Omnichannel Strategy towards Impulsive Buying Behaviour through Social Media Advertisements among Generation Z

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Abstract: - Social media has evolved into a strategic platform for advertising and promotion, altering consumer relationships with companies as a result of the advancement of information and communication technology. In Indonesia, where social media advertising has taken over as the primary source of information about online purchasing, this study examines the phenomena of greater usage of social media in marketing. The purpose of this study is to investigate how the Omnichannel variable affects impulsive purchasing behavior through social media advertising. The survey concentrated on Generation Z consumers who have purchased Uniqlo merchandise. A questionnaire was used to choose 300 individuals in order to collect data. With the use of SmartPLS software, the data was examined using the partial least squares structural equation modeling (PLS-SEM) approach. The analysis results show that the Omnichannel variable has a significant effect on Impulsive Buying Behaviour and Social Media Advertisement.

Key-Words: - Omnichannel, Social Media Advertising, Impulsive Purchasing, Generation Z, Digital Marketing, Digitalization.

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1 Introduction

The way consumers interact with brands and goods has evolved due to the development of information and communication technologies. The most significant shift has been the increased use of social networks for communication and advertising, [1]. Social media has evolved from a tool for communication to a tactical way for businesses to swiftly and directly connect with customers, [2]. Social media is becoming a more popular tool for advertising, giving companies the chance to market their goods in more engaging and dynamic ways. According to research, a consistent shopping experience across many channels might boost customer satisfaction and promote impulsive buying, [3].

Generation Z, known for its tendency to seek instant gratification and be easily influenced by trends, is the main target of digital marketing strategies, [4]. Digital technologies have changed how people shop, especially in retail and fashion. One rapidly growing marketing strategy is the use of an omnichannel strategy, where consumers can shop through various channels, both online and offline, in an integrated manner, [5].

2 Literature Review

2.1 Stimulus-Organism-Response (SOR) Framework

Three primary components make to the idea of the retail shopping environment: Organism (O) is influenced by Stimulus (S), which results in methodical behavior or Response (R) pertaining to the store and behavior like the desire to buy. Retailers utilize marketing and advertising messaging to produce stimuli that affect customers' behavior, which in turn causes responses by encouraging impulsive buying, [5]. The organism will exhibit certain behaviours when there is a specific stimulus, enabling one to predict and anticipate the alignment between the message conveyed and the response from the message recipient, [6]. The organism in this study refers to social media advertising. The response in this study refers to impulsive buying behaviour among Gen Z when purchasing Uniqlo products.

2.2 Omnichannel

In order to facilitate easier and more flexible shopping for customers, omnichannel retail employs technology to foster more engaged interactions with

them, which eventually results in higher sales, [7]. The customer experience and the integration of communication channels are where multichannel and omnichannel marketing communication differ. In actuality, however, there are a lot of distinctions between these two kinds of communication channels; omnichannel is more concerned with the quality of channel usage and message integration, whereas multichannel emphasizes the amount of channel usage, [8].

2.3 Digital Marketing

Compared to traditional marketing, digital marketing has more advantages. It enables businesses to reach a larger and more precise audience at a lower cost. Businesses may interact with customers anywhere in the world without being constrained by time or location by using social media and the internet, [9].

2.4 Social Media Advertising

The use of social media for advertising and promotion—also referred to as promotion through social platforms—is a component of the online marketing strategy for expansion. Social media advertising is a crucial tool for businesses to connect with and engage with customers, affecting their attitudes and action, [10].

2.5 Impulsive Buying

The act of purchasing goods without thorough analysis and without considering a planned shopping process is known as impulsive buying. This includes sudden and unanticipated purchasing decisions triggered by momentary impulses, [11].

The hypotheses for this research are:
H1a: How significant is the direct influence of Connectivity on Social Media Advertising?
H2a: How significant is the influence of Personalisation on Social Media Advertising?
H3a: How significant is the influence of Integration on Social Media Adv ertising?
H4: How significant is the influence of SMA on IBB?
H1b: How significant is the indirect influence of Connectivity on IBB through SMA?
H2b: How much is the indirect influence of Personalisation on IBB through SMA?
H3b: How much is the indirect influence of Integration on IBB through SMA?
H1c: How significant is the direct influence of Connectivity on IBB?
H2c: How significant is the direct influence of Personalisation on IBB?
H3c: How significant is the direct influence of Integration on IBB?

