

## **RAMIFICATION OF ONLINE ADVERTISEMENTS & HEDONIC VALUE VIA SOCIAL MEDIA PLATFORM ON IMPULSE BUYING FOR INDIAN STREET FOOD**

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### **ABSTRACT**

This study investigated about how online advertising via social media & hedonic value impact the impulse buying especially for Indian street food. Current study is focused on college students to see how impulse buying takes place for Indian street food when online advertising via social media is being done. The current study is based on the sample of 460 responses from people of Gandhinagar & Ahmadabad, Gujarat. To investigate the mentioned aim data has been analysed through variance based SEM approach. The result shows that there is a positive & significant impact of online advertisements on impulse buying among people for street food. The major contribution through current research is to highlight how new market for Indian street food has been emerged. It has gained a popularity & position as separate food junction at low prices with due thanks to social media. They are reaching at every corner & creating hedonic motivation among food lovers & taking them up-to the buying level. Current study has realistic implications which show the growing value for marketing via social media. This study will help in understanding & promoting even a small food vending outlet across the different geographical locations. This opens up new wings to marketing strategies in targeting new customers.

**Keywords:** Online Advertisement, Hedonic Value, Social Media, Impulse Buying & Indian Street Food.

### **INTRODUCTION**

India is known for its diversified cultural heritage with variety of spices with full of local tastes, food production, its storage & many other known factors responsible for diversified Indian cuisine. For people in India, food holds a profound meaning as it also defines the rituals, traditions & customs which bring them united as a one (Singh, 2017). With rapid growth in economy, employment opportunities have emerged in urban areas for food vendors not taxed & monitored by government of India. Even Europeans' food consumption is also becoming increasingly influenced by street food. For low and middle-income individuals, street food has always been popular, especially in cities in the third world and emerging countries. With an inflow of migrants and European and American tourist vacations, this kind of gastronomy, which has long been popular in Asian and African countries as well as Latin America,

began to reach Europe and North America. It has evolved into a food novelty channel (Wiatrowski, Skubina, & Trafiałek, 2021). Street food vendors defined as a person who offers goods for sale to public without having a permanent built-up structure but a temporary static structure or mobile stall (or head load). Street vendors may be stationary by occupying space on the pavements or other public/ private areas or may be mobile in the sense that they move from place to place carrying their wares on push carts or in cycles or baskets on their heads or may sell their wares in moving trains or bus etc (National Association of Street Vendors of India - NASVI) (Nayansi, Mishra, & Shukla, 2012).

Now a day's transition in food habits could be seen by their increase in demand & popularity. Not only this but street food in India also becomes popular among people as it is served at affordable prices (Thakur,

Mehra, Narula, Mahapatra, & Kalita, 2013). In growing phase of economy, Indian food has become something to be loved due to liberalisation (Srinivas, 2011). Researchers indicated that food which is exposed to air & sell by the vendors or hawkers is more contaminated & infectious (Raina, 2021). But Social media has enough advantages nowadays especially when it is about expanding the business through online advertisements. One of the new marketing techniques for the hospitality business, of which stand-alone fine dine restaurants are a part, is social networking (Khare & Alkonda, Impact Of COVID-19 On The Social Media Marketing Campaigns By Stand-Alone Fine-Dine Restaurants In Pune City, 2021). The use of social media is gaining popularity & admiration among business units (large or small). How could the street food vendors & sellers keep aside themselves in promoting & outreaching their customers? This new emerging business environment enabling street food vendors to integrate with social media to meet out their regular activities (Irbo & Mohammed, 2020).

Online advertisements on social media regularly recommending the street food fabricated with an emotional appeal to create interest among the crowd. It can be correlated to huge data base & the search history to attract more & more customers & to enhance the publicity in a span of shorter-period of time. Intuitively the relationship between customers & street vendors has progressed. Now due to such approach as it is creating the emotional bond through their videos. Vendors also shows preparation & hygiene related to their food stall to attract the customers. Unique names they attach to the food which they offer also sometimes help in attracting not only the adults but also the kids.

