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An Empirical Study on the Drivers of Impulsive Buying Behavior in Response to Sponsored Social Media Advertisements

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Abstract. This study investigates the impact of sponsored social media advertisements on impulsive buying behaviour among online shoppers in Kathmandu, Nepal. Using an enhanced unified theory of acceptance and use of technology (UTAUT) model, we examine the roles of interactivity, perceived relevance, informativeness, and hedonic motivation in driving impulsive purchases. Data from 385 respondents were analysed using structural equation modelling and bootstrap analysis. The results demonstrate that interactivity, informativeness, and hedonic motivation significantly influence impulsive buying behavior, whereas perceived relevance does not exert a notable effect. Contrary to initial hypotheses, gender does not moderate these relationships. These findings contribute to our understanding of the effectiveness of social media marketing within emerging markets and offer valuable insights for marketers aiming to engage Nepalese consumers. The study underscores the importance of creating interactive and emotionally engaging content in sponsored social media advertisements to stimulate impulsive purchasing behavior.

Keywords: Sponsored Social Media Advertisement, Impulsive Buying Behavior, Gender, Kathmandu, Nepal

1. Introduction

Social media is a platform utilized substantially all over the world. The business community has, nowadays, increasingly turned to social media for advertising due to its extensive user engagement. Businesses are deploying personalized and targeted advertisements on social media to attract potential consumers to their products and brands. Social media advertisements have emerged as a highly popular and effective tool for brand promotion and sales enhancement. Consequently, many business organizations worldwide leverage social media as a platform to expand their consumer base (Being & Khan, 2018), and its convenience has contributed to its popularity among both buyers and sellers (Kitchen & Proctor, 2015). The e-commerce industry is taking the full advantages of social media platforms to generate publicity, capitalize consumers, and boost sales (Chauhan et al., 2020). Currently, businesses prioritize social media as a means to interact with consumers over other advertising methods, enabling them to target specific demographics based on user data such as age, gender, location, and interests (Ninan et al., 2020; Hoffman & Fodor, 2010). Moreover, Rehman et al. (2014) assert that social media advertisements are also beneficial for obtaining information and contacting potential consumers via email, regardless of their physical location. The widespread use of the internet has popularized social media, making it an attractive avenue for business advertising. Mao and Zhang (2017) demonstrated that presenting the right advertisement with appropriate content to a potential consumer can influence consumer mentality, potentially leading to behavioral actions such as impulsive purchasing.

The ease of online payment has greatly simplified the online shopping experience, eliminating the need to visit physical stores. Individuals can effortlessly purchase desired items and have them delivered to their doorstep with just a computer or mobile device. This convergence of e-commerce and convenient online payment methods has significantly influenced consumers' online buying decision-making processes (Putri et al., 2022). Chan et al. (2017) remarked that advertisements through social media encourage people to impulsive purchases. The new generation, in contrast to previous ones, displays a preference for exploring multiple options available on various online platforms and seeking advantageous deals before committing to a purchase. Consequently, marketers are dedicating more attention to understanding consumers' cognitive processes and emotional states when faced with a multitude of alternatives. The transition from traditional brick-and-mortar shopping to online shopping has significantly influenced how individuals reach their final decisions when making online purchases (Nuseir, 2020).

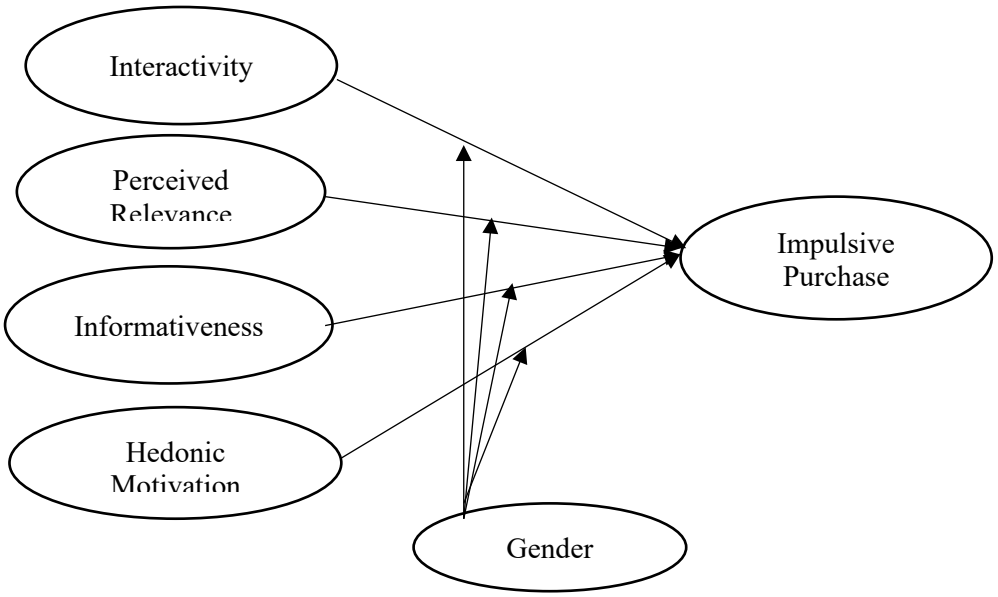
Impulsive buying, according to Utami (2010), occurs when consumers make unplanned purchases after seeing a product or related information, driven by the product's appeal and utility. Khalifa and Shen (2007) suggested that paid promotions on social media can encourage impulsive buying because they contain customized information. Malla and Yukongdi (2020) illuminated the role of personality and social factors in purchase intentions, particularly embedded to counterfeit products. Shah et al. (2019) highlighted the dimensions impacting consumer intentions in social media advertising. Rai and Rai (2022) provided insights into online shopping and its impact on purchase intentions. Khail et al. (2023) examined the preferences of young consumers in Balochistan, Pakistan, while Agil et al. (2022) focused on Malay millennial consumers in Malaysia. These studies found that interaction, informativeness, creativity, and attractiveness influence consumer purchase intentions. According to research by Putri et al. (2022), trust, security, service quality, and perceived relevance all significantly impact online purchases among an Indonesian sample. Devkota et al. (2021) underscored the importance of economic considerations in online advertising perceptions. Wahab et al. (2018) uncovered the link between hedonic motivation, product browsing, and impulsive purchase. Ninan et al. (2020) confirmed that buying intention, brand awareness, product perception, brand loyalty, and interactions significantly influence purchase decisions, highlighting the importance of social media marketing for Generation Z in India.

