies to spread their message to the different personal contacts of customers. There are many new tools which are being devised and are still in the process of development which are introducing the new approaches of marketing. The introduction of analytic applications by official social network site platforms is now going effective and better insight for social media marketers.

According to Zhang and Zhao (2014) the important impacts on perceived usefulness and positive effect can be demonstrated by online social interaction factors, including source credibility, review quality, and observational learning. The positive effect further enhances the need to purchase impulsively. Surprisingly, there is no significant impact of review quality on positive effect. Instead, a positive effect has been influenced by review quality indirectly through perceived usefulness. In short, the consumers impulsive buying can be greatly affected by online social interactions as it is an important consumer-generated stimulus.

2.1.2. Concept Briefing

- **Types of Impulsive Buying Behavior**

It should be noted that not all impulse buying is the same. While the purchase of an item may have not been planned for a specific shopping trip, it does not automatically mean that it was not needed or not previously considered. There are in fact four types of impulse buying behavior:

1. Pure Impulse Buying

In brick and mortar, certain types of products are placed next to the checkout counters; products which trigger an emotional impulse purchase. This type of impulse purchase is also described as an "escape purchase". These products could have a nice and inviting wrapping, or it could be a magazine with a colorful cover. People act very emotionally

and buy the product, even though the purchase would be out of their normal buying behavior.

2. Suggestion Impulse Buying

Then again, next to the counter, you might also spot some more rational products. Let's say a protein bar. This type of product is kicking off a different type of impulse purchase process. "I am hungry and soon going to the gym", the consumers starts to rationalize. "Protein bar is healthier option than a chocolate bar would be". So, the customer is still making an impulse purchase, in essence, buying something he does not really need, but the reasoning makes him feel the purchase is based on a reason or a need, not an emotion.

3. Reminder Impulse Buying

The third type of impulse purchase is based on reminding. The customer was not planning to buy the product, but the way the products were placed in the store (online or offline), triggered a feeling to stock up.

4. Planned Impulse Buying

The fourth type of impulse purchase is so called planned impulse purchase. This type of purchase is often triggered by low price or an offer. And again, the customer ends up buying something he does not need, or buying more than he needs.

- **Factors Influencing Impulsive Buying Behavior**

Impulse buying may result due to external stimuli. External stimuli are controlled by marketers to lure customers into impulse buying (Youn & Faber, 2000). Impulsive buying behavior has a significant effect on boosting up the sales of the products (Amos et al., 2014). Marketers play a vital role in planning their strategies starting from creating awareness to the placement of the products in the store, which plays a major role in leading an individual to make an impulse purchase (Floh & Madlberger, 2013). Some purchases may be caused by internal emotional stimuli like mood. People usually having positive mood are most likely to go for impulse buying; and tend to be more excited about the shopping as compared to the people with negative mood (Ozer & Gultekin, 2015; Park & Kim, 2008). Sneath, Lacey and Kennett-Hensel (2009) observed that

impulse buying also plays an effective role in reducing the depression and helps in improving the mood towards the positive side. Additionally, it helps individuals to divert their minds from negative destructive psychological thinking, negative emotional state and low self-confidence. Hirschman (1992) posits that an individual does not go for impulse buying being influenced by the external factors, but his thoughts and emotions play a major role in impulse buying. Sharma, Sivakumaran and Marshall (2010) suggest that impulse shopping is associated with hedonic behavior in which an individual gets engaged in impulse purchases due to the feelings and psychological and emotional motivations rather than considering the functional benefits. Another major internal stimulus for impulse buying is social media. This study aims to study the impact of social media factors such as website quality, trust, situational variables and variety seeking on impulse buying behavior.

a) Website Quality

E-commerce usually occurs on a website; in social commerce, social networking sites are used to conduct commercial activities. Studies by (Ahn, Ryu, & Han, 2007; DeLone, & McLean, 2004; Hennig-Thurau, Gwinner, & Gremler, 2002) have shown that the quality of a website impacts on e-commerce. According to Liang and Lai (2002) social networking sites provides an online platform that offers social networking services. The success of these services depends on the website quality. Similarly, DeLone and McLean (2004) suggest that the design of the social networking sites significantly impacts the social sharing shopping and social behavior of users.

Previous studies on the quality of web site as a factor influencing social media commerce have adopted two approaches. The first approach looks at the specific functions offered by the Web site and how it affects e-commerce. The second approach looks at the perception of the user towards the quality and design of the website (Liang & Lai, 2002). An example of the functional approach to quality of a web site was by Liang and Lai (2002). Liang and Lai (2002) summarized and categorized design functions of an e-business into media richness factors, hygiene factors and design functions. Liang and Lai (2002) examined the effects of hygiene factors, media richness factors, and design factors on consumers' intention for future visits; intention to purchase, and actual purchases. On

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the contrary, DeLone and McLean (2004) examined the perception of users toward the design quality of a web site based on the information system success model. The success of the e-commerce was measured using information quality, system use, system quality, net benefits, user satisfaction and service quality. Service quality, information quality and system quality were identified as measures of the quality of the web site. In this context, system quality is the degree or extent to which a web site is seen to possess designed capabilities including reliability, response time and availability. Information quality denotes the extent or degree to which the web site's content is seen as complete, accurate and timely. On the other hand, service quality is the degree to which website users assess the services and support offered via the website by the service provider (Chiu, Chiu, & Chang, 2007).

b) Trust

Trust refers to the belief of the user that a social media site is benevolent and honest. It is primarily the user's belief that the owner/service provider is benevolent and honest (Gustafsson, Johnson, & Roos, 2005; Morgan, & Hunt, 1994). Within the context of social commerce, the user is more likely to trust, show commitment and be satisfied with the services provided by the service provider if the relationship between social media site and the user is high. This also promotes confidence in the user of the social media website to share and interact with friends. This way, the user will demonstrate the willingness to create and maintain relationship with the owner/service provider of the social media website for purposes of ensuring he/she continues to receive good services (Garbarino, & Johnson, 1999; Shabbir, Palihawadana, & Thwaites, 2007). It is also argued that a well-designed social media website can promote and better meet the needs of the user for social interactions, which in turn will create a good impression in the user regarding the quality of the website, hence increasing trust and confidence in the performance of the service provider (Crosby, Evans, & Cowles, 1990).

c) Situational Variable

Situational factors play an important role in consumers' behavior and this has been recognized and acknowledged in the marketing literature. These factors are temporal conditions that influence how buyers behave in terms of actually purchasing an additional

product, actually purchasing a product, or purchasing nothing at all. These factors may include social factors, physical factors, reasons for consumers' purchase, time factors, and the mood of the buyer. The consumers' physical situation, including the design, location, and layout of a store must be considered by marketers when designing their facilities. These physical factors are under the control of the firm and are referred to as atmospherics. Consumers' social situation significantly affect what they purchase, how much they purchase of it and when they will purchase it. Certain social situations may also make a consumer less willing to purchase a product. Lastly, the consumers' time situation, namely the time of the year, the time of the day, and how much time they feel like they need to shop has an impact on what they purchase. For instance, it has been revealed that whether a consumer is an "evening person" or a "morning person" affects his or her shopping patterns (Moise, 2011). Others include consumer's mood and reason for purchase.

d) Variety Seeking

Variety seeking as modeled by economists, marketers, consumer behaviorists and psychologists refers to a phenomenon involving consumers engaging in varied behaviors, including multi-brand buying or brand switching (Li, Hitt, & Zhang, 2011). It is considered pervasive because of individuals' tendency to seek diversity when it comes to searching and experiencing goods and differentiating services and products in their life. It may arise whenever consumers move to different shops or within purchase occasions through selecting a portfolio of services or products in different companies at one time. Literature identifies three key factors that motivate consumers to seek variety: preference uncertainty; external situations; and satiation (Simonson, 1990; Harlam, & Lodish, 1995). Satiation occurs when consumers seek variety when motivated by personal or internal desires for variety. External situations are situation in which consumers seek variety based on external constraints, namely multiple users, multiple needs, multiple situations, retail environment and price promotion. Consumers' preference uncertainty refers to consumer seeking variety in order to have a portfolio of choice to protect interest or protect future uncertainty.

