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Research Paper

Does Advertising on Social Networks Affect Impulsive Buying Behavior?

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ABSTRACT

This study examines the factors influencing consumer attitudes towards advertising on social networks, with an emphasis on hedonic navigation, perceived value, novelty, and the credibility of advertisements. Additionally, it explores the impact of these variables, alongside consumer impulsiveness, on online impulse buying behavior. A structural equation modeling approach was employed, utilizing an online survey and SmartPLS software for data analysis. The findings indicate that perceived value and credibility significantly enhance consumer attitudes toward social media advertising. Furthermore, both a positive attitude toward advertising and individual impulsiveness were found to contribute to increased online impulse purchasing. The sample is one of convenience. Research based on a different sample could ensure the sample's representativeness. This sample also shows some imbalance in terms of gender and age group. The impact of social media advertising on impulse buying behavior is a contemporary topic, given the growing dependence on digital platforms. Furthermore, little research directly examines how factors such as credibility, perceived value, and impulsivity influence online impulse buying.

Keywords: Online advertising; social networks; online consumers; impulse buying

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1. INTRODUCTION

With the development of information and communication technologies and the change in people's lifestyles, companies have had to join and adapt to an online environment to keep up with the changes and remain competitive, reaching a greater number of potential consumers. Social networks have become the most important platforms in this change (Dwivedi et al., 2021; Plekhanov et al., 2023) with around 3.96 billion active users in 2020 (Statista, 2020). Online environments, especially social media, play an important role in companies' communication strategies (Qalati et al., 2022).

This study aims to deepen the understanding of how social media advertising influences consumers' online impulse buying behavior. Specifically, it tests a hypothetical model that examines the antecedents of consumer attitudes toward advertising on social networks and how these attitudes, combined with an individual's level of impulsiveness, contribute to impulsive purchase decisions. While previous research has explored various factors directly influencing impulse buying, limited attention has been given to the role of attitudes in mediating this relationship. Drawing from existing literature, this study focuses on key variables, including hedonic navigation on social networks, the perceived value and novelty of advertisements, and the credibility of these ads. By investigating their impact on attitudes toward social media advertising and, subsequently, on impulse buying behavior, this research provides valuable insights into the mechanisms driving consumer behavior in the digital advertising landscape.

The study followed a quantitative methodology, using an online questionnaire distributed among individuals who regularly use or have used one of the two social networks Facebook or Instagram. This paper starts with literature review on social networks and online advertising on these platforms. In addition to these aspects, the literature review will address aspects such as Hedonic Navigation on social networks, the value perceived by consumers through advertising, the perceived novelty they get from it and the credibility it conveys to them, in an attempt to understand how these four variables can positively influence consumers' attitudes towards advertising, which, like the individual's level of impulsiveness, will have a positive impact on

online impulse buying. Next, the conceptual model adopted will be presented, as well as the research hypotheses and objectives of the study. In addition, the methodology adopted will be explained, the sample will be characterized and the descriptive and factorial analyses of the variables under study will be carried out. The article ends with some brief conclusions.

2. LITERATURE REVIEW AND HYPOTHESIS

With many users, viewers and followers of various social media pages, brands use these advertising mediums to reach current and potential customers. Social media allows brands to reach their target market more directly than other types of advertising (Chen et al., 2023; Hanaysha & Alhyasat, 2025).

According to Fernandes (2013), what solidifies the relationship between brands and social networks is the users themselves. The users' perspective on advertising is fundamental for brands and social networks, because if advertising is not accepted or does not achieve the intended objectives, it means that part of the budget and other resources is being wasted. Therefore, knowing the users' perspective on advertising on these platforms, namely their perceptions, attitudes and behavioral responses to the advertising that is delivered through these sites, is important for analyzing its acceptance and effectiveness (Chen et al., 2023; Fernandes, 2013).

In this study, the analysis of user attitudes towards advertising on social networking sites is based on advertising in general and not just a single advertisement. Attitude towards advertising can be affected by different factors, so below we will discuss some of the elements that can influence this attitude.

The way consumers access information in the online environment is by browsing the web, which is the first stage of searching and decision-making and an essential process for consumers to get the information they need or just to have fun. Hedonic navigation focuses on the fun, funny and enjoyable aspects of buying behavior and positively influences consumers' impulse buying behavior (Juanim et al., 2024; Park et al., 2012; Singh et al., 2023; Zheng et al., 2019).

From previous literature, it has been possible to infer that hedonic navigation affects consumers' willingness to buy impulsively (Zheng et al., 2019). That said, the aim is to understand how positively hedonic navigation on social media influences the attitude towards advertising and then leads to an impulse purchase. Therefore, the following hypothesis is proposed:

H1: Hedonic navigation on social media positively influences attitude towards advertising on social media.

