

RESEARCH ARTICLE

Does Impulse Buying Behavior mediate the relationship between Social Network Marketing and Customer Satisfaction? Evidence from Pakistan

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Abstract: The main goal of this study is to close a knowledge gap by conducting a thorough analysis into how social network marketing affects consumer satisfaction, with the involvement of impulse buying behavior as a moderating variable. To address this issue, a quantitative study was conducted in Pakistan. The primary information was collected via research questionnaire, with a sample size of about 222 participants, comprising Pakistani nationals who had made online transactions. According to Structured Equation Model SEM (Hypotheses testing), there is a positive relationship between social network marketing, service innovation, electronic word of mouth, impulse buying behavior and customer satisfaction. Limitations, future ramifications, and research directions are discussed in conclusion.

Keywords: Social network marketing; electronic word of mouth; service innovation, impulse buying behavior

JEL Classification Codes: M3, O3

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1. Introduction

The market has seen several changes since social networks first appeared. These days, social networks (SN) are the preferred channel for many shoppers. Social networks facilitate engaging user interaction and provide marketers with significant chances to engage with customers (Riyo & Park, 2020). The emergence of social networks has resulted in considerable developments in marketing science (Tang et al., 2019). The game's rules have changed due to social networks, and new official and informal organizations have emerged. Organizations have introduced new dangers and possibilities to improve marketing strategies and inform, motivate, and convince customers to change their purchasing behavior (Ebrahimi et al., 2020; Salem & Salem, 2021).

The explosive growth of technology over the years has resulted in significant changes and advancements in civilization. The development of technology, sometimes known as the World Wide Web, is one of these significant achievements. With the internet's interconnectedness, the globalization civilization connected by immediate links to other parts of the globe. As a result, there has been a greater sense of inclusiveness and uniqueness among individuals and societies around the world. Furthermore, the rise of advertising for various companies around the globe is the most obvious result of globalization powered by the World Wide Web. The creation of a larger Social Network enables organizations to increase and consumers to be pleased without incurring high set-up and management fees. With its entry into the corporate world, it is projected to become a significant tool for any company looking to expand their Social Network marketing capability by approaching a huge number of potential clients.

Any firm anywhere in the globe is dependent on its consumers; goods and profitability are constantly rising and falling in response to their requests, which is why clients must be treated as monarchs of the marketplace (Budur and Poturak, 2021a). Currently, the critical factor like customer satisfaction, is being determined by the degree of anticipation among a business and its products and the expectations of consumers (Demir et al., 2020; Budur et al., 2018). In actuality, customer satisfaction has an impact on both the firm and the goods, because happy consumers with regard to cost and performance imply extra items and profits (Mohammed and Shahin, 2020).

An unplanned purchasing of a goods or service is referred to as impulse buying. The importance of impulsive buying behavior has been obvious in recent years. Impulse buying accounts for 40 to 80 % of all transactions provided by consumers, according to past studies in both the industrial and educational domains. It also consists of product category. Impulse buying has attracted the attention of businesses and academic researchers, who want to learn more about the behavioral factors that drive this behavior. Furthermore, it draws scientists in to better understand "impulse attractions," that aids in the industry's revenue growth (Aragoncillo and Orus, 2018).

Despite the reality that there is a growing body of literature on consumer impulsive buying behavior, there is a gap that could clarify the relationship between social network marketing and customer satisfaction through the mediating influence of impulse buying behavior.

2. Literature Review

2.1 Social Network Marketing

Companies are looking to target their consumer in modern environment by employing new advertising strategies that make use of social media. To promote the company products via social media marketing tools and services are becoming the trend and known as social media network marketing. Many marketing techniques, such as mails, publications, and other ways, are used as component of digital marketing (Nadaraja and Yazdanifard, 2013). With the growth of social media marketing, businesses can convey their messages to many personal connections of clients, introducing the concept of exponential distribution and mass communication. Several innovative tools have been designed and are continually being developed to introduce new marketing tactics. Authorized social network site providers are now introducing numerical solution, which are providing superior insight for social media marketers. According to Zhang

et al., (2014), there are major effects of internet community connection elements such as observational learning, review quality and source legitimacy on perceived benefits and positive effects. The favorable influence heightens the desire to buy on impulse. Interestingly, the accuracy of the comment has no effect on the beneficial impact. Rather, review quality has generated a beneficial effect unintentionally via perceived usefulness. In conclusion, as an essential consumer-generated stimulant, internet community connections can have a significant effect on customer's impulsive buying. The purpose of this study was to explore the role of social network marketing on consumers' impulsive buying behavior.

