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Gen Z Female Consumers and Social Media: The Impact of Buying Power on Impulsive Purchases in Response to Influencer Advertising on Instagram

Abstract

The rapid growth of the internet since early 21st century together with dominating social media platforms such as Instagram - the go-to platform nowadays for many consumer goods companies, has transformed the way how companies interact with their consumers. Together with influencers, who play a key role in advertising products or services, companies leverage their extensive network to reach the end-consumer. Based on influencers' expertise in specific areas and authenticity, they have the power to influence consumer's buying behaviour.

In this context, this study examines whether buying power affects impulsive purchasing behaviour of Gen Z female consumers in the context of Instagram influencer advertising. For this purpose, a qualitative study consisting of eight female Gen Z individuals was conducted. The author applied purposive sampling and conducted semi-structured interviews.

Findings show that buying power is often overlooked, as a compelling product advertisement combined with influencer authenticity and recommendation led most of the sample to make impulsive purchases. Influencers' authenticity can overcome the barrier of limited buying power.

Keywords: Impulsive Buying Behaviour, Social Media, Influencer Advertising, Gen Z Female Consumers

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Introduction

Undoubtedly social media, particularly Instagram, has become a widely used communication platform for businesses to promote their products. According to Kotler and Armstrong (2018) "B-to-B digital and social media marketing isn't just growing, it's exploding" (p. 198). Advertisements that allow customers to easily "swipe up," "click," or "scan a QR code" to select a product offer convenience for making purchases right on the spot or comparing products across different platforms in the vast E-Commerce landscape or even on social media (Szymkowiak et al., 2021). Instagram enables word-of-mouth promotion through celebrities and influencers who recommend, communicate, share, and facilitate purchases, which greatly boosts impulse buying behavior (Szymkowiak et al., 2021; Vazquez et al., 2020).

According to Amos et al. (2014), impulsive buying is referred to an unexpected or non-essential purchasing action. Referring to You et al., (2022), impulsive buying is a widespread human pattern around the globe, and common among consumers from Gen Z (individuals born between mid-1990s and early 2010s). Certainly, Instagram has emerged as the ideal channel to promote impulsive buying through celebrities and influencers advertisement.

Today's effective digital marketing strategies are influencers, helping brands to connect with their audience. Without any doubt, influencer marketing is an attractive and constantly evolving topic for companies, however, research in this area remains insufficient. This is particularly true regarding the impact of influencer marketing on female impulsive buying behavior and whether buying power is a relevant factor. Suggestions for future research include analyzing variables such as financial power in greater detail to strengthen the evidence on impulsive buying behavior (Azaka & Novadanri, 2023; Singh et al., 2023).

This paper is divided into five sections. It starts with the literature review discussing key topics related to the research topic, followed by an explanation of the study's methodology. After a detailed discussion of the findings, the research concludes with final thoughts, suggestions for future research, and managerial implications.

Literature Review

Social Media and Influencer Marketing

The new paradigm in today's marketing strategy for many B-to-C companies is undoubtedly the integration of social media influencers, placing it to favored research topics among academics and practitioners. There is no doubt that social media and digital marketing have transformed how business interact with their customers, as these platforms provide unmatched reach and numerous engagement opportunities. It was mentioned by Sethuraman et al. (2023) that social media has become a crucial and influential tool for marketing products and services, transforming the way marketers engage with their customers by becoming an integral part of their lives.

The swift expansion of profitable social networking sites like Instagram has shaped consumer behavior and led companies to embrace commercial and marketing strategies on these platforms, a practice referred to as social commerce (Zafar et al., 2021). The author also notes that social commerce helps people make decisions and buy things in online communities and marketplaces. This approach is greatly enhanced by Instagram which enables social interaction and user-generated content. Finding information about products is straightforward - users can

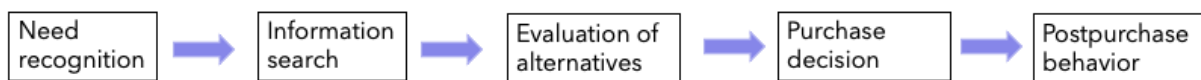
simply enter the product name into a search bar and access existing information. It is even more facilitated when users follow celebrities or influencers, searching for product information often becomes unnecessary, as influencers typically discuss and recommend products that align with their followers' interests.

The rise of social media has turned the communication landscape tremendously. It was mentioned by Liu et al. (2023) that the advancements among social media technology have transformed the communication model between companies and their audiences. Consumers now seek more engaging and dynamic content, finding traditional advertisements unappealing. Social media allows and users even demand for marketers to engage in more diverse communication styles rather than one-way communication.

On the two billion user platform worldwide, social media influencers act as third-party endorsers, recommending products or services to their vast audience. By providing informative content influencers leverage consumption. To describe, using products that fits the influencer's lifestyle, evaluating it, and providing reviews to their followers highlights their main activities (Chan et al., 2022). According to Geng et al. (2023) cited in Hagerborn (2024), not each endorsement result in immediate purchases, but they play a crucial role in boosting sales by leading the consumer to e-commerce platforms. It was even mentioned by You et al. (2022) that information about products is obtained through social media, which has become a fundamental part of the consumer's everyday life. Additionally, he also argued that social media has become in particular the new 'go to platform' to boost marketing efforts and influence purchasing choices such as impulsive buying.

Impulsive Buying Behavior

A normal buying decision process tends to adopt a certain pattern of five stages (Kotler and Armstrong, 2018).



Source: Kotler and Armstrong, 2018

As stated by Nuseir (2020), impulsive buying leaves out several stages such as problem recognition, information search, and one neglects evaluation of alternatives. Impulsive buying can generally be defined as making unplanned and spontaneous purchases without thoughtful consideration why and for what reason a product or service is needed (Azka et al., 2023).

With only a handful of papers published between 1950 and 2000, research on impulsive buying has gained significant attention and further experienced steady growth in the early beginning of the millennium (Redine et al., 2022). This trend in impulsive purchases can be particularly attributed to technological advancements. According to Redine et al. (2022), the development and growth of electronic and social commerce channels between 2010 and 2021 further accelerated research in this area in this area. This is in line with Liu et al. (2023) who pointed out that impulsive buying of consumer behavior has received a lot of attention throughout the years.

Factors of impulsive buying behavior

Impulsive buying behavior is described by Liu et al. (2023) as a pattern driven by the desire for immediate self-fulfillment, characterized by quick decision-making and spontaneous actions. On an internal level, as described by Choi (2018) in Liu et al. (2023), impulse buying is driven by a strong psychological urge. Similarly, Amos (2013) pointed out that consumers face a strong temptation to overcome the restraint for an object of desire. In impulsive buying, the desires and impulses override the ability to exercise self-regulation, leading individuals to act on immediate gratification rather than adhering to planned or reasoned decision-making processes (the normal buying decision process). The author summarized impulsive buying into three criteria. Firstly, impulse purchases are typically unplanned and come with a surge of positive emotions. Secondly, the person engaging in impulsive buying tends to overlook the associated costs or consequences. Thirdly, such actions often involve a desire for immediate gratification through indulgent consumption.

