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Impulse Buying and Brand Loyalty Among Gen Z in the Age of Social Media Discounting

Abstract

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Keywords: Impulse Buying, Brand Loyalty, Generation Z, Social Media Discounting, Influencers Review

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Title

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Abstract

The paper discusses how discounting via social media impacts impulsive purchase behavior and brand loyalty among generation Z consumers, based on the statistical analysis of the data involving 353 participants, flash sales and promotional codes mostly produce new transactions but they develop the relationships between the consumers and the brand on a transactional, price-sensitive scale, rather than a lasting affective one. One interesting observation establishes social evidence especially through influencer recommendation as the dominant force behind brand trust at temporary promotional stages. The factual data indicate that discounting alone cannot serve to maintain long term retention but rather companies need to introduce plausible social evidence to move consumers away towards short term reactions and long-term compliance. These are the findings that give strategic advice to marketers working in the competitive social commerce environment.

Keywords:

Impulse Buying, Brand Loyalty, Generation Z, Social Media Discounting, Influencers Review

Introduction

The online world has radically reshaped the relationship of the consumer to the market, creating a high-speed environment whereby the distinction between scrolling and purchasing is becoming increasingly blurred. In the case of Generation Z, who are the very first digital natives, the standard path of procurement has been replaced by immediate, algorithmic experiences. The conflict in the immensely complex form of challenges to the temporary appeal of the buy now

interface and long-term loyalty to specific brands is central to this transformation.

To appreciate this dynamic, four axes are required to be considered; they are these:

1. Impulse Buying Impulse buying is an unthought-out, immediate-based purchasing choice that happens seconds before the purchase. Contrary to need-based buying, it is driven by a strong affective force- usually triggered by visual stimuli or the perception



of an opportunity that is un-limited in terms of time, which overshadows rational thought.

2. **Brand Loyalty** Brand loyalty is the tendency of a consumer to choose consistently products of a given brand in comparison with that of competitor brands. Previously, loyalty was nurtured by years of quality and customer service of the product; modern-day loyalty, however, is often due to shared values, common interest, and alignment between a brand and the online identity that a consumer is shaping.
3. **Generation Z (Gen Z)** As a broad definition, Generation is the people between the age of eighteen to twenty-eight years who are characterized by being able to use mobile technology and social media. They are highly distrustful of traditional advertising, preferring to stick to authenticity, social proof, such as influencer endorsement, and a smooth digital experience.
4. **Social Media Discounting** Social media discounting refers to the strategic use of social media platforms like Tik Tok, Instagram and Facebook to provide exclusive promotional codes that are temporary and limited in time. Using the Fear of Missing Out (FOMO) and the ease of in-app checkout features, the brands can bypass the traditional cooling-off period that would otherwise prevent consummation.

Background of the Study

The advent of social media has completely changed the way consumers act, as it has turned these platforms into social media and market-sale powerhouses (Jones et al., 2020). The change is especially evident with Generation Z, who are highly immersed in the digital world and heavily affected by the online content in their buying choices (Chem & Zhang, 2021). In an attempt to provoke immediate reactions by using discounts and short-term offers, marketers are seizing the opportunity by abusing the environment through the aggressive use of digital tactics.

Here, two consumer phenomena are essential, that is, impulse buying and brand loyalty. The impulse buying is an unplanned and fast buying behavior whose drivers are often the visual immediacy of social media and the positive

reaction to treatment and psychological stimuli such as the feeling of missing out (FOMO) through scarcity strategies (Rossi and Martini, 2020; Ghosh and Ray, 2020). Discounts are quick sellers, but the ultimate goal of any brand is to develop unconditional brand loyalty in the long term (Smith and Taylor, 2022). The conflict between these two extremes the immediate benefits of the impulse purchase and the long-term worth of the loyal consumer is the essence of the given research.

Problem Statement

As much as social media discounting and the use of influencers in online reviews are the best when it comes to triggering impulse buying among the Gen Z, their short-term plans can rupture long term brand loyalty. There is a strong conflict between an immediate pleasure of a discounted item and the creation of a long-term brand-consumer relationship. With Gen Z being more and more accustomed to being unpredictable in the price and hype on social media, hypothetically, brands will be creating a transactional audience and not a loyal one. The proposed research will fill this gap in knowledge regarding how the digital discounts and influencer reviews interactions can affect whether Gen Z shoppers are committed to a brand after the financial reward is ceased.