H1: There is significant positive relationship between social network marketing and impulsive buying behavior.

2.2 Electronic Word of Mouth

According to (Husnain et al., 2016), on buying instincts there is significant effect of "Electronic word-of-mouth" and with the support of word-of-mouth, the clients' levels of doubt about the items which they're going to supply reduced, and their happiness is increased. This type of messaging, it is fair to assume, contributed to increased brand awareness and better consumer attitudes. When they make a purchasing decision, they take into account all of these interactions. As a result, people will occasionally seek out customer feedback and experiences, allowing them to please themselves through social media while minimizing risks. According to conventional communiqué theory, consumers' buying behavior is influenced by word of mouth to a larger amount at every phase, especially competitor appraisal, product selection, and data searching. A hopeful and optimistic or a hopeful attitude is being observed in clients while using "Word-of-mouth" in unfavorable situations. Word of mouth, on the other hand, is defined as the transmission of an information from one individual to another about a brand, product, or company that has an impact on a customer's buying behavior (Sudha and Bharathi, 2018).

Furthermore, (Aragoncillo and Orus, 2018) stated that difference is being observed in electronic word of mouth and traditional word of mouth, and it is because of the type of information delivered and offline interaction of clients among people who are not familiar with each other, because the primarily anonymous is stated as electronic word-of-mouth. According to multi-level concept of electronic word of mouth, the string connection contributed to the presumed attractiveness and to the greater growth of awareness that gains attention. At the same time, the demographic differences led to a significant increase in knowledge and promoted viral marketing to a bigger degree. Electronic word-of-mouth was compatible with traditional word-of-mouth ideas of cause similarity and states of mind toward the origin. Both characteristics had an inverse influence with effectiveness and a direct relationship with buying intention. While it is certain to be overlap among traditional word-of-mouth and electronic word-of-mouth, there are enough differences between the two types of word-of-mouth to support research differentiation.

According to Alhidari et al. (2015), other people's experiences are conveyed through eWOM via the internet and SNS in the form of videos, photos, social media posts, and the business' official website. Customers are influenced to make impulsive purchases by accessing eWOM via different online media (Husnain et al., 2019). EWOM makes people feel good, encouraging them to make impulsive purchases (Liu & Hsu, 2017). Astuti et al. (2020) assert that a favorable eWOM effect on impulsive purchasing supports this.

H2: Electronic word-of-mouth has a big influence on impulsive buying.

2.3 Service Innovation

A critical metric for businesses is Customer satisfaction (Tabaei and Fathian, 2014). A great number of researches back up the idea that market- and customer-oriented strategies can help service

organizations improve their performance. This is because in the service industry, client satisfaction is more important and critical than other industries. As a result, numerous researches have been done on the performance of line personnel in services companies. Bowen and Schneider (1985), for instance, point out those professionals aren't the only ones who create and deliver services; consumers are also involved. As a result, services and service providers are frequently confused in the minds of clients (Danial and Darby, 1997). It's hardly unexpected that most theoretical work on services emphasizes the connection among service employees and clients, referring to this connection as customer services. Worker customer orientation is seen as a critical aspect in service firms' financial outlook (Hennig-Thurau, 2004; Sergeant and Frenkel, 2000). Consumers mainly depend on the conduct of service providers when determining service quality, according to Henning (2004), because of the fundamental intangibility and variability of services. Promotional strategy, greater customer satisfaction, and improved organizational performance all require increased market-orientation in the business. As the marketing philosophy says, customer-orientation should have a beneficial effect on firm performance. Furthermore, there are a number of elements that may be discovered that have a positive impact on consumer behavior. Many of these elements are organizational, while others are personal. Of course, there is some duplication in the assessment of these elements, indicating the importance of research on this issue. Innovation is one of these characteristics (Jansen et al., 2006). In this study, innovation in service organizations are explored and there are two types of innovations, the radical/Fundamental Innovation and incremental/ non-fundamental innovation. If viewed separately, innovation-related issues such as performance and accuracy must be acknowledged; however, if organizational characteristics are a problem, radical and incremental innovations are evaluated. Keeping in view both circumstances, innovation has the potential to eclipse impulse buying since it increases consumer attention, resulting in a kind of double vision of local and global confidence. In light of the empirical context and foregoing theoretical, the third hypothesis is as follows:

H3: Service innovation has a substantial beneficial impact on impulse buying behavior.