Sponsored social media advertisements have been recognized as a tool to influence potential consumers towards impulsive buying behavior, making it an area of interest in recent years (Nelson et al., 2012). This study aims to investigate the impacts of external factors on impulsive buying, particularly focusing on the impact of sponsored social media advertisements. Various factors within sponsored advertisements can influence impulsive buying behavior. Furthermore, the relationship between sponsored social media and impulsive buying behavior might be negatively impacted by an individual's personality, past experiences, and the amount of time spent on social media (LaRose et al., 2018). The study's goal is to minimize the knowledge gap regarding how sponsored social media ads affect consumers' purchase decisions in the digital age. While previous studies (Khail et al., 2023; Putri et al., 2022) have shed light on various aspects of online advertising and purchase intentions, there remains a need for a comprehensive examination of the specific impact of sponsored advertisements.

Most studies on online shopping effectiveness in Nepal (Rai, 2020; Vaidya, 2022) have ignored the effect of sponsored social media advertisements on impulsive buying. Therefore, this study is novel in the Nepalese context and adds new literature on the effectiveness of sponsored social media in creating buying intentions in Nepal. Our findings extend the literature on social media advertising by demonstrating the crucial role of interactivity and hedonic motivation in driving impulsive purchases in the Nepalese context, factors not typically emphasized in traditional advertising models. Thus, this study aims to (1) examine the influence of sponsored social media advertisements on impulsive buying behavior, (2) investigate the mediating role of gender in the relationship between sponsored social media advertisements and impulsive buying, and (3) provide insights for marketers in the Nepalese context.

1.1 Theoretical Framework

The variables of this study have been derived from the research conducted by Shah et al. (2019). Their study, based on a Pakistani sample, confirmed that purchase intentions are highly influenced by performance anticipation, hedonic motivation, interaction, informativeness, and perceived relevance. These findings emphasize the pivotal role of these factors in shaping consumers' inclinations to buy products or services promoted on social media platforms. Consequently, these variables have been considered for the present study as well. Figure 1 illustrates the associations among the dependent, independent, and moderating variables.



Source: Shah et al. (2019)

Fig. 1: Theoretical Framework

1.2. Hypotheses

H1: Interactivity is positively correlated with impulsive purchase.
H2: Perceived relevance is positively correlated with impulsive purchase.
H3: Informativeness is positively correlated with impulsive purchase
H4: Hedonic motivation is positively correlated with impulsive purchase.
H5: The association between impulsive buying and interactivity is mediated by gender.
H6: The association between perceived relevance and impulsive purchase moderated by gender.
H7: The association between informativeness and impulsive purchase moderated by gender.
H8: The association between hedonic motivation and impulsive purchase moderated by gender.

2. Literature Review

2.1. The Elaboration Likelihood Model (ELM)

The elaboration likelihood model (ELM), developed in the 1980s by Richard E. Petty and John T. Cacioppo, explains how individuals respond to persuasive messages, such as sponsored advertisements, based on their level of cognitive engagement. In the context of sponsored ads and impulsive buying, the ELM posits that advertisements designed to encourage deeper cognitive processing through interactivity, relevance, informativeness, and appeal are more likely to persuade and lead to impulsive purchases. These advertisements capture attention, evoke emotions, and provide essential information, prompting individuals to contemplate the message more thoroughly. This heightened cognitive engagement can foster stronger positive feelings towards the product or brand, increasing the likelihood of impulsive buying (Petty & Cacioppo, 1986).

2.2. The Hedonic Consumption Model

The hedonic consumption model, grounded in consumer behavior research, emphasizes the emotional and experiential aspects of consumer decision-making (Hirschman & Holbrook, 1982). It asserts that consumers seek emotional satisfaction and pleasure from their purchases, beyond the practicality of products. Applied to sponsored advertisements and impulsive buying, the model suggests that advertisements offering hedonic value through features like interactivity and relevance cultivate positive emotions associated with the brand or product. Consequently, these positive emotions can trigger impulsive purchases, driven by the desire to relive the enjoyable sentiments elicited by the advertisement. Furthermore, this emotional connection fosters lasting brand loyalty, as consumers tend to favour brands that evoke positive emotions. This underscores the importance for marketers to craft emotionally captivating sponsored advertisement campaigns.

2.3. The Cognitive Appraisal Theory

The cognitive appraisal theory, frequently employed in consumer behavior contexts, suggests that people assess situations and stimuli by considering factors like relevance, value, and desirability. When it comes to sponsored advertisements, especially those that are interactive and informative, this theory posits that such ads can significantly influence consumers' evaluations of the promoted products. These advertisements have the potential to augment consumers' perceptions of a product's worth and appeal by providing valuable information, catering to consumer needs, and creating a sense of relevance. Consequently, these heightened cognitive evaluations can stimulate impulsive purchasing tendencies, as consumers are more inclined to view the product as a valuable and desirable acquisition (Lazarus, 1991).

2.4. Interactivity and Impulsive Purchase

Ninan et al. (2020) investigated the effect of social media marketing on Generation Z's buying intentions in India using self-administered questionnaires with a sample size of 424 and employing independent

sample t-tests and multiple linear regression. The study found that social media marketing outperformed conventional marketing strategies in influencing Generation Z's purchasing intentions, positively affecting brand awareness, product perception, brand loyalty, and interactivity between customers and businesses. The research highlighted the significance of social media for retaining customers, optimizing search engine rankings, and noted disparities in purchase intent preferences between social media and traditional advertisements. Neupane's (2019) research in Nepal, using structured self-administered questionnaires with 75 participants, found that online platforms like Facebook, YouTube, Instagram, and Twitter were favored for social interactions.

The study suggested the importance of online marketing for effectively utilizing social media for product advertising and engaging potential customers in the Nepalese context. Nuseir's (2020) research in the UAE, employing questionnaires with 150 participants and factor analysis, emphasized Facebook's role in driving impulsive purchasing behaviors, which can differ from traditional rational buying patterns, finding a positive influence of interactivity on impulsive purchase. Mahalakshmi and Kathiravan (2019) examined the influence of social media use on impulsive purchasing behavior in the e-tail context in India using questionnaires with a sample size of 50. Their findings highlighted that social media's interactivity significantly affects impulsive purchasing behavior within E-Tailing, emphasizing its importance for marketing professionals.