Advertising value offers a general description of the value of marketing messages to consumers. It can be a combination of several elements, such as the perception of the advertising message as being informative, entertaining, or improving social image, the value of online personalization and the credibility of the advertiser, to name but a few (Chen et al., 2023). Haghirian and Madlberger (2005) stated that the value of website ads has a significant influence on consumer attitudes towards web advertising. Several researchers have confirmed that the value obtained from advertising positively influences consumers' attitudes and behaviors towards Internet advertising (Ha et al., 2014; Kothari et al., 2025; Taylor et al., 2011). Thus, the higher the perceived value of an advertisement, the more positive the attitude towards it. Consequently, reactions and responses to advertising will also be more positive.

Perceived value and attitudes towards advertising are highly associated (Ducoffe, 1995; Le & Wang, 2021). It therefore makes sense that consumers who perceive advertising as useful, important, and meaningful should develop favorable attitudes towards advertising on social media. Thus, the following hypothesis arises:

H2: The perceived value of social media advertising positively influences attitude towards social media advertising.

Novelty in advertising is usually achieved by presenting customers with content or resources that can get the desired level of attention. Personalized ads on social networks can be considered innovative due to their personalized content. For social media ads that evoke perceptions of novelty, due to the attention that these same ads can attract and the value that the customer attributes to them, the likelihood of engaging in online shopping may be higher (Arora et al., 2025; Dadoo & Wu, 2019; Shamim et al., 2024).

Truly impulsive purchases are also responses to perceived novelty. This idea is supported by empirical evidence that states that novelty is the most critical factor affecting consumer impulse buying (Anoop & Rahman, 2025; Arora et al., 2025; Nyrhinen et al., 2024). Therefore, exposure to novelty can affect consumers' perception of advertising, so we can expect that:

H3: The perceived novelty of social media advertising positively influences attitude towards social media advertising.

Advertising credibility is defined as the degree to which the consumer perceives the claims made as true and credible (MacKenzie & Lutz, 1989).

Positive perceptions of the advertiser lead them to judge advertising as credible, which in turn strongly influences consumer attitudes (Choi & Rifon, 2002). Therefore, if social media advertising is perceived as credible, conditions are created for consumers to accept advertising and have positive attitudes towards it. In view of the above, the following hypothesis arises:

H4: The credibility of social media advertising positively influences attitudes towards social media advertising.

Individuals have different levels of impulse control as a personality trait (Anoop & Rahman, 2025; Huang et al., 2024). Melati et al. (2024) and Hoch & Loewenstein (1991) explain that impulse buying results from the struggle between the psychological forces of desire and willpower, in other words, between the desire to buy and self-control, with desire prevailing. Costa & Larán (2003) and Tandon et al. (2024) states one of the antecedents with the greatest impact on the occurrence of impulse buying is the individual's level of impulsiveness. Similarly, Sihombing et al. (2020) and Kathuria and Bakshi (2024) concluded that perceived enjoyment positively affects browsing behavior and impulsiveness, and browsing activity and impulsiveness impacted on the urge to buy impulsively (Melati et al., 2024; Nyrhinen et al., 2024). Another study also analyzed online impulse buying as a state of mind or an inherent personality trait (Wells et al., 2011). It can therefore be seen that impulsiveness, derived from personality trait, strongly influences impulse buying. This relationship can be translated into the following hypothesis:

H5: An individual's level of impulsiveness positively influences online impulse buying.

The concept of impulse buying refers to cases in which a person feels a sudden urge to buy (Anoop & Rahman, 2025; Benmiloud et al., 2024; Rook & Fisher, 1995). Constantly evolving technology has led to the birth of e-commerce, causing many users to use the Internet to buy or promote products online (Salam & Taufik, 2020).

When users are tempted to buy impulsively after being confronted with an advertisement on social media, it is the result of a positive attitude towards the advertisement (Singh et al., 2023). The positive attitude, created through a set of stimuli that influences the user's perspective on the content of the advertisement, will lead to an instant and unplanned action, the impulse purchase (Ramadhana & Hussein, 2024). This study seeks to expand the literature by examining the positive

influence that social media advertising has on customers' online purchasing behavior - especially online impulse buying. Thus, taking the literature into account, the following hypothesis emerges: **H6:** Attitude towards social media advertising positively influences online impulse buying.

3. METHODOLOGY

Several aspects lead to impulsive buying and the relationship between it and social media advertising lacks explanation. Therefore, the main objective of this research is to understand the factors that positively influence online impulse buying, in particular, the antecedents of attitude towards advertising on social networks and the influence that this, together with the individual's level of impulsiveness, has on online impulse buying.