As internet now a days has become very simple to use, economical & techno-friendly for communication & exchange of thoughts & ideas among the people. The users of social media platforms can see various advertisements on different channels where recommendations posted for the products to customers. Online posted advertisements via social media create big publicity to attract customers & also to enhance the product demand. Yes we can say that on the basis of posted & shared videos in the form of

advertisements & live preparations related to food by sellers have increased their interaction with local people & people other geographical locations.

During Covid19 it was very difficult to move outside especially because people became so conscious for consuming even the vegetables & other open food served by street vendors. Street food is also perceived as somehow not hygienic but gradual usage of social media network resulted in best to promote their food items by showing from complete preparation to last serving. This for instances, YouTube, face book recommended & generated urge to buy & consume the same impulsively. For unplanned buying decision to purchase immediately, few studies has shown that emotions & sentiments plays an important role in purchasing process which is triggered by the well heated advertising messages & videos posted via social media (EJ, Kim, & Forney, 2006).

Many researches focuses on understanding several major factors that affect the impulse buying behaviour like for shopping, cosmetics, online shopping, fine dine restaurants etc. Further, so many researchers have also talked about the influence of purchasing impulsively but none of the researches identified the same association in context to impulse buying for street food in Gujarat.

Then the idea triggered for the current paper that why not to investigate how such online advertisements posted via social media by street food vendors impacting impulse buying among the viewers. This paper attempts to identify that how hedonic value affects impulse buying for the street food consumption.

## LITERATURE REVIEW

### Social Media & Online Advertising

Social media is has become a new style of networking with the help of internet & one can reach up to large numbers of people without limits. It has become an effective tool of communication in terms of promoting business ideas among masses (Irbo & Mohammed, 2020). The impact of social media is found to be very strong among the youths as they use more laptops & android mobiles to check status & tweets updates from friends & family (W.Akram & Kumar, 2017). Especially

youths spends a substantial chunk of their routine life interconnecting via social media (El-Badawy & Hashem, 2015). In today's age, social media is widely embraced in society. It is so much a part of people's life that if it is taken away, their responsibilities may change. Social media may be utilised for more than just conversation; it can also be used for business if the appropriate button is pressed (Nasir, Khatoun, & Bharadwaj, 2018).

Social media has turned into new forum that bring people to exchange ideas, thoughts, to connect with, relate to, seek advice, offer guidance & mobilise for a cause (Harchekar, 2017). Three most popular networks in social media is face book, tweeter & online communities (Kapoor, Tamilmami, Rana, Patil, Dwivedi, & Nerur, 2017). Social media has remarkable role in promoting food delivery companies through outstanding features of YouTube, Instagram, Facebook & LinkedIn & created buzz among the youths (Prajapati, Goswami, & Agrawal, 2020). There is an impact of social media on human brain & identity (Zeitel & Tat, 2014). Companies putting efforts to gain competitive advantages for which they must adapt learning approach on how to use social media. Marketers are now utilising this approach to reach out their customers (Paquette, 2013). Comments, posts, digital photographs, video sharing, and any other online interaction data generated by social media users are important and represent the lifeblood of social networking and social media sites (Abbas, Aman, Nurunnabi, & Bano, 2019).

Online advertisement is one of the most powerful modes of advertising the product & services which have the most powerful impact over the customer's mind (Krishnamurthy, 2001). A previous study identified the factors that influence online impulse purchases, such as product image, banner ads, low prices, and promotional deals. (Kervenoael, Aykac, & Palmer, 2009). Many studies have looked into whether internet purchasing impulse is a mental state or a psychological trait (Wells, Parboteeah, & Valacich, 2011). While making purchase or consuming any product people would like to concern about media sources & reviews (Beharrell & Denison, 1995). Absence of self control led to impulsive factor (Strack & Deutsch, 2004). While all unplanned purchases can be classified as impulsive, not all

impulsive purchases can be classified as such. (Koski, 2004). Consumers' impulsive buying behaviour is influenced by the cognitive and emotive components of social media video marketing. Furthermore, demographic parameters such as age, gender, and socioeconomic standing of consumers affect the association between social media video advertisements and impulsive buying behaviour. (Chawla, 2020).