Giving oneself more time enables consumers to thoroughly develop a cognitive evaluation, weighing the factors that might deter them from acting on those impulses (Dholakia 2000, cited in Amos 2013). Consumers who fail to develop effective resistance strategies succumb to the temptation of impulse buying, often prioritizing emotions and feelings during the experience, driven by excitement and stimulation. The temptation that arises from two sides, containing the attraction of the object of desire and the desire to seek for immediate gratification. According to the author Amos (2013), in impulse buying, consumers often undergo an experiential sequence where they are initially drawn by strong emotions towards a product, leading to an immediate purchase, followed by attempts to justify their decision. These justifications typically involve beliefs that may serve to ease any feelings of guilt rather than genuinely reflecting regret over the impulse purchase.

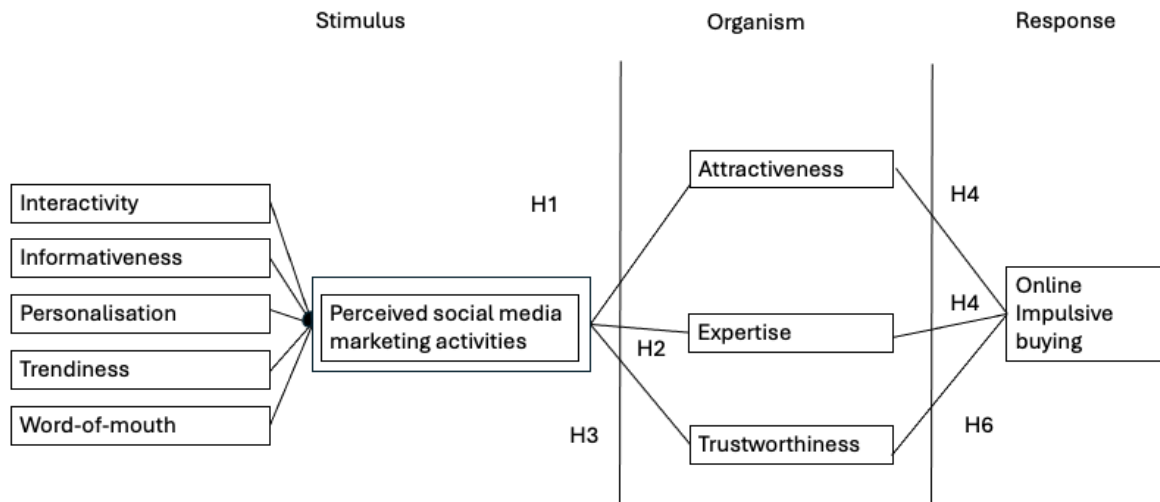
Yet, impulsive buying is nothing new, it has become a trend which increases addiction among social networking environment (Chan et al., 2022). There are several reasons making this addiction possible according to the author. For example, the online e-commerce landscape opens the constraint of traditional physical shopping such as travel time to shops and opening hours. This convenience factor is greatly applying to busy consumers as such platforms allow to shop at any time and from anywhere.

From a different angle, Instagram serves as an ideal platform for influencers to encourage online impulse buying. The author Amos (2013) noticed that strategies to increase impulse buying behavior are effective in online retail environments. This is due to improvements in information technology and the widespread adoption of online shopping, which have conditioned consumers to respond to the sensory stimuli much more than in traditional environments.

Other factors identified by You et al. (2022) suggest that appealing objects trigger impulsive behavior in consumers, leading them to make purchases without considering financial implications. Impulsive buying behavior is also triggered by factors such as brand popularity of a product as suggested in the findings in Nuseir (2020) study.

Factors of Influencers that affect impulsive buying behavior

Fig. 1. Research model.



Source: Koay, Teoh, and Soh (2021) applying the S-O-R theory.

Figure 1 represents Koay, Teoh, and Soh (2021) conceptual model which investigates the mediating effect of source credibility, including attractiveness, expertise, and trustworthiness as applied to the S-O-R theory. The study results revealed that influencer's attractiveness and trustworthiness significantly influence online impulsive buying, while the expertise of influencers does not play a major role. The results suggest that followers are more likely to make impulsive purchases when influencers are perceived as attractive and trustworthy sources. In other words, for the influencer to be successful in their advertisements, they need to be first perceived as attractive and trustworthy sources among their followers.

This is in line with Azka et al. (2023). Consumers who trust engaging influencers can experience significant impact on their buying behavior, including impulsive purchases. Additionally, the author noted that influencer credibility in product reviews has a greater impact on consumer impulse buying than traditional advertisements, largely due to the internalization process. When consumers are considering a purchase, review content offers detailed information, whereas traditional advertisements often lack comprehensive insights, such as the pros and cons of product features. In other words, the influencer's product reviews bridge the information gap, thereby promoting impulsive buying. According to the findings of Azka et al. (2023), consumers engage in impulsive buying through a process known as internalization, where they accept and act upon the influencer's product recommendations.

Study findings of You et al. (2022) reveal that online impulsive buying is more connected to emotional rather than rational evaluations from influencers. When making online purchase decisions, consumers rely more on their emotions than on logical reasoning. Furthermore, the results indicate that social media influencers significantly impact the gap between attitudes and behaviors. This research supports the effectiveness of using famous social media personalities as influencers to engage customers beyond traditional marketing strategies.

The findings resonate with Liu et al. (2023) findings. The author explored that product value (functional value, emotional value, and social value) as well as the reputation of an influencer (authenticity) play a pivotal role among consumer's impulsive purchases.

Financial Implications on Impulsive Buying

The author Basalma (2024) investigated in his research the influence of gender, age, education level and income on online impulsive buying behavior among college students. He mentioned that research on the link between income and impulsive buying shows that financial factors can influence college students' online impulsive purchases. According to Sandhu and Paim (2016) cited in Basalma (2024), higher income individuals often make more impulsive buys due to having more disposable income. It was mentioned by Schofield (2017) in Basalma (2024) that financial limitations can also lead to impulsive spending. College students with fewer financial resources might make impulsive purchases to escape reality or fulfill unmet needs.

The author found that there is no significant relationship between monthly income and online impulsive purchasing behavior among college students in the sample. This conclusion is based on the chi-square test results, where the p-values from the Pearson Chi-Square test and the likelihood ratio test were .211 and .181. Both p-values are higher than the conventional significance threshold of .05, indicating a lack of strong evidence to support a meaningful link between income levels and impulsive buying behavior in this sample.

Methodology

This section outlines the procedures used for data analysis.

Sampling

Sampling is a crucial element of any study as it provides the foundation for research.

In this study, the researcher applied purposive sampling. According to Cohen et al. (2007), sampling helps to narrow the primary focus to a smaller group of individuals within a population. Hence, the authors noted that “it does not represent any group apart from itself; it does not seek to generalize about the wider population; for a convenience sample that is an irrelevance” (p. 114).

