



**Linnéuniversitetet**

Kalmar Växjö

## **Bachelor thesis**

**“Hurry! Use Summer20 and get 20% off your entire purchase, the offer is only valid for 24 hours”**

*A quantitative study on to what extent time-limited discount codes on Instagram provided by influencers affect Swedish consumer's impulse buying behavior*



**Author:** Alva Stjernholm, Ejdo Begic, and Martina Ladan

**Supervisor:** MaxMikael Wilde Björling

**Examinator:** Clarinda Rodrigues

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## Abstract

Over the years Instagram has grown successfully to an online platform where individuals and companies are constantly present. It has become a marketplace where companies frequently can reach out to their customers with marketing. As a result, this has created an impact on consumers' impulse buying behavior. Due to these circumstances, the purpose of this study was to examine whether the usage of Instagram, time-limited discount codes, and the attitude toward influencers contribute to Swedish consumers' impulse buying behavior. To examine this, three hypotheses were developed from previous research on impulse buying, influencer marketing, price promotions, and the usage of Instagram. Primary data were collected through a questionnaire with 306 respondents and further analyzed through the statistical software SPSS to be able to test the stated hypotheses.

The study questions to what extent time-limited discount codes on Instagram provided by influencers affect Swedish consumers' impulse buying behavior. The results of the hypothesis testing confirm that there is a correlation between the factors, which implies that they have an affection for Swedish consumers. However, the test showed that the usage of Instagram is the factor with the highest correlation with impulse buying. Additionally, when analyzing the answers in the questionnaire it showed that due to various circumstances such as lifestyle and income the extent of affection differs. The result is supposed to facilitate companies with their marketing to get an understanding of consumers' impulsive buying behavior on Instagram for future research.

## Keywords

Instagram, Influencer marketing, impulse buying, fashion products, price promotions, Swedish consumers

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Alva Stjernholm

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Ejdo Begic

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Martina Ladan

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# 1. Introduction

*In the introduction chapter, the background will present the main topics which are the basis for this thesis, followed by a problem discussion where it is argued why the topic is relevant to investigate, as well as a research gap. At last, the research questions will be stated followed by the purpose of this thesis.*

## 1.1 Background

Only a few years ago it was quite difficult to complete a purchase online, nowadays it is easy to fulfill a purchase with only a few clicks. Due to this, the temptation of making a purchase online has never been higher (Postnord n.d). Since the financial crisis in 2008 Swedish e-commerce has grown, in 2020 it increased by 40% and had a turnover of 122 billion SEK (Svenskhandel, 2021). As e-commerce increases the number of impulsive purchases increases as well, due to the constant access to shopping (Postnord n.d). Online shopping is an exposure between reasonable and unreasonable behavior. When consumers tend to behave unreasonably in an online retail environment, it is seen as online impulse buying (Lo, Lin, & Hsu, 2016). The traditional buying behavior model describes that a consumer compares his alternatives and based on that chooses the most viable option, while the impulse buying behavior model emerges from spontaneity where the consumer does not think through the buying decision properly Gandhi (2020).

The increased digitization has made consumers more aware of the price as the options of searching and evaluating information are much easier. This causes competition between companies and puts pressure on them to deliver a good price, which has led to companies providing more price promotions (Nordh 2015). Price promotions are especially common in the fashion industry due to the short product life cycle. Fashion is a social phenomenon and a simple definition of it is 'being first with the latest' (Aspers & Selleberg, 2015). Fashion is an effective visual element that many people use to identify themselves. (Kuruc 2008) and the fashion cycle encourage consumers to follow the latest trends and buy the upcoming collections (Svenskhandel 2017). Sundström, Hjelm-Lidholm, and Radon (2019) mean that following fashion trends leads to making impulsive purchases.

Hanaysha (2017) explains that companies use price promotion as a tool to influence customers' impulse buying behavior as well as reach a larger number of customers. It is also a strategy that is being used to show up new products to gain more market share and strengthen competitiveness against other companies. Price promotion has been proven to have a positive impact on customer satisfaction (ibid). That it has become a success factor depends, according to Lamis, Handayani, and Fitriani, (2022) to a large extent on that people feel the urge to shop when the price is discounted.

Marketing is often performed on social media nowadays, such as Instagram (Bogomolova, Szabo, & Kennedy 2017) and as people are spending tremendous time on mobile devices, social media have become a huge part of peoples' lives. This has led to consumers getting reached by thousands of advertisements each day (Thoumrungroje 2014). Instagram is an application that can be used on mobile devices where people can create an account for free and upload pictures and short videos that people who follow them can see. One can as well like and comment on people's uploaded posts (Instagram n.d). The number of users on Instagram in 2021 was estimated to be 1.74 billion (Statista 2022) and by that, one can tell that it is a platform used by a large population. In 2021, a Swedish resident spent on average about 2 hours per day on Instagram (Ahlgren 2022). Godey, Manthiou, Pederzoli, Rokka, Aiello, Donvito and Singh (2016) mean that the increased usage of Instagram has created a whole new market for companies to be available and interact with consumers. This has changed marketing activities and the way marketers promote their products online (Thoumrungroje 2014).

Furthermore, the marketing on Instagram is often performed through influencers and is one of the fastest-growing areas of marketing. Influencers are seen as opinion leaders as they share their opinions on brands, products, and services with their followers each day (Harrigan, Coussement, Lee, Soutar & Evers 2021). Baklanov (2019) tells that there are four types of influencers which are based on their amount of followers, these are mega (over one million followers), macro (100k - 1m), micro (5k-20k), and nano (1k-5k) (Baklanov, 2019). Depending on how many followers an influencer has, the connection with the audience may differ and the trust for their opinions may distinguish (ibid). Studies have shown that what attitudes people have toward influencers can cause differences in consumers' buying patterns (Chopra, Avhad, & Jaju, 2021).

Influencer marketing has, according to De Veirman, Cauberghe, and Hudders (2017) replaced traditional marketing techniques as brands nowadays to a large extent are using influencers to promote their products. The advertisements are seamlessly transmitted into the influencer's ordinary lives and are thereby more genuine, trustworthy, and not as noticeable as traditional advertising (De Veirman, Cauberghe, and Hudders 2017). Their personal content is to a huge extent what makes them unique and successful (Xiao, Wang & Chan-Olmsted 2018). The exposure of advertisements on Instagram has, according to Djafarova and Bowes (2021), led to people making more impulsive purchases. Compared to other social media platforms, Instagram has a higher engagement and conversion rate per post (Jackson, 2019; Sahu, 2020), and that is a reason why this study is focused on investigating how Instagram as a platform affects consumers in their impulsive buying behavior.

## 1.2 Problem Discussion

### 1.2.1 Theoretical problem

Purchases made online are an increasing trend and have grown rapidly in recent years which has resulted in most retailers having entered the e-commerce marketplace (Lo, Lin, & Hsu 2016). When entering this market it is a key factor for e-retailers to understand their consumers' online behavior in order to be competitive and increase profits (Sundström, Hjelm-Lidholm, & Radon 2019). Impulsive purchases occur more often within the fashion industry compared to other industries, and it is in great need of consumers' impulsive purchases as it maximizes their sales (ibid). Previous research made on impulse buying behavior has pointed out vital parts, Shahpasandi, Zarei, and Nikabadi (2020) explain that what drives a customer to make an impulse purchase is not the need for the product, but the momentary emotions and feelings that arise when the opportunity to purchase it exists. Shahpasandi, Zarei, and Nikabadi (2020) also mention that impulsive purchases are never planned, whereas Kimiagari and Malafe (2021) agree and mean that an unplanned purchase happens when people get exposed to provocative stimuli.

Gandhi (2020) states that impulse buying behavior is one of the most complicated issues of marketing. In the traditional buying behavior model, a consumer compares his alternatives and based on that chooses the most viable option, compared to the impulse buying behavior model that emerges from spontaneity where the consumer does not think through the buying decision properly. It is a research concern that marketers possess due to its pervasive aspects of consumer behavior, but also because of its potential in the marketing world (ibid). There has been plenty of research on factors that trigger people's impulsive buying behavior online (Szymkowiak, Gaczek, & Padma, 2021). Shahpasandi, Zarei, and Nikabadi (2020) argue that a factor that could contribute is the online setting and the constant access to a wide range of products. Many studies have been made on what mechanisms in the online environment contribute to impulsive purchases (ibid). Sundström, Hjelm-Lidholm, and Radon (2019) suggest that being bored is a factor that could have an effect on online impulsive buying as well. Other factors are according to Djafarova and Bowes (2021) recommendations on products from friends and opinion leaders such as influencers, as well as commercial pictures or videos that are shown on brands' Instagram accounts. Arul Rajan (2020) argues for the hedonic and utilitarian motivation when it comes to customers' impulsive buying behavior. These motivations help researchers understand the rationale and the impulsive behavior, and are of interest for many researchers to analyze and make marketing strategies from (ibid).

Price promotions are a common promotional activity and are usually supposed to enhance consumers' perceptions of value and boost a potential purchase (Chandrashekar & Grewal 2003). One way to mislead consumers through price promotions is by time-limited offers. For example, when a company marks an offer with "valid for 24 hours" it could be deceptive if they are not genuine and force

consumers to make purchases under false pretenses (ibid). Although the subject has been researched to a large extent recently there is less information to find about how discount codes on Instagram affect Swedish customers' impulsive buying behavior. Research about impulsive buying behavior will always be important, as, in accordance with Kimiagari and Malafe (2021), customers' buying patterns, influencing factors, and lifestyles together with attitudes, needs, tastes, and interests are constantly changing. Shahpasandi, Zarei, and Nikabadi (2020) imply as well that as more people and new generations are entering social platforms such as Instagram, researchers and marketers must maintain their task to understand the customer segment.

### 1.2.2. Managerial problem

Companies are aware of fast fashion and its rapid consumption which can lead to an overlay of products if they do not get sold (Bijmolt, Van Heerde & Pieters 2005). This means that companies must use a strategy to sell the merchandise and it is often done by reducing prices. Consumers are more aware when it comes to prices and conditions online which puts demands on companies and creates competition between them. It is of importance for companies to find their value proposition in order to mediate a feeling of consumers getting what they are paying for. Companies need not only to focus on “the old merchandise” but new products that can be hard to convince customers to buy. As there are many retailers and resellers in the market companies must work hard to stand out in the crowd and one way to market is through influencers on Instagram, where they can adapt the message to address the receiver (ibid).

Since smartphones are the most common device that people have today where the ability to use social media exists, the usage has never been higher (Barr, Pennycook, Stolz & Fugelsang 2015). Search and find information is easily done which could be both an advantage and a disadvantage for companies. The smartphone gives companies the ability to reach out to consumers any time of the day, but it also makes it easier for consumers to quickly compare prices between retailers. This makes it crucial for companies to keep up with developments and changes in consumer behavior, and to be where the consumers are in order to catch their attention. The simplicity of the smartphone contributes to the fact that it has never been easier to make impulsive purchases (ibid). According to Sohn and Ko (2021), impulsive purchases can be advised as unplanned purchases which can arise simply because the consumer needs to purchase a product, but for what reason has not been mentioned. Gogoi and Shillong (2020) contend that impulse purchases can be stimulated as unexpected needs.

With this research, the aim is to help companies, organizations, and society to deal with this issue by analyzing the collected primary data. The data will together with scientific articles show how Swedish consumers act and what factors lead to their impulse buying behavior.

The result could be beneficial for companies who market to the Swedish population to identify a potential marketing strategy and use for upcoming promotions, it could also help companies with their choice of influencers for a collaboration based on the answers in the questionnaire.

### 1.2.3 The research gap

The problem discussion highlights the theoretical and managerial problems of the subject, and while discussing it a research gap has been identified. Several studies have been made on the subject but most often with another focus on the subject than what is provided in this research. For example, Koay, Teoh, and Soh (2021) have investigated how marketing on Instagram affects impulse buying through the effect of credibility, which resulted in that influencer marketing having a positive impact on followers' perception of credibility. Further, a study by Trivedi (2021) has been made where influencer marketing affection on online impulse buying focused on consumer-brand-engagement was studied. The findings were that celebrity influencers have a significant impact on brand engagement online which also leads to impulse purchases (ibid). What is pointed out with this is that the gap we aim to fulfill is a general picture of how Swedish consumers' impulse buying gets affected by price promotions and discounts offered by influencers on Instagram. The aim is to provide useful information which can help companies develop their marketing strategies to increase traffic and sales to their e-commerce.

## 1.3 Research question

A research question has been formulated based on the information in the problem discussion which reads as follows;

- To what extent are Swedish consumers' impulse buying influenced by price promotions on Instagram provided by influencers?

## 1.4 Purpose

The purpose of this research is to get a general picture of to what extent Swedish consumers' impulse buying behavior is affected by price promotions on Instagram provided by influencers. The research will be focused on purchases made online. The research question will be measured through three hypotheses in order to obtain which factor is contributing the most. By answering the research question, the aim is to provide useful information to help companies understand consumers' buying patterns with price promotions marketed through influencers. The study is focused on the fashion industry, however, it is not the main subject of the thesis and it is thereby only mentioned.