2.4 Impulse Buying Behavior

An unplanned purchase made on a moment and at stimulus is known as Impulsive purchasing. Customers will have emotional and/or cognitive reactions after buying a product. In other sense, impulsive buying are transactions made without any thought or purpose on the part of the customer. Buying intention or Impulse buying, is described as a shopping experience that is not dependent on a purchasing planning, and normally happens when stimulation or an impulse develops from the desire to see anything at the place, according to Koski (2004: 25). Customers increasingly have affective or emotional responses after purchasing an item. These criteria show that impulse buying has four basic attributes: it is unexpected, rapid, emotional and/or intellectual response, and awareness to the stimuli (Parboteeah, 2005).

We can define the Impulse buying as an unexpected or unplanned purchasing that has a detrimental impact on both customers and businesses (Akbar et al., 2020). In this conduct Some people engaged to give the appearance that they are happy with their purchases. However, new research has highlighted the relevance of impulse buying, as well as the reasons that lead to this behavior. Maqsood and Javed (2019) have also mentioned in their studies that spontaneous purchases have a favorable and considerable influence on consumer satisfaction. This is in line with the findings of Suryawardani et alstudy. 's (2017),

H4: Impulse buying behavior has a favorable and substantial effect on customer satisfaction after a purchase.

2.5 Framework

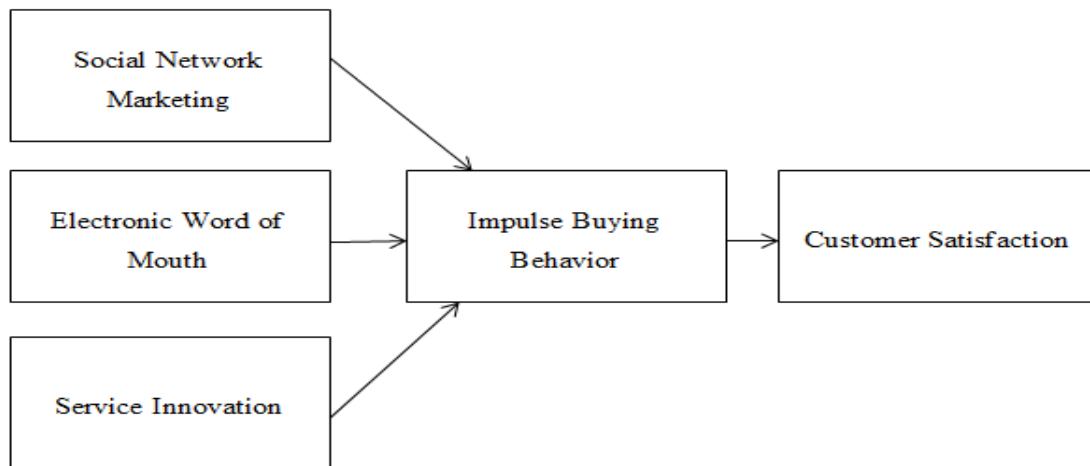


Figure 1: Theoretical Framework

3. Research Methodology

3.1. Instrument design

To collect information for this empirical investigation, a questionnaire was undertaken. We employed a two-part questionnaire with a nominal scale in the first section and a 07-point Likert scale in the second. The initial section of the survey gathered data on online consumer attributes such as age, gender, level of education and online buying experience. The constructs of Electronic Word of Mouth, Social Network Marketing, Service Innovation, Impulse Buying Behavior, and Purchase Intention are included in the second section of the questionnaire. An adaptive questionnaire to measure Social Network Marketing of Ahmed & Zahid (2014) and Kim & Ko (2012) is being used. Electronic word of mouth is being measured by using four items developed by Hennig-Thurau et al. (2004) and Alhidari, Iyer, and Paswan (2015). Three items of Impulse Buying Behavior are developed from study of (Karbasivar and Yarahmadi (2011). Five items of Customer satisfaction adopted from the measurement developed by Dagger et al. (2007) and Klaus & Maklan (2013) and. By using a 7-point Likert scale varying from strongly disagree to strongly agree (1 = strongly disagree; 7 = strongly agree) in the questionnaire are used to assess the variables.

3.2. Sampling and data collection

As a result, data used for this study were gathered from Pakistani students, private employees, government employees, and merchants. Data was taken in 2022 from various districts in Pakistan using a random sample approach. As a result, 250 questionnaires were subsequently sent; 230 questionnaires were received, with 8 questionnaires being rejected caused by extreme abnormal scores.