Online environment is perceived by users in a commercial way. The emergence and development of social media and other online stores have converted users into consumers (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004). Social media has also changed how marketers and consumers communicate. Information society has an influence on product evaluation and consumer decision making processes. Social media offers a new channel via which product information is acquired through peer communication (Hennig-Tharau et al., 2004; Kozinets, 1999). The use of social media has also enabled consumers to recognize that they have influential power over via reviewing services and products used. Marketers also influence consumers through other psychological characteristics, such as purchase motivation, income, company/brand presence, company presentation on social media networks, workplace method of payment, demographic variables (disposal income, age and sex), type of stores (physical or online) and method of payment. Virtual communities and the internet have transformed corporations, societies and consumers with better networking, speedy access to information and enhance communication abilities.

2.2. Empirical Reviews

Table 2.1: Empirical Reviews

Source	Purpose/Thesis	Major Findings
Abdul, Aliz, Pir Abu & Farman (2019)	The Impact of Social Media on Impulse Buying Behavior in Hyderabad Sindh Pakistan	The results showed that Social Media does have a positive and significant impact on the Impulsive Buying Behavior of the customers.
Manoj & Dr. Satinder (2018)	Impact of Social Media Marketing on Online Impulse Buying Behavior	In findings it is clear that social media marketing factors impact on impulse buying directly now days. Unplanned purchase increases due to social media marketing and up to 40 percent extra expenses increases due to

		the social media factors.
Laura & Carlos (2017)	Impulse Buying Behavior: An Online-Offline Comparative and the Impact of Social Media	Result shows that the offline channel is slightly more encouraging of impulse buying. In addition, social networks can have a big impact on impulse buying.
Dania & Mazhar (2018)	Effects of Personality on Impulsive Buying Behavior: Evidence from a Developing Country	Results indicate significant effects of openness, extraversion, conscientiousness and neuroticism and insignificant effect of agreeableness on impulsive buying behavior.
Laksamana & Gusrianda (2019)	How Digital Marketing Influences Impulse Buying Tendency and Impulse Buying in E-commerce Industry	The results of the study reveal that social media marketing and content marketing simultaneously affecting impulse buying tendency
Xiang, Zheng, Lee, & Zhao (2016)	Exploring Consumer's Impulse Buying Behavior on Social Commerce Platform: The Role of Para social Interaction.	The study showed that consumer's perceived enjoyment and impulse buying tendencies significantly affect their urge to buy impulsively.
Xi, Hong, Jianshan, Li, Jiuchang, and Davison (2016)	Impulsive Purchase Behavior in Social Commerce: The Role of Social Influence.	The results indicate that consumers' expertise and trustworthiness are significantly related to both types of social influence they could exert on peers

Naser Salih (2019)	Determinants of Impulsive Buying Behavior in some selected Boutiques of Addis Ababa.	The study identified that education, employment, new product (fashion), windows design and price discounts are statistically significant variables in affecting impulse purchase.

Source: (Manoj, B., & Satinder, K. K., 2018)

2.3. Conceptual Framework

Based on the theoretical and empirical reviews presented in the above pages, the following conceptual framework will be developed to guide the research study:

Figure 2.1: Conceptual Framework

Independent Variables   **Dependent Variable**
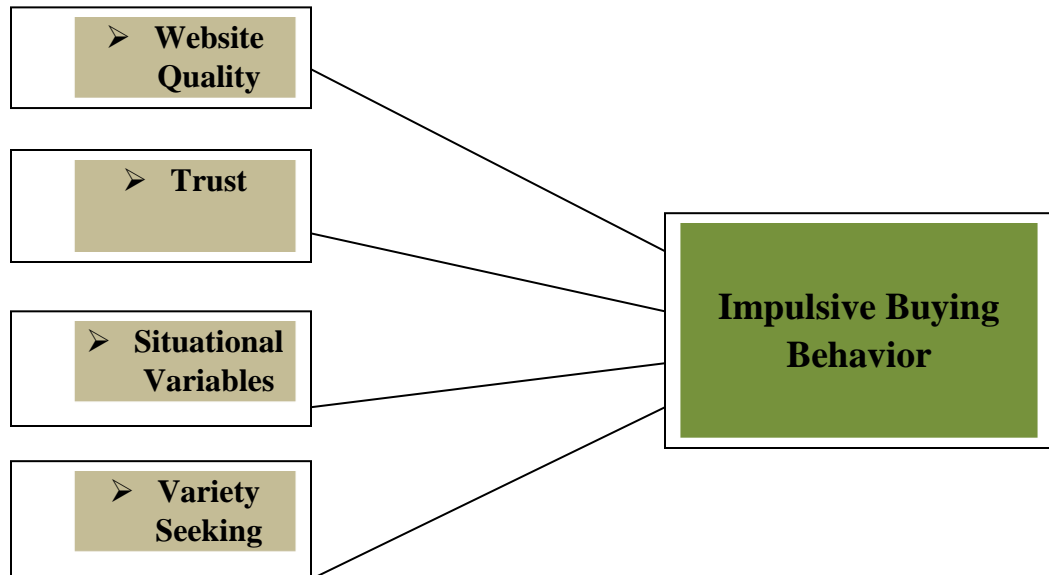
H_1: Website quality has a significant impact on impulsive buying behavior.

H_2: Trust has a significant impact on impulsive buying behavior.

H_3: There is a significant relationship between situational variables and impulsive buying.

H_4: There is a significant relationship between variety seeking and impulsive buying behavior.

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CHAPTER THREE
RESEARCH METHODOLOGY

3.1. Introduction

This chapter describes the research design and methodology used in achieving the setout objectives. It provides information on the participants, the criteria for inclusion in the study, who the participants were and how they were sampled. The researcher describes the research design that was chosen for the purpose of this study and the reasons for this choice. The instrument that was used for data collection is also described and the procedures that were followed to carry out this study are included. The researcher also discusses the methods used to analyze the data. Lastly, the ethical issues that were followed in the process are also discussed.

3.2. Research Approach

A research can be qualitative, if it is looking to find better way to understand consumers thought and motivations without the use of number while quantitative research seek to quantify data and typically, apply some form of statistical analysis (Malhotra, Nunan and Birks, 2007). In such the research design for this study was quantitative research. Quantitative analysis is done by already predetermined structural questions which are surveyed by respondents and they have to choose from those pre-determined options. This also helps identify the relationship the between independent and dependent variables.

3.3. Research Design

A research design is the 'procedures for collecting, analyzing, interpreting and reporting data in research studies'. In other words, it sets the procedure on the required data, the methods to be applied to collect and analyze this data, and how all of this is going to answer the research question (Creswell & Plano Clark, 2011). As explained by Robson (2002), there are three possible forms of research design: exploratory, descriptive and explanatory.

Robson (2002) states that, the aim of descriptive research is to portray an accurate and exact profile of people, events or situations. An exploratory study is very valuable way of finding out what is happening or to seek new insights, to ask questions and to assess phenomena in a new light. It is a very useful if the research is about clarifying and understanding of any problems and there is also a willingness to change direction in exploratory study. On the other front, an explanatory study involves a research which focuses on studying a situation or a problem in order to explain the relationships between variables. So, while descriptive studies may ask 'what' kinds of questions, explanatory studies seek to ask 'why' and 'how' questions (Saunders, Lewis, and Thornhill, 2007).

As such, this study was conducted using explanatory designs as it tries to evaluate the effect of social media on impulse buying behavior. It looks for causes and reasons and provides evidence to support or refute an explanation or prediction. To make the finding conclusive, the explanatory design was also used to examine the association between independent variables and the dependent variable that the descriptive design cannot indicate.