## 2. Literature review

*The literature review presents theories, literature, and concepts that are related to the subject of this thesis. At first, the consumer decision-making process is described which then goes into the consumer's impulsive buying behavior in an online context. Further, price promotion and time-limited promotions are discussed followed by influencer marketing and the application of Instagram. Finally, a summary of the presented parts and how they are connected to the research gap is provided. At last, the research model is shown.*

### 2.1 Consumer's decision-making process

Consumers' decision-making process can be described in many ways. One of them is the traditional model of the buying behavior process which consists of five steps; problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. The process can be described in a model where marketers are identifying what customers want and how they behave (see figure 1) (Madhavan & Chandrasekar 2015). This traditional model is more “planned” than the impulsive buying process that is more driven by emotions and a sudden desire to make a purchase (Payne, Bettman & Johnson 1991). The model has changed during the last decades due to digitalization and consumers' way of making buying decisions since there are plenty of attributes that affect consumers' impulsive purchases (Kimiagari and Malafe, 2021).



*Figure 1. Buying decision process model. (McGraw-Hill Companies, Inc., McGraw-Hill/Irwin 2003)*

*Figure 1 shows the buying decision process model. The first stage is “need recognition” or “problem recognition”, where the customer feels pleasure for a product or service, and at some points, this can be triggered by internal or external stimuli (Madhavan & Chandrasekar 2015). In the second stage, “information search”, consumers are using different channels to gather all information they can receive about products that are existing and available (ibid). The third stage of the buying process is “evaluation of alternatives”. In this stage, the products need to achieve the lowest acceptable levels to even be considered as the final purchase. It has to consist of the lowest requirements of what the consumers are asking for (Panwar, Anand, Ali & Singal 2019). There are two types of characteristics in these requirements and thresholds. Number one is that the consumer considers the reliability of the attribute to be high and comes from a reliable source, the thresholds are more severe than if the*

reliability is low. The second one is when there is a positive correlation between two attributes (Qazzafi 2019). The penultimate stage in the buying behavior process is the “purchase decision”, where the consumer has gathered all the information, compared products, and found all advantages and disadvantages to finally decide which one will be the one to purchase (ibid). The ranking order for the products can be affected by different factors, for example, closest friends and family, society, and even sudden changes in price (Madhavan & Chandrasekar 2015). The last stage of this process is “post-purchase behavior” The process continues after the purchase is done. To clarify for the marketers about buying behavior, this stage is important to evaluate.

## 2.2 Consumers' impulse buying behavior in an online context

When making a purchase spontaneously driven by emotions of desire and pleasure that suddenly arises it is called impulsive buying (Kimiagari & Malafe 2021). This behavior is more common in an online environment, such as shopping through social media platforms and websites, as researchers found that of all purchases made online over 50% are made on impulse (ibid). The online environment makes it easy for consumers to navigate as they can simply search for product characteristics and the best prices on the market (Punj 2012). Searching and evaluating alternatives is a crucial step in consumer buying behavior online (Gunawan & Huarng 2015). The consumer's motive for the purchase plays a crucial part in impulse buying behavior, such as hedonic or utilitarian motives (Iyer, Blut, Xiao & Grewal 2020). People that purchase online with a utilitarian motive are rational, efficient, and task-oriented in their behavior (Anderson, Knight, Pookulangara, & Josaim 2014). To utilitarian consumers, the ease of getting access to information and the convenience of saving time are factors that motivate them. For consumers with a hedonic motivation, the experience is what matters, and they are driven by emotional attributes. A purchase does not even need to happen, but the hunt for a good deal and the pleasure when making a bargain is what satisfies them. When a purchase is completed it is a receipt of a good experience when information searching (ibid).

Kimiagari and Malafe (2021) established that there are four types of impulse buying, these are pure, reminding, proposition, and design. When an emotional trigger makes a customer deviate from their normal buying pattern, a pure impulsive purchase has been done. Reminder impulsive purchasing occurs when customers receive information that an item is “limited edition” or low in stock, and thereby make a purchase they did not intend to make. When consumers spontaneously get familiar with a product and suddenly feel an urge to purchase it, it is called proposition impulsive buying. Designed impulsive buying occurs when people purchase more than intended because of promotions and discounts that are available (ibid). Researchers have identified impulsive buying as one of the most complex and important changes in recent times when analyzing consumer behavior (Muruganatham & Bhakat 2013) and because of its complex nature, it has always interested researchers to study it (Kimiagari & Malafe 2021). One reason for its complexity is that materialism is a part

of today's culture and it is common that consumers are attached to materialistic belongings. People identify themselves with materialistic products and have a tendency to possess a lot of things that they gain happiness and satisfaction from, regardless of whether they need them or not (Muruganatham & Bhakat 2013).

Unlike the traditional buying process's five steps that have been described above, the impulsive buying decision-making process (see figure 2) is much more complex as it does not follow a logical sequence, due to the short time that elapses before an impulse purchase has been made (Kimiagari & Malafe 2021).

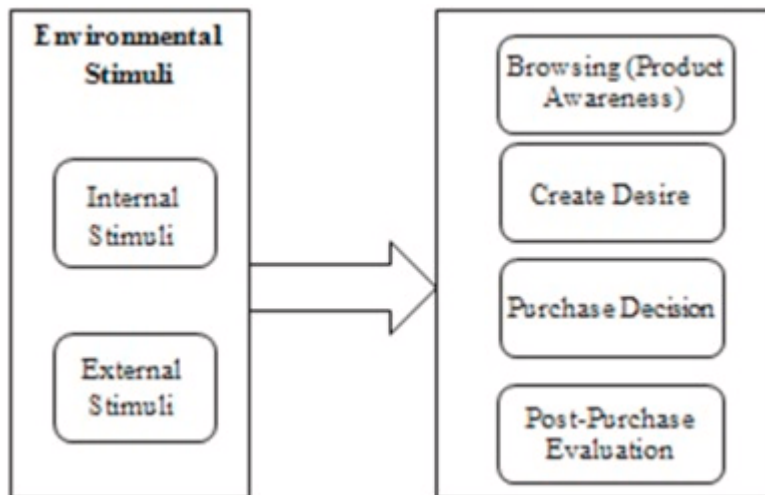


Figure 2. Impulse buying decision-making process (Kim 2003).

The figure shows that internal stimuli, such as psychological factors that characterize the consumer and external stimuli that the consumers can not control, like product and store features, make customers browse for the product (Kimiagari & Malafe 2021). This step makes the customer aware of the product which creates a desire to achieve it. The purchase decision then occurs quickly without any time to think and evaluate the product. The last step, post-purchase evaluation is the same as in the traditional buying process, where the consumer evaluates if the product was worth buying or if it was disappointing (ibid). Lim, Lee, and Kim (2016) mean that due to the replacement of the logical buying sequence that impulsive buying causes, where an irrational moment of satisfaction and pleasure takes over, leads to items one was not intended to buy seem more appealing.

Previous research has found that there are various stimuli that trigger impulsive purchases, such as promotional advertisements, influencers' and friends' recommendations, and marketing on brands' Instagram accounts such as pictures and videos (Djafarova & Bowes 2021). Another stimulator in impulsive purchases that arose in 2018 is the shopping service on Instagram, where retailers can put links on their pictures which leads the consumer directly to the product (ibid).

## 2.3 Price promotion

That purchases in e-commerce have drastically increased is nothing new, however, are purchases made through mobile devices seen as the future way of shopping (Lissita & Kol 2016). As the smartphone is constantly in our hands' shopping has become easily accessible, and through a few clicks, one may have placed an order (ibid). Price promotions in the online environment have in the past years increased, previously there were only big sales at Christmas, and in the summer, nowadays there is spring- and autumn sale, Black Friday, Cyber Monday, Mid-season sale, etc (Cui, Yang, & Chou 2016). Jiang, Shang, Liu, and May (2015) argue that e-tailers are constantly establishing promotional activities in the form of discounts, and by that, they can encourage buying (ibid). Price promotion exists in several forms such as discount codes, buy two get one for free, bonus checks, etc. and previous studies have shown that it has a positive impact on customer satisfaction (Hanaysha 2017). It is an advantage as offering the customer a price discount provides extra value and encouragement to make a purchase immediately (Lee & Chen-Yu 2018). According to Zumstein and Kotowski (2020) discount codes are the third most used service within e-commerce, after customer services and support.

The price promotion phenomenon is frequently seen on social media nowadays, such as Instagram, and it is especially popular in the clothing industry because of the short product life cycle (Lee & Chen-Yu 2018). Li, Chu, Zhou, and Zhao (2020) mean that a discount pricing strategy is a tool companies use to create traffic to their website and to attract customers before and after selling periods. This is often done by offering online coupons or discount codes that respond to consumers' shopping behavior and stimulate their demands, and the discounts encourage customers to make more and larger purchases. However, this strategy could cause a so-called waiting behavior among the consumers, which implies that instead of making a purchase directly people wait until a discount arises, which could harm a platform's profitability and may cause a loss of market share (ibid).

To have a chance to survive in the noise of e-tailers, companies must focus on keeping existing customers and gaining new ones, which is according to Jiang et al. (2015) best done through price promotion. By offering discounts through marketing they can gain brand awareness and increase the exposure to new and existing customers and thereby get better product sales (ibid). When one is faced with marketing with a discount of, for instance, “20% off on your whole purchase, only valid in 24 hours” consumers unintentionally get the feeling of taking the opportunity to shop while the prices are discounted, which probably makes them purchase products they did not intend to buy in the first place (Zhou & Gu 2015). Although price promotions are time-consuming for the manufacturers to manage and it is shown that it affects businesses detrimental in the long term, Bogomolova, Szabo, and Kennedy (2017) mean that it accounts for more than half of many manufacturers' marketing budgets as it is an efficient way to deliver short-term sales increases.

### 2.3.1 Time-limited promotions

Wu, Xin, Li, Yu, and Guo (2021) describe time-limited promotions as “.. a buyer simply has to meet the deadline set by the seller to take advantage of the promotional offer, rather than competing against other buyers.” (Wu et al. 2021:2). Time-limited promotions are limited to a certain period and have the power of triggering when time is running out, and the feeling of a need to make a purchase arises. This leads to unintended purchases and consumers complete a purchase without an evaluation or thinking of the consequences. A study by Chou (2019) examines how countdown promotions affect customers. Countdowns can force customers to complete a purchase, while some customers can get skeptical and feel the need for more time to evaluate alternatives (ibid). According to Hodgkinson (2019), consumers can experience psychological effects if they miss a promotion, product, or event in the form of fear of missing out. The effects are often triggered by social media. When a consumer completes a purchase to avoid the “fear of missing out”, the feeling of social approval, high self-esteem, and a high ego-involvement occur (ibid).

### 2.4 Instagram's influence on customers

Instagram is in the current situation the second most downloaded application in the app store and it is listed as third the number of users, after Facebook and Youtube. However, Instagram's reach is unmatched and it has shown that it has a big influence on companies' marketing strategies (Kumar, Mishra, & Arora 2018). Instagram is no longer only about sharing pictures and thoughts as it previously has been. Now it has become a marketplace for companies where the number of likes, followers, and content plays a crucial part for many users. Marketers and companies have entered Instagram to expand their marketing strategies, and consumers are using it as a tool to check out their favorite brands. Companies have become aware that influencers on Instagram have a big impact on their followers which they have taken advantage of when marketing products and services (ibid).

According to Chan, Cheung, and Lee, (2017), studies on online impulsive buying behavior have shown that Instagram has a more influence on impulsive buying than other social media platforms. Chan, Cheung, and Lee, (2017) have concluded that Instagram is preferred over Twitter and Facebook as it has a higher engagement and conversion rate per post (Kumar, Mishra & Arora 2018). According to Koay, Teoh, and Soh (2021) companies have started to sell their products and services on Instagram. They have also approached influencers to promote their brands, a different strategy than the traditional advertising methods (Hearn & Schoenhoff 2015). Instagram influencers are referred to as “any popular Instagram character with a high number of followers, who has a high taste in fashion and lifestyle, which enables them to monetize their appearance” (Koay, Teoh, & Soh 2021:8). The Instagram influencers that have a huge number of followers have the possibility to endorse products, services, or brands through their accounts. Koay, Teoh, and Soh (2021) mean Instagram is the most popular platform when it comes to influencer marketing as

it is the best way for companies to connect with their followers. In several studies, it has been found that Instagram is a successful platform to use when triggering consumers to make impulse purchases (Djafarova & Bowes 2021). That it is a success factor depends to a large extent on that people's lifestyles now include a daily usage of smartphones where they are reached by thousands of advertisements each day, but also that it is a great opportunity for companies to build and maintain relationships with their customers (Febrianti, Gofur, & Aulia 2021). Djafarova and Bowes (2021) mean that Instagram plays a crucial part for fashion brands, as this platform is most compatible with the visual type of marketing regarding fashion products. The application is connected to impulse buying as the evaluation phase when decision-making is skipped due to the enjoyment gained when using the application (ibid).

## 2.5 Influencer marketing

Harrigan et al. (2021) define influencers as people on social media that have a large number of followers and are thereby seen as opinion leaders when it comes to fashion and trends. Zak and Hasprova (2020) mean that one influencer can make an impact on many people's buying behavior. According to Hanaysha (2017), the increased usage of social media has given consumers greater opportunities to collect and exchange information about products, and directly interact with business stakeholders. In the same way, marketers can easily interact with customers using two-way communication to quickly and at lower costs gain rich and valuable insights into consumers' behavior on social media. Marketing activities through Instagram are an affordable way for companies to use as they can reach out to a large crowd in a short time (ibid). Influencer marketing is a strategy that has become a billion-dollar industry in recent years and is expected to keep growing (Haenlein, Anadol, Farnsworth, Hugo, Hunichen, & Welte 2020). It is especially used in business-to-consumer settings, and within the fashion industry marketing campaigns are rarely done in any other way (ibid). De Veirman, Hudders, and Nelson (2019) indicate that marketing is often implemented through collaborations between companies and influencers, where the influencers get paid to show up the company's products and then provide some kind of discount or offer to the followers.