A quantitative technique is used in this research. The construct evaluation criteria from the primary studies were examined and changed. 07-point likert scale is used to assess the variables. The demographic is made up of people from several major cities of Pakistan who have shopped online. Data collection uses an online questionnaire.

4. Analysis

4.1 Respondent's Profile

The population is made up of both men and women; the findings show the sample frequency and percentage of men and women who took part in the study. The percentages of males and women who responded were 81.5 percent and 18.5 percent of the overall sample, respectively. The results show the Age wise distribution of respondents. The age group 18-24 years represents 51.8% of the total sample while the age group 25-34 represents 40.1% of sample. The age range 35-44 represents 7.2% of sample and the age range from 44 to above represents .9% of the total sample of 222. The result shows the experience wise distribution of respondents. The group with experience of up to 3 years represents 60.8% of sample while 4-5 years of experience group represents 23.4% of sample. The group with experience of 7-9 years represents 6.8% of sample while the group of 10 and above years represents 9% of the sample of 222. The results show the Education wise distribution of respondents. The group intermediate or less students represent 3.6% of sample while the group of bachelor degree holders shows 70.7% of sample and the education group of masters or above shows 25.7% of the sample. The results show the Profession wise distribution of respondents. The group Govt. employees represents 13.5% of the total sample while the group of private employees shows 22.1% of the total sample. The profession group of self-business shows 10.4% of the total population and the profession group of students represents 52.3% of the total sample. The profession group of students, private employee represents 0.9% and the profession group of students, self-business represents 0.9% of the total

4.2 Reliability Analysis

The degree to which an instrument is lacking of random error is known as its reliability. The probability of error-free findings is increased by using a customer dependable instrument (Kirby, 2011). Internal consistency (Cronbach's Alpha) tests were performed on the instruments for the current analysis. The Cronbach's alpha value ranged from 0.892 for SNM and 0.847 for eWOM. The Reliability of SI represents .779 and the reliability of IBB represents .853 and the reliability of CS is .882. Cronbach's alpha values near to 1.00, according to (Burns and Bush, 2003), indicate that the scale is more reliable. Alpha values have a lower limit of 0.6. (Hair et al., 2006).

Table 1: Reliability Analysis

Variables	No. of Questions	Reliability
Social Network Marketing	8	.892
Electronic Word of Mouth	4	.847
Service Innovation	12	.779
Impulse Buying Behavior	3	.853
Customer Satisfaction	5	.882

4.3 Correlation Analysis

In present research, correlations were positively associated at $p < .05$ higher than .10. Bivariate

correlation shows that Social Network Marketing was strongly positive correlation with itself ($r = 1$, $p < .01$). Correlation between Social Network Marketing and Social Network Marketing has positive. There is positive correlation between Electronic word-of-mouth and Social Network Marketing ($r = .62$, $p < .01$). Likewise, Service Innovation has highly positive correlation with s Social Network Marketing ($r = .76$, $p < .01$) and Electronic word-of-mouth ($r = .75$, $p < .01$). such as Impulse Buying Behavior has positive correlation with Social Network Marketing ($r = .66$, $p < .01$), Electronic word-of-mouth ($r = .66$, $p < .01$) and Service Innovation ($r = .65$, $p < .01$). It is shown that Customer's Satisfaction has highly positive correlation with Social Network Marketing ($r = .69$, $p < .01$), Electronic word-of-mouth ($r = .71$, $p < .01$), Service Innovation ($r = .74$, $p < .01$) and Impulse Buying Behavior ($r = .69$, $p < .01$).

Table 2: Correlation Analysis

Construct	1	2	3	4
Social Network Marketing				
Electronic Word of Mouth	.625**			
Service Innovation	.765**	.755**		
Impulse Buying behavior	.669**	.663**	.654**	
Customer Satisfaction	.697**	.714**	.746**	.697**

4.4 Descriptive Statics

Mean, standard deviations (SD), correlation and reliability of constructs is explained. The mean standard deviation of Social Network Marketing ($m = 4.68$, $SD = 1.44$), Electronic word-of-mouth ($m = 4.67$, $SD = 1.49$), Service Innovation ($m = 4.69$, $SD = 1.08$), Impulse Buying Behavior ($m = 4.90$, $SD = 1.53$), Customer's Satisfaction ($m = 4.88$, $SD = 1.50$).