3.4. Population

Population of the study means covers all the cases of individuals or things or elements that fit a certain specification i.e. all the items under consideration in any field of inquiry constitute. The population of the study consisted customers within the Addis Ababa markets in general which consists of millions of individuals. In such, to make the data collection manageable buyers from customers in close areas. These customers were easily accessible for the researcher's and customers' conveniences in terms of time and space.

Given the fact that the population is indefinite and consisted of a large number of individuals the research depended on the sample size calculator as shown below.

3.5. Sample Size and Sampling Technique

There are lots of sampling techniques which are grouped into two categories i.e. Probability Sampling and Non-Probability Sampling (Mohsin, 2016). The study used convenience sampling technique which is a type of non-probability sampling. In fact, this sampling technique occurs where a link to a survey is posted on a website and all visitors

to that site are invited to respond, or when an invitation to participate is circulated via social media (Tanner, 2018).

Malhortra and Peterson (2006) and Zikmund (2003) stated that, the larger the sampling size of a research, the more accurate the data generated. However, due to time and financial limitations and the nature of the population, the sample size was calculated based on estimation method given by Kothari (2004)

$$\underline{n = z^2 \times p \times q}$$
$$e^2$$

Where by:-

> *n= size of sample*
>
> *z= standard variation at the given confidence interval*
>
> *p= percentage of success*
>
> *q= Percentage of failure*
>
> *e= sampling errors*

Thus, grounded on the formula an estimate of the likely percentage of success has to be considered (Kothari, 2004). Therefore, the most common percentage of success (p) which is 50% was chosen in line with a confidence interval of 95% (z), 5% sampling error (e). Therefore, the sample size for this study was 384.

$$\underline{n = 1.96^2 \times 0.5(1-0.5)} = 384$$
$$0.5^2$$

3.6. Source of Data

Data collection means to collect data for analysis and examining. There are two types of data: primary and secondary data. Primary data is first hand personal information collected by the researcher through questionnaires in terms of quantitative research or interviews and observations for qualitative research. On the other hand, secondary data is used to analyze the already collected data from previous research and authors. These data are already available on different sources such as internet, past papers or books (Bryman and Bell, 2011). This research used both primary and secondary data sources.

3.6.1. Primary Data

Primary data were used and collected through an online survey using Google Forms. The link to request survey participation was distributed through the social media and online messaging applications. The questionnaires were designed based on literature and previous researches.

3.6.2. Secondary Data

In this study, the researcher used secondary data from St. Mary's University published and unpublished sources, books and journals.

3.7. Method of Data Collection

The study used primary data which was collected through online questionnaires. Each respondent who had agreed to take part in the study was invited to fill the questionnaire. Explanations were given if necessary. Questionnaire consisted of two parts. First part of the questionnaire consisted of demographics and general questions related to social media and impulse buying behavior. Part two consisted of questions related to variables mentioned above. The questionnaire was prepared using close-ended method questions and 5 Point Likert-Scale approaches (i.e., from "Strongly Disagree to Strongly Agree"). For the 5-point Likert scale the respondents were asked to indicate their level of agreement with the ratings of Strongly Agree (1), Agree (2), Neutral (3), Agree (4) and Strongly Agree.

3.8. Method Data Analysis and Presentation

Quantitative data analysis is used to analyze the data which are collected from primary and secondary data collection instruments. In such quantitative data analysis technique, both percentage and frequency is used to analyze the data that is obtained through close ended question and present by using table. The Linear regression and correlation are important methods to investigate the relationship between two variables (Bewick, Cheek and Ball, 2003). In this study data is analyzed using the SPSS software to test the reliability, correlation and regression.

3.9. Model Specification

The thesis used several linear regression research models to evaluate hypotheses derived from empiric reviews. Regression analysis is a statistical method for evaluating the mathematical model representing the relation between variables that can be used for the purposes of predicting the value of the outcome variable, given the measures of the independent variable (Kothari, 2004). Multiple linear regressions calculate the coefficients or relative importance of the individual predictors in the multiple linear equations, with one or more independent variables that better predict the value of the dependent variable. Multiple linear regressions were made to define the relationship and to evaluate the most dominant variables influencing the sales success of real estate companies. In order to analyze the effect of social media on impulsive buying behavior, a multi-regression analysis of the hypotheses proposed for testing is shown as:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Where: Y=Impulsive Buying Behavior; X_1=Website Quality; X_2=Trust; X_3=Situational Variable; X_4=Variety Seeking; e = error term, β_0 = constant, term $\beta_{1, 2, 3, 4, 5}$ = coefficients of predictors

3.10. Reliability and Validity

3.10.1. Validity

Validity defined as how much any measuring instrument measures what it intended to measure. Bryman and Bell (2003) recommended that the very important issue of measurement validity relate to whether measures of concepts really measure the concept or not. Establishing the validity of the scores in a survey helps to identify whether an instrument might be a good one to use in survey research (Creswell, 2009). To maximize content validity, a comprehensive literature review was done in order to get an overall comprehension on the effect of social media on impulsive buying behavior. Validity was made certain by pilot testing the questionnaire in order to track any doubts and inconsistencies and used questions already validated in earlier research. All of the questions was based on well-grounded theory and carefully worded in order to ensure

that the vocabulary and formulation of the questions would be correctly understood by the respondents.

In addition, to check for the validity of the study parameters and to guard the study from spurious results, the researcher performed diagnostic tests for classical linear multiple regression assumptions such as test for Normality, Multicollinearity and Heteroscedasticity.

3.10.2. Reliability

Cronbach's alpha is a measurement used to evaluate the reliability, or internal consistency, of a set of scale or test items. In other words, Cronbach's alpha is one way of measuring the strength of that reliability. It is an index of reliability associated with the variation accounted for by the true score of the underlying construct (Nunnaly, 1978) cited by Abera, (2016). In order to measure each factor's internal consistency reliability, the Cronbach's alpha statistics was used. Cronbach alpha coefficient represents the average of all possible split-half coefficients resulting from different ways of splitting the scale items. Nunnaly (1978) has stated that 0.5 is a sufficient value, while 0.7 is a more reasonable Cronbach's alpha.

This research has also measured the reliability test of all the study variables which is presented in table 3.1 below summary. According to this theory the results of all variables are more than 0.7, so all questions are reliable ones.

Table 3.1: Reliability Statistics

Dimensions	Cronbach's Alpha	No of Items
Website Quality	.849	5
Trust	.739	5
Situational Variables	.716	5
Variety Seeking	.804	3
Impulsive Buying Behavior	.678	4
Overall Reliability	**.909**	**22**

Source: SPSS Result (2021)

3.11. Ethical Consideration

The researcher was objective during the data collection, data analysis, and data interpretation to avoid or minimize bias or self-deception. Respect for intellectual property was guaranteed by giving proper acknowledgement or credit for all contributions to this study and was not engage in plagiarism.

The necessary precaution was taken to make the study ethical. Each respondent were informed ahead about the purpose of the data they have provided. In addition, they were also informed that the information they provide via the questionnaire were used only for the purpose of academic study and remain confidential. Assurance was also given that the respondent's identity will be anonymous for the research as to maintain their privacy

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

This chapter discusses the data analysis of the research. Quantitative data has been gathered from primary and sources which have been analyzed in this section. Primary data has been gathered from the online questionnaires prepared through Google form. Initially the general information of the respondents who participated in the study and the descriptive analysis of the variables are presented.

Software known as SPSS version 20 and Microsoft excel has been used to analyze the collected data. To this end, statistical calculations such as mean, standard deviation, median, frequency, and percentage values have been calculated. In addition, with the help of SPSS ANOVA, correlation and multiple linear regression analysis were also used to present the findings of the study. The data collected using five point Liker scale (1=Strongly Agree, 2=Agree, 3=Neutral, 4=Disagree and 5=Strongly Disagree) which is non-parametric in nature was converted in to parametric one by computing the sum and taking the average of each variable. Hence it is possible to conduct Pearson correlation and linear multiple regression (Creech, 2011).