Harrigan et al. (2021) mean that many consumers see influencers as credible, genuine, and have created trust in their judgment. However, depending on the consumer's attitude towards influencers the buying behavior may differ (Chopra, Avhad, & Jaju, 2021). Those who are positive about social media and influencers tend to receive the marketing message and make a purchase, while those who are negative about it choose not to make a purchase. It is more likely for people to have a positive attitude if they feel connected to the influencer and if they make honest reviews about the product (Belanche, Casaló, Flavián & Ibáñez-Sánchez 2021). George, Anitsal, and Anitsal (2021) state that most people have a positive attitude toward influencers as the consumer's interest in them has increased 90 times since 2013.

Zumstein and Kotowski (2020) mention that a factor that affects the attitude is the relevance of the collaboration with the influencer in question, if an influencer who makes content about food suddenly has a collaboration with a beauty company it would not be as trustworthy.

It should be noted that influencer marketing is only a success factor when it is done in the right way, if not it can be very damaging to the company (Haenlein et al. 2020). Since companies reach out to so many people there is a risk of getting canceled as a brand if the marketing is misinterpreted by the audience. It is therefore important that the campaigns are well-planned before it is outed (ibid). Further, Haenlein et al. (2020) imply that the same type of communication towards all people is something that rarely works. Marketers have for decades used segmentation strategies and developed different campaigns specified for different target groups, and today's business strategies are built in the same way. However, what is different today is that it is not only about the demographics anymore, but the platforms have characteristics that distinguish as well. For example, a picture posted on Facebook that gets a lot of interaction may not work at all on Instagram, therefore companies must learn about the culture on each platform before deciding which one to use for different campaigns (ibid).

According to Spasojevic, Li, Rao, and Bhattacharyya (2015) when performing marketing the goal for the companies is often to reach people with a message so that they react to it and act by, for example, visiting their online store and making a purchase. However, there are several factors that matter in order to reach out to the target audience. These are among others, people's location and timezone, their daily patterns, and the number of other advertisements that are present and compete for attention. As each influencer has its own audience with characteristics that unites them, the time when it is most valuable to publish posts can vary during the day (ibid). Arnesson (2022) means that it is of the utmost importance for companies to build long-term relationships with their consumers. Influencers prioritize maintaining relationships with both the brands they work with and their own followers, as this is the only way for them to have the ascendancy. Even if important aspects of influencer marketing are credibility and attractiveness, collaborations that succeed are most often where there is a good co-creation between the actors and the followers (ibid).

## 2.6 Summary

The discussed information in the literature review gives a deeper knowledge of the key points that are needed in this study in order to research to what extent Swedish consumers are influenced by promotions on Instagram to make impulsive purchases. The presented research proves that Instagram and influencers clearly have an impact on consumers' impulsive buying behavior, otherwise, the influencer marketing strategy would not be as successful as it is at the moment according to Haenlein et al (2020). However, it is stated by Chopra, Avhad, and Jaju (2021) that what attitude

consumers have toward influencers can impact their purchase behavior, but George, Anitsal, and Anitsal (2021) mean that due to the increased interest in influencers since 2013 most people are positive towards it. These assumptions are of particular interest to study further to find out how it really is.

Haenlein et al. (2020) established that communication towards people cannot be the same for all, one must divide people into segments and choose which one to target, and thereby formulate the message based on their characteristics. It works the same way for marketing on various platforms as marketers must adapt the message based on what platform they are using (ibid). This is due to the fact that there are different types of people that represent the various platforms and thereby the atmosphere distinguishes on the platforms as well (ibid). Due to these findings, it is considered that there is a gap in how consumers perceive and are affected by messages from influencers such as collaborations with companies and promoted discounts on Instagram.

## 2.7 Hypotheses

The hypotheses for the research are presented below and are tested to see if there is a correlation between the statements that have been chosen based on the research question and the literature review.  $H_0$  means that the null hypothesis does not have a significant relationship while  $H_a$  the alternative hypothesis means that there is a significant relationship. The alternative hypothesis is the interpretation of the statistics to the null or alternative hypothesis.

### 2.7.1 Hypothesis 1

The first hypothesis aims to find out if there is a possible correlation between the usage of Instagram and Swedish people making impulsive purchases. There are various theories regarding the subject and several studies have shown that to trigger consumers into making impulsive purchases Instagram has a great impact (Haenlein et al. 2020). Therefore the relationship between these two variables has been measured to determine if Instagram is related to impulse buying through social media when it comes to the Swedish population.

$H_0$ : The usage of Instagram is not correlated with Swedish consumers' impulsive buying behavior

$H_a$ : The usage of Instagram is correlated with Swedish consumers' impulsive buying behavior

### 2.7.2 Hypothesis 2

The second hypothesis aims to find out if there is a correlation between Swedish consumers' impulse buying behavior and time-limited discount codes provided by

influencers. Lamis, Handayani, and Fitriani (2022) mean that individuals make more impulsive purchases with available discount codes. Due to this, the relationship between these two variables has been measured to determine if discount codes are related to Swedish consumers' impulse buying when using Instagram.

H<sub>0</sub>: Time-limited discount codes provided by influencers on Instagram are not correlated with Swedish consumers' impulsive buying behavior

H<sub>a</sub>: Time-limited discount codes provided by influencers on Instagram are correlated with Swedish consumers' impulsive buying behavior

### **2.7.3 Hypothesis 3**

The third hypothesis aims to find out if there is a correlation between Swedish consumers' impulsive buying behavior and their attitude towards influencers. Instagram influencers that have a huge number of followers have the possibility to endorse products (Koay, Teoh, & Soh 2021). Chopra, Avhad, & Jaju 2021 mean that depending on the consumer's attitude towards influencers the buying behavior may differ. Those who are positive about social media and influencers tend to receive the marketing message and make a purchase, while those who are negative about it choose not to make a purchase. Due to this, the relationship between these two variables has been measured to determine if the attitude towards influencers is related to Swedish consumers' impulse buying.

H<sub>0</sub>: Swedish consumer's attitude toward influencers is not correlated with their impulsive buying behavior

H<sub>a</sub>: Swedish consumer's attitude toward influencers is correlated with their impulsive buying behavior

## **2.8 Research model**

The presented information in the literature review illuminates the most important parts when it comes to price promotion, influencers, and Instagram and its affection on people's impulse buying behavior. The research model is designed with three factors that have been investigated to see if they are connected with Swedish people's impulse buying. Every factor is linked to a hypothesis which has been analyzed and calculated in SPSS.

Instagram is no longer just a platform for sharing pictures and videos with friends and family, it has become a marketing tool for companies where they show their products and services. This is to expand their brand awareness and reach out to desired target groups since companies have discovered a lot of potential in the customers that are on Instagram (Chan, Cheung, & Lee 2017). A study by Chou (2019) shows how countdown discounts affect customers' impulse buying behavior, with the result that it can either force customers to complete a purchase or make them skeptical and not

make a purchase. When it comes to influencer marketing it has according to Haenlein et al. (2020) become a billion-dollar industry and is expected to keep growing. Zak and Hasprova (2020) state that one influencer can affect many people's buying behavior. This information states that Instagram, time-limited discounts, and influencers can have an effect on people's impulse buying behavior, and will thereby be tested to see if it applies to Swedish consumers' as well.

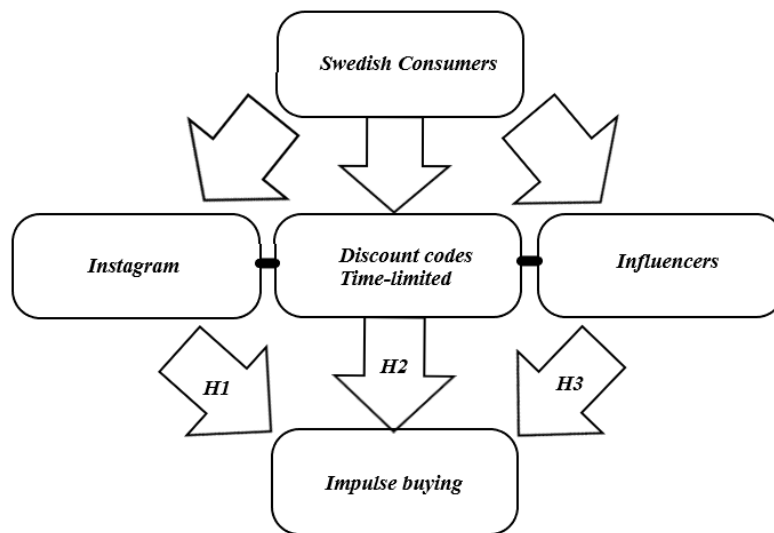


Figure 3. Research model of Swedish consumer's impulse buying. (Source: Authors own model).

### 3. Method

The method chapter will provide descriptions of the used approach, strategy, and methodology for this research and explanations of why it has been suitable. Further, the operationalization and data analysis are introduced followed by an explanation of the validity and reliability of the research. Finally, ethical and sustainable considerations are defined.

#### 3.1 Research approach

When designing a research project an approach is to be used that explains the relationship between research and theory, there are three approaches to proceed from which are; inductive, deductive, and abductive (Saunders, Lewis, & Thornhill 2019). The approaches are suitable for different types of examinations and the one which is used in this research is the deductive course of action. When using the deductive approach, it is according to Saunders, Lewis, and Thornhill (2019) described as that the research starts with a theory that later on will be formulated as a hypothesis. Through a quantitative method the hypothesis is tested and the theory gets rejected or

confirmed. This study consists of three hypotheses that have been tested based on research and a questionnaire.

### 3.2 Research strategy

When conducting research there are two research strategies that can be used depending on what is most suitable for the research question, these are qualitative or quantitative (Saunders, Lewis, & Thornhill 2019). The different strategies are used to reach various types of results but can be mixed when it is needed to achieve certain data. The quantitative strategy is seen as a data collection technique that generates numerical data (Bryman, Bell, & Harley 2019). The research question that has been established which the authors want to investigate is how price promotions performed by influencers on Instagram affect Swedish consumers' impulse buying behavior. To get a broad understanding of the subject and to be able to test the hypotheses, quantitative research has been conducted in the form of a questionnaire with standardized questions. The aim was to reach out to 300-400 respondents, and 310 answers were collected, however, only 306 of them were used. The survey is written in Swedish in order for the target population to understand the questions. In order to reach out to as many participants as possible in a short time, the survey was shared from the authors own social media accounts, such as Facebook and Instagram.

The survey has been opened to share further by friends and family and thereby a snowball sampling has been made (Bryman & Bell 2011). The questionnaire has also been forwarded to students at Linnaeus University through e-mail and MyMoodle. These procedures have been successful and sufficient to collect as many responses as requested for the quantitative study. However, when sharing the survey through our own social media accounts there is a risk of bias as we may only have reached out to like-minded people. But as the authors live in three different cities with various lifestyles and contact networks, there is a spread of the research. The survey has been shared in different Facebook groups and further by friends and family who reach out to other contact networks and the respondents' age varies from 18 to 55+ years old which implies that it is widespread, thereby the authors find the risk of bias as low.

### 3.3 Research design

After the approach and strategy are chosen, a research design has been selected. According to Saunders, Lewis, and Thornhill (2019), the research design is the final step of turning the research question into a research project and is a plan for how to proceed to answer the research question. When designing a research one must choose a research method to fulfill a descriptive, exploratory, explanatory, or evaluative purpose. Which one to choose depends on how the research question is designed. The research question in this study begins with "to what extent" and thereby the evaluative method is the most appropriate design to use. With an evaluative research design, the questions asked to the respondents should start with or contain "What", "How", or "Why". The majority of questions in the survey that has been established are starting

with “how”. With the evaluative research design the authors have been able to evaluate a theory and with help of collected data improve the solution for the theory (ibid).

### 3.4 Type of data

When performing a research project different types of data are collected in order to answer the research question, these are mainly divided into two categories, primary and secondary data (Saunders, Lewis, & Thornhill 2019). Information that has been collected directly from researchers is by Wagh (2021) defined as primary data, secondary data is referred to information that has already been collected by previous researchers (ibid). In this study both primary and secondary data have been used. The primary data are collected from the questionnaire and the secondary data comes from peer-reviewed articles that lay the background of the research. The primary data collected from the questionnaire is based on secondary data when constructing the survey to ask relevant questions and get useful answers.

### 3.5 Research method

When designing quantitative research, questionnaires are according to Saunders, Lewis, and Thornhill (2019) a suitable strategy to use in order to collect data, it is thereby being used in this research. When a questionnaire is self-completed by the respondents it is most often referred to as a survey. In this study an electronic survey has been established which the respondents got access to through a hyperlink, Saunders, Lewis, and Thornhill (2019) describe this type of survey as a web questionnaire.

The survey was performed according to the Likert scale and consisted of six points (Nemoto & Beglar, 2014). A Likert scale with several categories is referred to as a psychometric scale where respondents get to express their feelings, opinions, or attitudes about a certain question. A Likert scale questionnaire has been used since the objective is to analyze the answers and the method is advantageous as data can be gathered from many respondents in a short time. The scale consists of six-point and has been used to get a high measurement precision. It does not contain any middle answer where the participants can be neutral since it could cause statistical problems when measuring the outcome (ibid). When designing a questionnaire Saunders, Lewis, and Thornhill (2019) imply that researchers either adopt, adapt, or develop their own questions. For this study, own questions have been formed, which was the most suitable approach in order to gather the data needed to answer the hypotheses and research questions. The findings have as well not been compared with other studies, if then adopted or adapted questions would be a better alternative. The final analysis has been implemented based on the collected numerical data from the survey (ibid).