2.5. Perceived Relevance and Impulsive Purchase

Khail et al. (2023) conducted research in Pakistan using a deductive quantitative approach and survey questionnaires to investigate factors influencing the purchase intentions of young consumers in Balochistan. Their findings indicated that hedonic motivation, habitual behavior, interactive experiences, informativeness, and perceived relevance significantly impact buying intentions, offering insights into the preferences and behaviors of young consumers in Balochistan, Pakistan. Luo et al. (2021) examined the impact of relevant online promotions on Chinese consumers' impulsive buying behaviors for fast-moving consumer goods using a questionnaire with 430 participants and regression analysis. The study found that relevant online promotions significantly impact impulsive buying, moderated by product characteristics and consumer traits, highlighting the role of anticipated regrets in shaping impulsive online shopping intentions. Liyanage et al. (2020) reviewed the literature on online impulse buying, highlighting its importance through theoretical perspectives, perceived relevance, empirical investigations, and practical observations.

2.6. Informativeness and Impulsive Purchase

Agil et al. (2022) investigated the impact of interaction, informativeness, creativity, attractiveness, and habitual behavior on consumer purchase intentions among Malay millennial consumers in Malaysia using purposive sampling, questionnaires, and focus group discussions. The study found that these factors significantly influence purchase intent in this demographic, providing valuable insights for marketers targeting Malay millennial consumers. Devkota et al. (2021) conducted research in Kathmandu Valley, Nepal, focusing on factors related to hedonism, credibility, the state of the economy, informativeness, quality, and attitude toward online advertising. Through a descriptive cross-sectional research design with a sample size of 401 and structural equation modelling, they found that factors associated with the economy and the quality of online advertising significantly impact people's attitudes toward online advertising. This underscores the importance of economic considerations and advertising quality in shaping perceptions of online advertising. Malla and Yukongdi (2020) examined factors influencing purchase intentions, including personality and social factors, informativeness, price consciousness, perceived risk, and normative susceptibility in relation to counterfeit fashion products using a survey with 204 participants and hierarchical regression analysis. The study found that price consciousness increases the intention to purchase counterfeit goods, while perceived risks have the

opposite effect, with normative susceptibility significantly increasing the inclination to buy counterfeit goods, offering insights into the reasons behind such purchases.

2.7. Hedonic Motivation and Impulsive Purchase

Shah et al. (2019) explored factors influencing consumers' intentions to make purchases through social media advertising in Pakistan using structural equation modeling (SEM) and a questionnaire survey with 260 participants. The study showed that purchase intentions are highly influenced by performance anticipation, hedonic motivation, interaction, informativeness, and perceived relevance. Rai and Rai (2022) focused on online shopping and its impact on purchase intentions using a questionnaire with 425 participants and employing an ordinary least square model and correlation analysis. Their research unveiled that individuals' online shopping attitudes, perceptions of customer service, hedonic motivation, product quality, and price fairness all exerted a notable and positive influence on the intention to make purchases among potential customers. Wahab et al. (2018) investigated Indonesian impulsive purchase behaviors, product browsing, and the reasons behind online shopping using a quantitative strategy with convenience sampling and a sample size of 300, questionnaires, and SEM.

The results of the study demonstrated the significant influence of hedonic motivation on impulsive fashion purchases as well as product browsing, with utilitarian drive having the greatest effect on product browsing. Furthermore, it was found that the act of product browsing has a direct impact on impulsive purchasing, serving as a mediator between hedonic motivation and impulsive purchasing, particularly in the setting of social commerce on websites like Instagram. Kazi et al. (2019) investigated the effects of social media, electronic word-of-mouth, hedonic incentive, and trust on consumers' impulsive purchasing behavior in Hyderabad, Pakistan using a sample size of 195 and regression analysis. The study found that social media significantly affects impulsive online purchases, highlighting the importance of social media in stimulating impulsive buying among consumers.

2.8. The Effect of Gender on Impulse Purchase

Gender is taken as an important demographic factor while undertaking research (Chen et al., 2016; Zhou et al., 2014). Studies (Segal & Podoshen, 2013; Styven et al., 2017) found that females are more prone to impulsive purchases than males, often due to emotional attachments to family members, especially children (Moksnes et al., 2010; Isabelle, 2016). According to Chen et al. (2022), there is no moderating influence of gender on the association between social media use and impulsive purchases.

3. Research Gap

The current research lacks a deep exploration of how sponsored social media advertisements specifically influence impulsive buying behavior. While some studies, such as Shah et al. (2019) in Pakistan and Agil et al. (2022) in Malaysia, have examined aspects such as interactivity and informativeness, and others like Ninan et al. (2020) in India have highlighted the importance of social media marketing, there remains a gap in understanding how these advertisements lead to impulsive purchases. Most previous research focused mainly on purchase intentions and brand awareness. Additionally, although Wahab et al. (2018) studied hedonic motivation in Indonesia, its role in the relationship between interactivity, perceived relevance, informativeness, and impulsive buying behavior needs further exploration. This gap highlights the need for comprehensive studies on the relationships between independent variables and their effects on impulsive purchasing in the context of sponsored social media ads. Moreover, considering cross-cultural differences, as seen in Vaidya's (2019) work in Nepal, underscores the need for a detailed understanding of sponsored social media advertising's effectiveness.

4. Methodology

The study employed a causal-comparative research design. The population for this study consists of regular users of online shopping in Kathmandu Metropolitan City, the capital city of Nepal. Kathmandu is home to residents from all provinces of the country, making it representative of the entire nation's population. As the exact number of people using social media as a source of advertisement in Kathmandu is unknown, the population is considered unknown. The sample size was determined using Cochran's (1977) formula and A power analysis using G*Power 3.1 (Faul et al., 2009) indicated that a minimum sample size of 384 was required to detect medium effect sizes ($f^2 = 0.15$) with 80% power at the 5% significance level, given the number of predictors in our model. Consequently, a sample of 384 potential consumers of online shopping was selected. The samples were chosen using a non-probability sampling technique, as respondents spontaneously provided the responses using Google Forms boosted on social media. This method minimized the chances of bias. A 7-point Likert Scale questionnaire served as the primary data source. The questionnaire was distributed via Google Forms, which were promoted on social media to gather responses. Additionally, a few respondents were personally identified and requested to complete the questionnaire. Out of the 550 distributed questionnaires, 387 responses were returned, and 385 of them were valid.