A key reason for selecting a qualitative approach is its ability to gather in-depth, emotion-related information from the study participants. Qualitative research acknowledges individual realities and strives to produce objective results through systematic analysis. Given these considerations, identifying relevant criteria to define the sample for this study is essential (Fossey et al., 2002). To clarify, eligible participants in this study were Gen Z female consumers who have an Instagram account and actively follow influencers. These selection criteria are important for this study as participants are aware of influencer advertising and are exposed to different forms of advertising as well as different influencer personalities which in turn improves their ability to form informed opinions and express their opinion in more depth. This study did not focus on a specific industry nor type of product.

A semi-structured approach was used, comprising only female consumers from this demographic segmentation. During the screening process, the author ensured that all individuals were at least 18 years old. The sample consisted of eight participants. Five interviews were conducted in person and three were held online on Microsoft Teams between July 25 and August 5. All individuals replied and accepted to be part of this study with a verbal consent. Recording all interviews is a prerequisite for analysis purposes, so the iPhone app "Voice Memos" was used.

A demographic table of the respondents can be found in the Appendix.

Before the interview started, each participant was given an overarching overview about the research topic and questions. Before the interview took place, the author ensured that each participant felt comfortable and resolved any uncertainties beforehand. To ensure anonymity, the author reassured that only the age and profession will be disclosed in the demographic table.

Pretest

Conducting a pretest is of high importance. Otherwise, if the questions are directly conducted a substantial time investment is made on wrong questions. Hence, a pretest ensures that the questions are understood, and the right meaning is conveyed to avoid potential biases.

Additionally, it further strengthens validity and reliability of the researcher's study. The focus of the pretest was on ensuring a clear understanding and accurate translation of the English-to-German language questions. Thus, incorporating feedback and additional suggestions for improving the questions was essential to the study's implementation.

Data Analysis Procedure

To analyze the data, a qualitative content analysis following the approach outlined by Mayring (2020) was conducted in combination with the software MAXQDA. The process involved defining a criterion based on the research question to determine relevant aspects of the transcribed material. Each criterion was assigned a specific color and name. Using this criterion, the material was then systematically analyzed, with categories being developed and refined in a step-by-step process. To deepen the understanding of the data and to uncover patterns, the categories were further categorized into sub-groups.

This systematic approach allowed for a more structured examination of themes within the data, enhancing the overall comprehensiveness and clarity of the findings.

One exemplary transcribed interview is provided in the appendix. The others can be requested via email as well as the interviews.

To maintain the integrity of the research findings, direct quotes from respondents are included in the findings section to ensure accuracy and authenticity.

Ethical Considerations

Throughout the whole process of the interview, the author cared about anonymity, voluntarily participation, as well as comfortability and ensured that if in any case the participant felt uncomfortable, they are eligible to end the interview at any point. The participants were informed that they can access the transcribed data at any time. Before the interview started, an unrecorded informal conversation took place between the interviewer and interviewee to release tensions.

Research table (own illustration)

Objective	Research Objectives	Research Questions	Interview Questions	Sources
RO1.	To investigate how influencer advertisement on Instagram is favored among Gen Z female consumers	RQ1. To evaluate the effectiveness of influencer advertising compared to traditional methods and examine the role of 24/7 online shopping in driving impulsive purchasing behavior	<ol style="list-style-type: none">1. In your opinion, what makes influencer advertising more or less effective than traditional advertising methods e.g. Television ads?2. How does the availability of online shopping around the clock contribute to impulsive purchasing, especially in the context of influencer advertisement?	Sethuraman et al. (2023); Chan et al. (2022)

RO2.	To investigate factors how influencer advertisement impact impulsive buying behavior of Gen Z female consumers on Instagram	RQ2. What factors drive impulsive buying behavior?	<ol style="list-style-type: none"> 3. Have you ever experienced an urge to buy a product after it was recommended by an influencer? 4. How does your income influence your impulsive buying behaviour after seeing an advertisement from an influencer? 5. How much do you consider your income when making impulsive purchases after seeing an advertisement from an influencer? 6. What attracts you in impulsive buying? (e.g. product desire, recommendation of a product) 7. After seeing an advertisement of an influencer you like, how does an appealing object increase the desire to buy impulsively? 8. How do your emotions contribute to your tendency to make impulse purchases? 9. Do you find it difficult to resist making an impulsive purchase after seeing an advertisement by an influencer? 10. When you make impulsive purchases, do you find that emotional or logical reasoning has a greater influence on your decision? 11. How do product recommendations influence your buying decisions? 	Amos (2013); You et al. (2022); Basalm a (2024); Liu et al. (2023); Azka et al. (2023)
RO3.	To explore factors of Influencers influencing impulsive buying behavior among Gen Z female consumers	RQ3. To explore if the relationship to an influencer is relevant for driving impulsive purchases	<ol style="list-style-type: none"> 12. How does trust in an influencer you like impact impulsive purchases? 13. How does attractiveness of an influencer you like impact impulsive purchases? 	Azka et al. (2023); Koay et al. (2021)

Findings presentation

This section of the paper presents the findings from the collected data. The derived categories are summarized and supported by quotations from the respondents.

Instagram advertisement has become more influential than Traditional advertisement (television ads)

A clear shift in media consumption habits, particularly among young people from Gen Z female consumers, are increasingly neglecting traditional TV in favor of mobile devices. Findings present that participants are more exposed to Instagram advertising. All eight respondents emphasize the growing influence and reach of social media, specifically Instagram as compared to traditional television. As an example, R3 pointed out *“it's quite simply the case these days that many young people no longer watch TV or are only on their mobile phones and therefore see a lot of Instagram advertising and a lot of advertising from other influencers”*.

“Social media is so widespread and over hundreds of millions of people are more likely to watch it than on TV” (R4)

Availability of online shopping around the clock and impulsive Buying

The 24/7 availability of online shopping has made shopping flexible nowadays. To describe, R7 expressed her view that convenience factors like links attached directly to a product advertisement contribute to higher impulsive purchases: *“But this particular way of advertising, using influencers with links attached to a product You don't. You don't even get to think whether you want it or not. You might buy it now and say, oh, I should. I should have waited. But at that moment you are just a click away from getting the item that you really desire”* (R7).

Results of all participants have shown that being able to buy at any time enhances the impulsive buying behavior. As soon as something is appealing to them, they are tempted to buy it directly. Additionally, R5 spends time on Instagram based on the mood which influences the buying behavior: *“I use these boredom phases to look at certain content, so I'm definitely more likely to be tempted to buy something if I'm in the mood to consume it”*.

Financial consideration and impulsive buying behavior

Beginning with the fact that all participants have bought impulsively based on influencer recommendations at least once, if not multiple times. Some highlights include *“yes, definitely the best example - I got a parcel from the influencer today”* (R6), *“yes, it's happened to me several times”* (R3), *“yes, I have quite a number of times”* (R7).

Factors contributing to these impulsive purchases, regardless of income, include the tendency of respondents R1, R3, and R7 to buy products recommended by influencers if they perceive the product as great (appealing). Examples highlight *“it's something that I really wanted. I didn't even think twice if I if I needed it. So I spent a lot of money on things that I don't really need just because the desire was there at the moment that I saw it, or I saw it on someone that I really liked, or I saw it on an influencer that really marketed it well. It looked really good on her, and then it just caught my eye and I got it at that moment”* (R7), *“Well, if I really like it then I just buy it. But I'm always ordering things that influencers post”* (R3). *„If I want something, I'll buy it regardless of whether I have the money or not. It will be possible somehow”* (R1).