Based on previous researches, following hypothesis is formulated as given below -

*H1: Online Advertising via social media contributes significant effect on impulse buying for street food.*

### **Social Media & Online Advertising**

The demand for non-traditional services has grown as a result of abrupt and unprecedented urban growth, as well as an increase in the size of the labour force. The unorganised, lower-class image of street food has faded, and it is now a thriving and major informal-sector industry (Rane, 2011). The socio-cultural infrastructure of cities relies heavily on street food. It not only provides low-cost food to individuals of many socioeconomic classes, but it also reflects cultural assimilation and a greater social acceptance of various types of food (Neti & Guha). Food vendors' poor handling and disrespect for hygienic procedures may allow dangerous bacteria to come into touch with food, live, and proliferate in sufficient numbers to cause sickness in the consumer. Even sometimes food is not protected from flies & rare application appropriate temperature for food storage (Gadi, Bala, & Kumar, 2018).

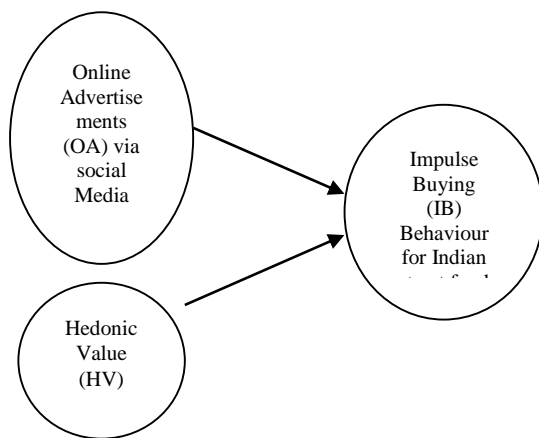
Street food is different form of supplying food to or places near to high traffic, schools, parks, markets & tourists destinations (MichałWiatrowski, -Skubina, & Trafiałek, 2021). Millions of unskilled people earn a steady income by preparing and selling food on the streets. However, there are inherent risks involved in selling meals on the streets. Some of these dangers include causing accidents in congested areas, being penalised for occupying the pavements, conducting illegal sales, and hiring youngsters as workers (Sezgin & Şanlıer, 2016).

As per the chamber Dictionary in 1993, the principle describes pleasure as highest value in a desirable life style & enjoyment eagerness is hedonism (Chauhan, Banerjee, & Mittal, 2020). It is about pleasure, joy & happiness (Andrew, 2008). It is considered as emotional pleasure attained from consumption of street food (Seo & Lee, 2021). Hedonism is discovered to be the most important antecedent in predicting intents to eat street foods (Ozdemir, Karsavuran, & Yilmaz, 2018). Consumption of street food may have hedonic aspects, such as connection with local cultures. (M.Calloni, 2013). Based on the above literature following hypothesis framed-

*H2: Hedonic value via social media contributes significant effect on Impulse buying for street food.*

### Conceptual Framework

The following diagram illustrates the conceptual framework to see the impact of online advertisements & hedonic value created via social media platform on impulse buying behaviour for street food consumption.



Source: Author

Figure 1: conceptual Framework for the research

### RESEARCH METHODOLOGY

This study examines the relationship between the mentioned variables to study the scenario for Indian street food in Ahmadabad & Gandhinagar. Data collection for the current research has been done during the lock-down by applying non-probability purposive sampling technique. The questionnaire was used to collect the data among 421 prospective respondents out of which 386 valid responses received. So the sample for the current study became 386. The samples collected from the

area of Gandhinagar & Ahmadabad, Gujarat central locations identified for selling street food.