To assess the reliability of the instruments used in the research, Cronbach's Alpha and Composite Reliability were employed. Five item questions each for interactivity, perceived relevance, informativeness, and hedonic motivation were adopted from Hussain et al., (2022), with corresponding Cronbach alpha values of .896, .909, .882, and .879 respectively. Similarly, the impulsive purchase construct, comprising eight item questions adopted from Olsen et al. (2016), had an alpha value of .905. The CR values for these items were .897, .909, .883, .880, and .906, respectively, justifying the reliability of the instrument. In order to determine how well the suggested model fits, various measures were utilized to determine the model fit, including CMIN/DF, GFI, AGFI, CFI, and RMSEA. Convergent validity was assessed using the Average Variance Extracted (AVE) and compared to the Composite Reliability (CR). Discriminant validity was demonstrated through the Mean Square Error (MSE), the square root of AVE, and internal construct correlation. Path analysis was conducted to explore the relationship between the dependent and independent variables. Furthermore, to evaluate the influence of gender on the connections between interactivity, perceived relevance, informativeness, hedonic motivation, and impulsive purchase, a bootstrap analysis with 5000 resamples was conducted. Given that most studies (Kazi et al., 2019; Vaidya, 2022; Agil et al., 2022) employed SEM and Bootstrap to measure similar effects. So, SEM and Bootstrap were selected for the impact analysis.

5. Results

This portion of the research focuses on examining the impact of one variable to another, as well as the involvement of a moderating variable.

5.1. Reliability Analysis

Table 1: Cronbach's Alpha of Constructs

Constructs	Cronbach's Alpha
Independent Constructs	
Sponsored Social Media Ads (SSMA)	0.784
Interactivity (IA)	0.896
Perceived Relevance (PR)	0.909
Informativeness (IN)	0.882
Hedonic Motivation (HM)	0.879
Dependent Construct	
Impulsive Purchase (IP)	0.905

Cronbach's alpha values for sponsored social media advertisement (.784), interactivity (.896), perceived relevance (.909), informativeness (.882), hedonic motivation (.879), and impulsive purchase (.905) are all above 0.70. Therefore, the reliability of all variables is at an acceptable level (Nunnally & Bernstein, 1994).

5.2. Convergent and Discriminant Validity

Table 2: Values of CR, AVE, MSV, Square Root of AVE, and Inter-Construct Correlation

	CR	AVE	MSV	HM	IA	PR	IN	IP
Hedonic Motivation (HM)	0.880	0.647	0.228	0.804				
Interactivity (IA)	0.897	0.686	0.015	-0.002	0.828			
Perceived Relevance (PR)	0.909	0.713	0.004	-0.006	0.063	0.845		
Informativeness (IN)	0.883	0.653	0.228	0.478	0.055	0.040	0.808	
Impulsive Purchase (IP)	0.906	0.659	0.199	0.446	-0.122	0.014	0.381	0.812

No Validity Concerns

All constructs exhibit composite reliability values of .880, .897, .909, .883, and .906, which are all greater than 0.70 (Anderson & Gerbing, 1988). This indicates that the constructs used in the data collection instruments are sufficiently reliable. Additionally, the Average Variance Extracted (AVE) values for the constructs are .647, .686, .713, .653, and .659, all exceeding the threshold of 0.50 (Fornell & Larcker, 1981). Moreover, each construct's Composite Reliability (CR) is greater than its AVE, confirming strong convergent validity (Fornell & Larcker, 1981). According to Chin (1998), each construct's AVE is higher than the Mean Shared Variance (MSV), and the square root of the AVE for each construct exceeds the correlations between constructs. This further supports the constructs' discriminant validity. Therefore, the test outcomes provide substantial evidence of both convergent and discriminant validity, validating the constructs' effectiveness. In conclusion, the reliability and validity of the constructs justify the use of Structural Equation Modeling (SEM) for the analysis.

5.3. Relationship Between Sponsored Social Media Ads and Impulsive Purchase

The goodness of fit of the proposed model was tested using the measurement model. The second-order construct of sponsored social media advertisement is comprised of four first-order constructs: interactivity, perceived relevance, informativeness, and hedonic motivation. The first-order construct of impulsive buying is considered separately. Figure 1 illustrates the second-order construct of sponsored social media advertisement alongside the first-order construct of impulsive buying.