Only one respondent was particularly sensitive to income-related impulsive purchases due to her current financial situation: *“I acted rather sensibly because I'm in a different financial situation at the moment, so I'm more concerned about my fixed costs”* (R4).

A factor that has been mentioned two times by the respondents is the price of the advertised product (inductive finding). *“I think it always depends on the product and the price”* (R5), *“well, I would say I'm a very frugal person, which means I definitely look at the price”* (R6).

Relevance of Influencer Recommendations

Based on the results, it turned out that impulse buying is triggered by the respondents (R1, R6, R7, R8) when being exposed to product recommendations in influencer advertisement (deductive finding). To highlight some examples, *„but to tell you what my experience is, if you see an advertising advertisement from an influencer that you really like and love and there's, um, there is this good recommendation, your impulsive buying will always increase because you want it“* (R7). *“I would say like it's more about the recommendation of the product. I would also like to buy that and I mean because everyone is recommending it and everyone's using it, of course like people have faith reason why so trending nowadays”* (R8), *“mhm I would say, above all, it is recommendation with how is it conveyed. How realistic is it that what is said will actually be fulfilled“* (R6).

To some participants (R3, R6, R7) recommendation of a product is not enough leading one to a purchase. Findings show that it is also important to see how the product is worn or applied (inductive finding). Examples highlight, *“yes, definitely, so I would say if I'm not even the most driven by it. So yes, just like you said, if you show what the whole thing looks like, if you characterise it and show it on yourself, then maybe you can also do that or the influencer can show it on themselves, then as an outsider I can do that much better”* (R6). *“Not even the product recommendation, because in the end they can tell me that the fabric is good or something. It's more about the look, so when I see what the product looks like“* (R3).

Emotional Influence on Purchase Decisions and resistance to buy impulsively

Study findings represent that resistance to impulsive buying is linked to an individual's emotional and mental state. It turned out that one respondent can better evaluate her needs and resist impulsive purchases when she is clear-headed and mentally focused. For example, *“I can resist very well when I have absolute mental capacity and can totally categorise whether this purchase is worthwhile, whether I really need it, so I can think about it a lot, and if that's not the case, then I would say it's the complete opposite”* (R5).

When R2, R4, R5, R8 feel unhappy, their ability to control impulsive trigger diminishes (inductive finding), making them more likely to make spontaneous, unplanned purchases. To describe, *“for me, when I just feel unhappy then I need some energy. I just go shopping”* (R8), *“because as soon as I'm sad and then we go shopping then you're happy to get clothes, but then, as I said, I tend to go shopping because I'm more depressed“* (R4).

Distrust

Whilst originally the research question referred to trust, many respondents (R1, R3, R4, R8) rejected this view and indicated instead distrust towards influencer (inductive finding). Anchor examples highlight *„well, you can't actually believe any influencer out there. It's their job to*

get something across to the man. That means it has to be brought across“ (R1). „I think a lot of people do, but I'm not one to put my trust in influencers anyway. I mean, they earn their money with it, they get their money for it and of course they have to speak well of the products“ (R3).

Influencer authenticity

It was mentioned by R2, R3, R7 that the influencer must be authentic. *“If you find someone who comes across as real, let's say, then you're more likely to order something that they present than from someone who always presents a thousand adverts and a thousand products and where you just realise that they're only doing it for the money anyway“ (R3). “It always depends on what the influencer stands for and advertises. They also have to be authentic for their product. And if it's not authentic, then the influencer can tell me a lot and then I would never get it“ (R2).*

Discussion

In this section of the paper, key findings are summarized and discussed in relation to the existing literature.

Comparing the findings of research question 1 with Sethuraman et al. (2023), it is evident that social media has become a crucial platform and has reached consumers of Gen Z. Additionally, it underscores that social media, and Instagram in particular, is not just widespread but also a more effective medium for advertisers to target this specific demographic segmentation.

In context with research question number 2, it is in line with the findings of Chan et al. (2022) who described that the absence of in-store shopping hours and effort constraints, significantly increases the likelihood of impulsive purchases. Indeed, it is facilitated by the ease of opening apps such as Instagram at any hour. Results have shown that influencer advertisement and recommendations combined with direct product links speed up and simplify the buying process. This has resulted in impulsive purchases by most participants, even on multiple occasions. R1, R3, R7 bought impulsively because of appealing objects and financial background is neglected, aligning with You et al. (2022).

Summarizing the above-mentioned points, it has implications on the normal buying decision process model of Kolter and Armstrong (2018), as certain steps are neglected aligning with Nuseir (2020).

A factor that has implications on impulsive purchases is the price of the recommended product, a consideration not highlighted in the literature. R5, and R6 specifically stated that the price is a critical factor in their decision to purchase a product.

The study findings of Basalma (2024) do not support a significant relation in terms of income and impulsive purchases. This study findings show attention to prices (R5, R6) and financial circumstances (R4) indicate that financial background plays a role in impulsive buying decisions. Nevertheless, study participants strongly tend to neglect the financial background when certain influencer criteria are fulfilled, which are outlined in the following.

A topic of high importance when it comes to influencer advertisement is the recommendation of a product which influences impulsive buying behavior (R1, R6, R7, R8). These findings resonate with Azka et al. (2023) who pointed out that providing product reviews significantly impacts consumer impulse buying. Hence, a factor which has not been mentioned by the literature is that study participants (R3, R6, R7) clearly stated that it is not only enough to hear

the recommendations, but it is also about showing how it is applied/worn on the influencer so that the consumer can clearly see it during the advertisement.

Referring to the question how emotions contribute to impulsive purchases, the findings of this study do not relate with the literature contributions of Amos (2013) who said that consumers face a strong temptation to overcome the restraint for an object of desire. To describe, R5 can resist an impulsive trigger when being clear-headed and not let by emotions. It has turned out that the mood of a consumer plays a crucial role in the impulsive buying behavior. For example, R2, R4 and R8 feel the need to satisfy the feeling of unhappiness with a purchase which is not led by a desire of a product.