4.1. Respondents Demography Analysis

This section summarizes the general information of the respondents which is presented in tables below. The demographic variables consisted of Gender, Age, Academic Level and Current Occupation.

4.1.1. Questionnaires Collected

Table 4.1: Questionnaires Collected

Questionnaires	Frequency	Percentage %
Returned questionnaires	320	83.33%
Unreturned questionnaires	26	6.77%
Response Errors	38	9.90%
TOTAL	384	100%

Source: Questionnaire of 2021 and SPSS result

From a total of 384 questionnaires which dealt with the Effect of Social Media on Impulse Buying Behavior in Ethiopia: The Case of Selected Customers in Addis Ababa, 320 (83.33%) were returned, 26 (6.77%) unreturned and the rest 38 (9.9%) had response errors. This occurred due to the fact that some of the questionnaires were not adequately completed and some were not able to get no information at all.

4.1.2. Gender of the Respondents

Table 4.2: Gender of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
	Female	193	60.3	60.3	60.3
Valid	Male	127	39.7	39.7	100.0
	Total	320	100.0	100.0	

Source: Questionnaire of 2021 and SPSS result

The descriptive data presented above in table 4.2 shows that 193 (60.30%) of respondents are female and the rest 127 (39.7%) are male. These shows that female are more prone to visit boutiques in Addis Ababa and as a consequence make impulse buying.

4.1.3. Age of Respondents

Table 4.3: Age of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
	21 to 30 years	204	63.8	63.8	63.8
	31 to 40 years	87	27.2	27.2	90.9
Valid	41 to 50 years	6	1.9	1.9	92.8
	Over 51 years	23	7.2	7.2	100.0
	Total	320	100.0	100.0	

Source: Questionnaire of 2021 and SPSS result

The age group data shows that 204 (63.80%) of the respondents are in the category of 21 to30 years, 87 (27.20%) are in the category of 31 to 40, 6 (1.9%) fall in the category of 41 to 50 years and the rest 23 (7.2) of the respondents are over 51 years. This shows that the majority of the respondents are matures enough to provide the information required

for the research. In addition it also indicates that the shops are more visited by young adults.

4.1.4. Academic Level of the Respondents

Table 4.4: Academic Level of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school and below	5	1.6	1.6	1.6
	Technical/vocational certificate	29	9.1	9.1	10.6
	Bachelor's degree	257	80.3	80.3	90.9
	Master's degree	29	9.1	9.1	100.0
	Total	320	100.0	100.0	

Source: Questionnaire of 2021 and SPSS result

4.1.5. Occupation of the Respondents

Table 4.5: Occupation of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	24	7.5	7.5	7.5
	Self-employed/business owner	118	36.9	36.9	44.4
	Professional	137	42.8	42.8	87.2
	Retired	23	7.2	7.2	94.4
	Unemployed	18	5.6	5.6	100.0
	Total	320	100.0	100.0	

Source: Questionnaire of 2021 and SPSS result

The table 4.4 above shows that the educational level of respondents in the above category indicates that 5 (1.6%) of the respondents are high school students, 29 (9.1%) have technical/vocational certificate, 257 (80.30%) have Bachelor's degree and 29 (9.1%) have Master's degree. So we can conclude that the majority of the sample sizes have a Bachelor degree. Furthermore, according to the table 4.5, 24 (7.5%) of the respondents are students, 118 (36.9%) are self-employed/business owners, 137 (42.8%) are professionals in different fields, 23 7.2%) are retired and the rest 18 (5.6%) of the

respondents are unemployed. So, we can conclude that majority of the sample size are professionals.

4.1.6. Monthly Income of Respondents

Table 4.6: Monthly Income of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 2000	45	14.1	14.1	14.1
	2001-4000	80	25.0	25.0	39.1
	4001-6000	35	10.9	10.9	50.0
	6001-8000	50	15.6	15.6	65.6
	8001-10000	35	10.9	10.9	76.6
	Above 10000	75	23.4	23.4	100.0
	Total	320	100.0	100.0	

Source: Questionnaire of 2021 and SPSS result

The last part of the data presented above in Table 4.6 shows that 45 (14.10%) of the respondents have a monthly income below 2,000, 80 (25.0%) earn between 2,001-4,000 and 35 (10.9%) of the respondents have an income of 4,001-6,000. In addition to that, 50 (15.6%) of the consumers earn an income of 6,001-8,000, 35 (10.9%) earn between 8,001-10,000 and the remaining 75 (23.4%) of the respondents have a monthly income above 10000. This data implies that the majority of the respondents earn a sufficient income to visit the shops and it also indicates that the more the consumers get income the more they are able to make impulse buying decisions.

In addition to the questions above, validity-checking questions were also asked to examine the validity of the respondents. One of these questions asked was whether the respondents consider themselves as spontaneous to which the majority answered "yes, sometimes". The other one was the hours spent on the internet per day and more than half of the respondents have confirmed that they spend more than 4 hours per day.

To check the respondent's understanding and full knowledge about the issues and in order to fill the questionnaire, the researcher also asked whether the respondents use any social networking website to which all of them answered yes. In addition to that the

respondents have also confirmed that they use different types of social media (Facebook, Google, Instagram etc.) for different reasons like looking for information, shopping, E-mail and so on.

4.2.   Descriptive Analysis of the Major Variables

This section presents the descriptive analysis of the variables selected for the study. As mentioned above these variables are website quality, trust, situational variables and variety seeking. For such, the mean, standard deviation, lowest amount and greatest "frequencies" of the variables were computed and presented in the table below.

4.2.1. Descriptive Statistics for Website Quality

Table 4.7: Website Quality

	N	Mean	Std. Deviation
Website Quality			
The ease of use in the website encourages me to shop more	320	1.87	.977
Website design increase the chance of more customers	320	1.92	1.028
Website contact accessibility and location enhance IBB	320	2.02	1.074
Website loading time affects the way I make purchase	320	2.03	1.115
Instruction and technical support increase IBB	320	2.49	1.172

Source: Questionnaire of 2021 and SPSS result

Notes 1: 1–Strongly Agree; 2-Agree; 3–Neutral; 4–Disagree; and 5–Strongly Disagree

The descriptive analysis of the responses to questions related to website quality is presented in Table 4.7 above. As shown in the table the response regarding the website quality ranged from 1.87 to 2.49 and having the standard deviation value of greater than 1. In fact the respondents agreed with the idea that the ease of the use in the website encourages more shopping and with the fact that website design increase the chance for more customers. In addition to that the respondents convinced that website contact, location, website loading time, instruction and technical support affects the way people make purchase by enhancing impulsive buying behavior.

4.2.2. Descriptive Statistics for Trust

Table 4.8: Trust

	N	Mean	Std. Deviation
Trust			
Electronic payments encourages me to purchase	320	2.58	.966
Recommendation from others encourages me to buy more	320	2.65	.996
Quick & Responsive Customer Communication increase purchase	320	2.58	.982
Sales discount encourages me to buy more	320	2.72	.940
Sales return encourages me to buy more	320	3.19	1.049

Source: Questionnaire of 2021 and SPSS result

Notes 1: 1–Strongly Agree; 2-Agree; 3–Neutral; 4–Disagree; and 5–Strongly Disagree

The descriptive analysis of the responses to question related to trust is summarized in Table 4.8. The result of the analysis of the respondents on their views as to whether trust of social media affects impulsive buying behavior was somehow neutral on all the four equations directed to them with a mean of (mean ≈ 3). However, all questions had a standard deviation of lesser than 1.00, except for whether sales return encourages more purchase which has a standard deviation greater than 1.