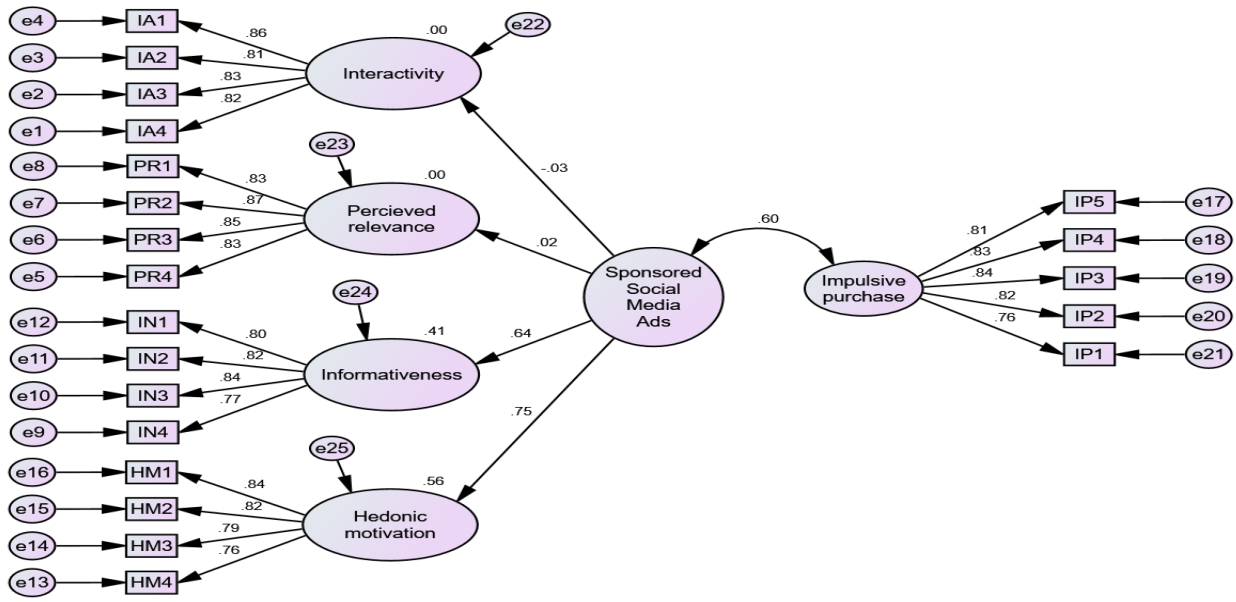


Fig. 2: Measurement Model

The second-order construct of sponsored social media advertisements and the first order construct of impulsive purchase model show the goodness of fit with the results in Table 3.

Table 3: Model Fit Measurement of Sponsored Social Media Ads and Impulsive Purchase

Measure	Estimate	Threshold	Interpretation	References
Chi-square	388.52			
DF	184			
P-Value	0.000			
CMIN/DF	2.112	< 3	Good fit	Byrne, 2010; Hu & Bentler, 1999
GFI	0.929	> 0.90	Good fit	Byrne, 2010; Hair et al., 1998
AGFI	0.911	> 0.90	Good fit	Byrne, 2010; Hair et al., 1998
CFI	0.968	> 0.95	Good fit	Bentler & Bonett, 1980
RMSEA	0.047	< 0.05	Good fit	Byrne, 2010; Hair et al., 1998

The chi-square value of 388.52 with 184 degrees of freedom yields a relative chi-square ratio of 2.112, which is below the recommended threshold of < 3 (Byrne, 2010; Hu & Bentler, 1999), indicating a satisfactory fit. The Goodness-of-Fit Index (GFI) is 0.929, exceeding the recommended criterion of > 0.90 (Byrne, 2010; Hair et al., 1998), demonstrating an excellent fit. Similarly, the Adjusted Goodness-of-Fit Index (AGFI) is 0.911, which is above the recommended threshold of > 0.90 (Byrne, 2010; Hair et al., 1998), also indicating an excellent fit. The Comparative Fit Index (CFI) score of 0.968 surpasses the recommended threshold of > 0.95 (Bentler & Bonett, 1980), reflecting a satisfactory fit. Additionally, the Root Mean Square Error of Approximation (RMSEA) value of 0.047 is below the recommended criterion of < 0.05 (Byrne, 2010; Hair et al., 1998), suggesting a satisfactory fit. Collectively, all indices support the model's goodness of fit.

5.4. Structural Relationship Between Sponsored Social Media Ads and Impulsive Purchase

Path analysis was used to show the structural relationship between sponsored social media advertisements and impulsive buying. The path diagram shows the impact of sponsored social media ads on impulsive purchase in Figure 3.

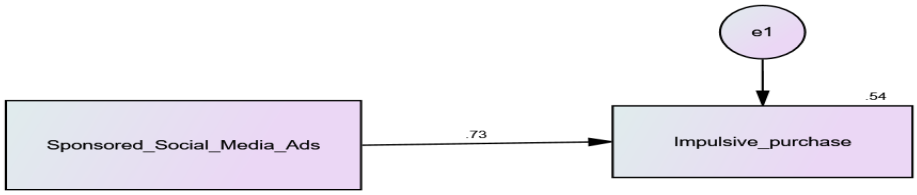


Fig. 3: Structural Model

The path model shows the hypothesized relationship between sponsored social media advertisements on impulsive purchase. Thus, the hypothesized association is presented in Table 4. Sponsored social media ads had a positive and significant impact on impulsive purchase as p-value is less than 1 percent level of significance.

Table 4: Hypothesized Relationship Between Sponsored Social Media Advertisements and Impulsive Purchase

Hypothesized Relationship			Standardized Estimate	C.R. (t-value)	P-value
Impulsive Purchase	<---	Sponsored Social Media Ads	0.733	24.091	***

5.5. Relationship Between Interactivity, Perceived Relevance, Informativeness, Hedonic Motivation and Impulsive Purchase

The measurement model is used to test the goodness of fit indices. The model has used four first-order constructs of interactivity, perceived relevance, informativeness, hedonic motivation and the first-order construct of impulsive purchase presented in Figure 4.

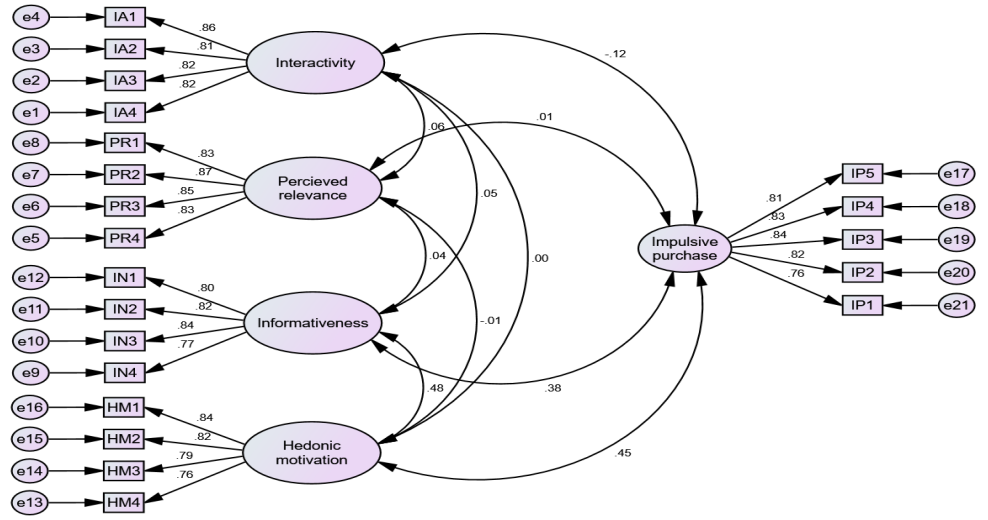


Fig. 4: Measurement Model

The goodness of fit indices of the four first-order constructs of interactivity, perceived relevance, informativeness, hedonic motivation and the first-order construct of impulsive purchase is shown in Table 5.