Further, this research will try to understand if there are significant differences in results when different social networks are concerned (Facebook and Instagram) and if the social networks subscription time leads to different conclusions.

For this research, we used a quantitative methodological approach using the Structural Equation Model (SEM). This method is defined as a statistical model that will allow us to assess the quality of the theoretical model's fit to the correlational structure observed between the different variables (Marôco, 2021).

Once the structural model has been specified, the model's estimation methods are chosen. The estimation method used was Partial Least Squares (PLS-SEM) using SmartPLS 3 software. PLS-SEM is a modelling technique used to test the validity of theoretical models that define hypothetical causal relationships between variables (Marôco, 2021).

The instrument used in this research was a questionnaire, which scales (see table 1) were adjusted to advertising on social networks, more specifically Facebook and Instagram. All these items were assessed using five-point Likert scale, ranging from 1= Strongly Disagree to 5= Strongly Agree. The questionnaire was prepared using the Google Forms platform, and the link was then distributed and shared via the social networks Facebook, LinkedIn and Instagram. It was applied in Portuguese and aimed at users of social networks, specifically Facebook or Instagram. A total of 386 responses were collected, all of which were validated since all the questions were mandatory and the form could only be validated if all the questions were duly marked.

Table 1 Variables and scales

Variables	Scales
Hedonic navigation (HN) Authors: Babin et al. [23] and Overby & Lee [24]	1. while browsing Facebook/Instagram I can forget about my problems and feel relaxed. 2. While browsing on Facebook/Instagram I get very excited. 3. I enjoy browsing on Facebook/Instagram that I even forget to going out 4. I look for products on the Internet just for fun.
Perceived value (PV) Authors: Zhang and Wang [25] and Ducoffe [10]	1. Advertising on Facebook/Instagram is useful for me. 2. Advertising on Facebook/Instagram is important to me. 3. Advertising on Facebook/Instagram is valuable to me.
Perceived Novelty (PN) Authors: Kim et al. [26]	1. Ads on Facebook/Instagram are unexpected. 2. The ads on Facebook/Instagram are innovative. 3. The ads on Facebook/Instagram ads are distinctive
Credibility (Cred) Authors: Zhang and Wang [25]	1. The brands that are present on Facebook/Instagram are more trustworthy than brands that are not. 2. I trust advertising on Facebook/Instagram. 3. Advertising on Facebook/Instagram is credible to me. 4. The advertisements on Facebook/Instagram are trustworthy. 5. Advertising on Facebook/Instagram is reliable for me.
Attitude (Attit) Authors: Zhang and Wang [25]	1. I am in favor of advertising on Facebook/Instagram. 2. In general, I like advertising on Facebook/Instagram
Level of impulsiveness (LI) Authors: Sun & Wu [27]	1. I usually buy things online spontaneously. 2. "Just do it" describes the the way I buy things online. 3. "I see it, I buy it" describes me in online transactions 4. "Buy now, think about it later" describes me in online transactions. 5. Sometimes I feel the urge to buy things online in the heat of the moment. 6. I buy things online according to how I feel at the the moment. 7. Sometimes I'm a bit reckless with I buy online.
Impulse buying (IB) Authors: Rook & Fisher [28]; Park et al [6]	1. I buy products by desire on the Internet. 2. When shopping online, I buy products without thinking too much. 3. I often buy things I don't want to buy when shopping online. 4. I tend to think about the purchase after I've made it. 5. When I find something I like on the Internet, I buy it immediately

4. RESULTS AND DISCUSSION

Using SPSS software, the sample was characterized, and a descriptive analysis was carried out, making a preliminary analysis of the data. Then, to test and validate the conceptual model, Smart PLS 3.0 software was used, based on PLS-SEM.

Any national user of the social networks Facebook or Instagram constitutes the population of this study. Therefore, information will be collected from a sample of this population, defining a sample of users of these two social networks through a non-probabilistic convenience sampling method, using mediators and different digital platforms to disseminate the questionnaire. The results of the empirical research were based on information obtained from a sample of 369 people ($n=369$). 66,9% of the sample were women. The majority of respondents were between 18 and 24 years old (40,7%) or 25- and 34-year-old (26,6%); 65% were single and 29,3% were married or living with a partner. 40,1% have a bachelor's degree, 28,7% finished high school, and 19,8% have a master's degree. When asked about the social network, they use the most 68,8% have chosen instagram and 31,2% Facebook, and the majority use it for more than 5 years (70,2%). 30,6% spend between 1 to 3 hours per day on social networks, 23,3% between 3 and 7 hours and 14m6% less than 1h.