4.2.3. Descriptive Statistics for Situational Variables

Table 4.9: Situational Variables

	N	Mean	Std. Deviation
Situational Variables			
If I see something like, I buy it	320	3.18	1.288
If I see something new (fashion), I buy it right away	320	3.00	1.064
Temporary moods or momentary situation can increase IBB	320	2.44	1.241
Free gift/bonus offer helps justify an unplanned purchase	320	2.39	1.201
A price discount encourages unplanned purchase	320	2.52	.976

Source: Questionnaire of 2021 and SPSS result

Notes 1: 1–Strongly Agree; 2-Agree; 3–Neutral; 4–Disagree; and 5–Strongly Disagree

The descriptive analysis of the responses to question related to situational variable is summarized in Table 4.9. The result of the analysis of the respondents on their views as to whether situational variables affects impulsive buying behavior was somehow neutral

on all the four equations directed to them with a mean of (mean ≈ 3). However, all questions had a standard deviation of greater than 1.00, except for whether a price discount encourages unplanned purchase which has a standard deviation less than 1.

4.2.4. Descriptive Statistics for Variety Seeking

Table 4.10: Variety Seeking

	N	Mean	Std. Deviation
Variety Seeking			
Most social media websites provide insights	320	2.61	1.147
Marketing for more than one brand increase impulse purchasing	320	2.60	1.072
Variety Seeking-based Shopping means less brand loyalty	320	2.45	1.104

Source: Questionnaire of 2021 and SPSS result

Notes 1: 1–Strongly Agree; 2-Agree;3–Neutral;4–Disagree; and5–Strongly Disagree

Variety seeking was perceived positively for the fact that this based shopping means less brand loyalty (mean 2.45). On the other hand, the respondents were somehow neutral to the idea that most social media websites provide insights (mean 2.61) and marketing for more than one brand increase impulse purchasing (mean 2.60).

4.2.5. Descriptive Statistics for Impulsive Buying Behavior

Table 4.11: Impulsive Buying Behavior

Impulsive Buying Behavior			
Website quality has an impact on IBB	320	2.66	1.117
Website design has an impact on IBB	320	2.62	1.099
Situational variable has an impact on IBB	320	4.17	.833
Variety seeking can have an impact on IBB	320	3.98	.719

Source: Questionnaire of 2021 and SPSS result

Notes 1: 1–Strongly Agree; 2-Agree;3–Neutral;4–Disagree; and5–Strongly Disagree

The descriptive analysis of the responses to question related to the dependent variable is presented in Table 4.11. Accordingly, as shown in the table, the respondents agreed (Mean ≈ 2) to the idea that the website quality and website design have an impact on IBB. But the respondents were neutral (Mean ≈ 3.00) with regard to the idea that the situational variable

and variety seeking have an impact on IBB. On the other hand, the first 2 questions had a standard deviation of greater than 1.00, and the rest ones lesser than one.

4.3. Multiple Regression Assumption Test

When we run regression we hope to be able to generalize the sample model to the entire population. To do so we have to meet several assumptions of the regression model. If we are violating these assumptions it stops our generalizing conclusion to our target population because the results might be biased or misleading. The study conducted Multicollinearity, Normality and Heteroscedacity assumption test presented below.

4.3.1. Multicollinearity

Multicollinearity is a situation when a high correlation is detected between two or more predictor variables. It can be detect with tolerance values and Variance Inflation Factor (VIF). According to Ho (2006) tolerance is an indicator of how much of the variability of the specified independent is not explained by the other independent variables in the model. If the value is very small (less than 0.10) it indicates that the multiple correlations with the other variables are high and it suggests the possibility of multicolinearty. The other is variance inflation factor (VIF) which is the inverse of the tolerance value. VIF values above 10 would be a concern, indicating multicolinearity.

Table 4.12: Muticollinearity Test

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Website Quality	.619	1.617
	Trust	.505	1.979
	Situational Variable	.496	2.016
	Variety Seeking	.584	1.712

a. Dependent Variable: Impulsive Buying Behavior

Source: Questionnaire of 2021 and SPSS result

The table 4.12 above shows that there is no multicollinearity among the independent variables. In fact, the tolerance value for all independent variables is greater than 0.10 and also the VIF value of each variable are less than 10.

4.3.2. Normality Test

The most commonly used methods of checking normality of an individual variable are the Quantile-Quantile plot (Q-Q plot), P-P plot and Normal Curve Histogram. The P-P plotted as expected cumulated probability against observed cumulated probability of standardized residuals line should be at 45 degrees. The variable is normality distributed if this plot illustrates a linear relationship. In case of the assumption that says the combinations of variables follow a multivariate normal distribution, one can generally test each variable individually and assume that they are multivariate normal if they are individually normal (Endris, 2016). The normality test result of this research is presented by histogram on appendix III.

The residuals histogram in Appendix III shows a fairly normal distribution and all the variables are positively skewed which is more of approached to normal distribution. Thus, based on these results, the normality of residuals assumption is satisfied. So, the study concluded that the study result analysis of the explanatory variable is normally distributed.

4.3.3. Hetroscedasticity Test

Heteroscedasticity occurs when the error variance has non-constant. Stated equivalently, the variance of the observed value of the dependent variable around the regression line is non-constant. Each observed value of the dependent variable as being drawn from a different conditional probability distribution with a different conditional variance (Sirak, 2016).

The study examined scatter plot of the residuals against the predicted values to evaluate whether the homogeneity of variance assumption is met. If it is met, there should be no pattern to the residuals plotted against the predicted values. In the scatter plot shown in Appendix III, it can beseena staircase pattern, which suggests Heteroscedasticity is not a problem for the model, (i.e., homogeneity of variance assumption is not violated)

4.4. Correlation Analysis

Correlation Analysis helps us in determining the degree of relationship between two or more variables. It shows the strength of the relation and whether the relation is positive or negative. If one variable is decreasing and other is also decreasing the correlation is said to be positive. If on the other hand the variables are varying in opposite direction the correlation is said to be negative (Sharma, 2005). According to Sharma when r=-1, it means there is perfect negative relationship between the variables; when r=+1, it means there is perfect positive relationship between the variables and when r=o, it means there is no relationship between the variables.

In order to measure the strength and direction of association that exist between the variables the study used Pearson's correlation showed in the tables below.

H$_1$: Website quality has a significant impact on impulsive buying behavior

Table 4.14: Correlation of H1

		Website Quality	Impulsive Buying Behavior
Website Quality	Pearson Correlation	1	.559**
	Sig. (2-tailed)		.000
	N	320	320
Impulsive Buying Behavior	Pearson Correlation	.559**	1
	Sig. (2-tailed)	.000	
	N	320	320

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

Source: Questionnaire of 2021 and SPSS result

Table 4.14 above shows the relationship between the website quality and impulsive buying behavior. The r value shows a positive correlation between these two variables of 0.559which is significant. So Hypothesis is accepted.

H₂: Trust has a significant impact on impulsive buying behavior.

Table 4.14: Correlation of H2

		Impulsive Buying Behavior	Trust
Impulsive Buying Behavior	Pearson Correlation	1	.556**
	Sig. (2-tailed)		.000
	N	320	320
Trust	Pearson Correlation	.556**	1
	Sig. (2-tailed)	.000	
	N	320	320

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

Source: Questionnaire of 2021 and SPSS result

Table 4.14 above shows the relationship between trust and impulsive buying behavior. The r value shows a positive correlation between these two variables of 0.556 which is significant. So Hypothesis is accepted.

H₃: There is a significant relationship between situational variables and impulsive buying.

Table 4.15: Correlation of H3

		Impulsive Buying Behavior	Situational Variable
Impulsive Buying Behavior	Pearson Correlation	1	.584**
	Sig. (2-tailed)		.000
	N	320	320
Situational Variable	Pearson Correlation	.584**	1
	Sig. (2-tailed)	.000	
	N	320	320

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

Table 4.15 above shows the relationship between situational variable and impulsive buying behavior. The r value shows a positive correlation between these two variables of 0.584 which is significant. So Hypothesis is accepted.

H$_4$: There is a significant relationship between variety seeking and impulsive buying behavior.