The hypotheses for this research are complied into a research model such as shown in Figure 1.

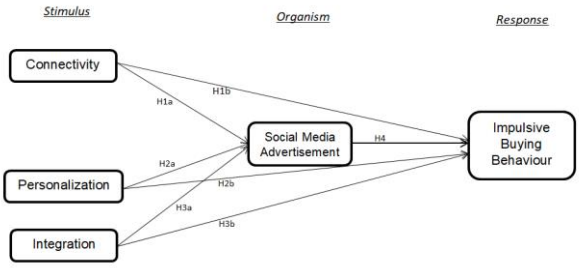


Fig. 1: Research Model
Source: Author's Own Elaboration

3 Methodology

This research employs a quantitative method that facilitates the gathering and examination of numerical data to enhance comprehension of the topic under investigation. This study aims to determine the extent to which the influence of Social Media Advertisements on Impulsive Buying behaviour through the Impulsive Buying intentions of Generation Z consumers in the context of Omnichannel Retail Fashion.

In this study, the population is Generation Z who use social media and have purchased Uniqlo products through Omnichannel channels. In this study, the researcher does not know the exact number of Uniqlo consumers, so the sample size was determined using the following formula (1):

$$3. \quad n \geq \frac{(Za/2)^2 p\, q\,)}{e^2}$$

$$4. \quad n = \frac{(1{,}645^2 \times 0{,}5 \times 0{,}5)}{0{,}05^2} = 268{,}96 \approx 300 \qquad (1)$$

3.1 Partial Least Squares-Structural Equation Modelling (PLS-SEM)

Smart-PLS is a software used in statistical analysis in the context of scientific research and management. More specifically, Smart-PLS stands for Partial Least Squares Structural Equation Modelling. (PLS-SEM), which is one of the data analysis methods used to test models of relationships between variables in research, [12]. The PLS-SEM analysis was done in two main steps: first, checking the measurement model, also called the outer model, and second, checking the structural model, also known as the inner model.

The measurement model helps check if a concept is measured properly and consistently.

Convergent validity is shown when the Average Variance Extracted (AVE) is more than 0.5 and the outer loading is higher than 0.7, while discriminant validity is fulfilled if the AVE value is greater than the R^2 value and the indicator loading value is higher than the cross loading on other constructs .Instrument reliability is checked using composite reliability. The structural model was also tested using the coefficient of determination (R^2) to see how strongly variables influence each other, the predictive relevance (Q^2) to check how well the model can predict outcomes, and the effect size (F^2) to measure how much exogenous variables affect endogenous variables.

4 Results and Discussions

4.1 Features of Respondents

The sample of respondents in this study were categorized according to their gender, age, occupation, quantity of product purchases, and usage of social media. The majority of those surveyed were women, as Table 1 demonstrates. This implies that women are more prone to make rash purchases. The majority of them were students and ranged in age from 18 to 22. They spent between two and three million dollars a month on average.

4.2 R-Square and F-Square Test Result

In the evaluation of the inner model, Table 1 shows the R Square value is examined to test the goodness-of-fit of the model. A higher R-Square value indicates that a particular exogenous latent variable has a greater influence on the endogenous latent variable, [18].

4.3 R-*Square*

Table 1. R-square Result

Variabel	R-square	R-square adjusted
IBB	0.914	0.913
Social Media Advertisement	0.846	0.845

Source: Processed data (2025)

Based on the Table 1, it can be seen that each research variable indicator has a Cronbach's Alpha value of more than 0.70, [9]. This shows that each variable has met the Cronbach's Alpha value criteria in testing reliability, so that all variables have a high level of reliability.

4.4 Path Coefficient Test Results

Path coefficient estimates (Estimate for Path Coefficients) in the inner model evaluation are used to test hypotheses by looking at the influence between variables and using the bootstrapping method to determine the parameter coefficient values and the significance values of the t-statistics, [13]. The hypothesis test results are described in Table 2.