Significance of the Study

This study makes an essential contribution to the academic theory and marketing practice. In terms of its academic contribution, it fills the existing gap in the research by addressing the intricate correlation between social media discounting and impulse purchase and brand loyalty in digitally native Gen Z cohorts in a systematic manner. This gives a deeper insight into the impact of short-run marketing strategies on long-run consumerism. In practice, the results will offer evidence-based recommendations to digital marketers and brand managers, allowing them to create ethical and sustainable discount programs that can be effective in both stimulating instant sales and at the same time developing trust and perceived value that will be required to win brand loyalty in the long run.

Research Objectives

1. To what extent social media discounting affects brand loyalty.

2. To identify the contribution of discounting to impulse shopping among Gen Z consumers.
3. To determine the strength of influencer online review to brand loyalty.

Literature Review

People's buying habit is changed by social media. The platforms of social media are not only to interact (chat, talk) anymore; it has become tool for marketing and sales (Jones et al., 2020). Those who born onwards 1997 (Gen Z), social media platforms are not only fun for them rather they are more influenced on what they but (Chen & Zhang, 2021). Due to this, marketers are doing efforts on digital platforms, by at-time using discounts for Gen z to buy right way. This literature review looks at how discounting on social media affects Gen Z's impulse buying and are they keep loyal to the brand over time (Fischer et al., 2023).

Unplanned and quick purchases are considered to be impulse buying. Several things that trigger buyer for impulse buying are; Visual and instant Gratification: social media has quick-scroll nature and full of attractive pictures and videos that makes people thing to have it right now, which follows them to impulse buy (Rossi & Marini, 2020).

Positive Feelings: Watching the promotions and deals can creates sense of positive emotions that makes Gen Zs to buy even when that are not planned to (Patel & Rao, 2020).

Urgency and Scarcity (FOMO): Time limited deals create a doubt or fear of missing out, push people faster before the offer ends (Ghosh & Ray, 2020).

Social proof: Watching a lot of online reviews and comments of the product on social media promotions encourages impulse buying (Johnson & Schwartz, 2022).

Presentation: If the product or content looks visually appealing and well-written, it affects buying decision (Harris & Brown, 2021). At the end, above mentioned tools are just psychological tricks that marketer use to persuade impulse buying on social media promotions (Rossi & Marini, 2020).

Nowadays, the perfect place for discounts that encourages people to buy quickly is social media platforms. The most widespread method are Flash sales and influencer promotions:

Flash sales: These are the sales that last for a very short time, forcing people to respond instantly.

Recent studies shows that platforms like Instagram and TikTok influence Gen Z because they create urgency ((Nguyen et al., 2021); (Nash & Jones, 2021)).

Influencer marketing: This is a massive force as influencers become reason of quick purchases especially when they are given exclusive and temporary discount codes (Khan and sheikh, 2021). Primarily, the most attractive deal for young people is those that are time limited and look stunning (Fischer et al., 2023). These tactics shorten the time people consume thinking and make speedy buys much simpler (Agarwal & Verma, 2022).

Whereas the discount might get a fast sale, it's more difficult when it comes to long-term brand loyalty.

Discount overload: Expert warns using too many discounts that might damage brand's image over the time (Smith & Taylor, 2022). For these brands need to discover a way to normalize the sales with building long term purchaser relationship.

The Role of Trust and Exclusivity: Discounts when merge with trust can reinforce loyalty. Purchaser are expected to buy again if they start to trust the brand's advertising (Lee & Kim, 2022).

Authentic influencers: Influencer that are considered consistent and authentic also help to build loyalty (Patel & Singh, 2021). They are the one that can change the buyer from impulse buyer to local customer.

Transparency: Remaining transparent and honest about a discount drive is also a key in holding customer trust and loyalty (Martinez & Wang, 2022).

New trends are always emerging in social media promotions. For instance, Gen Z is concerned with ethical consumption. They are influenced by the messages about sustainability, even though when a discount is involved (Chavez & Liu, 2023). However, still there are gaps in the research.

Long term effects: Many studies aim on short term impulse purchase (Jones et al., 2020), but we need to get more about quick purchases directed to long term loyalty.