Table 4.16: Correlation of H4

		Impulsive Buying Behavior	Variety Seeking
Impulsive Buying Behavior	Pearson Correlation	1	.604**
	Sig. (2-tailed)		.000
	N	320	320
Variety Seeking	Pearson Correlation	.604**	1
	Sig. (2-tailed)	.000	
	N	320	320

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

Table 4.16 above shows the relationship between Variety Seeking and impulsive buying behavior. The r value shows a positive correlation between these two variables of 0.604 which is significant. So Hypothesis is accepted. This variable shows a strong relationship between impulsive buying behaviors.

4.5. Regression Analysis

Regression analysis is a conceptually simple method for investigating functional relationship among variables. The relationship is expressed in the form of an equation or a model connecting the response or dependent variable and one or more explanatory or predictor variables (Chatterjee and Hadi, 2013).

Table 4.17: Regression Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.711[a]	.505	.499	.42031

a. Predictors: (Constant), Variety Seeking, Website Quality, Trust, Situational Variable

Source: Questionnaire of 2021 and SPSS result

The model summary table reports the strength of the relationship between the model and the dependent variable. In above table 4.17 the R is multiple correlation coefficients and its value is 0.711. Adjusted R Square shows the ratio of interdependence which is the proportion of variance in the dependent variable that can be explained by the independent variables which in this case is 0.505. So this shows that the independent variables explain 50.5% of the variability of the dependent variables and the rest 49.5% (100%-50.5%) of the variation is caused by other factors. So we can conclude that there is a statistically significant of the influence of social media on impulse buying behavior.

Table 4.18: Regression ANOVA Model

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	56.882	4	14.221	80.496	.000[b]
	Residual	55.648	315	.177		
	Total	112.530	319			

a. Dependent Variable: Impulsive Buying Behavior

b. Predictors: (Constant), Variety Seeking, Website Quality, Trust, Situational Variable

Source: Questionnaire of 2021 and SPSS result

The table 4.18 above shows the output of the ANOVA analysis and whether there is a statistically significant difference between our group means. We can see that the significance value is 0.000 (i.e., $p = .000$), which is below 0.05. Therefore, there is a statistically significant relationship between the variables.

Table 4.19: Regression Coefficient Model

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	1.798	.100		17.979	.000
Website Quality	.157	.035	.225	4.462	.000
Trust	.127	.048	.147	2.639	.009
Situational Variable	.154	.041	.210	3.742	.000
Variety Seeking	.183	.033	.290	5.591	.000

a. Dependent Variable: Impulsive Buying Behavior

Source: Questionnaire of 2021 and SPSS result

The regression coefficient tells us whether there is a positive or negative correlation between each independent variable and the dependent variable. The coefficient value signifies how much the mean of the dependent variable changes given a one-unit shift in the independent variable while holding other variables constant.

Table 4.19 shows that the coefficient for Website Quality is 0.157. This concludes that for every unit increase in Website Quality, a 0.157 unit increase in Impulsive Buying Behavior can be expected by keeping all the other variables constant. The coefficient for Website Quality is significantly different from 0 because its p-value is 0.000 that is not greater than 0.05. Therefore, H1 "Website quality has a significant impact on impulsive buying behavior'' is accepted.

Table 4.19 indicates that the every unit increase in Trust will increase 0.127 units in the Impulsive Buying Behavior by holding all other variables constant. The coefficient for Trust is significantly different from 0 because its p-value is 0.009, which is lesser than 0.05. Therefore, H2: "Trust has a significant impact on impulsive buying behavior" is accepted. The above table also shows that coefficient for Situational Variable is 0.154 which it implies that for every unit increase in Situational Variable will increase 0.154 units in the Impulsive Buying Behavior by keeping all the other variables constant. The coefficient for Situational Variable is statistically significant because its p-value of 0.000 is lesser than .05. Therefore, H3 "There is a significant relationship between situational variables and impulsive buying" is accepted.

Lastly Table 4.19 shows that the coefficient for Variety Seeking is 0.183. Therefore, it can be concluded that for every unit increase in Variety Seeking will increase 0.183 unit increase in Impulsive Buying Behavior by keeping all the other variables constant. The coefficient for Trust is statistically significant because its p-value of 0.000 is lesser than .05. Therefore H4 "There is a significant relationship between variety seeking and impulsive buying behavior" is accepted.

4.6.   Model for Role of Packaging on Buying Behavior

The objective of the regression in this study is to find such an equation that could be used to find the impact of predictors on dependent variable. The specified regression equation takes the following form:

$$S = \alpha + \beta 1\ (WQ) + \beta 2\ (T) + \beta 3\ (SV) + \beta 4\ (VS)$$

Where:

Website Quality = WQ

Trust = T

Situational Variable = SV

Variety Seeking = VS

Therefore, equation comes as:

Impulsive Buying Behavior = 1.798 + 0.157(WQ) + 0.127(T) + 0.154(SV) + 0.183(VS)

The significant levels of website quality, trust, situational variable and variety seeking are 0.000, 0.009, 0.000, and 0.000 respectively. This test shows that the coefficients of the predictor are statistically significant at less than five percent level of significance.

HAPTER FIVE

MAJOR FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1. Summary of Major Findings

The general objective of the study was to analyze the effect of social media on impulsive buying behavior in Ethiopia: the case of selected customers in Addis Ababa. In such note the major findings of the study include:

➢ *The first objective of the study* was to identify the relationship between website quality and impulsive buying behavior of customers. The study found a positive significant relationship between these two variables(r=0.559, < 0.01).As per the regression analysis result, the coefficient for website quality indicated that a 0.157 unit increase in the variable, a 0.157 unit increase in impulsive buying behaviour can be expected.

➢ *The second objective of the study* was to recognize the effect of trust on consumer's impulsive buying behavior. The study found a positive correlation between the two variables (r=0.556, < 0.01). On the other hand the regression coefficient model's result indicated that every unit increase in trust will increase 0.127 units in the impulsive buying behavior by holding all other variables constant.

➢ *The third objective of the study* was to evaluate whether situational variables affect consumer's impulsive buying behavior. In such the study showed a positive correlation between these two variables of 0.584 which is significant. As per the regression analysis result, the coefficient for situational variable indicated that a 0.154 unit increase in the variable, a 0.154 unit increase in impulsive buying behaviour can be expectedby holding all other variables constant.

➢ *The last objective of the study* was determine whether variety seeking affect consumer's impulsive buying behavior. This variable showed a strong relationship between impulsive buying behaviors with r value of 0.604 which significant. On the other hand the regression coefficient model's result indicated

that every unit increase in variety seeking will increase 0.183 units in the impulsive buying behavior by keeping all other variables constant.

More over since the p- value of website quality, trust, situational variable, and variety seeking is less than 0.05 we can accept all hypotheses since they all have a positive effect on impulsive buying behaviour.

5.2. Conclusions

As indicated above the main objective of the study was to analyze the effect of social media on impulse buying behavior in Ethiopia: the case of selected customers in Addis Ababa. For such purpose four variables (website quality, trust, situational variable and variety seeking) were selected to identify their effect on impulsive buying behavior of the consumers. The study used convenience sampling technique in which 384 respondents were selected. The questionnaires included 22 items prepared according the theoretical framework presented above in a 5 point Liker scale. Finally descriptive, correlation and regression analysis were also conducted

Through the analysis, the study indicated that social media marketing can easily increase the level of impulsive behavior in purchasing. In fact when we look at the variables selected, if website quality is good then customer will go to purchase the product. Trust also attracts customer to purchase the product and encourage them to buy without any pre planning. Moreover as per the findings of the study, situational variable can also affect the customer to purchase impulsively. In addition to that, one of the variables (variety seeking) was found to be the most influential variable referring to the process of presenting more than one option, brand or trademark for a certain product that supports the brands switching among customers and decreases the chances of brands loyalty. So we can conclude that the Impulse buying is a purchase which is done by a customer immediately due to the influence of different variables one of which is social media.