Table 5: Model Fit Measures of Inter-Activity, Perceived Relevance, Informativeness, Hedonic Motivation and Impulsive Purchase

Measure	Estimate	Threshold	Interpretation	References
Chi-square	375. 846			
DF	179			
P-Value	0.000			
CMIN/DF	2.100	< 3	Good fit	Byrne, 2010; Hu & Bentler, 1999
GFI	0.931	> 0.90	Good fit	Byrne, 2010; Hair et al., 1998
AGFI	0.911	> 0.90	Good fit	Byrne, 2010; Hair et al., 1998
CFI	0.970	> 0.95	Good fit	Bentler & Bonett, 1980
RMSEA	0.047	< 0.05	Good fit	Byrne, 2010; Hair et al., 1998

The chi-square value of 375.846 with 179 degrees of freedom indicates a relative chi-square ratio of 2.100, which is below the recommended threshold of < 3, confirming a successful fit (Byrne, 2010; Hu & Bentler, 1999). The model demonstrates a good fit, as evidenced by a Goodness-of-Fit Index (GFI) of 0.931, which exceeds the recommended threshold of 0.90 (Byrne, 2010; Hair et al., 1998). Additionally, the Adjusted Goodness-of-Fit Index (AGFI) of 0.911 is higher than the recommended criterion of 0.90 (Byrne, 2010; Hair et al., 1998). The Comparative Fit Index (CFI) of 0.970 surpasses the recommended threshold of 0.95 (Bentler & Bonett, 1980), indicating excellent model fit. The Root Mean Square Error of Approximation (RMSEA) score of 0.047 is below the recommended criterion of 0.05, signifying a satisfactory fit (Byrne, 2010; Hair et al., 1998). Thus, all fit indices collectively confirm the adequacy of the model.

5.6. Structural Relationship Between Interactivity, Perceived Relevance, Informativeness, Hedonic Motivation and Impulsive Purchase

The structural relationship between interactivity, perceived relevance, informativeness, hedonic motivation, and impulsive purchase is demonstrated using path analysis. The path diagram in Figure 5 illustrates how hedonic incentive, perceived relevance, informativeness, and interaction affect impulsive purchases. The proposed link between impulsive buying, hedonic motivation, informativeness, perceived relevance, and interactivity is illustrated by the path model. Thus, the hypothesized association is presented in Table 6.

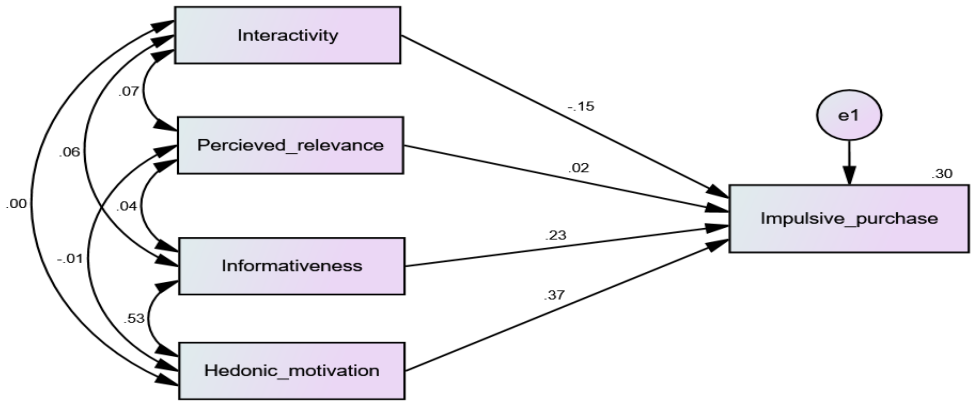


Fig. 5: Structural Model

Table 6: Hypothesized Relationship Between Inter-Activity, Perceived Relevance, Informativeness, Hedonic Motivation and Impulsive Purchase

Hypothesized Relationship			Standardized Estimation	C.R. (t-value)	P-value
Impulsive Purchase	<---	Interactivity	-0.147	-3.893	***
Impulsive Purchase	<---	Perceived Relevance	0.018	0.468	0.640
Impulsive Purchase	<---	Informativeness	0.234	5.269	***
Impulsive Purchase	<---	Hedonic Motivation	0.366	8.255	***

Interactivity has a significant but negative impact on impulsive buying behavior. Conversely, both hedonic motivation and informativeness exert a positive and substantial influence on impulsive purchases. Perceived relevance, however, has a positive but statistically insignificant effect on impulsive buying. This suggests that increased interactivity tends to decrease impulsive purchasing, while the impact of perceived relevance on impulsive buying is minimal. On the other hand, improvements in informativeness and hedonic motivation are likely to enhance impulsive purchasing behavior.

5.7. Moderating Effect of Gender on the Relationship Between Sponsored Social Media Advertisements and Impulsive Purchase

The moderating influence of gender on the connection between sponsored social media advertisements and impulsive purchase, as shown in Table 7, is tested using Process Macro Model One. Impulsive purchase behavior is positively and significantly influenced by sponsored social media advertisements ($\beta = 1.3056$, $t = 23.3735$, $p < .0001$). Gender, however, has a negative and statistically insignificant effect on impulsive buying ($\beta = -0.0192$, $t = -0.2818$, $p = .7782$). The interaction term between

sponsored social media advertisements and gender (SSMA * Gender) also shows a positive but statistically insignificant effect on impulsive buying (β = 0.0411, t = 0.3744, p = .7083). Additionally, the test for unconditional interaction (X*W) reveals a minimal change in R-square of 0.0001. This indicates that the interaction between gender and sponsored ads does not significantly influence the relationship between impulsive purchases and social media advertisements. Thus, gender does not moderate the effect of sponsored social media ads on impulsive buying behavior.