Table 3: Descriptive Analysis

S#	Variable	Mean	Standard Deviation
1	Social Network Marketing	4.68	1.44
2	Electronic Word of Mouth	4.67	1.49
3	Service Innovation	4.69	1.08
4	Impulse Buying Behavior	4.90	1.53
5	Customer Satisfaction	4.88	1.50

4.5 Hypotheses Testing

4.5.1 Social Network Marketing and Impulse Buying Behavior

Hypothesis 1 was proposed that there is significant influence of Social Network Marketing on Impulse Buying Behavior. Overall Structure Equation Model results indicate that Social Network Marketing was positively significant associated with Impulse Buying Behavior, Fitness of model indexed as $\chi^2 = 8.456$, $DF = 6$, $p < .000$, $(\chi^2/df) = 1.409$, $CFI = .925$, $GFI = .930$, $AGFI = .936$, $TLI = .926$, $NFI = .941$, $RMR = .034$, $RMSEA = .046$.

Also, parameters values estimated also exposed and established the suitability of structural model and exhibited that self-reported Social Network Marketing had significant positive association along Impulse Buying Behavior ($\beta = .058$; $p < .000$). As well squared multiple correlation among Social Network Marketing and Impulse Buying Behavior ($R^2 = .64$; $p < .000$) with variance 64% in Impulse Buying Behavior. Thus, entire indexes and estimated values gave complete favor to H1.

4.5.2 Electronic word of mouth and Impulse Buying Behavior

Hypothesis 2 was proposed that there is significant influence of electronic word-of-mouth on impulse buying behavior. Overall SEM results indicates that electronic word-of-mouth was positively significant associated with Impulse Buying Behavior, model fit indexes are $\chi^2 = 10.656$, $DF = 6$, $p < .000$, $(\chi^2/df) = 1.776$, $CFI = .93$, $GFI = .921$, $AGFI = .993$, $TLI = .921$, $NFI = .923$, $RMR = .038$, $RMSEA = .048$.

Also, parameters values estimated also exposed and established the suitability of structural model and exhibited that self-reported Electronic word-of-mouth had significant positive association along Impulse Buying Behavior ($\beta = .66$; $p < .000$). As well squared multiple correlation among Electronic word-of-mouth and Impulse Buying Behavior ($R^2 = .57$; $p < .000$) with variance 57% in Impulse Buying Behavior. Thus, entire indexes and estimated values gave complete favor to H2.

4.5.3 Service Innovation and Impulse Buying Behavior

Hypothesis 3 was proposed that there is significant influence of Service Innovation on Impulse Buying Behavior. Overall SEM results showed that Service Innovation was positively significant associated with Impulse Buying Behavior, model fit indexes are $\chi^2 = 12.128$, $DF = 7$, $p < .000$, $(\chi^2/df) = 1.732$, $CFI = .912$, $GFI = .927$, $AGFI = .921$, $TLI = .932$, $NFI = .947$, $RMR = .039$, $RMSEA = .044$.

Also, parameters values estimated also exposed and established the suitability of structural model and exhibited that self-reported Service Innovation had significant positive association along Impulse Buying Behavior ($\beta = .49$; $p < .000$). As well squared multiple correlation among Service Innovation and Impulse Buying Behavior ($R^2 = .56$; $p < .000$) with variance 56% in Impulse Buying Behavior. Thus, entire indexes and estimated values gave complete favor to H3.

4.5.4 Impulse Buying Behavior and Customer Satisfaction

Hypothesis 4 was proposed that there is significant impact of Impulse Buying Behavior, on Customer's Satisfaction. Overall SEM results indicates that Impulse Buying Behavior was positively significant associated with Customer's Satisfaction, model fit indexes are $\chi^2 = 11.203$, $DF = 5$, $p < .000$, $(\chi^2/df) = 2.240$, $CFI = .953$, $GFI = .948$, $AGFI = .965$, $TLI = .963$, $NFI = .931$, $RMR = .033$, $RMSEA = .041$.

Also, parameters values estimated also exposed and established the suitability of structural model and exhibited that self-reported Impulse Buying Behavior had significant positive association along Customer's Satisfaction ($\beta = .51$; $p < .000$). As well squared multiple correlation among Impulse Buying Behavior and Customer's Satisfaction ($R^2 = .52$; $p < .000$) with variance 52% in Customer's Satisfaction. Thus, entire indexes and estimated values gave complete favor to H4.