### 3.6 Operationalization

Zikmund (2011) describes a survey as a way to collect primary data from a selected proportion of people. Some benefits of collecting data through a survey are that it is time-efficient, economical and makes it possible to evaluate information about the participants (Saunders, Lewis, & Thornhill 2019). The survey is based on the research model that was presented earlier to be able to answer the hypotheses. The questions and the description of the survey are formulated in a way which clarifies for the respondents what the research is about. The questionnaire consists of closed questions with alternatives the respondents could choose from. Most of the questions were designed according to the Likert scale and had six alternatives which went from “never” or “negative” to “always” or “positive”. The reason why six-point scale is chosen is to not give the respondents the opportunity to choose the middle answer as it could affect the analysis to not be able to draw a conclusion. In this way, the respondents are forced to take a stand. These types of questions did not request a lot of time or effort from the respondent which made them easy to answer (Zikmund 2011). Google forms are the digital tool that has been used when designing the survey since it is free and easy to use, and is also simple to share further. Additionally, a table has been created where the questions in the survey are linked to the hypothesis for the research as well as an explanation of how the questions are formulated (see Table 1).

Category	Survey question	Reasoning	References
<b>Demographics</b>	1-3	The first three questions are about gender, age, and occupation. They are asked to get a general background about the respondents. This will ensure that it is a suitable sample for the study.	(Bryman, Bell, Harley. 2019; Bryman and Bell. 2011)
<b>Instagram</b>	4-6	In questions 4-6 we want to get an overview of the participants' usage of Instagram. These questions together with question 11 & 12 aim to answer hypothesis 1.	(Zak and Hasprova, 2020) Djafarowa and Bowes (2021)
<b>Influencers</b>	7,8 & 9	The questions in this segment will provide an insight into what attitude people have towards influencers and if it has any affection on their impulsive buying behavior. With these questions together with questions 10-11, we aim to answer hypothesis 3.	(Zak and Hasprova, 2020) (Kian, et al. 2021)
<b>Impulsive buying behavior</b>	10 & 11	With questions 10 & 11 we aim to measure the participant's purchase patterns when it comes to impulse buying.	(Rook and Hock, 1983)
<b>Discount codes</b>	13-21	These questions will give information about consumers behavior when purchasing with discount. With these questions and questions 10-11 we aim to answer hypothesis 2.	(Chan, Cheung, and Lee, 2017) Zhou and Gu (2015)

Table 1: Operationalization overview

### 3.7 Selection of cases

Bryman and Bell (2011) indicate that when performing a survey it is important to have in mind what type of respondents wanted in order to make the collected data as profitable as possible. When it comes to sampling it will probably be impossible to analyze all the data that has been collected due to, in this case, the restriction of time. This means that a sample has to be chosen to reduce the amount of data (Saunders, Lewis, & Thornhill 2019). Stratton (2021) certifies this and mentions that when making a research that targets large populations where all the inhabitants of the population cannot participate, sampling is done which represents the target population. There are in general two types of techniques when performing sampling which are probability and non-probability sampling (Saunders, Lewis, & Thornhill 2019). In probability sampling, there are equal opportunities for the members of the target population to participate in the survey. Due to this, the risk of bias is lower in the research and the results have a higher probability to be precise (Stratton 2021).

In this research, non-probability sampling has been used where Stratton (2021) means that the researchers choose what people that get to participate in the study. As the survey will be shared through researchers' social media accounts the range of people will not be very high, and there is not an equal opportunity for the whole target population to take part (ibid), it is thereby not possible to make a generalization of the research as the number of participants is too low to represent the Swedish population. There are several ways to perform this type of sampling but in this study convenience sampling is the used technique which implies that the survey will be posted on social media and sent to friends and family, but the participants choose themselves if they want to take part (Stratton 2021). The question about age in the questionnaire has six alternatives that can choose what age group belonging to, whereas the lowest choice is <18. This, to be able to identify the participants who are under 18 and exclude the number from the research since it could give a manipulated and distorted result as the ability to purchase online is not as extensive.

### 3.8 Data analysis

The primarily collected data has been transferred into the statistical analysis software program SPSS. The method used in this study is the Pearson Correlation Coefficient test to investigate a relationship between variables. This test helps the authors to find out whether the hypotheses are accepted or rejected (Charry, Coussement, Demoulin & Heuvinck 2016). Descriptive statistics have been used to get an overview of every question answered by the participants and crosstab has been used to get an overview of the gender and age of the participants (Laerd Statistics, 2018).

### 3.9 Quality of research

When performing quantitative research and testing hypothetical generalizations there is a risk of getting misleading results. In order to establish high-quality data, one can measure reliability and validity. With help of these procedures, it is easier to evaluate if the research is accurate, probable, and useful (Saunders, Lewis, & Thornhill 2019).

#### 3.9.1 Reliability

According to Saunders, Lewis, and Thornhill (2019) reliability is about to replicate and consistency, research tends to be more reliable if the research achieves the same findings as have been conducted in earlier research. Preserving consistency is not always a simple task but it could be achieved by several researchers that can interpret and analyze the collected data (ibid). There are many threats for a researcher to preserve reliability in a study, for example, error and bias from both participants and researchers with factors such as false responses, different interpretations, and bias can cause poor reliability. The most important part to have in mind to avoid it is to ensure that the research is well prepared and evaluated correctly, where false assumptions and logical leaps are excluded (Saunders, Lewis, & Thornhill 2019). To ensure reliability in this study, the process of establishing the survey has been done thoroughly, and three researchers have analyzed the collected data in order to get as trustworthy results as possible. The research has as well achieved the same findings as previous research, this is presented in paragraph 2.7 *Hypotheses*, which makes the study more reliable.

#### 3.9.2 Validity

The other procedure is validity, Saunders, Lewis, and Thornhill (2019) explain that it is about if the measures that have been used are adequate, if the analysis is done properly, and if the results are generalized. When performing a questionnaire survey criterion validity is what should be focused on to make sure that the questions are performed in a way so that one can measure what they are intended to measure (ibid). As this research is designed with such a small sample size, it is not possible to make generalizations regarding the results. Therefore are the results in this study mainly intended as an insight for future research into how price promotion on Instagram affects Swedish consumers' impulsive buying behavior.

### 3.10 Ethical considerations

Ethical aspects have been taken into consideration when collecting information from individuals according to MRS's code of conduct to make sure that the respondents will not be harmed or affected in any way (Bryman & Bell, 2011). The respondents have participated anonymously and the only personal information that has been collected is age and gender. They also had the possibility to cancel their participation at any time when answering the survey, and the participation was voluntary. The participants admitted their consent to contribute to a scientific study before they entered the questions and here it was clarified that their participation did not contain any personal

information, that it was done anonymously, and that the data will not be manipulated to get a certain result. If the participation was regretted afterward they could have contacted the researchers to get their answers deleted, however, it never came into question.

### 3.11. Sustainable considerations

To prevent unnecessary impact on the environment from this study sustainability aspects have been taken into consideration. The Triple bottom line model is used as an assessment of the perspectives of social, economic, and environment (Slaper & Hall 2011). From the economic perspective, there are currently no expenditures that have been needed for this project. The survey was designed in a program that is free to use, which the participants could access for free and as the participation is voluntary there was no reward for those who took part.

Social conditions have been taken into consideration to maintain a good atmosphere and the dynamics in the group and have been done through distinct and frequent communication. The authors live in different cities and thereby some parts of the thesis have been divided in the group with frequent follow-ups. However, the largest part the authors have written together with a connection through Zoom. When the meetings on Zoom take place it has been up to each and everyone to make sure that there is a calm environment and no loud noises which can disturb. As mentioned the survey has been conducted online which reduces paper consumption, unnecessary traveling has been avoided well since the meetings have been held on Zoom. No new books have been purchased but have been borrowed from libraries if needed. Through these solutions, there has not been any environmental damage because of this project.

## 4. Empirical findings

*The following chapter will present the results from the collected primary data which have been analyzed in the statistical software program SPSS. At first, there will be an explanation of the descriptive statistics of the collected data, followed by the calculations that have given the results of the tested hypotheses. The data is collected by an online questionnaire shared through social media. The findings will be connected to the gathered theory of the research. The hypotheses will then be discussed one by one.*

### 4.1 Background

The total number of respondents in the online questionnaire ended up at 310 of which 306 respondents have been used in the data collection. To get such a broad overview as possible due to the circumstances the questionnaire was open to people of all ages and gender in Sweden, but as mentioned in the method chapter, the unspecified gender and people under 18 years old is not included in the analysis and results in order to facilitate the analyzing. Pearson correlation coefficient tests have been performed on every question related to each hypothesis to clarify if there is a correlation between the

variables. The results are analyzed with a scale of how reliable the correlation is. According to Statistics solutions (n.d.), the correlation is accomplished the closer the result is to +1.

How strong the correlation is proceeding from this scale:

High degree: Value between  $\pm 0.50$  and  $\pm 1$ .

Moderate degree: Value between  $\pm 0.30$  and  $\pm 0.49$

Low degree: Value below 0.29

No correlation: When the value is zero

The research is based on a total number of 60 males (19,4%) and 248 females (80%) (see Table 2). The last 0,6% were the participants who picked “other” and “do not want to specify” as gender. The data of the age groups and gender in each age group can be seen in *Table 2* to get an overview of the participants. The variables are the participants' attitude towards influencers, how frequently they use time-limited discount codes, and the influence marketing on Instagram has in correlation to impulsive buying behavior.

In the age between 18-25, there are a total of 156 (50,3%) respondents, 32 men and 124 women. In the age group 26-35, there are a total of 92 respondents, 22 men and 70 women. These are the age groups with the highest number of responses. The third age group from 36-45 had 15 answers, 0 men and 15 women. The age group between 46-55 had 19 answers, 4 men and 15 women. The last age group, 55 or older had 24 answers, 4 men and 20 women. An overview is displayed in *Table 2* below. The whole summary related to each question can be seen in appendix D, *Table 15*.

**Gender \* Age Crosstabulation**

Count

		Age					Total
		18-25	26-35	36-45	46-55	55+	
Gender	Female	124	70	15	15	20	244
	Male	32	22	0	4	4	62
Total		156	92	15	19	24	306

*Table 2. Summary of the answers divided into age and gender*

*Table 3* shows a percentage overview and number of respondents of each answer to the Likert scale questions that have been calculated in SPSS. A brief description of which hypotheses the questions are related to is defined as well. The answers will be analyzed to see if there is any correlation between the factors and impulse buying in order to answer the hypotheses.

Survey question	Answers on a 1-6 scale in percentage	Answers on a 1-6 scale in the number of respondents	Summary, linked with a hypothesis;
<b>Question regarding influencers:</b>			
What is your attitude towards influencers?	1 - 4.2% 2 - 8.2% 3 - 30.1 % 4 - 33.3% 5 - 20.3% 6 - 3.9%	1. 13 2. 25 3. 92 4. 102 5. 62 6. 12	The majority of answers in this question are dragged in the positive direction. This question is linked to hypothesis three, where the attitude toward influencers is measured.
<b>Questions regarding impulsive buying:</b>			
How often do you estimate that your purchases are impulsive?	1 - 3.9% 2 - 30.7% 3 - 26.5% 4 - 23.9% 5 - 13.1% 6 - 2.0%	1. 12 2. 94 3. 81 4. 73 5. 40 6. 6	The majority of answers are considered rarely making any impulsive purchases. This is a key question to all the three hypotheses to see to what extent people make impulsive purchases generally.
How often are you influenced to make a purchase of a product that is marketed through Instagram, but which you know you do not need?	1 - 18.6% 2 - 32.0% 3 - 20.6% 4 - 19.6% 5 - 7.8% 6 - 1.3%	1. 57 2. 98 3. 63 4. 60 5. 24 6. 4	Here the majority imply that they rarely/never get influenced on Instagram to purchase a product they do not need. This question is linked to the first and the third hypothesis to find out whether Instagram or influencers affect people to make impulsive purchases.
<b>Questions regarding discount codes:</b>			
How often do you shop with a discount code on the internet?	1 - 8.2% 2 - 17.0% 3 - 17.3% 4 - 22.5% 5 - 28.1% 6 - 6.9%	1. 25 2. 52 3. 53 4. 69 5. 86 6. 21	A conclusion of this question is that most people often use a discount code when purchasing online. This question is linked to hypothesis number two to investigate to what extent people are using discount codes.