Theoretical Background

Parasocial Interaction (PSI) is a one-way, illusionary interaction between a media user and a media figure, like an influencer, a celebrity, or a

brand ambassador. In contrast to traditional social communication, PSI is not a two-way process: the consumer spends emotional resources and time on the persona, and he often has intimacy and friendship, even though there may be little or no personal interaction.

In the Generation Z, social media environment, PSI is no longer merely a spectatorship, but it is also a powerful force behind consumer behavior. According to the theory, the process of the GenZers following the influencers makes an imaginary connection, as the stream of personal updates, insider content, and direct-to-camera communications creates the illusion of connection. This connection serves as a mental liaison that creates how the individual views the brands and products promoted by the influencer.

The most important Digital Commerce PSI dimensions: -

Perceived Friendliness: This is in line with the perceived accessibility and relatability of the influencer by the consumer.

Cognitive Involvement: Indicates the degree to which people consider the opinions of the influencer during their own decision making.

Affective Importance: Refers to the emotional importance that the people attribute to the approval or lifestyle recommendations of the influencer.

Relevancy of Theory with Present Research

The application of the Parasocial Interaction Theory is critical to explaining the specific processes of Gen Z in the purchasing behaviors due to a variety of reasons:

Validation of Influencer Online Reviews

Gen Z does not see an influencer as a remote celebrity, but as a peer or a digital friend. As a result of that, when an influencer provides a review, it is often perceived to be a personal recommendation as opposed to paid advertising. By the followers having found the persona of the influencer to trust, the same is transferred to the brand, hence directly, brand loyalty is impacted in even the most unstable markets.

The Bridge between Discounting and Loyalty

Social media discounts tend to be transactional and impersonal. However, the perception of a gift or an exclusive benefit to participate in the same community is transferred in a discount sent by an influencer with whom the consumer has a parasocial relationship. PSI clarifies why Gen Z might remain loyal to a brand not just because of the price benefits, but because of the emotional attachment that will be created through the influencer.

Fueling Impulse Buying

Impulse purchases are normally precipitated by emotional stimuli, and not by logical reasoning. PSI creates a sense of Fear of Missing Out (FOMO) and a longing to lead a similar lifestyle that the influencer has. The introduction of a time-related discount by a familiar face weakens the cognitive defenses against a consumer, and thus creates the impulse purchasing behavior as a tool to maintain the feeling of belongingness or connection to the world created by the influencer.

Research Questions

1. How far are social media discounting tactics (like flash sales and limited-time promo code) effective in increasing brand loyalty among Gen Zs?
2. What is the role of the prevalence of social media discounting in the impulse buying propensity of Gen Z consumers?
3. How do influencer reviews and social proof support brand loyalty in a process of a discount-based impulse purchase?
4. Does impulse buying create an authentic emotional bond with a brand or does it result in price-sensitive and transactional buying?

Research Methodology:

Methodology

This paper is a positivism paradigm, in which the reality is considered external and objective, and it can be empirically measured. The aim is to use strict statistical analysis to explain the causal relationship between social media discounting, impulse buying, and brand loyalty.

Research Design

The quantitative research design will be a cross-sectional survey-based research design. Such a methodology will help collect data on a large sample of Generation Z consumers at one point in time in the most organized way, which will allow testing hypotheses related to the relationships between the set variables.

Sampling and Population of Interest:

Target Population

The target population includes Generation Z of Punjab, Pakistan (about 18 to 28 years old during the time of the study) people, who visit the social media (ex: Instagram, Tik Tok, Facebook) to discover products and have already performed online purchasing behavior.

Sampling Technique

The major method will include convenience sampling, which will take advantage of the availability of this digitally connected population. To improve representativeness, a specific distribution strategy will be performed through the social media groups and online university forums thus covering a wide cross-section of the population of Generation Z.

Sample Size

The right statistical formulae will be used to compute the sample size to ensure that there will be enough power to conduct a regression analysis. The number of responses to be used will be established as a provisional target of 300 to 400 complete responses to allow non-response and to clean the data to be able to get the reliable results.

Data collection:

Instrument

The collection of primary data will be conducted with the help of a structured questionnaire that is self-administered. The tool will be built on the basis of the existing scales and adjusted to the context of Generation Z, the use of social media, and discounting. It will include several parts with a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree) to evaluate:

Discounting exposure on social media (independent variable)

Impulse buying tendency and brand loyalty (dependent variables)

Data Collection Procedure

The questionnaire will be spread through the internet. Before the collection of data, ethical approval will be received. A sheet of information will be given to the respondents about the purpose of the study, in which anonymity and confidentiality will be assured, and a right to withdraw at any point will be accepted.