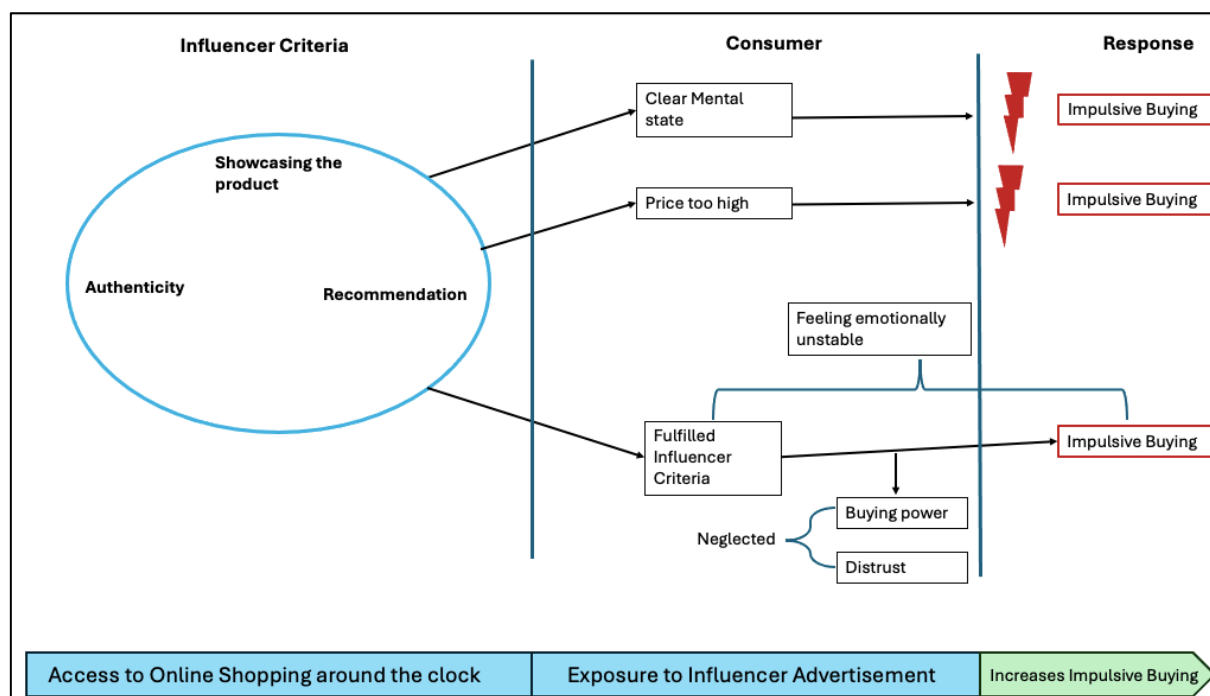
A unique finding of this study, absent in the key findings in the literature review, is the role of distrust when following influencers. The study strongly implies that followers are affected by influencer advertisement. Interestingly, however, the findings reveal that many respondents place a certain degree of distrust toward influencers.

This distrust arises primarily from a lack of real personal connection, which reinforces the belief that influencers cannot be fully trusted, as the viewers do not know the influencer in real life. The responses highlight that participants view influencers more critically, emphasizing distrust over trust. The examples outlined in the previous section show that respondents are aware of the influencers' commercial motives and are sceptical about the sincerity of their messages.

Importantly, this scepticism highlights a complex dynamic: while a certain degree of distrust exists, it does not entirely negate the influence of advertisements. Instead, it interacts with factors considered relevant, especially authenticity, showcasing the product, and providing recommendations, which override the effects of distrust on impulsive purchasing decisions.

This finding is not in line with Koay, Teoh, and Soh (2021) who's proposed model results represent that trust and attractiveness in influencer is an important factor leading to impulsive purchases. The emphasis on influencer authenticity has been mentioned a couple of times, underscoring its significance for the study participants. Among this study sample, the participants highlighted that influencers must be perceived as genuine and convey a sense of realness in their advertisements, which was not directly linked to trust.

Figure 2: Factors that lead to and prevent impulsive purchases among Gen Z female consumers based on the S-O-R theory



This final model represents the relationship between Influencer criteria (Stimulus), the cognitive and emotional response of the consumer (Organism) triggered by the Stimulus, and the resulting behaviour (Response).

Overall, the impulsive buying behavior among Gen Z female consumers increases through their constant connection to Instagram. Convenience factors such as shopping online around the clock and enhanced exposure to influencer advertising reinforce impulsive purchases. In fact, the more influencers the consumers follow, the more advertisements they encounter during the day.

For influencers, meeting specific criteria in their advertisements is crucial. Product recommendations and showcasing the product through personal application or wear are essential while remaining authentic throughout all aspects of their engagement with their audience.

Based on influencer criteria, the study findings highlight three key factors influencing impulsive buying behavior from a consumer's point of view:

- 1) Clear Mental state
- 2) Price too high
- 3) Fulfilled Influencer Criteria

Upon closer examination of factor 1) and 2) it becomes clear that individuals resist an impulsive purchase when having a clear mental state or when they perceive the product price to be too high, regardless of the influencer advertisement.

Focusing on factor 3) if the influencer fulfills the criteria, consumers strongly tend to act on their impulses and buy the recommended product, neglecting buying power as well as distrust.

Distrust has turned out as a factor that does not affect impulsive buying behavior upon the consumer feels that the influencer is perceived as authentic.

Additionally, feeling emotionally unstable, such as being unhappy, has been found to reinforce impulsive buying, where consumers rely on the persuasive power of influencer advertising.

Limitations and Future Research

Limitations of a study comes with every research that need to be addressed.

First, non-probability sampling was applied to selected study participants, consisting of female consumers from Gen Z, from a single country context (Germany). Future studies can focus on different cultures and countries to find out if a cultural context plays a role. Exploring whether influencers in different cultures vary in how they represent products, including their choice of words and presentation style, could provide valuable insights for marketers to focus on the communication strategies.

Secondly, few subcategories in the category table have been mentioned only one or two times. These topics are suggested for further research.

A notable finding, distrust towards influencers, is strongly recommended for further research, particularly in exploring how distrust interacts with other influencer characteristics to influence impulsive purchasing. Investing effort in uncovering the root causes of consumer distrust towards influencers can help marketers better deal with this topic.

Lastly, future research can focus on influencer marketing and the impact of impulsive buying behavior with buying power as a factor on other social media platforms such as TikTok. In other words, considering cross-platform comparison to validate the concept of this study.

Conclusion

This study aimed to analyze how buying power affects impulsive buying of Gen Z female consumers when being exposed to influencer advertising on Instagram. Therefore, a qualitative study, consisting of eight female consumers of Gen Z was conducted. The model represents the key factors that drive participants to impulsive purchases.

In conclusion, buying power is for most of the participants neglected, once the influencer fulfills the criteria. Clearly the needs have results in influencer authenticity, recommendation, and showcasing the product. Nevertheless, if the product price is perceived as too expensive, as well as having a clear mental state of mind, it has an implication on the impulsive buying decision.

This study responded to the research conducted by Shamim and Azam (2024). These authors suggested the following limitations for further research. Firstly, the authors conducted research on the social media platform Facebook and proposed applying this model on other platforms such as Instagram, which has been applied in this study. Secondly, the study focused on influencers in Pakistan, reflecting a particular culture that limits its scope of generalizability. Pakistani culture reflects a high-context culture, whereas German culture reflects a low-context culture. This indicates that different cultures should be considered as a differentiating factor in

further research. In relation to the novel finding about distrust, future research is suggested to investigate if different cultures develop different levels of distrust towards influencer or different levels of persuasion knowledge. Lastly, another limitation mentioned by Shamim and Azam (2024) has been addressed in this research: to explore psychological characteristics other than the factors of source, message, and media. The present study investigated the factor of income and emotion-related aspects, such as how emotions contribute to impulsive buying behaviour, and these have proven to be relevant factors.