How often do you think that discount codes make you buy products you did not intend to buy from the beginning?	1 - 20,6% 2 - 17,6% 3 - 14,4% 4 - 23,2% 5 - 18,6% 6 - 5,6%	1. 63 2. 54 3. 44 4. 71 5. 57 6. 17	Here the answers are very split. Some of the participants seem to not have any interest to buy with discount codes and some have. This question is linked to hypothesis two.
How important is it for you to use a discount code to be satisfied with your purchase?	1 - 20,6% 2 - 17,6% 3 - 14,4% 4 - 23,2% 5 - 18,6% 6 - 5,6%	1. 63 2. 54 3. 44 4. 71 5. 57 6. 17	This question has divided answers, for a large part of the population it is not important at all to use a discount code to be satisfied while many consider that it is. This is linked to the second hypothesis.
Do you wait to complete a purchase until a discount code appears?	1 - 25,8% 2 - 15,4% 3 - 15,4% 4 - 23,5% 5 - 17,0% 6 - 2,9%	1. 79 2. 47 3. 47 4. 72 5. 52 6. 9	Here a majority responded that they do not wait for a discount code to appear, and a large proportion often do. This is as well linked to hypothesis number two and is related to the previous question.
Do you consider that you purchase more products than intended if you can use a discount code on your purchase?	1 - 10,8% 2 - 17,3% 3 - 17,0% 4 - 26,5% 5 - 20,6% 6 - 7,8%	1. 33 2. 53 3. 52 4. 81 5. 63 6. 24	In this question a majority answered that they often purchase more products than planned with a discount. This question is linked to hypothesis number two.
Are you searching for discount codes before making a purchase?	1 - 19,6% 2 - 16,7% 3 - 9,8% 4 - 15,7% 5 - 14,7% 6 - 23,5%	1. 60 2. 51 3. 30 4. 48 5. 45 6. 72	Here the majority answered that they always search for discount codes before making a purchase. This question is linked to hypothesis number two and is interesting to analyze together with the question regarding the satisfaction of purchasing with a discount code.
If the discount code is time-limited, does that make you feel the need to take the opportunity to shop?	1 - 16,7% 2 - 16,0% 3 - 14,7% 4 - 23,5% 5 - 19,3% 6 - 9,8%	1. 51 2. 49 3. 45 4. 72 5. 59 6. 30	A majority answered that they often feel that they must take the opportunity to purchase while a discount is running. This is a key question for hypothesis number three.

Table 3. Summary of the answers related to the hypotheses.

## 4.2 Hypothesis testing

### 4.2.1 Hypothesis 1

The first hypothesis that has been tested in SPSS is *The usage of Instagram is correlated with Swedish consumers' impulsive buying behavior*. A Pearson correlation

coefficient test has been adopted to reject or accept this hypothesis.

### Correlations

		Impulsebuying	InfluenceByMarketingInstagram
Impulsebuying	Pearson Correlation	1	.577**
	Sig. (2-tailed)		<.001
	N	306	306
InfluenceByMarketingInstagram	Pearson Correlation	.577**	1
	Sig. (2-tailed)	<.001	
	N	306	306

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

Table 4: Correlation between the influence of Instagram and impulse buying

The table above shows that the Pearson correlation is  $\approx 0,58$ . This result shows that there is a high degree of correlation between the two variables, “How often do you estimate that your purchases are impulsive?” and “How often are you influenced to make a purchase of a product that is marketed through Instagram, but which you know you do not need?” From table 4, you can tell that the p-value is below 0.01, which means that we can reject the null hypothesis and accept the alternative hypothesis (Charry et al 2016).

#### 4.2.2 Hypothesis 2

The second hypothesis which has been tested in SPSS is “Time-limited discount codes provided by influencers are correlated with Swedish consumers' impulsive buying behavior”. A Pearson correlation coefficient test has been adopted on seven questions from the survey to see if the hypothesis is rejected or accepted. A summary of the correlations to the variables is presented below, each question has been tested in relation to the question “How often do you estimate that your purchases are impulsive?”.

Correlation variable:	Pearson Correlation	Sig. 2 (-tailed)	Strength on the correlation;	See Appendix C;
How often do you use discount codes?	0.257 $\approx$ 0.26	<.001	Low degree	Table 6
How often do you think that discount codes make you buy products you did not intend to buy?	0.471 $\approx$ 0.47	<.001	Moderate degree	Table 7
How important is it for you to use a discount code	0.259 $\approx$ 0.26	<.001	Low degree	Table 8

to be happy with your purchases?				
Do you wait to complete a purchase until a discount code appears?	0.189 $\approx$ 0.19	<.001	Low degree	Table 9
Do you consider that you purchase more products than intended if you can use a discount code on your purchase?	0.410 $\approx$ 0.41	<.001	Moderate degree	Table 10
Are you looking for discount codes before you make a purchase?	0.206 $\approx$ 0.21	<.001	Low degree	Table 11
If the discount code is time-limited, does it make you feel that you have to take the opportunity to shop?	0.414 $\approx$ 0.41	<.001	Moderate degree	Table 12

Table 5 Summary of the correlation tests in hypothesis two

The results show that there is a correlation between every variable in relation to the question “*How often do you estimate that your purchases are impulsive?*”. The degree of the correlation varies in each question but they are all positive. From the table, it can also tell that every p-value is below 0.01, which means that we can reject the null hypothesis and accept the alternative hypothesis (Charry et al 2016).

### 4.2.3 Hypothesis 3

The third hypothesis that has been tested in SPSS is “*Swedish consumer's attitude towards influencers is correlated with their impulsive buying behavior*”. A Pearson correlation coefficient test has been adopted to see if the hypothesis is rejected or accepted.

#### Correlations

		Impulsebuying	AttitudeInstagram
Impulsebuying	Pearson Correlation	1	.172**
	Sig. (2-tailed)		.001
	N	306	306
AttitudeInstagram	Pearson Correlation	.172**	1
	Sig. (2-tailed)	.003	
	N	306	306

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

Table 13: Correlation between influencers' impact and impulse buying

The table above shows that the Pearson correlation is  $\approx 0,17$ . This means that there is a low degree correlation between the two variables, “How often do you estimate that your purchases are impulsive?” and “What is your attitude towards influencers?”. From the table, you can tell that the p-value is below 0.01, which means that we can reject the null hypothesis and accept the alternative hypothesis.

#### 4.2.4 Results of hypotheses

Every Pearson Correlation test shows that there is a correlation between the variables and impulse buying. Since the p-value is lower than 0.01 on all correlations they are significant, which indicates that the null hypothesis is rejected and the alternative hypothesis is accepted. When the significant level is below 0.01 the hypothesis has a 99% validity (Charry et al 2016), in this case the significant level on the hypotheses are on 0.001 and 0.003 which means that they have 99% validity.

Hypothesis	Result
Hypothesis 1	Accepted
Hypothesis 2	Accepted
Hypothesis 3	Accepted

Table 14: Summary of the results of the hypotheses.

## 5. Analysis

### 5.1 Hypothesis 1 - “The usage of Instagram is correlated with Swedish consumers' impulsive buying behavior”

The Pearson correlation test showed that there is a correlation between the variables “How often do you estimate that your purchases are impulsive?” and “How often are you influenced to make a purchase of a product that is marketed through Instagram, but which you know you do not need?” and the correlation value ended up at  $\approx 0.58$ . This result is between -1.0 and +1.0, but closer to +1.0 and it is thereby a strong correlation. It is significant since the p-value is lower than 0.01 and we can thereby reject the null hypothesis and accept the alternative hypothesis. This result strengthened the previous theories that were brought up in the literature review chapter, where it is stated that the usage of Instagram affects people's impulsive buying behavior, and the findings in SPSS show that it applies to Swedish people as well. In Appendix E, Table 16 shows that out of the 306 respondents that were used in the survey, 301 (98,4%) are using Instagram, and a majority of 224 (54,2%) participants

are using it for more than 1 hour per day (see Appendix E, *Table 17*). Appendix E, *Table 18* shows that 147 (48,5%) respondents are using Instagram mostly for entertainment purposes, and 101 (33,3%) answered that they just check what friends and family have posted. One person answered that they are searching for discount codes and none answered that they are checking what influencers have posted (see Appendix E, *Table 18*).

From these results, we conclude that people are not entering Instagram with the intention to make a purchase. However, Thourmrunroje (2014) means that by using Instagram people get reached by thousands of advertisements each day, and advertisements are as Spasojevic et al. (2015) describe it, often created with the intention to attract people to purchase products. So even if people do not have the intention of making a purchase while entering Instagram, there is a likelihood that they will, and making purchases one did not intend to is what Kimiagari and Malafe (2021) define as impulsive buying. Even though a purchase is not completed, to see a product that is promoted creates awareness which can lead to a purchase in a later occasion. Sundström, Hjelm-Lidholm, and Radon (2019) consider that being bored is a factor that could have an effect on online impulsive buying. This rhymes well with the accepted hypothesis, as Instagram is by a majority of the respondents seen as a way to entertain yourself, and when somebody is bored, the person seeks stimulation that entertains. For example, if an Instagram user has a strong interest in football and only follows accounts that are about football, it may not be as receptive to advertisements as someone that is bored and is exploring in lack of other things to do.

The question asked in the survey regarding how affected the participants get by marketing on Instagram to purchase a product they do not need (See appendix E, *Table 19*), there were varied answers but a clear majority said that they never or rarely get affected by it. However, when one is reached by advertisements to a large extent each day, one does at last not even reflect that it is marketing. Marketing through influencers on Instagram can be done in such a neutral way that it does not stick out in people's feed, but blend in together with regular posts (De Veirman, Cauberghe, and Hudders 2017). Subconsciously one may purchase a product that has been shown up on Instagram, but which a person does not think that has been influenced to buy. By this information, we believe that some of the participants positioning in the question are impulsive answers as they are not fully aware of their subconscious behavior. Despite this, the results showed that there is a moderate correlation between the variables which implies that the usage of Instagram affects Swedish consumers' impulse buying.

## *5.2 Hypothesis 2 - Time-limited discount codes provided by influencers are correlated with Swedish consumers' impulsive buying behavior*

The Bivariate Pearson Correlation test showed that there is a correlation between time-limited discount codes and impulse buying. The correlation in every test ended

up between 0,19-0,41, which proves that there is a correlation between the variables in each test, and the strength level lies between low degree and moderate degree (See Table 5). The results show as well that the p-value is lower than 0.01, which means that the null hypothesis is rejected and the alternative hypothesis can be accepted. The answers to the question in the survey where it was asked how often the consumers use a discount code when making a purchase online showed that out of 306 participants, 178 (58%) answered that they usually make purchases with a discount code (see appendix E, Table 20). The question regarding if a time-limited code causes feelings of a need to take the opportunity to shop while the price is discounted was very evenly but a majority of 162 (53%) responded that they would take the opportunity. This agrees with previous research which shows that when discount codes are valid for a certain period of time, it triggers consumers to take the opportunity to purchase even if it is not intended (Chou 2019). Hodkinson (2019) suggests that consumers can experience psychological effects if they miss a promotion, product, or event in the form of fear of missing out when seeing that the discount is time-limited.

When it comes to the questions *“How often do you think that discount codes make you buy products you did not intend to buy from the beginning?”* and *“Do you consider purchasing more products than intended if you can use a discount code on your purchase?”* The answers contradict each other. In the first question, 174 (56,9%) answered that they rarely purchase products they did not intend to despite the fact that they are using a discount code (See appendix E, Table 21), and in the second question 171 (55,9%) answered that they do buy more products if they can use a discount code on their purchase (See appendix E, Table 22). The second question rhymes well with what Li et al. (2020) stated, that when offering discount codes that respond to consumers' demands it encourages them to make larger purchases. However, the results show that depending on how the question is formulated one can get different answers, as the questions imply about the same thing. Due to the uneven answers, it is hard to make a conclusion on this question, but since both of the tests showed a moderate degree of correlation it is proven that there is a relationship between the variables.

Li et al (2020) mean that offering discounts frequently can cause a waiting behavior among the customers, which implies that they wait with purchasing until a discount arises. A question regarding this was asked in the questionnaire and 43,8% answered that they often wait with completing a purchase until a discount code arises, and 56,2% rarely do (See appendix E, Table 23). This theory claimed by Li et al. (2020) does not support the outcome of this study since waiting to make a purchase until a discount code arises implies that people are not making a purchase on an impulse. A discount code can indeed make a consumer purchase more products than intended, but the waiting behavior is not a part of the impulse buying behavior since it gives more

time to think through the purchase, and the people act more according to the traditional buying decision process.

Regarding if the respondents search for discount codes before making a purchase (53,9%) answered that they do (see Appendix E, Table 24). Here they had an opportunity to fill in where they search for the discounts and a large part of the answers indicated that they check on influencers' accounts on Instagram and use the hashtag function to see if there is any. There were also many who responded that they google or use student applications to search for discount codes. When it was asked whether the respondents are more satisfied with their purchase if they have used a discount code many responded that they are (see Appendix E, Table 25). This implies that discount codes are requested and appreciated, but that they are provided by influencers when it comes to the search part is not crucial, other methods are used as well.

From this, we can conclude that the correlation between impulsive buying behavior and time-limited discounts is strong since the purchases are not intended but rather unplanned. A factor that affects the consumers is the stimuli they get from influencers, such as inspiration they provide on their posts. When people see a post on an influencer with a garment they like, they unintentionally feel a desire to purchase it, if a discount is provided as well the buying decision becomes much easier. It could also be concluded that discounts are for many people an important part of their buying process. A large part gets affected by time-limited discounts which make them purchase on impulse and buy more products than planned. Checking if there is an available discount is a common behavior among the participants, and this is often done through Instagram by checking influencers' accounts since that is where they most often are found, but other methods are used well. 57,8% of the participants also follow accounts that publish available discounts (See appendix E, Table 26).

In every question regarding this hypothesis, the answers have been very uneven. The participants have, according to how they have answered the questions, been divided into two parts where approximately 50% do not have a need of using discounts, they use them if it arises in connection with a purchase, but do not search for it before making purchases. These people are seen as those who purchase with a utilitarian approach, as according to Anderson et al. (2014) rationality is what characterizes them and they get motivated by saving time and being efficient. Searching for discounts is an extra step in the buying process that takes time and effort. The other half are hedonic purchasers where the experience and the hunt for a good deal are of importance for them, which makes them more susceptible to advertising through influencers (ibid). The survey showed that 52,9% of the respondents are working, while the other half are students, jobseekers, have retired, or are on parental leave (see Appendix E, Table 27). This is also an explanation to why the answers are divided into

two parts since those who do not work have a lower income and the opportunity to save money on a purchase is more important to them.