The respondents were mainly from age group 18 years to 47 years. Questionnaire also consists of demographic details shown in table 1:

Table-1 Demographic Details

Demographic Variable	Categories	Percentage of Respondents
Gender	• Male	• 56.9
	• Female	• 43.7
Age (Yrs)	• 18-25	• 29.7
	• 25-32	• 22.3
	• 32-39	• 18.7
	• 39-46	• 15.3

Tools used for the data collection adopted from standardised tools detailed in below table 2.

Table-2 Constructs Adaptation

S. No	Constructs used	Authors Detail
1	Impulse Buying	Rook and Hoch (1985)
2	Hedonic Value	Babine et al. (1994)
3	Online Advertisement	Henthorne et al. (1993)

All items were placed on 7 point likert scale ranged from strongly disagree to strongly agree. Data analysis was done by applying through variance based structural equation modelling (SEM) by SmartPLS software. Composite reliability, AVE values & relationship between the variables is tested to evaluate the model.

### DATA ANALYSIS

#### Measurement Model Assessment

Model is tested for validity of scale for the current study. Scales are adapted from previous studies (Table 2). The content validity is evaluated through composite reliability (CR) & average variance extracted (AVE) to study the relationship among the used constructs. Table-3 depicts the value of CR & AVE.

**Table 3: Reliability & Convergent Validity**

Constructs	Parameters		Croanbach's Alpha	Rho_A	Composite Reliability (CR)	Average Variance Extracted (AVE)
Online Advertising via social media	OA1	0.763	0.929	0.961	0.995	0.675
	OA2	0.877				
	OA3	0.837				
	OA4	0.682				
	OA5	0.973				
Hedonic Value	HV1	0.724	0.908	0.985	0.999	0.775
	HV2	0.828				
	HV3	0.746				
	HV4	0.714				
	HV5	0.967				
Impulse Buying for Indian street food	IB1	0.82	0.937	0.979	0.987	0.963
	IB2	0.827				
	IB3	0.789				
	IB4	0.856				
	IB4	0.867				

Source: Author's Calculation

Above table showing the values for composite reliability (CR) & average variance extracted (AVE) which is more than the threshold value of 0.7 for CR as it ensures reliability of scale (Ali, W.G, & K, 2016) (Hair, Risher, Sarstedt, & Ringle, 2019) & 0.5 for AVE to access the convergent validity (chin, Peterson, & Brown, 2008) (Sarstedt, Ringle, & Hair, 2021). Both CR & AVE values found satisfactory to proceed with further testing as shown in (Table-3).

The validity which is important to check is dicriminant validity whether measures are not

the reflection of some other constructs. To check this HTMT test (Hetrotrait- Monotrait Test) for correlation ratio. Table 4 shows the values of HTMT test which should be more than the standard value of 0.85 (threshold value) to qualify the testing criteria (Henseler, Ringle, & Sarstedt, 2015).

The results from Table-5 show how structural model is accessed by applying bootstrapping through SmartPLS software to check beta values, T values.

**Table 4 HTMT Test for Discriminant Validity**

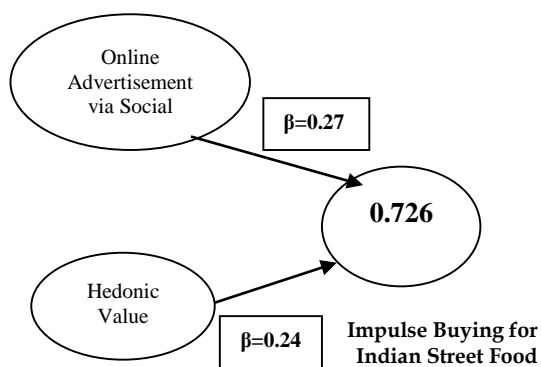
Constructs	Online Advertising	Hedonic Value	Impulse Buying
Online Advertising via Social Media (OA)			
Hedonic Value (HV)	0.956		
Impulse Buying for Indian street food (IB)	0.859	0.921	

**Table 5 Structural Estimates Hypothesis Testing**

Hypothesis	Beta (β)	T Value	Decision
<i>H1: Online Advertising via social media contributes significant effect on impulse buying for street food.</i>	0.27	4.32**	supported
<i>H2: Hedonic value via social media contributes significant effect on Impulse buying for street food</i>	0.24	2.67**	supported

Notes: Critical t-values. \*1.96 (P < 0.05); \*\*2.58 (P < 0.01).