Table 2. Path Analysis

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Connectivy -> IBB	0.171	0.171	0.063	2.729	0.006
Connectivy -> SMA	0.571	0.573	0.078	7.339	0
Integration -> IBB	0.377	0.379	0.033	11.484	0
Integration -> SMA	0.231	0.232	0.048	4.846	0
Personalization -> IBB	0.149	0.146	0.076	1.978	0.048
Personalization -> SMA	0.203	0.2	0.102	1.991	0.047
SMA -> IBB	0.359	0.36	0.073	4.921	0.000
Connectivy -> SMA -> IBB	0.205	0.206	0.049	4.155	0.000
Integration -> SMA-> IBB	0.083	0.082	0.02	4.112	0.000
Personalization -> SMA -> IBB	0.073	0.073	0.042	1.723	0.085

Source: Processed data (2025)

According to the bootstrapping results in Table 2, the direct and indirect connections between the hidden variables can be understood based on the research hypothesis. The analysis results show that Connectivity has a significant effect on IBB (O=0.171; t=2.729; p=0.006) and SMA (O=0.571; t=7.339; p=0.000). In addition, Integration is also proven to have a significant effect on IBB (O=0.377; t=11.484; p=0.000) and SMA (O=0.231; t=4.846; p=0.000). Furthermore, Personalisation had a significant effect on IBB (O=0.149; t=1.978; p=0.048) and SMA (O=0.203; t=1.991; p=0.047). Thus, the hypothesis stating the direct effect of Connectivity, Integration, and Personalisation on IBB and SMA can be accepted.

Furthermore, the analysis results show that SMA has a significant effect on IBB (O=0.359; t=4.921; p=0.000). In addition, the indirect effect of Connectivity on IBB through SMA was also proven to be significant (O=0.205; t=4.155; p=0.000). A similar situation occurred with Integration, which had a significant effect on IBB through SMA mediation (O=0.083; t=4.112; p=0.000). However, the indirect effect of Personalisation on IBB through

SMA did not show significant results (O=0.073; t=1.723; p=0.085). Therefore, the SMA mediation hypothesis in the Connectivity–IBB and Integration–IBB relationships was accepted, while the SMA mediation hypothesis in the Personalisation–IBB relationship was rejected.

4.5 The Effect of Connectivity on Social Media Advertising (H1a)

The test results show that connectivity has a positive and significant effect on social media advertising (SMA). A high level of connectivity enables more intense interaction between users, platforms, and advertising content on social media. Good connectivity is very important in increasing the effectiveness of advertisements because users tend to be more engaged with advertisements when access, networks, and interconnectivity between platforms run smoothly, [10]. Users will more easily accept and respond to social media advertisements if they feel actively connected to the digital ecosystem being used. These findings indicate that the higher the level of connectivity, the greater the effectiveness of Social Media Advertisement.

The Influence of Personalisation on Social Media Advertising (H2a)

The test results show that personalisation has a positive and significant effect on social media advertising. Ad personalisation is important for grabbing users' attention because content that is tailored to individual needs, interests, and preferences tends to be more relevant. Users will be more engaged with social media advertisements when they feel that the messages conveyed match their personal characteristics. Personalisation helps increase the perceived value of the advertisements displayed, thereby encouraging users to interact with and pay attention to these advertisements, [14]. Thus, the higher the level of personalisation, the more effective the implementation of social media advertising.

The Influence of Integration on Social Media Advertising (H3a)

Based on the test results, integration has been proven to have a positive and significant influence on social media advertising (SMA). Good system integration allows for the consistent and structured merging of data from various social media platforms, thereby supporting more effective ad delivery. Users tend to respond better to advertisements when the information received is integrated and not fragmented. Optimal integration helps companies present advertisements that are consistent across various social media channels, thereby increasing the appeal and trust of users towards these advertisements. Therefore, the higher the level of integration, the greater the effectiveness of Social Media Advertisements.