### 5.3 Hypothesis 3 - *“Swedish consumer's attitude towards influencers is correlated with their impulsive buying behavior”*

The bivariate Pearson correlation test showed that there is a correlation between the variables *“How often do you estimate that your purchases are impulsive?”* and *“What is your attitude towards influencers?”* is  $\approx 0.17$ . This result is between -1.0 and +1.0, but closer to +1.0. It is a positive correlation but with a low degree which is a small correlation. The p-value ended up at 0.003 which is lower than 0.01 and thereby the null hypothesis can be rejected and the alternative hypothesis accepted.

The survey shows that 252 (82,4%) of the 306 respondents follow influencers on Instagram and 289 (94,4%) have seen a paid collaboration on the platform. From this, we can tell that a large proportion follows influencers on social media. Harrigan et al. (2021) mean that influencers with many followers are opinion leaders, and Zak and Hasprova (2020) mention that one influencer can have an impact on many people's buying behavior. This implies that the research results can confirm the presented theories. The response on the questionnaire that shows how many of the respondents have seen a paid collaboration with influencers exhibits that companies are in the right place and platform to reach out to potential customers (See Appendix E, Table 29). Whether it leads to purchase can be discussed since the answers are split.

Zumstein and Kotowski (2020) mean that if a paid collaboration with an influencer leads to a purchase, it is important that the collaboration is genuine and that the company has a plan for future marketing. This since influencers often are individuals who share a lot of their personal lives with their followers and there is always a risk of getting canceled if they happen to express themselves in an offensive way, which could cause a negative impact for the company they collaborate with (Haenlein et al. 2020). The six-point scale question regarding the respondents attitude towards influencers (See appendix E, Table 28) shows that a majority chose number four on the scale, which leads in a positive direction, however, only 14 (4,6%) respondents chose the highest alternative and 64 (20,9%) chose the second highest alternative. We see this as proof of consumers not being convinced 100% by influencers, but still have a positive feeling towards them. 92 (30,1%) choose alternative 3, which indicates a more negative attitude towards influencers than positive. 22 (7,2%) answered a 2 out of 6 and only 13 (4,2%) chose a 1 which indicates a really bad attitude towards influencers.

According to Belanche, Casaló, Flavián & Ibáñez-Sánchez (2021) consumers are likely to have a positive attitude towards influencers if they feel a connection with them and provide honest reviews when implementing a collaboration. This has a connection with the answers provided in the questionnaire where 179 (58,5%) respondents had a positive attitude toward influencers compared to 127 (41,5)

respondents with a negative attitude. The widespread of answers on the scale is a contributing factor to the low correlation rate, but since the correlation still is positive it is stated that the attitude towards influencers has an impact on Swedish consumers' impulse buying behavior. Despite the split attitude when it comes to influencers, the results speak for the billion-dollar industry that this type of marketing has become (Haenlein et al 2020).

#### 5.4 The impulse buying decision model

We can conclude that all these factors have an impact on Swedish consumers' impulsive buying behavior. The combination of influencers on Instagram creates a strong marketing strategy since the companies are where the consumers are. This new way of marketing outcompetes the traditional buying decision model where consumers compare and evaluate different brands and alternatives before a purchase and the impulse buying decision model become more accurate. When referring to the impulse buying decision model connected to the hypotheses one can tell that external stimuli are in this case influencers that pop up in people's feeds on Instagram. Some of their posts contain paid collaborations and provide discounts while people are there for entertainment purposes or just checking what friends and family are up to. Through this stimulus that suddenly arises, people get aware of products they did not intend to purchase, and with a discount that is offered, they get a desire to purchase the product without any hesitation.

### 6. Conclusion

*Last but not least, the conclusion chapter will answer the research questions and the theoretical model that was described in the theory chapter will clarify the implications. Furthermore, some limitations that could have affected the results will be discussed, and finally, recommendations for further research will be provided.*

#### 6.1 Answering the research question

The evolution of the internet has changed consumer behavior when purchasing fashion online, as nowadays the opportunity to make a purchase is accessible every hour of the day and is easily done with just a few clicks (Postnord n.d). The usage of smartphones has increased drastically and with them constantly in our hands, it has become the most common device to purchase from (Lissita & Kol 2016). This has forced retailers to change their approach to be one step ahead. A new way has been created to influence consumers to buy more through a marketing strategy that makes consumers purchase impulsively. This strategy is based on providing time-limited discount codes through influencers on social media. Due to this, the purpose of this study is to get a general picture of how Swedish consumers' impulse buying behavior is affected by price promotions on Instagram provided by influencers. By researching the three different factors, Instagram, discount codes, and influencers, we could see that all of them had an impact when it came to Swedish consumers' impulse buying behavior.

The research question for the study is *“To what extent are Swedish consumers' impulse buying influenced by price promotions on Instagram provided by influencers?”*. To answer this question research had to be made on the subject to see what previous studies had found and if there could be a gap to fulfill. Previous studies have shown that there is a connection between influencers, price promotion, social media, and impulse buying. However, the studies were made with a focus on, for example, comparing differences in generations, gender, or between social media platforms. There were also a lot of studies that took place in other countries, and what we wanted to investigate was how the three mentioned factors were related to Swedish consumers' impulse buying behavior, and if there is a connection between them. Through secondary data in the form of peer-reviewed articles and literature, we got an insight in the subject, then primary data was collected through a questionnaire. Further, three hypotheses were tested to see if they got rejected or accepted to support the study. Finally, the results have been analyzed to be able to draw a conclusion which will be presented below.

### **6.1.2 To what extent are Swedish consumers' impulse buying influenced by price promotions on Instagram provided by influencers?**

The survey and the tested hypotheses gave us the results that it is a connection between price promotions provided by influencers on Instagram and Swedish consumers' impulse buying behavior. The answers that have been collected from the questionnaire show that all the framing of questions has a correlation to impulse buying. However, some of them had a lower correlation that was close to 0 which depends on whether there is a widespread answer from the participants. Due to this, the correlation was set at a low degree, but it was still positive. The testing showed that the usage of Instagram is the factor with the highest correlation with impulse buying, but the three stated hypotheses were all accepted which means that the research is statistically proven. However, the sample is too low to make a generalization of the whole Swedish population.

Even though most of the respondents are aware of and have seen collaborations on Instagram with influencers, it does not prove that purchase is always made. By looking at the questions separately, the answers vary a lot. Most of the respondents have chosen the alternatives which suggest that they are affected by Instagram and influencers to a higher extent according to the scale, but a large part has as well chosen the answers in the opposite direction. In the questions where the answers differ a lot the reason is due to different factors and circumstances such as gender, age, time spent on Instagram, or interest in following trends. Another reason is what occupation the respondents have, and as mentioned in the analysis the survey showed that 52,9% of the respondents are working, while the other half are students, jobseekers, have retired, or are on parental leave.

This indicates that they have various incomes and is a factor that affects how they perceive and use price promotions on Instagram. However, this has not been studied in-depth but is a pattern that appears throughout the survey.

The amount of time spent on Instagram is a factor that as well contributes to the usage of discount codes as influencers contribute to a large extent to the range of discounts. However, the result in the questionnaire showed that the discount codes do not need to be provided by an influencer to influence consumers to make a purchase, but they are searched for on, for example, Google or student applications. None of the respondents are entering Instagram with the purpose to make a purchase, but they are using it to keep up with what friends and family are up to as well as for entertainment purposes, which indicates that the consumers get affected by influencers' presence. Discount codes make many of the respondents purchase more than intended, as they want to take the opportunity to purchase while the price is discounted, but to wait on making a purchase until a discount arises is not common behavior. The study also showed that respondents with a positive attitude are more likely to make an impulsive purchase by seeing a collaboration with an influencer on Instagram. This can be concluded since those with a positive attitude have a stronger connection with influencers and are more susceptible to their collaborations.

So, to answer to what extent Swedish consumers' impulse buying is influenced by price promotions on Instagram provided by influencers, our conclusion is that there is an obvious connection between our hypothesis and already conducted research. But we have also noticed differences depending on various circumstances. However, since influencer marketing is a billion-dollar industry, it speaks for the results of this study.

## 6.2 Theoretical implications

From a theoretical point of view it is crucial for marketers to investigate and understand consumers' impulse buying behavior. Impulsive purchases are according to Sundström, Hjelm-Lidholm, & Radon (2019) a big part of the fashion industry's revenue, and without them, it could cause financial losses for the companies. Due to the digitalization that is constantly emerging and new generations that enter the market with other needs and perceptions the subject is always of interest to research (Shahpasandi, Zarei, & Nikabadi 2020). Gandhi (2020) states that impulse buying behavior is one of the most complicated issues of marketing as the buying journey does not have any logical path, which is one of the reasons why it needs to be researched frequently. This research gives a general overview of Swedish consumers' impulse buying behavior when it comes to promotions provided by influencers on Instagram. The research model (*see figure 3*) that was created for the study suggested that it was a connection between Swedish consumers, Instagram, time-limited discounts, influencers, and impulse buying. The findings showed that all the factors were connected to impulse buying. Previous research has shown that there are several other factors that can influence people to make impulsive purchases. These have been

excluded from this research, but due to that, this study contributes to research that has already been done on the subject, as well as future research. Finally, we can conclude that it is of high importance to continue researching the subject.

### 6.3 Managerial implications

There are different factors that influence impulsive buying behavior such as time-limited discount codes and influencers on Instagram. This thesis includes information and facts that are crucial for companies to be aware of, for example how impulse buying is affected by online behavior in different contexts. This research can help companies to determine how to use influencer marketing in their advertising. A lot of research has been done on how impulsive buying behavior is affected by discount codes on Instagram provided by influencers, but the studies presented in the literature review are not focused on the Swedish population which this thesis aims to do. Due to the growth of digitalization, social media and influencer marketing has never been as important for marketers and the fashion industry as it is today. The ability to be present with the help of technology enables companies to reach out to many potential consumers which can lead to impulsive buying behavior. From a managerial perspective, this thesis contributes to an increased awareness of how marketers can become more apprehensive to what extent price promotion can trigger Swedish consumers to make impulsive purchases. As mentioned above, the growth of digitalization is only getting bigger which forces marketers to be aware of the subject and take command of how they use advertising as their business strategy.

### 6.4 Social, ethical, and sustainable considerations

Impulsive buying behavior is a complex topic and can be discussed from a social, ethical, and sustainable point of view. The study has shown that consumers are affected by social media, influencers, and discount codes which leads to impulsive buying behavior. The way of marketing products in this way encourages consumers to make purchases which can be seen as a factor that is bad for the environment and also puts pressure on consumers to always follow the “latest trends” and in that way strive for a “social acceptance”. This leads to overconsumption and a pattern where consumers buy products they did not intend to buy in the first place. At the same time, it gives consumers a boost and a feeling of good confidence.

### 6.5 Limitations

A few limitations have been identified when performing the analysis that could have affected the outcome and the quality of the research. Firstly, due to the number of answers based on the questionnaire, we could not achieve a deeper understanding of how the population in Sweden is affected by time-limited discount codes provided by influencers. The purpose was to get a general picture of the subject but since the

population sample is low it was hard to draw conclusions as it can not represent the Swedish population. The questions in the questionnaire could have been formulated in a more clear way to avoid misunderstanding, which seemed to happen in one question. Further, due to the fact that the questionnaire was posted on the internet and on social media, we could not control who the respondents are, for example, we can not make sure that one person has not answered the questionnaire several times.

## 6.6 Suggestions for further research

We have come up with a few suggestions to research the subject further. Firstly, since this study is made from a consumer perspective, the result is supposed to facilitate companies with their marketing to get an understanding of consumers' impulsive buying behavior on Instagram. However, it could be beneficial to research the subject contrariwise from a business perspective to get an insight into how they are working with it already to compare with the result of this study. This study can be combined with qualitative research to get a deeper understanding of how consumers perceive how companies use influencer marketing and discount codes to attract them as customers. Qualitative research with interviews also urges respondents to talk more freely and can give answers which weigh heavily when analyzing the research. Other characteristics can be taken into consideration and another focus could have been chosen, such as a comparison between generations or gender which can play a big role in the analysis as well. It appeared in our survey that what occupation and income people have can affect their usage of discount codes, this could as well be an interesting factor to dig deeper into.

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## Appendices

### Appendix A - Survey questions in Swedish

Hej! Vi är tre studenter från Detaljhandel och Service Management-programmet på Linnéuniversitetet i Kalmar som nu håller på att skriva vårt examensarbete. Vi undersöker i vilken utsträckning konsumentens impulsköp påverkas av priskampanjer på Instagram, t.ex. i form utav rabattkoder som dyker upp genom samarbeten med influencers. Med hjälp av denna enkät hoppas vi att kunna slutföra vårt projekt och vi skulle uppskatta om du kunde ta en minut och svara på våra frågor.

Undersökningen är frivillig att delta i och genom att delta godkänner du att dina svar ingår i ett forskningsprojekt. Alla svar är anonyma och det kommer inte att synas vilket svar som är ditt.