Data Analysis:

Data Cleaning and Preparation

The preliminary data preparation will consist of the screening of incomplete or inconsistent responses and cover missing data with the help of suitable imputation methods, where possible. All the data will be coded and keyed into either SPSS or R to be analyzed.

Pearson Correlation: To establish the strength and direction of relationship between the discounts and the loyalty/impulse buying.

Operationalization of Theories

In the current experiment, the independent variable is Parasocial Interaction (PSI) that is measured with the perceived strength of the consumer relationship with the personas in the social media. This construct is measured on a scale of what extent of trust the Gender-Equality Gen Z followers have in the personal lifestyle of an influencer, along with the number of times they consume the content created by an influencer. Impulse Buying is modeled through the scale of the frequency and immediacy of unplanned purchases, to be specifically elicited by social media cues, i.e. limited-time discount codes, swipe-up links. Brand Loyalty is a multidimensional scale and includes the intention to repurchase of a brand without discount and the intention to recommend the brand to others depending on the recommendation made by the influencer. Finally, Social Media Discounting is the idea that is being operationalized through the evaluation of the exposure of the consumer to the printed codes of the influencers and the way the consumer perceives the exclusivity that the discounts in question provide in the digital community. The

measurement of these variables using the Likert scale gives the research some statistical means of establishing the manner, in which the virtual friendship inherent in PSI is translated into actual economic actions.

Ethical Considerations

All the ethical guidelines will be followed in the study. Participatory will be voluntary and informed

consent taken of all respondents. Information will be stored in a place with maximum security, it will remain confidential, and will not be used in other ways, except in academic research. No data of personal identification will be gathered or revealed.

Data presentation & Analysis

In this chapter we will analyze the data that we gather from the respondents.

Table 1

age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under 18	4	1.1	1.1	1.1
	18-21	108	30.6	30.6	31.7
	22-25	165	46.7	46.7	78.5
	26-28	71	20.1	20.1	98.6
	29-older	5	1.4	1.4	100.0
	Total	353	100.0	100.0	

Table 4.1 Age: shows respondents' age distribution in the sample who contributed in this study. Of the total number of 353 participants, most respondents are found in the 22-25 years age group with 46.7 %, 165 people out of 353. The next most represented

age group is the one from 18-21 years with 108 respondents, which is 30.6% of the sample. The 26-28 years group accounts for 71 respondents with 20.1 % and 29-older group with only 5 respondents, which is 1.4% of the sample.

Table 2

gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	194	55.0	55.0	55.0
	female	151	42.8	42.8	97.7
	prefer not to say	8	2.3	2.3	100.0
	Total	353	100.0	100.0	

Table 4.2 gender: shows the distribution of gender of the respondents who contributed in this study. Of the total number of 353 participants, most were male where 194 respondents represented 55% of the

sample. The female respondents were 151 which formed 42.8% of the sample. And 8 respondents select prefer not to say about their gender.

Table 3

education					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	matric	13	3.7	3.7	3.7
	intermediate	140	39.7	39.7	43.3
	graduate	131	37.1	37.1	80.5
	master	59	16.7	16.7	97.2
	doctorate (PhD, MD, JD)	10	2.8	2.8	100.0
	Total	353	100.0	100.0	

Table 4.3 education: is an educational background of the respondents. From the total of 353 number of respondents, 140 (39.7%) of them claimed that they had done intermediate. This is followed by 131

respondents (37.1%) who have done graduate. At the same time 59 respondents (16.7%) have master degree, 10 (2.8%) respondents did doctorate and 13 respondents (3.7%) of the sample did matric.

Table 4

location		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	urban	216	61.2	61.2	61.2
	rural	137	38.8	38.8	100.0
	Total	353	100.0	100.0	

Table 4.4 location: show that 216 respondents out of 353 belong to urban area which is 61.25 of the

sample and 137 respondents which is 38.8% of the sample are from rural areas

Table 5

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
social media platforms frequently expose me to discount offers (e.g., flash sales, limited-time promo codes)	353	1	5	3.31	1.082
Social media discounting encourages me to act quickly and make an unplanned purchase.	353	1	5	3.40	1.149
I have purchased products from brands after seeing their discount offers on social media, even if I didn't plan to buy those products.	353	1	5	3.25	1.167
When I see discounts offered by my favorite brands on social media, I am more likely to act impulsively.	353	1	5	3.48	1.133
Valid N (listwise)	353				

Table 4.5 suggests that the mean values are 3.31, 3.40, 3.25 and 3.48 that means that respondents are at moderate level of agreement across the items.