Managerial consideration

Marketers who are searching for influencer should make sure to select influencers who fulfill the requirements of the identified consumer needs, based on the study results. Distrust has emerged as an issue, making it crucial to invest in fostering positive relationships to lower the distrust of Gen Z female consumers towards influencers. Marketers can address this by prioritizing to watch out for influencer who demonstrate traits like honesty, reliability, and sincerity as part of their marketing strategies.

At this point it is worth mentioning that Shamim and Azam (2024) pointed out that “these findings stress that marketers need to take corrective actions to counter the adverse potential impacts of the activated or high levels of persuasion knowledge in the context of influencer marketing” (p. 7). This study may offer insights for marketers to address the necessity of implementing corrective actions. The study findings emphasize that such actions cannot be mere superficial adjustments. Instead, the results underscore that authenticity is a critically important factor for consumers in this generation. However, authenticity is a characteristic that can be less forced by marketers, it must be ‘lived’ by the influencer. That means, influencers need to naturally embody the values and transparency that resonate with their audience, rather than attempting to manufacture authenticity which can showcase “corrective action”. A good example that describes this factor was pointed out in Khanals’ (2024) research. The author emphasized that Taylor Swift exemplifies how authenticity is not an engineered strategy but a lived characteristic, as evident in her deeply personal songwriting, unfiltered engagement with fans, and commitment to transparency across all her platforms. For example, her lyrics, often drawn from real-life experiences, foster a profound sense of trust and relatability, while her active involvement in fan interactions, ranging from social media engagements to surprise personal gestures, reinforces her authenticity.

In conclusion, for marketers leveraging influencers to promote products due to their massive reach, it is essential to humanize the advertising approach when addressing this specific demographic segment. Influencers should show empathy by shifting their focus from simply selling a product to truly understanding and aligning with the consumer's needs. The key findings of this study highlight the importance of authenticity, providing product recommendations, and showcasing the product without obvious sales pressure.

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Appendix

Table 2: Interview participants and demographic data

Respondent	Age	Profession	Interview Type	Date of Interview	Interview Length (minutes)	Interview language
R1	24	Sales professional	Personal Interview	28.07.2024	17:02	German
R2	25	Working student	Personal Interview	29.07.2024	15:32	German
R3	22	Employee at city council	Personal Interview	30.07.2024	18:14	German
R4	19	Professional Education	Personal Interview	30.07.2024	16:43	German
R5	28	Working student	Personal Interview	31.07.2024	20:43	German
R6	21	Working student	Teams Interview	01.08.2024	21:22	German
R7	25	Working student	Teams Interview	01.08.2024	22:44	English
R8	23	Working student	Teams Interview	05.08.2024	24:45	English

Table 3: Categorization System

Category	Definition	Anchor Example	Coding Rules	Procedure
1. Instagram advertisement has become more influential than Traditional advertisement (television ads)	Shift in Media Consumption, there is an increased Exposure to Social Media Ads, Social Media's Growing Influence among Gen Z	“It's quite simply the case these days that many young people no longer watch TV or are only on their mobile phones and therefore see a lot of Instagram advertising and a lot of advertising from other influencers” (R3)	All text passages mentioning the wide reach of Social Media, specifically Instagram among young people	Deductive
2. Availability of online shopping around the clock and impulsive Buying	Time Irrelevance in Online Shopping, Influencer-Driven Purchases, Convenience driven shopping	“I mean, if I have like a whole day off and if like adds at the middle of the day, I start scrolling down to things and if I see something interesting, I may just buy it" (R8)	All aspects of the definition must be predominantly fulfilled	Deductive
3. Financial consideration and impulsive buying behavior	If the product which was recommended by an influencer is great	“It's something that I really wanted. I didn't even think twice if I if I needed it. So I	Text passages that clearly indicate the negligence of	Deductive

	(appealing), then income is neglected	spent a lot of money on things that I don't really need just because the desire was there at the moment that I saw it, or I saw it on someone that I really liked, or I saw it on an influencer that really marketed it well. It looked really good on her, and then it just caught my eye and I got it at that moment“ (R7)	the financial background	
	Income sensitive affecting purchase decision	“I acted rather sensibly because I'm in a different financial situation at the moment, so I'm more concerned about my fixed costs” (R4)	Text passages mentioning sensitivity towards financial constraint	Deductive
		„Well, I would say I'm a very frugal	Text passages where individuals	Inductive

	Price of the recommended product is important, leading to a resistance in impulsive purchases	person, which means I definitely look at the price“ (R6)	explain that the price of product matters	
4. Relevance of Influencer Recommendation	Impulse Buying is triggered by the consumer when product recommendation are provided in the advertisement	<p>“To tell you what my experience is, if you see an advertising advertisement from an influencer that you really like and love and there's, um, there is this good recommendation, your impulsive buying will always increase because you want it” (R7)</p>	All text passages where recommendations play an increasingly high role leading the individual to purchase a product	Deductive
	Beyond product recommendations, study participants are interested in seeing how the product is used or worn by the influencer	<p>Yes, definitely, so I would say if I'm not even the most driven by it. So yes, just like you said, if you show what the whole thing looks like, if you characterise it and show it on yourself, then</p>	Text passages indicating that showing how the product looks like on the influencer is important	Inductive

		maybe you can also do that or the influencer can show it on themselves, then as an outsider I can do that much better.” (R6)		
5. Emotional Influence on Purchase Decisions and resistance to buy impulsively	<p>Individuals can resist impulsive buying. It is related to one's emotional and mental state, with stronger resistance when feeling clear-headed and diminished control when emotionally or mentally drained.</p> <p>Unhappiness led to impulsive purchases</p>	<p>“I can resist very well when I have absolute mental capacity and can totally categorise whether this purchase is worthwhile, whether I really need it, so I can think about it a lot, and if that's not the case, then I would say it's the complete opposite”(R5)</p> <p>“Yeah. For me, when I just feel unhappy then I need some energy. I just go shopping“ (R8)</p>	<p>All text passages indicating a resistance towards impulsive purchases, depending on emotional state</p> <p>Text passages mentioning an emotional state of feeling unwell resulting in gratification</p>	<p>Inductive</p> <p>Inductive</p>

			which is fulfilled through shopping	
6. Distrust	Participants distrust Influencer	„Well, I think a lot of people do, but I'm not one to put my trust in influencers anyway. I mean, they earn their money with it, they get their money for it and of course they have to speak well of the products“ (R3)	All text passages indicating distrust	Inductive
7. Influencer Authenticity	The influencer has to be their authentic self and be perceived as “real” (in relation to be perceived as a trusted person)	“If you find someone who comes across as real, let's say, then you're more likely to order something that they present than from someone who always presents a thousand adverts and a thousand products	All text passages indicating authenticity as an important factor	Inductive

		and where you just realise that they're only doing it for the money anyway“ (R1)		
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Interview transcript example

I8

1.

I: So let me ask you the first question, in your opinion, what makes influencer advertising more or less effective than traditional advertising methods such as television ads?