#### 1. Kön

- Kvinna
- Man
- Annat
- Vill ej specificera

#### 2. Hur gammal är du?

- <18
- 18-25
- 26-35
- 36-45
- 46-55
- 55+

#### 3. Sysselsättning

- Studerande
- Arbetande
- Arbetssökande
- Pensionär
- Föräldraledig
- Annat

### Del 1. Frågor om Instagram

#### 4. Använder du Instagram?

- Ja
- Nej

5. Hur många timmar per dag uppskattar du att du använder Instagram?

- <1 timme
- 1-2 timmar
- 3-5 timmar
- 6-7 timmar
- 8+

6. Vad är ditt syfte när du går in på Instagram? Endast ett svar är möjligt så välj det du oftast gör

- Ser det bara som underhållning, har inget speciellt syfte
- Letar inspiration från andra konton
- Kollar vad vänner och familj har lagt upp
- Letar rabattkoder
- Kollar vad influencers har lagt upp för samarbeten
- Läger upp egna bilder och stories

## Del 2. Frågor om influencers

En influencer är någon som har inflytande på andra och kan påverka dem att utföra vissa handlingar, exempelvis köpa en specifik produkt.

7. Följer du några influencers på Instagram?

- Ja
- Nej

8. Har du någon gång sett ett betalt samarbete genom en influencer på Instagram?\*

- Ja
- Nej

9. Vad är din attityd gentemot influencers?

	1	2	3	4	5	6	
Negativ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Positiv

## Del 3. Frågor om impulsiva köp

10. Har du någon gång köpt något du inte planerat att köpa?

- Ja
- Nej

- Kanske

11. Hur ofta uppskattar du att dina köp är impulsiva?

	1	2	3	4	5	6	
Aldrig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Alltid

12. Hur ofta blir du påverkad till att genomföra ett köp av en produkt som marknadsförs genom Instagram, men som du vet att du inte är i behov av?

	1	2	3	4	5	6	
Aldrig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Alltid

#### Del 4. Frågor om rabattkoder

13. Hur ofta handlar du med en rabattkod på internet?

	1	2	3	4	5	6	
Aldrig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Alltid

14. Hur ofta anser du att rabattkoder får dig att köpa produkter du inte tänkt handla från början?

	1	2	3	4	5	6	
Aldrig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Alltid

15. Följer du något konto på Instagram som lägger upp tillgängliga rabattkoder?

- Ja
- Nej

16. Hur viktigt är det för dig att använda en rabattkod för att du ska vara nöjd med ditt köp?

	1	2	3	4	5	6	
Aldrig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Alltid

17. Väntar du med att genomföra ett köp tills en rabattkod dyker upp?

	1	2	3	4	5	6	
Aldrig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Alltid

18. Anser du att du handlar mer produkter än du tänkt om du kan använda en rabattkod på ditt köp?

	1	2	3	4	5	6	
Aldrig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Alltid

18. Letar du upp rabattkoder innan du genomför ett köp?

	1	2	3	4	5	6	
Aldrig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Alltid

19. Om ja, hur letar du upp rabattkoder?

Ditt svar:

20. Om rabattkoden är tidsbegränsad, gör det att du känner att du måste passa på att handla?

	1	2	3	4	5	6	
Aldrig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Alltid

## **Appendix B - Survey questions translated into English**

Hello! We are three students from the Retail and Service Management program at Linnaeus University in Kalmar who are now writing our thesis. We examine the extent to which consumer impulse purchases are affected by price campaigns on Instagram, e.g. in the form of discount codes that emerge through collaborations with influencers. With the help of this survey, we hope to be able to complete our project and we would appreciate it if you could take a minute and answer our questions.

The survey is voluntary to participate in and by participating you agree that your answers are part of a research project. All answers are anonymous and it will not be clear which answer is yours.

### 1. Gender

- Woman
- Man
- Other
- Do not want to specify

### 2. How old are you?

- <18
- 18-25
- 26-35
- 36-45
- 46-55
- 55+

### 3. Occupation

- Student
- Working
- Job seekers
- Pensioner
- Parental leave
- Other

## **Part 1. Questions regarding Instagram**

### 4. Do you use Instagram?

- Yes
- No

### 5. How many hours per day do you estimate that you are using Instagram?

- <1 timme

- 1-2 timmar
- 3-5 timmar
- 6-7 timmar
- 8+

6. What is your purpose when using Instagram? Only one answer is possible so choose the one that you most often do.

- Sees it only as entertainment, has no special purpose
- Searching for inspiration from other accounts
- Check out what friends and family have posted
- Searching for discount codes
- Check out what influencers have set up for collaborations
- Upload your own pictures and stories

## Del 2. Questions regarding influencers

An influencer is someone who has an influence on others and can influence them to perform certain actions, such as buying a specific product.

7. Do you follow any influencers on Instagram?

- Yes
- No

8. Have you ever seen a paid collaboration with an influencer on Instagram?

- Ja
- Nej

9. What is your attitude towards influencers?

	1	2	3	4	5	6	
Negativ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Positiv

## Part 3. Questions regarding impulsive purchases

10. Have you ever made an unplanned purchase?

- Yes
- No
- Maybe

11. How often do you estimate your purchases are impulsive?

	1	2	3	4	5	6	
Aldrig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Alltid

12. How often are you influenced to make a purchase of a product that is marketed through Instagram, but which you know you do not need?

	1	2	3	4	5	6	
Aldrig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Alltid

#### Part 4. Questions regarding discount codes

13. How often do you shop with a discount code on the internet?

	1	2	3	4	5	6	
Aldrig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Alltid

14. How often do you think discount codes make you buy products you did not intend to buy from the beginning?

	1	2	3	4	5	6	
Aldrig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Alltid

15. Do you follow any Instagram account that posts available discount codes?

- Yes
- No

16. How important is it for you to use a discount code to be satisfied with your purchase?

	1	2	3	4	5	6	
Aldrig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Alltid

17. Do you wait to complete a purchase until a discount code appears?

	1	2	3	4	5	6	
Aldrig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Alltid

18. Do you consider that you purchase more products than intended if you can use a discount code on your purchase?

	1	2	3	4	5	6	
Aldrig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Alltid

18. Are you looking for discount codes before you make a purchase?

	1	2	3	4	5	6	
Aldrig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Alltid

19. If yes, how are you looking for a discount code?

Your answer:

20. If the discount code is time-limited, does it make you feel that you have to take the opportunity to shop?

	1	2	3	4	5	6	
Aldrig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Alltid

## Appendix C - Pearson correlation statistics related to hypothesis 2

### Correlations

		Impulsebuying	HowOftenUseDiscountCode
Impulsebuying	Pearson Correlation	1	.257**
	Sig. (2-tailed)		<.001
	N	306	306
HowOftenUseDiscountCode	Pearson Correlation	.257**	1
	Sig. (2-tailed)	<.001	
	N	306	306

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

Table 6: Correlation between discount usage and impulse buying

### Correlations

		Impulsebuying	Howoftendoyouthinkthatdiscountcodesmakeyoubuyproductsyouidnotin
Impulsebuying	Pearson Correlation	1	.471**
	Sig. (2-tailed)		<.001
	N	306	306
Howoftendoyouthinkthatdiscountcodesmakeyoubuyproductsyouidnotin	Pearson Correlation	.471**	1
	Sig. (2-tailed)	<.001	
	N	306	306

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

Table 7: Correlation between discounts influence and impulse buying

### Correlations

		Impulsebuying	Howimportantisitforyoutouseadiscoutcode to behappywithyourpurchas
Impulsebuying	Pearson Correlation	1	.259**
	Sig. (2-tailed)		<.001
	N	306	306
Howimportantisitforyoutouseadiscoutcode to behappywithyourpurchas	Pearson Correlation	.259**	1
	Sig. (2-tailed)	<.001	
	N	306	306

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

Table 8: Correlation between how important discount codes are and impulse buying

### Correlations

		Impulsebuying	Doyouwaittocompleteapurchasewhenyoufindadiscoutcode
Impulsebuying	Pearson Correlation	1	.189**
	Sig. (2-tailed)		<.001
	N	306	306
Doyouwaittocompleteapurchasewhenyoufindadiscoutcode	Pearson Correlation	.189**	1
	Sig. (2-tailed)	<.001	
	N	306	306

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

Table 9: Correlation between waiting on a discount code and impulse buying

### Correlations

		Impulsebuying	doyouthinkbuyingmoreproductswhenyoucanusediscoutcodes
Impulsebuying	Pearson Correlation	1	.410**
	Sig. (2-tailed)		<.001
	N	306	306
doyouthinkbuyingmoreproductswhenyoucanusediscoutcodes	Pearson Correlation	.410**	1
	Sig. (2-tailed)	<.001	
	N	306	306

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

Table 10: Correlation between buying behavior with discount codes and impulse buying

### Correlations

		Impulsebuying	doyousearchfordiscoutcodeswhenyouwanttoshop
Impulsebuying	Pearson Correlation	1	.206**
	Sig. (2-tailed)		<.001
	N	306	306
doyousearchfordiscoutcodeswhenyouwanttoshop	Pearson Correlation	.206**	1
	Sig. (2-tailed)	<.001	
	N	306	306

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

Table 11; Correlation between searching for discount codes and impulse buying

## Correlations

		Huroftauppskattarduattdinaköpärimpulsiva	discontcodelimit
Huroftauppskattarduattdinaköpärimpulsiva	Pearson Correlation	1	,414**
	Sig. (2-tailed)		<,001
	N	306	306
discontcodelimit	Pearson Correlation	,414**	1
	Sig. (2-tailed)	<,001	
	N	306	306

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

Table 12; Correlation between time-limited discounts and impulsive buying.

## Appendix D - Descriptive statistics

		Descriptives							
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Vadärinattitydgentemotinfl uencers	Female	244	3,78	1,057	,068	3,65	3,92	1	6
	Male	62	3,32	1,328	,169	2,99	3,66	1	6
	Total	306	3,69	1,130	,065	3,56	3,82	1	6
Huroftauppskattarduattdinaköpärimpulsiva	Female	244	3,21	1,148	,074	3,06	3,35	1	6
	Male	62	3,03	1,267	,161	2,71	3,35	1	6
	Total	306	3,17	1,173	,067	3,04	3,31	1	6
Huroftablirdupåverkadtillatt genomföraettköpavenprodu	Female	244	2,77	1,233	,079	2,61	2,92	1	6
	Male	62	2,44	1,374	,175	2,09	2,78	1	5
	Total	306	2,70	1,268	,072	2,56	2,84	1	6
Huroftahandlardumedenrabattkodpåinternet	Female	244	3,79	1,382	,088	3,62	3,97	1	6
	Male	62	3,15	1,491	,189	2,77	3,52	1	5
	Total	306	3,66	1,427	,082	3,50	3,82	1	6
Huroftaanserduatt rabattkod erfärdigattköpaprodukterdu	Female	244	3,19	1,411	,090	3,01	3,37	1	6
	Male	62	2,77	1,442	,183	2,41	3,14	1	5
	Total	306	3,11	1,425	,081	2,95	3,27	1	6
Hurviktigtärdefördigatt användaenrabattkodföra tt dus	Female	244	3,29	1,537	,098	3,09	3,48	1	6
	Male	62	2,77	1,624	,206	2,36	3,19	1	6
	Total	306	3,18	1,566	,090	3,01	3,36	1	6
Väntardumeddatt genomföra ett köptillsenrabattkoddyker upp	Female	244	3,08	1,499	,096	2,89	3,27	1	6
	Male	62	2,65	1,661	,211	2,22	3,07	1	6
	Total	306	2,99	1,541	,088	2,82	3,17	1	6
Anserduatt du handlar mer pr odukt erändutänkt om du kan använda	Female	244	3,63	1,413	,090	3,45	3,81	1	6
	Male	62	3,11	1,580	,201	2,71	3,51	1	6
	Total	306	3,52	1,460	,083	3,36	3,69	1	6
Letarduupprabattkoderinna ndugenomförettköp	Female	244	3,74	1,862	,119	3,51	3,98	1	6
	Male	62	3,03	1,765	,224	2,58	3,48	1	6
	Total	306	3,60	1,862	,106	3,39	3,81	1	6
Omrabattkodenärtids begrä nsad	Female	244	3,58	1,565	,100	3,38	3,78	1	6
	Male	62	2,79	1,570	,199	2,39	3,19	1	6
	Total	306	3,42	1,596	,091	3,24	3,60	1	6

Table 15: Descriptive statistics

## Appendix E - Survey results

Använder du Instagram?

306 svar

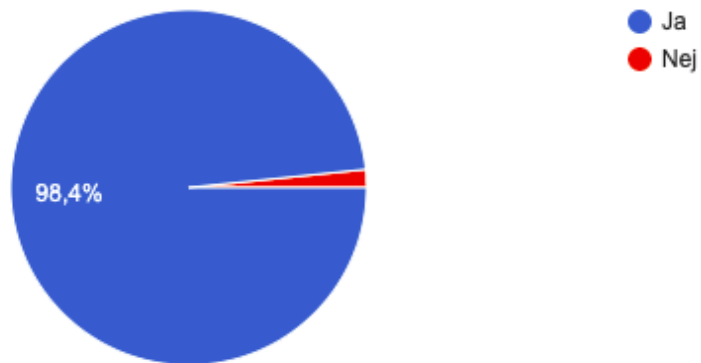


Table 16: Do you use Instagram?

Hur många timmar per dag uppskattar du att du använder Instagram?

306 svar

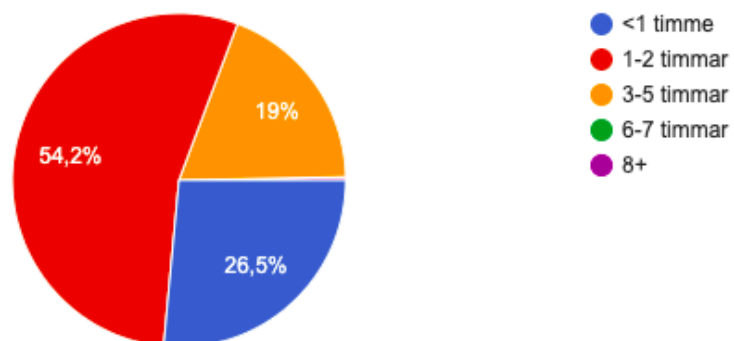


Table 17: How many hours per day do you estimate that you use Instagram?