Table 7: Moderating Effect of Gender Between Sponsored Social-Media, Advertisements and Impulsive Purchase

Model Summary						
R	R-Sq	MSE	F	df1	df2	p
.7334	.5379	.5674	192.4462	3.0000	496.0000	.0000
Model 1						
	Coeff	SE	t	p	LLCI	ULCI
Constant	4.6707	.0338	138.1604	.0000	4.6043	4.7371
SSMA	1.3056	.0559	23.3735	.0000	1.1958	1.4153
Gender	-.0192	.0681	-.2818	.7782	-.1531	.1147
Int_1	.0411	.1098	.3744	.7083	-.1747	.2569
Test of Highest Order Unconditional Interaction						
	R2-chng	F	df1	df2	p	
X*W	.0001	.1401	1.0000	496.0000	.7083	

5.8. Test of moderating Effect of Gender in the Relationship Between Individual Independent Variables and Impulsive Purchase Based on Fault Diamond Model

Table 8: Moderating Effect of Gender Between Inter-Activity and Impulsive Purchase

Model Summary						
R	R-Sq	MSE	F	df1	df2	p
.1417	.0201	1.2033	3.3869	3.0000	496.00	.0180
Model 1						
	Coeff	SE	t	p	LLCI	ULCI
Constant	4.6671	.0491	95.0574	.0000	4.5706	4.7636
IA	-.0883	.0371	-2.3795	.0177	-.1612	-.0154
Gender	-.1677	.0990	-1.6941	.0909	-.3621	.0268
Int_1	-.0891	.0740	-1.2049	.2288	-.2345	.0562
Test of Highest Order Unconditional Interaction						
	R2-chng	F	df1	df2	p	
X*W	.0029	1.4518	1.0000	496.0000	.2288	

Interactivity has a negative but significant effect on impulsive purchasing behavior (β = -0.0883, t = -2.3795, p = .0177). Gender shows a negative but statistically insignificant effect on impulsive purchasing (β = -0.1677, t = -1.6941, p = .0909). The interaction term between interactivity and gender (IA * Gender) also demonstrates a negative but statistically insignificant effect on impulsive buying (β = -0.0891, t = -1.2049, p = .0562). Additionally, the test for unconditional interaction (X*W) reveals a minimal change in R-square of 0.0029. This suggests that the interaction between gender and interactivity does not significantly influence impulsive buying behavior. Thus, gender does not moderate the relationship between interactivity and impulsive purchases.

Table 9: Moderating Effect of Gender Between Perceived Relevance and Impulsive Purchase

Model Summary						
R	R-Sq	MSE	F	df1	df2	p
.0724	.0052	1.2215	.8719	3.0000	496.0000	.4555

Model 1						
	Coeff	SE	t	p	LLCI	ULCI
Constant	4.6695	.0495	94.4109	.0000	4.5723	4.7667
PR	.0165	.0417	.3971	.6915	-.0653	.0984
Gender	-.1576	.0997	-1.5809	.1145	-.3535	.0383
Int_1	.0074	.0850	.0870	.9307	-.1596	.1744
Test of Highest Order Unconditional Interaction						
	R2-chng	F	df1	df2	p	
X*W	.0000	.0076	1.0000	496.0000	.9307	

Impulsive purchase is insignificantly but positively affected by perceived relevance (β = .0165, t = - .3971, p = .6915). Gender influences impulsive purchase negatively and insignificantly (β = -.1576, t = -1.5809, p = .1145). The results indicate that impulsive purchase is positively and insignificantly impacted by the interactive (PR*Gender) (β = .0074, t= .0870, p= .9307); the test of unconditional interaction (X*W) reveals .0000 change in R square. It shows that interaction of perceived relevance on the association between sponsored advertisements and impulsive buying. The insignificant association (P = .9307) was found. Therefore, the association between perceived relevance and impulsive buying is not moderated by the gender.

Table 10: Moderating Effect of Gender Between Informativeness and Impulsive Purchase

Model Summary						
R	R-Sq	MSE	F	df1	df2	p
.4236	.1794	1.0076	36.1473	3.0000	496.0000	.0000
Model						
	Coeff	SE	t	p	LLCI	ULCI
Constant	4.6718	.0450	103.8116	.0000	4.5834	4.7602
IN	.4711	.0471	9.9935	.0000	.3785	.5637
Gender	-.0902	.0907	-.9944	.3205	-.2684	.0880
Int_1	.0632	.0931	.6795	.4972	-.1196	.2461
Test of Highest Order Unconditional Interaction						
	R2-chng	F	df1	df2	p	
X*W	.0008	.4617	1.0000	496.0000	.4972	

Impulsive purchase is found to be positively and significantly influenced by informativeness (β = .4711, t = 9.9935, p = .0000). Impulsive purchase is negatively and insignificantly influenced by the gender (β = -.0902 t = -.9944, p = .3205). Further, insignificant effect is found with the interaction between informativeness and gender (IN* Gender) along with positive impact on impulsive purchase (β = .0632, t = .6795, p = .4972); and test of unconditional interaction (X*W) shows that the change in R-square is .0008. It shows the change in variance in interaction of gender on the association between informativeness and impulsive buying which is insignificant. The relationship is insignificant (p = .4972). It shows that the no moderation of gender is found in association of informativeness and impulsive buying.

Table 11: Moderating Effect of Gender Between Hedonic Motivation and Impulsive Purchase

Model Summary						
R	R-Sq	MSE	F	df1	df2	p
.4988	.2488	.9225	54.7495	3.0000	496.0000	.0000
Model						
	Coeff	se	t	p	LLCI	ULCI
Constant	4.6756	.0431	108.6067	.0000	4.5911	4.7602
HM	.5532	.0455	12.1648	.0000	.4638	.6425
Gender	-.0807	.0868	-.9299	.3529	-.2512	.0898

Int_1	.1861	.0902	2.0620	.0397	.0088	.3634
Test of Highest Order Unconditional Interaction						
	R2-chng	F	df1	df2	p	
X*W	.0064	4.2519	1.0000	496.0000	.0597	

Hedonic motivation has a positive and significant effect on impulsive purchasing (β = 0.5532, t = 12.1648, p = .0000). Gender has a negative and insignificant impact on impulsive purchasing (β = -0.0807, t = -0.9299, p = .3529). The interaction between hedonic motivation and gender (HM * Gender) shows a positive and significant effect on impulsive purchasing (β = 0.1861, t = 2.0620, p = .0397). The test for unconditional interaction (X * W) reveals a change in R-square of 0.0064. This indicates that while the interaction of gender with hedonic motivation is significant, the overall moderation effect of gender on the relationship between hedonic motivation and impulsive purchasing is not significant (p = .0597).