5.3. Recommendation

Based on the findings of the study, the following possible recommendations were forwarded as follows:

- ➢ This study states that quality of website is positively linked with impulse buying behavior.
  - o *So as website quality is one of determinant of impulse shopping, online retailers should consider it vigorously. They should focus more in improving the quality and design more effective web stores (e.g. designing user friendly, ease of use, and visually appealing website and enhancing product category with attractive, rich information about products, minimum response time, and trust) in order to enhance impulse buying. A huge responsibility also lies on the shoulders of web developers who could improve and add visual appeals, emotional appeal, innovative features for online web users to feel pleasing, creative, and cheerful to stimulate online impulse shopping*
- ➢ The study has also found a significant relationship between trust and impulsive buying behavior. In fact if people trusted a particular product or service then it is likely that they would make a purchase.
  - o *Therefore, marketers should focus on building positive relationship with their customers since it will eventually improve their loyalty and trust as well as increase their impulsive buying behavior. They should also allow shoppers the opportunity for discussion amongst themselves via social media platforms. This would in fact allow customers to socialize and engage in impulse buying.*
- ➢ According to the study situational variable and impulsive buying behavior proved to have a significant relationship.
  - o *So marketers should provide customers any promotional activity or reduction in price since it attracts them to purchase more products beyond their prior planning; consequently, they buy impulsively. Discounts on different range of products should be conducted with some novel promotional strategies that may increase more unplanned transactions. The marketer should also motivate employees for commission based package so that every staff member attempts to create customer's satisfaction.*

> ➢ Lastly the study proved a strong relationship between variety seeking and impulsive buying behavior.
>   - ○ *Therefore marketers should acknowledge and respond to the increasing importance of social media sites because they influence the purchase intention of customers and influence customers to engage in impulse buying. Accordingly, I recommend that companies should implement social media marketing by continuously monitoring consumers' concerns and adjust their online marketing strategies.*

5.5. Suggestions for Further Research

The main focus of this research was to analyze the effect of social media on impulse buying behavior in Ethiopia: the case of selected customers in Addis Ababa. However, there are so many other variables that were not included in this study. Thus, future researchers are recommended to undertake similar study by increasing the sample size and considering additional variables.

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Appendices

Appendix – I: Questionnaire (English Version)

Research Questionnaires
St. Mary's University
School of Graduate Studies
Department of Marketing Management
Effect of Social Media on Impulse Buying Behavior in Ethiopia: The Case of Selected Customers in Addis Ababa

Dear Sir/Madam

The aim of this questionnaire is to analyze the effect of social media on impulse buying behavior in Ethiopia: the case of selected customers in Addis Ababa. The purpose of the study is to fulfill a thesis requirement for the Master of Arts in Marketing Management. Your honest and truthful responses for the questions are extremely important for successful completion of this thesis and I would like to assure you that the information you provide would be accessible only to the academic purpose. I would like to thank you in advance for your time and suggestions.

For more information I can be reached at:

Tel: +251-0913-82-96-70

E-mail:wossyd@yhoo.com

Section 1: General Information

The following question lists different general questions, please kindly tick (√) your answer in the appropriate numbers or circle the appropriate answer.

I. 1-Gender:

    1. Female   2. Male

II. Age:

    1. Below 20   3. 31 to 40 years   5. Over 51 years

    2. 21 to 30 years   4. 41 to 50 years

III. Academic Level:

1. High school and below
2. Technical/vocational certificate (Diploma)
3. Bachelor's degree
4. Master's degree
5. Other (please specify) _____

IV. Current Occupation:

1. Student
2. Self-employed/business owner
3. Professional (e.g. Doctor, engineer, accountant, lawyer…)
4. House wife
5. Retired
6. Unemployed

V. Income/ Monthly

1. Below 2000   3. 4001-6000   5. 8001-10,000
2. 2001-4000   4. 6001-8000   6. Above 10,000

VI. Do you consider yourself as spontaneous buyer?

1. Yes, always   3. No, usually not
2. Yes, sometimes   4. No, never

VII. How many hours per day do you spend on the internet?

1. 0-2 hours4. 6-8 hours
2. 2-4 hours5. More than 8 hours
3. 4-6 hours

VIII. Do you use any social networking website?

1. Yes   2. No

IX. What do you mostly use internet for?

1. E-mail   5.Looking for information

2. News   6. Relaxation

3. Shopping   7. Other (please specify) _____

4. Studying

X. Which of the social networking sites do you mostly use?

1. Facebook   4.Instagram

2. Google   5. Other (please specify) _____

3. Telegram

Section2: Social Media Factors that Affect Impulsive Buying Behavior

➢ Please indicate to what extent you agree with each of the following statements.

1- Strongly Agree
2-Agree
3- Neutral
4-Disagree
5- Strongly Disagree

S.No	Dimension of Impulsive Buying	1	2	3	4	5
Website Quality						
1	The ease of use in the website encourages me to shop more					
2	The way the website is designed (font, color, consistency, etc.) increases the chance of more customers					
3	Readily accessible contact and location (map) of the					

	website enhances impulse buying					
4	The website loading time affects the way I make purchase					
5	Instructions and technical support of the website increase impulse purchasing					
Trust						
6	Electronic payments encourages me to purchase					
7	Recommendations from others (bloggers)encourages me to purchase more					
8	Quick & Responsive Customer Communication increases purchase					
9	Sales discounts encourage me to buy more					
10	Sales return encourages me to buy more					
Situational Variables						
11	If I see something I like, I buy it					
12	If I see something new (fashion), I buy it right away					
13	My temporary moods or momentary situations like having sufficient cash or special occasions can create unplanned purchase					
14	A free gift/bonus offer helps me justify an unplanned purchase					
15	A price discounts encourages unplanned purchase					
Variety Seeking						
16	Most social media websites provide insights much more than any other websites					

17	Marketing for more than one brand increase impulse purchasing					
18	Variety seeking-based shopping means less brand loyalty					

Section 3: Social Media Factors that Affect Impulsive Buying Behavior

➢ The following question lists questions on Impulsive buying behavior, please kindly tick (√) your answer in the rating scale shown here under.

S.No.	Impulsive Buying Behavior	1	2	3	4	5
19	Website Quality has an impact on impulsive buying behavior.					
20	Trust in social media has an impact on impulsive buying behavior.					
21	Different situational variables have an impact on impulsive buying behavior.					
22	Variety seeking can have a significant impact on Impulsive buying behavior					

Adopted from: Mohammad, 2016 and Manoj 2018

Appendix – II: Questionnaire (Amharic Version)

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የዕሁፍ መጠይቅ

ቅድስት ማርያም ዩኒቨርስቲ

የድህረ ምረቃ ፕሮግራም

ማርኬቲንግ ማኔጅመንት መምሪያ

በኢትዮጲያ ዉስጥ የማህበራዊ ሚድያ ያለዕቅድ ግዢ ላይ የሚያመጣዉ ዉጤት

በተለይም በአዲስ አበባ በተመረጡ ደንበኞች ላይ

</div>

የዚህ የዕሁፍ መጠይቅ አላማ በኢትዮጲያ ዉስጥ የማህበራዊ ሚድያ ያለዕቅድ ግዢ ላይ የሚያመጣዉን ዉጤት በተለይም በአዲስ አበባ በተመረጡ ደንበኞች ላይ መተንተን ነዉ። በተጨማሪም የዚህ ጥናት አላማ በማርኬቲንግ ማኔጅመንት ማስተርስ ዉስጥ የተሰጠዉን የቴሲስ መስፈርት ማሟላት ነዉ። የእርሶ ታማኝ መልስ ለዚህ የዕሁፍ መጠይቅ በጣም አስፈላጊ ሲሆን የትኛዉም የምትሰጡት መረጃ ሚስጥራዊነቱ የተጠበቀና ለትምህርት አላማ ብቻ የሚዉል መሆኑን ከወዲሁ ለመግለዕ እወዳለሁ። ለሚያደርጉልኝ ትብብር በቅድሚያ አመሰግናለሁ።