Vad är ditt syfte när du går in på Instagram? Endast ett svar är möjligt så välj det du oftast gör

 Kopiera

303 svar



Table 18: What is your purpose when entering Instagram? Only one answer is possible so choose the one you most often do.

Hur ofta blir du påverkad till att genomföra ett köp av en produkt som marknadsförs genom Instagram, men som du vet att du inte är i behov av? [Kopiera](#)

306 svar

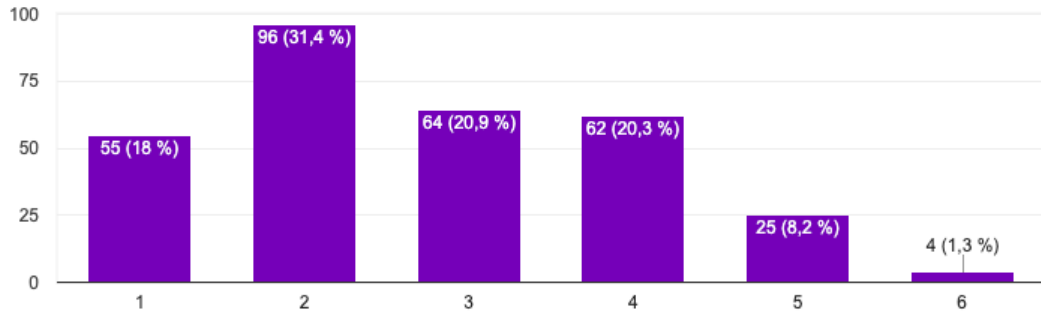


Table 19: How often are you influenced to make a purchase of a product that is marketed through Instagram, but which you know you do not need?

Hur ofta handlar du med en rabattkod på internet? [Kopiera](#)

306 svar

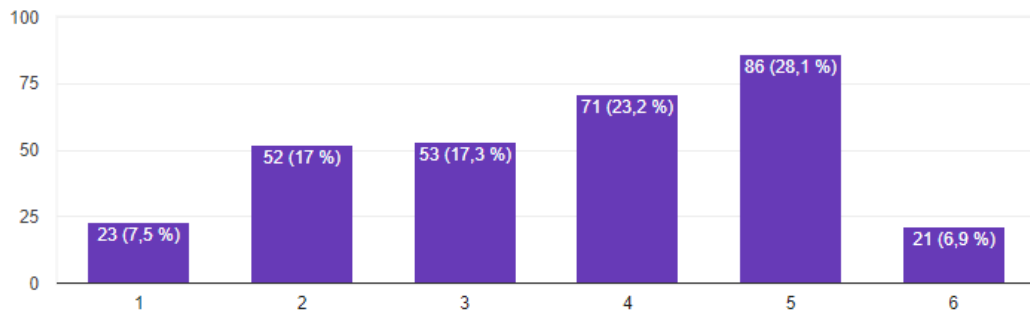


Table 20: How often do you purchase with a discount code online?

Hur ofta anser du att rabattkoder får dig att köpa produkter du inte tänkt handla från början? [Kopiera](#)

306 svar

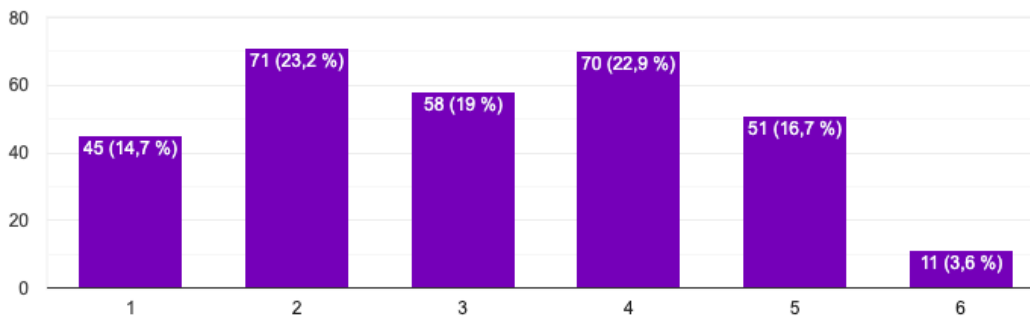


Table 21: How often do you think discount codes make you buy products you did not intend to buy from the beginning?

Anser du att du handlar mer produkter än du tänkt om du kan använda en rabattkod på ditt köp? [Kopiera](#)

306 svar

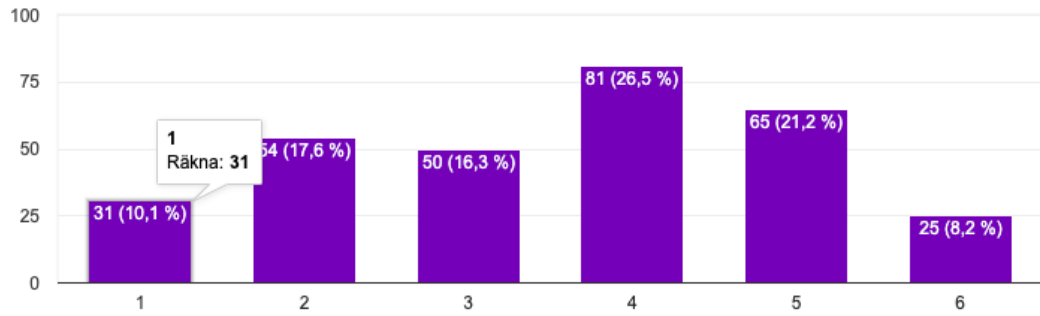


Table 22: Do you consider that you purchase more products than intended if you can use a discount code on your purchase?

Väntar du med att genomföra ett köp tills en rabattkod dyker upp? [Kopiera](#)

306 svar

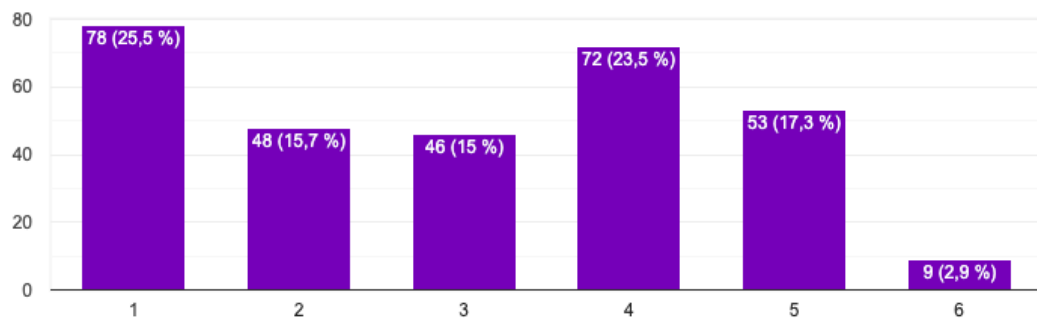


Table 23: Do you wait to make a purchase until a discount code arises?

Letar du upp rabattkoder innan du genomför ett köp? [Kopiera](#)

306 svar

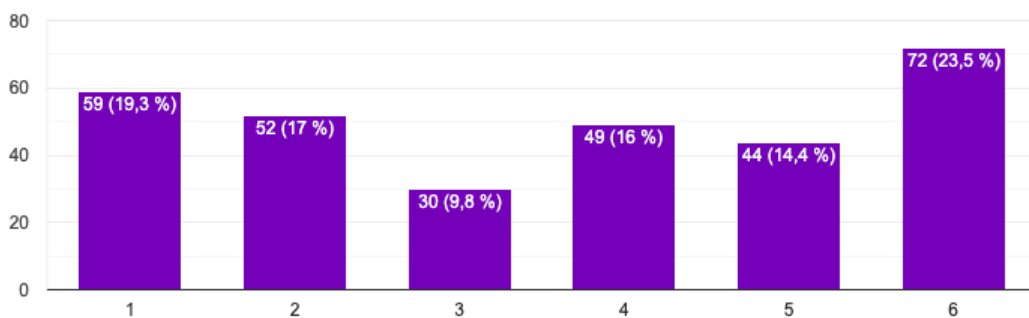


Table 24: Do you search for discount codes before making a purchase?

Hur viktigt är det för dig att använda en rabattkod för att du ska vara nöjd med ditt köp?



306 svar

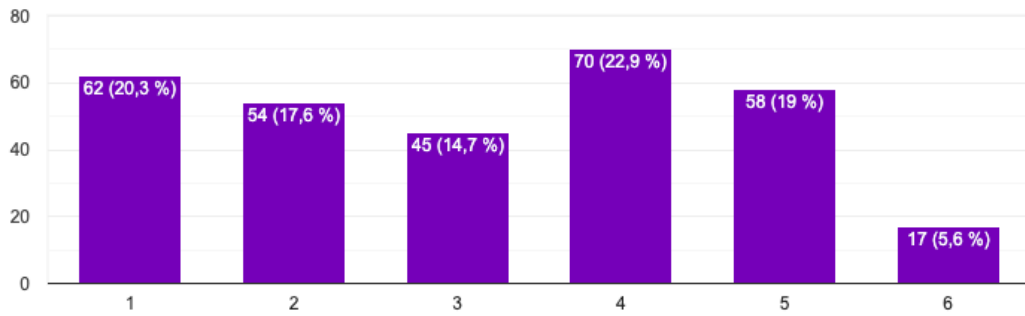


Table 25: How important is it for you to use a discount code to be satisfied with your purchase?

Följer du något konto på Instagram som lägger upp tillgängliga rabattkoder?



306 svar

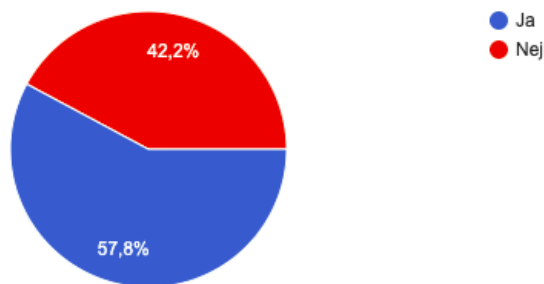


Table 26: Do you follow any account that provides available discounts?

Sysselsättning



306 svar

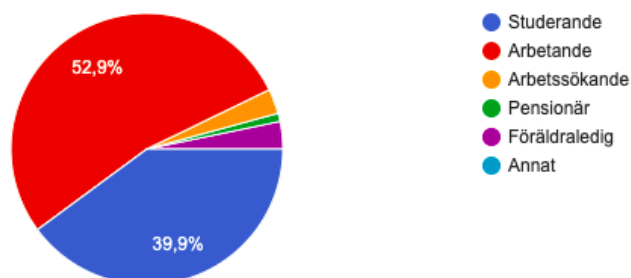


Table 27: Occupation

Vad är din attityd gentemot influencers?

 Kopiera

306 svar

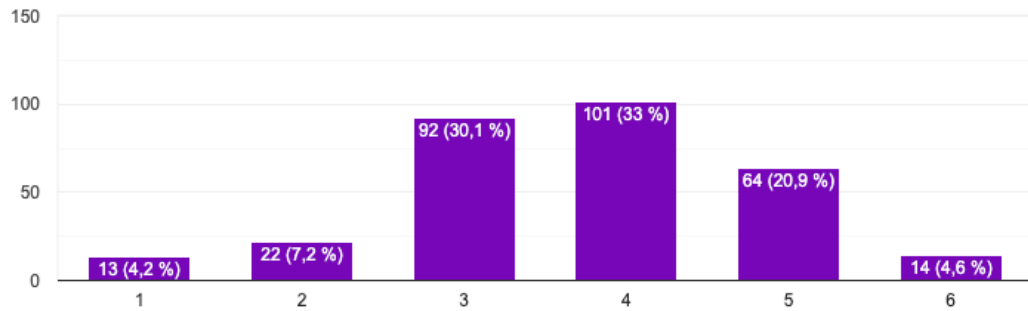


Table 28: What is your attitude towards influencers?

Har du någon gång sett ett betalt samarbete genom en influencer på Instagram?

306 svar

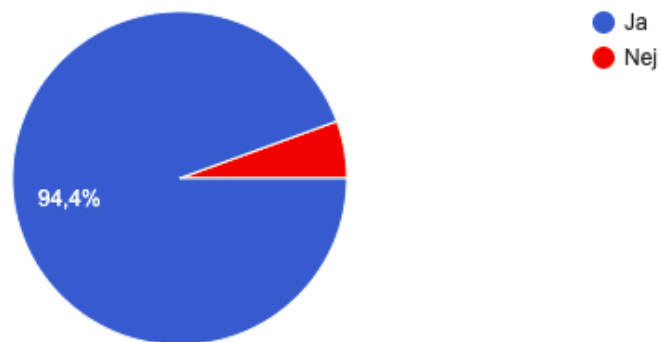


Table 29: Have you ever seen a paid collaboration through an influencer on Instagram?

## Appendix F - Authors Individual Contribution

Chapter	Alva	Ejdo	Martina
	%	%	%
Introduction	33,33%	33,33%	33,34%
Literature review	33,34%	33,33%	33,33%
Methodology	40%	30%	30%
Empirical findings	30%	40%	30%
Analysis	33,33%	33,34%	33,33%
Conclusion	30%	30%	40%
Academic language and communication skills	33,34%	33,33%	33,33%
Active participation in seminars	33,33%	33,33%	33,34%