Table 6

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I am more likely to remain loyal to a brand that offers frequent discounts through social media.	353	1	5	3.33	1.154
When a brand offers discounts on social media, I feel like they care about my needs and preferences.	353	1	5	3.27	1.138
Discounts on social media sometimes make me feel less loyal to the brand, as I only associate with it because of the price.	353	1	5	3.25	1.179
I am willing to buy from a brand that I trust even if they do not offer regular discounts on social media.	353	1	5	3.44	1.091
Valid N (listwise)	353				

Table 4.6 shows that the mean values 3.33, 3.27, 3.25 and 3.44 are at moderate level of agreement across

the items which means that respondents are slightly agree to the items.

Table 7

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
The influencers I follow when promote products, I feel more connected to the brand.	353	1	5	3.28	1.132
I often rely on influencer reviews to decide whether to buy a product offered at a discount on social media.	353	1	5	3.33	1.163
I am more likely to feel loyal to a brand if I see that my favorite influencers are supporting it.	353	1	5	3.41	1.179
Social proof (reviews from influencers or other consumers) plays an important role in my purchasing decision when I see a discount.	353	1	5	3.40	1.185
Influencers' positive reviews increase my trust in the brand, especially during a discount promotion.	353	1	5	3.45	1.152
Valid N (listwise)	353				

Table 4.7 indicates that the mean values are 3.28, 3.33, 3.41, 3.40 and 3.45 which are more than the half of the maximum value which is 5 so it means that the respondents agree to the items.

Table 8

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
When I make an impulse purchase due to a social media discount, I feel satisfied with the product's quality, even if I didn't plan to buy it.	353	1	5	3.30	1.209
The instant gratification; of a discounted purchase makes me feel closer to the brand.	353	1	5	3.42	1.206
Impulse buying due to social media discounts results in a short-term emotional connection, but does not make me feel loyal to the brand in the long run.	353	1	5	3.14	1.313
Valid N (listwise)	353				

Table 4.8 shows that the mean values are 3.30, 3.42, and 3.14 which are more than half of the maximum value it means that respondents are slightly agree to the research items.

Table 9

Correlations					
		social media platforms frequently expose me to discount offers (e.g., flash sale)	Impulse buying due to social media discounts results in a short-term emotional connection...	I am more likely to remain loyal to a brand that offers frequent discounts through social media.	Social proof plays an important role in my purchasing decision when I see a discount.
social media platforms frequently expose me to discount offers (e.g., flash sales, limited-time promo codes)	Pearson Correlation Sig. (2-tailed) N	1 353	.281** .000 353	.269** .000 353	.182** .001 353
Impulse buying due to social media discounts results in a short-term emotional connection, but does not make me feel loyal to the brand in the long run.	Pearson Correlation Sig. (2-tailed) N	.281** .000 353	1 .000 353	.282** .000 353	.274** .000 353
I am more likely to remain loyal to a brand that offers frequent discounts through social media.	Pearson Correlation Sig. (2-tailed) N	.269** .000 353	.282** .000 353	1 .000 353	.266** .000 353
Social proof (reviews from influencers or other consumers) plays an important role in my purchasing decision when I see a discount.	Pearson Correlation Sig. (2-tailed) N	.182** .001 353	.274** .000 353	.266** .000 353	1 .000 353

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

Table 9 The correlation analysis was conducted using Pearson correlation in order to examine the associations between exposure to social media discount promotions, impulse buying, brand loyalty, and social proof. The findings show that the intercorrelations between all the variables are positive and statistically significant at the $p = .01$ level.

Impulse Buying and Loyalty: There was a strong positive relationship between the impulse buying triggered by discounts and brand loyalty ($r = .282$, $p < .001$). This trend can be taken as an indication that the fleeting affective attitude that discounted offers evoke can serve as a factor in maintaining a prolonged engagement with the brand.