ለበለጠ መረጃ

በስልክ ቁ፦ +251-0913-82-96-70

ኢሜል፦ wossyd@yahoo.com ማግኘት ይችላሉ።

ክፍል 1: አጠቃላይ መረጃ

የሚከተሉት የተለያዩ ጠቅላላ ጥያቄዎች ሲሆኑ መልሶን በተገቢዉ ቁጥር ላይ ምልክት"√" ያድርጉ ወይም ተገቢ ዉቁ ጥርላይ ያክቡብት፡፡

ያታ

1. ሴት   2. ወንድ

እድሜ

1. ከ20 በታች   3. ከ 31 እስክ 40 አመት   5. ከ50 በላይ

2. ከ21 እስክ 30 አመት   4. ከ41 እስክ 50 አመት

የትምህርት ደረጃ

1. ሁለተኛ ደረጃ ያጠናቀቀ እና ከዚያ በታች

2. የቴክኒክ/የሙያ ብቃት ማረጋገጫ ዲፕሎማ

3. የመጀመሪያ ዲግሪ

4. ማስተርስ ዲግሪ

5. ሌላ (እባክዎን ይግለፁ)_____

ወቅታዊ የስራ መስክ

1. ተማሪ

2. የግል ስራ/ነጋዴ

3. ባለሙያ (ዶክተር፤መሀንዲስ፤የሂሳብ ባለሙያ፤ጠበቃ)

4. የቤት እመቤት

5. ጡረተኛ

6. ስራ የሌለው

ገቢ/ወርሃዊ

1. ከ 2000 በታች   3. 4001-6000   5. 8001-10000

2. 2001-4000   4. 6001-8000   6. ከ 10000 በላይ

እራሶን እንደ ያለእቅድ ገዢ አድርገዉ ይቆጥራሉ?

1. አዎ ሁልጊዜ   3. አይ ብዙዉን ጊዜ አይደለም

2. አዎ አንዳንድጊዜ   4. አይ በጭራሽ

በቀን ስንት ሰአት ኢንተርኔት ላይ ያጠፋሉ?

1. 0-2 ሰአት   3. 4-6 ሰአት   5. ከ 8 ሰአት በላይ

2. 2-4 ሰአት   4. 6-8 ሰአት

ማንኛዉንም ማህበራዊ ድር ይጠቀማሉ?

1. አዎ   2. አይ

በአብዛኛዉን ጊዜ ኢንተርኔት ለምን ይጠቀማሉ?

1. ኢሜል   6. መረጃለ መፈለግ

2. ዜና   7. መዝናናት

3. ግብይት   8. ሌላ (ይግለፁ)_____

4. ጉግል

5. ማጥናት

አብዛኛዉን ጊዜ የቱን ማህበራዊ ድር ይጠቀማሉ?

1. ፌስቡክ   4. ኢንስታግራም

2. ጉግል   5. ሌላ (ይግለፁ)_____

3. ቴሌግራም

ክፍል 2: ያለ ዕቅድ ግዢ ላይ ተጽኖ የሚፈጥሩ የማህበራዊ ሚድያ ምክንያቶች

ከስር በተጠቀሱት አረፍተ ነገሮች ላይ ያሉትን የመስማማት ደረጃ ይግለፁ።

1- በጣም እስማማለሁ
2- እስማማለሁ
3- ገለልተኛ
4- አልስማማም
5- ፈፅሞ አልስማማም

ተ. ቁ.	ያለእቅድ ግጋር መስኪያ	1	2	3	4	5
የድረ ገፅ ጥራት						
1	በድረ ገጽ ዉስጥ ያለዉ የአጠቃቀም ቀላልነት የበለጠ እንድገዛ ያበረታታኛል					
2	ድረገፁ የተሰራበት መንገድ (ቀለም ወጥነት ወዘት) ብዙ ደንበኞችን ይጫምራል					
3	በቀላሉ ተደራሽ የሆነ የድረገፅ አድራሻ እና ቦታ (ካርታ) ያልታቀደ ግጋርን ያበረታታል					
4	የድረገጹ የመጫኛ ጊዜ የግጋር መንገድ ላይ ተጽእኖ ያሳድራል					
5	የድረገጹ መመሪያዎች እና የቴክኒክ ድጋፍ ያለእቅድ ግጋሮችን ይጫምራሉ					
እምነት						
6	የኤሌክትሮኒክስ ክፍያዎች እንድገዛ ያበረታታኛል					
7	ከሌሎች የሚመጡ ምክሮች (ብሎገሮች) የበለጠ እንድገዛ ያበረታታኛል					
8	ፈጣን እና ምላሽ ሰጭ የደንበኞች ግንኙነት ግጋሮችን ይጫምራሉ					
9	የሽያጭ ቅናሾች የበለጠ እንድገዛ ያበረታቱኛል					
10	የሽያጭ ተመላሽ የበለጠ እንድገዛ ያበረታታኛል					
የተለያዩ ሁኔታዎች						
11	የምወደዉን አንድ ነገር ካየሁ እገዛዋለዉ					
12	አዲስ ነገር (ፋሽን) ካየሁ ወዲያዉኑ እገዛዋለዉ					
13	የእኔ ጊዜያዊ ስሜቶች ወይም የወቅታዊ ሁኔታዎች እነደ በቂ ጥሬ ገንዘብ መያዝ ወይም					

			1	2	3	4	5
	ልዩ ኢ.ጋጣሚዎች ያለእቅድ ግገርን መፍጠር ይችላሉ						
14	ነጻ ስጦታ/ ጉርሻ ለያልታቀደ ግገርም ክኒ.ያተዊ እንዲሆኑ ይረዳኛል						
15	የዋጋ ቅናሽ ያልታቀደ ግገርን ያበረታታል						
የተለያዩ ፍላጎቶች							
16	አብዛኛዉ የማህበራዊ ሚዲያዎች ከማንኛዉም ሌሎች ማህበራዊ ሚዲያዎች የበለጠ ብዙ ግንዛቤዎችን ይሰጣሉ						
17	ከአንድ በላይ የምርቶች ግብይት ያለእቅድ ግገርን ይጨምራሉ						
18	የተለያዩ ፍላጎቶች ላይ የተመሰረተ ግብይት ማለት ያነሰ የምርት ስም ታማኝነት ማለት ነዉ						

ክፍል 3: በያልታቀደ መግዛት ባህሪ ላይ ተጽእኖ የሚያሳድሩ የማህበራዊ ሚዲያ ምክንያቶች

የሚከተሉት ጥያቄዎች በያልቀደ ግገር ባህሪ ላይ ያተኮሩ ናቸዉ። አባክዎን መልሶን (√) ምልክትያ ድርጉ።

ተ. ቁ.	ያለእቅድ ግ�ዣ ባህሪ	1	2	3	4	5
19	የድረገጽ ጥራት ያለእቅ ድግዣ ባህሪ ላይ ተጽእኖ ያሳድራል					
20	በማህበራዊ ሚድያ ላይ መተማመን ያለእቅድ ግኝ ባህሪ ላይተጽእኖ አለዉ.					
21	የተለያዩ ሁኔታዊ ተለዋዋጮች ያለእቅድ ግኝ ባህሪ ላይ ተጽእኖ አላቸዉ.					

| 22 | የተለያዩ ፍላጎቶች ያለእቅድ ግኝ ባህሪ ላይ ጉልህ ተጽእኖ አላቸዉ | | | | | |

Appendix – III: SPSS Analysis Outputs

Histogram
Dependent Variable: Impulsive Buying Behavior

Mean = 8.91E-16
Std. Dev. = 0.994
N = 320

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Impulsive Buying Behavior

Scatterplot

Dependent Variable: Impulsive Buying Behavior