R: Yeah, I think like compared to traditional advertising method like the influencer, when she or he is advertising, she or he is not only like a directly like selling this product but like for me she or he is maybe a user of this product who already like use this product.

It's like kind of not only advertising, but also kind of reviews for me, like test this product, how it works like those kind of things.

I think those cannot be somehow shown in a traditional advertising methods.

I: OK. I see you like it's much more personal, so to say, and this person is directly speaking to you.

R:Mm-hmm.

I: Yeah, I I mean, I'm on the same opinion.

2.

I: OK, moving on to the second question, how does the availability of online shopping around the clock contribute to your impulsive purchasing, especially in the context of influencer advertisement?

R: OK, so actually for me, I wouldn't say it makes that much difference around which time.

A I mean like if that thing like a like really it's whatever I need and also like I have the urgency to use it to buy it 10.

I wouldn't say it's influence that much by time.

In just a personally, my personal point of view.

I: And uh, would you say that you, you, you also be somehow tempted by influencer advertisement, let's say at in the evening at 9:10 PM because obviously, like, they could upload the story, let's say in the midday and you're watching it in the evening.

Would you be somehow tempted if you see an ad?

R: Umm yeah, I mean like uh, like for me, I think in the evening it's really doesn't matter that much like because I think maybe like the results that I did like purchase a lot of things in the evening but not because like in the evening I feel like more that I want to buy these things. But just because I got more free time in the evening.

I mean, if I have like a whole day off and if like adds a the middle of the day, I start scrolling down to things and if I see something interesting, I may just buy it it.

So I think it doesn't have much relations to the time, just in my personal decision like when comes by, yeah.

I: OK. OK, OK, I see.

3.

I: And third question, have you ever experienced an urge to buy a product after it was recommended by an influencer?

R: To what extent do you mean this urge?

Like I feel like or like I immediately buy it.

I: Yeah, you immediately bought it.

R: Uh it it happens like. Seldom, like, of course I experience it, but it's not that often, yeah.

I: Umm, OK, so you have already developed somehow error resistance against those impulsive triggers to buy a product immediately.

R: Uh-huh. Yeah.

I: And can you describe how you developed it?

Because I ask you because when I see a product which I like and which was presented by influencer, I immediately buy it.

That's why I need to develop somehow resistance and I'm curious to know how you kind of developed it.

I: Yeah. Well, like for me, I think I also like because I really have a lot of things to buy, like like in my my shopping cart, like they're like they're always full like 200 things.

And then like I have to like, you know, like prioritize what I what I want to buy most and what I need most.

I: Yeah.

R: And I think like under these circumstances, I just had to, I have no choice because like, it's not like realistic to for me to buy the by all the things. And also like I had this kind of like shopping, wishing list like already like when I was like in high school.

So like when I was in high school, I already know there are so many things that I want, but like I cannot get them off.

So I think just with this kind of idea and when I go shopping or like for example, Instagram, if even if I don't add them into the shopping cart, I have my memo and I will write those down in the memo.

And yeah, like maybe after a few days, I think it's not necessary that I didn't feel like buying it just sometimes just just when I realize the fact that I cannot afford all the things that I want because so much and then just this idea drives me not to eventually buy it.

I: OK, OK. I I get your point of view.

So you very organized and thought through in the sense.

R: Yeah, yeah.

I: Umm, when we now kind of step into the role. If you see an advertisement of an influencer, are you into beauty products?

R: Uh, what kind like makeup or, like, skin care?

I: Yeah, yeah, makeup.

R: Yeah. Make up like in a way, yeah.

I: OK, let let let let's say you see in mascara advertisement from an influencer you like and she presents the product. She's also varying the mascara. Would you be tempted to buy this product?

R: Uh. If it if that really fits my need like I mean maybe I will just go to offline shop to really test it by myself before I buy it.

I: OK.

R: Like if it's possible.

I: OK, I see.

4.

I: Moving on to question 4, how does your income influence your impulsive buying behavior after seeing an advertisement from an influencer?

R: Uh, yeah. I mean, of course it has a very huge impact and normally like, why receive freshly receive? My salary is usually the time that hey, but the price shopping most. So I think

it really like it influence like my buying in this way, yeah.

I: OK, I see.

R: Yeah.

5.

I: And how much do you consider your income when making impulsive purchases after you see an ad from an influencer?

R: Umm like I would say 50 percentage like half, half like like half is like my income half. It's like if I really really need this and I really, really want this.

I: Umm hmm.

R: Yeah, I wouldn't say like like like, even though like, if in some cases like my income is definitely not enough or whatever. But like this is something that I really need or like I feel like I really want that. I feel like I will buy it, but that hasn't happened so far like because all the things I buy is like for not that like daily need or whatever, yeah.

I: OK, so you mean? You you already buy or bought these things that you liked.

R: Umm.

I: Is is that what you mean?

R: Umm, I mean like for example if like I have my salary not enough and and I saw something that I really like, I will buy it, but so far that that doesn't happen.

I: OK. I see. OK, now I got it now.

R: Yeah, yeah.

6.

I: I got it and question number 6. What attracts you in and buying impulsively? Is it the product desire? Is it the product recommendation from an influencer? Do you have something particularly which you put your attention on?

R: Uh, for example. The what do you mean by product desire?

I: For an example, if you've seen at from an influencer and this person is presenting this product so nice that it it increases your desire to buy it.

R: Yeah. Ah, no, I wouldn't say that's like a main influential factor for me. I would say like it's more about the recommendation of the product. And I really wanted to buy that because like,

like so many people, they're recommending it. I mean, I also tried similar one like where you can squeeze and put on your lips and but like I would also I mean like after trying those I would also like to buy that and I mean because everyone is recommending it and everyone's using it, of course like people have faith reason why so trending nowadays. So I would also like to try and that would be the reason for me to.

I: OK. And would you say your influence when we when we now take the example of the Rhode, a lip gloss, would you say your influence because you see everyday advertisement and you see those celebrities and influencers talking about it, like demonstrating how it looks like on the lips?

R: Umm. Yeah, yeah, yeah, definitely.

I: OK.

7.

I: And now moving on to question 7, after seeing an advertisement of an influencer you like. How does an appealing object increase the desire to impulsively?

R: What do you mean by appealing object increase?

I: Like an object which you which you find attractive like let's let's take the lipstick as an example. It is appealing because the influencers, they talk very beautiful about it. You know, they they sell it to you in a way which is, to me, appealing.

R: Yeah, yeah.

I: And I would, I mean, I'm tempted to buy those lipsticks, but to me those are too expensive, even though they look good.

R: Yeah.

I: So the question like generally, what do you think like how an appealing object increases your impulsive buying behavior?

R: Yeah, I think actually it increased a lot like in my personal, yeah, perspective for me to increase a lot if like a person or if if an object, it's like a looking appealing then like it would definitely like for me like it's a increase my willingness to buy it as well.

I: And did it happen to you already that you saw on it? OK.

R: Yeah. Yeah, yeah. Yeah, like for example, I love the products from Disney like in Disneyland because they look very appealing for me, even though like they are just normal stuff.