The Influence of Social Media Advertising on Impulse Buying Behaviour (H4)

The test results show that Social Media Advertising (SMA) has a positive and significant influence on Impulse Buying Behaviour (IBB). Social media advertisements that are presented in an attractive, relevant, and targeted manner can provide a stimulus that encourages consumers to make spontaneous purchases. Consumers tend to be driven to make impulsive purchases when they are exposed to advertisements that match their interests and needs in real time. Thus, the effectiveness of Social Media Advertisement plays an important role in shaping consumers' impulse buying behaviour.

The Indirect Influence of Connectivity on Impulse Buying Behaviour through Social Media Advertisement (H1b)

Based on the results of the indirect effect test, connectivity has a positive and significant effect on impulse buying behaviour (IBB) through social media advertising (SMA). Good connectivity strengthens the effectiveness of social media advertising, which in turn encourages impulsive purchases. This shows that connectivity between platforms and users not only has a direct impact, but also reinforces the role of social media advertising in influencing consumer purchasing behavior, [15].

The Indirect Effect of Personalisation on Impulse Buying Behaviour through Social Media Advertising (H2b)

The analysis results show that personalisation does not have a significant indirect effect on Impulse Buying Behaviour through Social Media Advertisements. Although personalisation has a direct effect on advertising effectiveness, this effect is not strong enough to encourage impulsive buying through the mediating role of SMA. This indicates that personalisation tends to influence purchasing behaviour directly without going through social media advertising effectiveness as an intermediary.

The Indirect Effect of Integration on Impulse Buying Behaviour through Social Media Advertisements (H3b)

Based on the test results, integration has a positive and significant effect on impulse buying behaviour

through social media advertisements. Good integration improves the quality and consistency of social media advertisements, thereby encouraging emotional responses from consumers that lead to impulse purchases, [15]. These findings indicate that social media advertising acts as an effective mediating variable in the relationship between integration and impulse buying behaviour.

The Direct Effect of Connectivity on Impulse Buying Behaviour (H1c)
The test results show that Connectivity has a positive and significant direct effect on Impulse Buying Behaviour. High connectivity increases the frequency and intensity of consumer exposure to social media content and advertisements, thereby increasing the likelihood of impulsive purchases, [16]. Consumers who are more digitally connected tend to be more responsive to marketing stimuli.

Direct Effect of Personalisation on Impulse Buying Behaviour (H2c)
Based on the test results, personalisation has a positive and significant direct effect on impulse buying behaviour. Personalised content and offers are able to create emotional closeness with consumers, thereby encouraging spontaneous purchasing decisions, [17]. Consumers tend to be more easily persuaded to make impulse purchases when they feel that the product or advertisement is relevant to their personal needs.

Direct Effect of Integration on Impulse Buying Behaviour (H3c)
The test results indicate that integration has a positive and important direct impact on impulse buying behavior. Good system integration enables the delivery of consistent and reliable information to consumers, thereby increasing their confidence and motivation to make purchases. These findings indicate that integration is an important factor in shaping consumers' impulse buying behaviour.

5 Conclusions and Suggestions

5.1 Conclusion

Connectivity, Integration, and Personalization are crucial for enhancing Social Media Analytics (SMA) and Impulse Buying Behavior (IBB), according to the findings of the PLS-SEM technique analysis. All of these factors have been shown to have a substantial direct impact on SMA and IBB, suggesting that system integration, information personalization, and connectivity quality can promote the use of social media analytics while raising the propensity for impulsive buying. Additionally, Impulse Buying Behavior (IBB) was found to be significantly impacted by Social Media Analytics (SMA), demonstrating SMA's strategic function in influencing customer purchasing decisions. The study's findings also demonstrate that SMA can considerably moderate Connectivity and Integration's impact on IBB. However, SMA is unable to buffer the impact of personalization on IBB, suggesting that personalization typically has a direct impact without utilizing social media analytics.

Declaration of Generative AI and AI-assisted Technologies in the Writing Process
During the preparation of this work, the author(s) utilized artificial intelligence (AI) technologies solely for the purpose of linguistic refinement and grammatical correction. Following the application of these tools, the author(s) comprehensively reviewed, verified, and edited the resulting text. The author(s) maintain full accountability and responsibility for the accuracy, integrity, and final content of the publication.

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