5.9. Results of Hypotheses Test

Table 12: Hypotheses Test Results-Summary

Hypothesis No.	Hypotheses	Standardized Path Coefficient	t-value	p-value	Effect size	Results
H1	Interactivity is positively related to impulsive purchase	-.147	-3.897	.000	.30	Accepted
H2	Perceived relevance is positively related to impulsive purchase	.018	.468	.640		Rejected
H3	Informativeness is positively related to impulsive purchase	.234	5.269	.000		Accepted
H4	Hedonic motivation is positively related to impulsive purchase	.366	8.255	.000		Accepted
H5	Moderating role of gender on impulsive buying and interactivity	-.0891	- 1.204	.22880	.201	Rejected
H6	Moderating role of gender on impulsive buying and perceived relevance	.0074	.870	.9307	.0052	Rejected
H7	Moderating role of gender on impulsive buying and informativeness	.0632	.6795	.4972	.1794	Rejected
H8	Moderating role of gender on impulsive buying and hedonic motivation	.1861	2.0620	.0397	.2488	Rejected

6. Discussion

The findings of this study reveal that interactivity, informativeness, and hedonic motivation significantly impact impulsive purchasing, while perceived relevance does not influence impulsive purchases. These results align with Khail et al. (2023) in Pakistan regarding interactivity, informativeness, and hedonic motivation, but diverge with respect to perceived relevance. This discrepancy may be attributed to cultural differences or the unique context of online shopping in Nepal. However, the findings are consistent with those of Shah et al. (2019) in Pakistan, highlighting the robust and universal nature of these determinants across different geographical contexts and affirming their significance in the digital marketing domain. In case of perceived relevance, impulsive purchase is made

only in the low value goods and emotionally attached goods. Therefore, the perceived relevance may not be important in impulsive purchase. However, gender does not moderate the alliance of individual variables of sponsored social media advertisements and impulsive purchase. The study is congruent with the study result of Chen et al. (2022). It may be so because less value and emotionally attached products are purchased impulsively. Therefore, across the gender products are purchased in similar intend.

Furthermore, Astuti et al. (2020) in Indonesia accentuate the impact of online advertisement content on impulsive buying behaviour, which is coincided with the current study findings. It underscores critical role of informativeness and visually appealing content in stimulating impulsive purchases. This highlights the global relevance of content quality in online advertising. Firstly, The Hawkins Stern Impulse Buying Model (Stern, 1962) furnishes invaluable insights into the way of external stimuli on impulsive buying inclinations. The study discovers that interactivity exhibited a positive correlation with impulsive purchases is in consonance with the model's emphasis on external triggers, particularly captivating advertisements. This positive linkage between interactivity and impulsive purchases implies that advertisements characterized by engagement and attention-grabbing attributes indeed induce impulsive buying responses, thereby affirming the model's pertinence in the digital era.

Secondly, The Elaboration Likelihood Model (Petty & Cacioppo, 1986) elucidates the persuasive nature of sponsored advertisements. The research findings validate the ELM's premise by demonstrating that advertisements designed to encourage deeper contemplation through interactive elements and informativeness are more likely to culminate in impulsive purchases. This underscores the significance of crafting advertisements that not only capture attention but also furnish pertinent information, thereby aligning with the ELM's accentuation of message elaboration. Moreover, The Hedonic Consumption Model (Hirschman & Holbrook, 1982), centred on emotional satisfaction and pleasure in consumer decision-making, finds consistent results with the study. Participants' moderate agreement with hedonic motivation statements echoes the model's proposition that advertisements triggering emotional responses and promising pleasurable experiences can indeed foster impulsive purchases rooted in the desire to rekindle those positive emotions.

Lastly, The Cognitive Appraisal Theory's (Lazarus, 1991) role in evaluating the pertinence and value of stimuli is substantiated by the research's positive correlations between interactivity, perceived relevance, informativeness, and impulsive purchases. These findings are in harmony with the theory's fundamental premise that advertisements influencing consumers' assessments of a product's value and allure can stimulate impulsive buying proclivities. The findings extend the literature on social media advertising by demonstrating the crucial role of interactivity and hedonic motivation in driving impulsive purchases in the Nepalese context, factors not typically emphasized in traditional advertising models. Similarly, most of the study undertaken in Nepal on online shopping effectiveness in Nepal (Rai, 2020; Vaidya, 2022) ignored the effect of sponsored social media advertisement on impulsive buying. Therefore, this study is novel in Nepalese context and adds the new literature in the field of sponsored social media effectiveness in Nepal to create buying intention.

7. Conclusion

This study offers valuable insights into the factors influencing impulsive buying behavior in response to sponsored social media advertisements in Nepal. Our findings underscore the significant roles of interactivity, informativeness, and hedonic motivation in driving impulsive purchases, while challenging the assumed importance of perceived relevance in this context. The absence of gender moderation effects suggests that sponsored social media advertisements may have a relatively uniform impact across male and female consumers in Nepal, contrasting with some findings from other cultural contexts. This highlights the need to consider local cultural factors when developing marketing strategies. The results produced by this study have substantial implications for both theory and practice.

Theoretically, they extend the understanding of the UTAUT model within the realm of social media marketing and impulsive buying behavior. Practically, the findings suggest that marketers targeting Nepalese consumers should focus on creating interactive and emotionally engaging content, while ensuring that their advertisements deliver valuable information to potential customers. Future research could examine these relationships in other regions of Nepal or within different cultural contexts to evaluate the generalizability of the findings. Additionally, longitudinal studies could provide insights into how the effectiveness of sponsored social media advertisements evolves over time as consumers become more familiar with these marketing tactics. In conclusion, as social media continues to grow as a marketing platform, understanding the factors that drive impulsive buying behavior becomes increasingly crucial. This study establishes a foundation for future research in this area and offers actionable insights for marketers aiming to leverage social media advertising in emerging markets like Nepal.

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