Table 4: SEM Results-Regression Coefficients

Hypothesis	Path	Beta	P-value	Results
1	SNS → IBB	0.58	000	Supported
2	E-WOM → IBB	0.66	000	Supported
3	SI → IBB	0.49	000	Supported
4	IBB → CS	0.51	000	Supported

5. Discussions

Present study aimed at examining and then certifying the framework consisting of Electronic word of mouth, social network marketing and service innovation as an independent variable and impulse buying behavior as mediating and customer satisfaction as dependent, this segment clarifies analysis style of arguments. This segment contains the answers of research objectives and research question. Data were taken in 2022 from various districts in Pakistan using a random sample approach. The demographic is made up of people from many major cities of Pakistan who have purchased items online. Lastly, study limits are assumed to better understand the current study findings. H1:- social network marketing has significant positive influence on impulse buying behavior. Previous studies of Baker Qureshi et al., (2019) confirm that there is the impact of social network marketing on impulse buying behavior. H2: There is a strong positive relation of Electronic word of mouth on impulse buying behavior. Previous study of Bagheri and Mokhtaran (2018) confirmed that electronic word of mouth has impact on online impulse buying behavior. H3: Results show that there is a significant positive relation of service innovation on impulse buying behavior. Previous study of Hosseini et al., (2020) confirmed that service innovation has an impact on impulse buying. H4: Results show that there is a significant positive relation of impulse buying behavior with customer satisfaction. Previous study of Widagdo and Roz (2021) confirm that there is relation of impulse buying behavior with customer satisfaction.

5.1 Theoretical and Practical Implication

The primary objective of this study is to make a contribution in creation of the framework that by using Structure Equation Model to experimentally evaluate the theoretical framework, this study contributes to academic learnings. Second: All the variables in the framework analyze in different programs like SPSS 26 and AMOS 23 and researcher check different things to make them unique study, Managers and practitioners use this to overcome the problems of theory. Third: Practitioners use this study to increase the knowledge of mind and think different to past. Fourth, as a result, it is proposed that marketers and advertisers strengthen their social network marketing in order to encourage customers to make impulsive purchases. Impulse buying is common in today's consumerism-dominated economy. The majority of clients make purchasing decisions at the time of purchase, according to this research. Impulse buying is caused by unexpected purchase done in response to a stimulus, typically made on the place where the items are sold. Even though the behavior is harmful to the particular customer's economic stability, it is immensely beneficial for shops and goods makers. In summary, advertisers' capacity to capitalize on consumers' tendency for instant satisfaction results in profits for most businesses while compromising the customer's income support. Fifth, customer comments and suggestions have a significant impact on impulsive purchasing behavior. Furthermore, decision - making affects many person's abilities to manage their consumption behavior, resulting in spontaneous purchases. When making an impulsive internet purchase in today's society, there are various stages to consider. They may become too perplexed by the range of evaluations and information provided at times. In the case of impulsive purchases, for example, if anybody decided to buy a laptop, they will first conduct research on the internet to pick

the ideal items available that met their requirements for ram, hard drive space, and so on. The following factor to examine is reviews. Then they'd think about price, availability, and timely delivery. And, while they may locate an item, they may become impulsive if they see different items in the same budget range and category. Sixth, management believe that creativity can boost quick purchases since service innovation improves customer focus and makes customers trust the business. On the other side, growing consumer awareness to price innovation can encourage users to make a quick purchase. Seventh, the company's success can be improved by producing a strong frequency of impulsive purchases. Customer satisfaction is attained from the consumer point of view when they obtain what they believe is consistent with the price of impulse buying, both emotionally and substantially.

5.2 Limitations

Like other studies, this study also has some limitations that restrict the generalizability of its findings while also opening up new avenue future researcher. Due to large sample size, it is quite insufficient to go worldwide for the remaining demographic groupings. Another limitation of this study is that in this research a small sample size of 222 participants was taken which can be extended for more authentic and integrated results. The limited study in Pakistan should be extended to beyond boundaries to analyze its wider score and future researcher will take is study as foundation under this subject of interest.

5.3 Future Directions

For further investigation on the same objects it is recommended for future researcher that 1. Increase the sample size for more accurate and consistent results and 2. There should be random sampling technique for equal chance of all elements (people of the world) and 3. To increase reliability some more techniques should be used like advanced sampling procedures, qualitative research methodologies like observations and interviews should be adapted. PLS, R Programming and other latest software should be employed for in-depth analysis and results. can be employed to obtain more precise results.

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