R: But like, they're cute, they look good. So I just.

I: You mean like the Mickey Mouse ears? Those kind of things.

R: Yeah, yeah, of course. Those can also be example, but also like uh, like leap palm and there could be like the same price as a deal like leaf palm. But like they look so cute that I want to buy them, even though they're just a normally palm, like they're functional value are the same. But like they look appealing. So I would like to buy that in, yeah.

8.

I: OK, I get it. Question 8. How do your emotions contribute your tendency to make impulsive purchases.

R: Uh. Like why I feel unhappy or when I feel a little bit stressed. I think that's a good way for me personally to release my stress and I will buy things under such cases.

I: OK. OK, I I for me, I often do those purchases when I want to kind of reward myself.

R: Ah, OK.

I: You know when you have like let's say the exam period is over and you want to sell for me, I I often saw that I have those impulses to buy me something as a reward for those exhausting weeks, let's say.

R: Nice. Yeah. Yeah. For me, when I just feel unhappy then I need some energy. I just go shopping

I: Then then you take those energy out from it.

R: Yeah. Yes, for sure. And my family, they all know that, like, especially my dad. Like when I'm unhappy, he knows what I'm gonna do.

I: OK, I see. And then after couple of days, you'll send him some pictures of clothing or anything.

R: Yeah.

I: That's sweet.

R: Yeah.

9.

I: OK. Question 9 do you find that it's difficult to resist making an impulsive purchase after seeing an advertisement by an influenza?

R: Uh, for me it's not that difficult for me. It's not that difficult. Like, I mean, I still have the willingness to buy it, but but clearly I know like for some reason I cannot get it by right away.

Maybe like I need to wait. I need to save money for it. Yeah, I would say I'm more rational. Like if like unrealistic situation came.

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I: OK. Moving on to question, #10 is already interrelated to what you already said.

When you make an impulsive purchase, do you find that emotional or logical reasoning has a greater influence on your decision.

R: Yeah, I would say more logical reasoning. I mean, of course I buy things when I'm emotionally not feeling well, but I would still say like it's kind of some kind of logic like myself, logic for example, my self logic is that like when I'm not happy like I need to do this kind of shopping to make me happy again. And also like even though if I buy things like I wouldn't buy like 1-1 when I'm like broke like one, I have no money like that's also like not logical that's not rational. I will buy like like whenever I got enough money and and I will not like buy just anything I see as the tractive. I will buy the things that I need.

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I: OK, I see umm again now when we speak about question 11 and how do product recommendations influence your buying decisions? Like you said already before, recommendations are important. But what is it about the recommendation? Like, why do you pay a lot of attention to it?

R: Umm, why pay a lot of attention to it? Because because like if I didn't use something, I would like to know. Like like how other people like. Experiencing using it, I mean like like I was thinking maybe this could be replaced if I have like a free free test or whatever, but then on the other hand I was thinking that even like if I got like a free test, a free sample product, it's it cannot replace the like like reviews or like like recommendations because there might be like some value points where you don't see yourself like while using it and they're not there can be some kind of inspirations from the recommendation like Oh yeah you can use this in this way you. Can use this in that way and therefore I think recommendations really like like not only like like.

How do you say, like, uh, make me know how is experience with this product, but also like provide like kind of inspirations or advertisement because like I know there's also a theory that like it is said that in the market the customer actually themselves doesn't doesn't know what they want but like the sellers they create something that the customer would like to or be

interested and I think recommendations has similar kind of functions like.

Yeah, in this regards.

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I: OK, I see your point totally. It makes sense. I get you now. We move on to question 13.

How does trust and an influencer you like impact impulsive purchases?

R: Umm. Yeah, I I would say it influenced a little bit, but not that much because even though if I trust the influencer, I don't know her or him in person. So I think this kind of trust is not that stable as well. So I wouldn't say like this kind of trusting influencer will will make a big difference. Yeah.

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I: OK.

And how does attractiveness of an influencer you like impact your impulsive purchases?

R: Yeah, I think that matters more, yeah.

I: Can you explain why?

R: Yeah, I mean like, so even if it's not about influencer that I like even it's a normal friend, which friend I I feel like this friend is just normal friend. But another friend I like, I like her a lot, like in this way, of course. Like I would be more influenced by the friend who I like more. Like if I want to buy something to friends. Opinions which and at different I like her more or like in some way I have more affections for her than of course, like her opinions will influence my decision as a more like compared to a normal friend or a person that I don't like at all. Like I think in this sense like like like that's how like an like an influencer that attracts me can influence my decision. Yeah.

I: Umm. OK. Umm, let me let us catch back. Uh, with the example from Rhode lipsticks. I mean, it was invented by Heidi, peeper, and obviously she's a in my eyes, very Pretty Woman, also known. And she has established herself a name, of course. And would you be tempted to buy the lip clause after you saw an advertisement from her for the first time?

R: Yeah, I mean, I have to temptation to buy that, but like I will think it rationally in a way if I have like a some money that I can just spend however I want.

I: OK, I see.

R: I see the rational reasoning behind and everything that we right now talked about influencer advertisement on impulsive buying behavior.

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I: Is there anything particularly for you which is important to you, which I like did not mentioned, but you think it must be known?

R: Let me think umm. Yeah. And also I think the way that the influencer advertising the product can really matters, because for some influence there are not good at advertising. You see that it's such an obvious advertisement, even though, like they're saying that I use this by myself. But you feel like this is the obvious, like, just like if we just don't talk about it, whether this news is fake or not. But when when like I see this advertisement is so unnatural, even though this influencer I like her or whatever. If this advertisements effect is not natural and it's so sudden, then like it would obviously definitely decrease my willingness to buy this product.

I: And you say it's important for you that the influencer act naturally? Or is it the way how the advertisement is created?

R: Yeah. Like like I think act. Naturally, it's a it's a way like for example like a in regards of content, like if an influencer is just doing her content and then suddenly in the middle of here like she said, and we're like this is come to a place where I would like to introduce a product. This is very direct and I think I don't feel comfortable with this and it just decrease my willingness to buy and on the other way like ohh what was your another option like compared to this.

I: And like it was the way how the influencers acting.

R: Yeah. Yeah, I think that matters. Like if, if she's like acting like I think people can feel that if like the influence is acting very dramatically, like, Oh my God, this product is so great, I recommend.

I: When, umm, when they have like a script, you know, like a script, these kind of things.

R: Yeah, yeah, yeah.

I: Yeah, that's informed.

R: And I think like people can feel that and then, yeah.

I: I see. I see the point. I mean, I'm quite, uh, same opinion. I also do like it when they kind of take short videos. Not long explanatory videos, of course. I mean, I would like to see the value of the product, the quality, I mean those are the things that are important to me and I

think those points that you mentioned, they are also very valid. It has to be natural, you know, not all were sophisticated and not overacting. And these kind of things, yeah.

R: Yeah, true.

I: OK, cool. Then we are done. Thank you so much for your time and for your answers are very helpful.

R: Yeah. You're welcome.