Source: Author's Calculation



Source: Author

Figure 2: Structural estimates

The results of structural estimates given in table 5 for hypothesis testing is assessing the structural model (Fig. 2) by applying bootstrapping through the SmartPLS software & identified beta values, T-values & value of F square. If we see the relationship between the variables where online advertisements via social media positively & significantly affect the impulse buying for Indian street food ( $\beta = 0.27$ ;  $P < 0.01$ ). In addition, hedonic value is also positively & significantly affecting the impulse buying for Indian street food ( $\beta = 0.24$ ;  $P < 0.01$ ). Hence H1 & H2 were all supported (Table 5). Moreover, online advertisements via social media & hedonic value explains 72.6 % variance in impulse buying behaviour for Indian street food ( $R^2 = 0.726$ ).

$Q^2$  calculation is done to see the predictive relevance of path model for a specific dependent construct whose value should be greater than zero for a particular latent variable (Sarstedt, Ringle, & Hair, 2017). The findings suggest that the value of  $Q^2$  for impulse buying is 0.231 which is more than zero, which shows a strong effect. Finally, SRMR is a measure of the model's approximate fit. If the SRMR is smaller than 0.08, a model is said to fit well (Hu & Bentler, 1998). For the current model, the SRMR value is 0.064, the NFI value is 0.706, and the chi square value is 1083.33. As a result, the study's findings are very acceptable. (Hu & Bentler, 1998).

### Managerial Implications

As per the above study, it can be seen that Indian street food has captured a huge market & gaining popularity continuously. Social

media has played a very significant role in creating awareness especially on the part of food preparation among the crowd using social media via face book, instagram & watsapp especially. This sector is perceived as highly unorganised but it can be taken up-to structured market due to the awareness among the viewers & crowd. Vendors could extend their selling business up to certain level & earn good money which will not only affect their economic stability as well as their standard of living. The current study could be beneficial for vendors as well as it will help them in identifying their income potential for the street food which they plan or currently selling.

Viewers got emotionally connect with such visuals which affect their excitement level to consume such eatables. The best real example listed when Baba Da Dhaba happened in Delhi NCR. People from nearby locality visited & helped the old age vendor & his wife in consuming the food they were selling.

### LIMITATIONS & FUTURE SCOPE

#### Limitations

- There are definitely certain limitations while doing this current research. The most un-doubted limitation is related to is sample size which was relatively small & the data was only collected from the area Gandhinagar & Ahmadabad prime locations. So findings of the current study could not be generalised overall.
- Another limitation was limited time frame due to which some further extended data collection through interviews could not be possible within the analysis for identifying the impulse behaviour for Indian street food.

#### Future Scope

- As far as future scope is concern the current research has huge scope as vendor in numbers are increasing day by day across India. Also Social media is also gaining attention among every type of crowd be it literate or illiterate. Many researches can be pursued by researchers which increasing sample sizes from other geographical areas.
- Variables could be added for further study like customer satisfaction, hygiene factor, taste & likeness etc. Some moderating

effect could also be studied for making such studies more fruitful.

## CONCLUSION

Social media is new buzz in extending business which make news & create awareness & networking especially in selling Indian street food. Both organised & unorganised business could have benefit from such networking through different long range communication sometimes informally. Customers could collaborate easily with the street food vendors via social media. Such social media platform helps in sharing their advertising content easily & customers will easily understand the products which led their impulse buying for the consumption of Indian street food. Crowd could easily be motivated to consuming the stuff with pleasure as it also affects the impulse buying positively. People feel emotionally connected & self motivated to reach up to local vendor to consume the items sold by Indian street vendors even if it is tea vendors in Gujarat.

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