Exposure and Impulse Behavior: The correlation between high frequency offerings on social media and impulse behavior was found to be correlated at a near same level ($r = .281$, $p = .001$) which indicated that high frequency strategies of a flash sale is effective in terms of triggering immediate buying behavior.

The Role of Social Proof: The strongest correlation was found between social proof (i.e., influencer and consumer reviews) and impulse buying, and the connection to the frequency of discount exposure was not as strong ($p = .001$).

Discussion:

Main Results from Chapter 4

The empirical analysis indicated that a number of salient insights that were made on the behavior of the 353 respondents are as follows:

Demographic Dominance: The sample was mostly young (77.3% of the respondents aged 18-25), male (55%), and an urban resident (61.2%). These shares comply with the demographic profile of the Gen Z and Young Millennial that was defined as the major users of social media shopping.

Moderate Consensus on Impulsivity: Means scores in Table 4.5 and Table 4.8 (between 3.14 and 3.48) suggest that respondents do not have a strong attitude that social media discounts, especially flash sales, causes impulse buying, but rather a consistent moderate agreement between 4.5 and 4.8.

Significant Positive Correlations: Table 4.9 confirms that there are no negative correlations and the correlation is significant between all the variables. It is interesting to note that the probability of impulse buying is significantly associated with the number of times the discount has been exposed to.

The Power of Social Proof: Influencer reviews and social proof scored some of the highest mean scores (3.45 Table 5.7), and it showed that trust in the brand during a discount period is severely supported by social proof.

Connection between Findings and Past Literature

Discounts as Stimulus: Discounts produce an effect that is consistent with earlier studies indicating that time-limited offers lead to a perceived scarcity that will not subject the decision-maker to the rational decision-making process. The 3.48 average score on acting on favorite brands is in favor of the theory that the established brand equity and discounts would form a strong buying stimulus.

Social Proof and Trust: The mean score is high in terms of influencer reviews (3.45), which supports the results of Chaimuo (2020), who believed that influencers are trust proxies. In an online scenario where it is not possible to check the physical products, the social proof fills the trust gap.

Unexpected Results

Most of the findings matched the expectations, but Table 4.8 showed an interesting complication:

The Long-Term Loyalty Gap: The product "Impulse buying... does not make me feel loyal to the brand in the long run" had a means of 3.14, which is the minimum in the set.

This implies a paradox of transactions. Although Pearson correlation demonstrated the existence of a positive correlation between impulse buying and loyalty, the descriptive statistics indicate that there is a group of consumers who perceive such purchases as a fleeting emotional response. This means that discounts will get the customers through the door, but it may not be enough to create affective loyalty or a sense of connection based on emotion but on conative loyalty; loyalty based on repurchase intention based on price.

Recommendations and Implications

According to the findings, the following strategies are proposed to the brands:

Use Micro-Influencers when it comes to making a sale based on High-Trust: In certain situations, the social proof was rated higher than the discounts, so brands should combine flash sales with influencer endorsements in order to increase the conversion.

Niche Urgency: Since this particular age group of 22-25 is the most active, the marketing budget must be focused on the application like Instagram and Tik Tok where countdown stickers and limited-time promotional codes can be used.

More than the Discount: To reduce the immediate emotional bond, brands should take on high-quality post-purchase interactions (e.g., loyalty points, personalized emails) to transform a onetime discount shopper into a fan of the brand.

Limitations

Geographic Concentration: Sixty-one-point two percent of respondents lived in urban areas, and this might have biased the results of people with easier access to the internet and delivery infrastructure.

Self-report bias will lead to under-reporting of impulsiveness by the respondents as a result of

social desirability bias, a tendency to avoid being viewed as having a reckless expenditure aspect.

Gender Distribution: The sample was 55 per cent male; but shopping behavior studies tend to indicate differences in the response different genders have in discounts, and was not considered as a moderating variable in this study.

Conclusion

This paper affirms the view that social media discount is an effective instrument of encouraging instant consumer response. The statistics indicate

that in the case of young population segment, a discount is not simply a price cut it is a social experience justified by social influencers and peers. Though, impulse buying is positively correlated with brand loyalty, the marketer should be cautious, as, though discounts initiate the initial purchase, the quality of the product, and the effectiveness of social proof enable the customer to maintain the bond. In the online world, the flash sale draws in the click, however, the review retains the customer.

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