This study carried out a Measurement Model Validation. Factorial validity occurs when the items reflect the factor they are intended to measure, with the condition that all the outer loadings of the items are ≥ 0.700 . Using the PLS Algorithm, it was possible to recognize the factor weights (loadings) of the measurement items for each variable, shown in Table 2.

As can be seen on Table 2, this analysis shows that most of the items in the research are strongly related to their constructs, since they all have values above what is recommended to indicate a well-defined structure - values above 0.700 (Hair et al., 2011; Sarstedt et al., 2021), except for items IB1, HN4 and PN1. Since these have a lower factor weight, which adversely affects the reliability of the factor, these items were removed from the conceptual model. It was decided to leave item CRED1 because, despite having a low factor weight (0.665), it did not affect the reliability of the factor enough to be discarded.

To measure the reliability of the measurement items and variables, i.e. the internal consistency of the model, Cronbach's Alpha was calculated, as well as the Composite Reliability (CR) and the Average Variance Extracted (AVE). According to Kline (2015), a Cronbach's α of approximately 0.900 is considered excellent and 0.800 is considered very good. Table 2 shows that all the variables are consistent since they all have values above 0.700. Focusing now on the Composite

Reliability (CR), it is calculated using the results of the CFA, and is a good indicator of the reliability of the construct when it has a value ≥ 0.700 [22], which can be seen in all the variables under study, as they have values between 0.838 ("Hedonic Navigation") and 0.949 ("Credibility"), thus confirming that all measurements have satisfactory convergent validity. The AVE also shows values considered acceptable - above 0.500 (Hair et al., 2011) - between 0.635 and 0.901.

Convergent validity is achieved when the average variance extracted (AVE) of the construct is greater than 0.5 (Barclay et al., 1995). The AVE for all constructs exceeded 0.5, thus confirming that all measurements exhibited satisfactory convergent validity.

Table 2. Measurement scales, reliability, and dimensionality

	Loadings	α	CR	AVE
Hedonic navigation		0,710	0,838	0,635
1	0,807			
2	0,867			
3	0,708			
Perceived value		0,920	0,950	0,863
1	0,906			
2	0,952			
3	0,928			
Perceived Novelty		0,891	0,948	0,901
2	0,955			
3	0,944			
Credibility		0,929	0,949	0,790
1	0,665			
2	0,931			
3	0,941			
4	0,925			
5	0,947			
Attitude		0,853	0,930	0,870
1	0,914			
2	0,951			
Level of impulsiveness		0,866	0,909	0,716
1	0,739			
2	0,908			
3	0,887			
4	0,841			
Impulse buying		0,828	0,897	0,745
2	0,906			
3	0,875			
5	0,805			

Finally, discriminant validity was tested using the square root of the AVE values (represented by the values on the diagonal and highlighted in bold in Table 3 and the correlation between the constructs (the remaining values in Table 3. In this analysis, the AVE values must be higher than the correlation values between the constructs (Fornell & Larcker, 1981). Bearing this in mind, it can be concluded that this condition is met, and that discriminant validity is therefore supported, meaning that the variables measure different aspects and do not overlap (Anderson & Gerbing, 1988).

Table 3. Discriminant Validity Analysis

	Attit	IB	Cred	HN	PN	LI	PV
Attit	0,933						
IB	0,276	0,863					
Cred	0,579	0,333	0,889				
HN	0,244	0,272	0,333	0,797			
PN	0,482	0,242	0,507	0,287	0,949		
LI	0,266	0,717	0,332	0,302	0,227	0,846	
PV	0,618	0,430	0,572	0,359	0,580	0,399	0,929

Note: The square roots of the AVE are represented on the diagonal in italics and highlighted in black. The remaining values correspond to the correlations between the variables.

Discriminant validity was also assessed by the Heterotrait-Monotrait Ratio (HTMT) of the correlations, with values below the 0.900 threshold. Therefore, discriminant validity is established (see Table 4).

Table 4 Heterotrait-Monotrait (HTMT)

	Attit	IB	Cred	HN	PN	LI	PV
Attit							
IB	0,324						
Cred	0,639	0,390					
HN	0,301	0,368	0,413				
PN	0,544	0,281	0,566	0,357			
LI	0,302	0,842	0,376	0,398	0,251		
PV	0,685	0,492	0,622	0,443	0,640	0,443	

Having established the reliability and validity of the measurement model, the next focus is on evaluating the consistent structural model. At this stage, the results of the SEM (Structural Equation Model) are analyzed with a view to validating the hypotheses under study.

Figure 1 shows the standardized estimates of the structural equations obtained by the SmartPLS program. The structural model shows acceptable quality of fit (SRMR = 0.058) according to Hair et al. (2012), assuming a value below 0.08, and bootstrapping of 2000 resamples was used, with a two-sided Student's t distribution and 97.5% percentile confidence intervals.

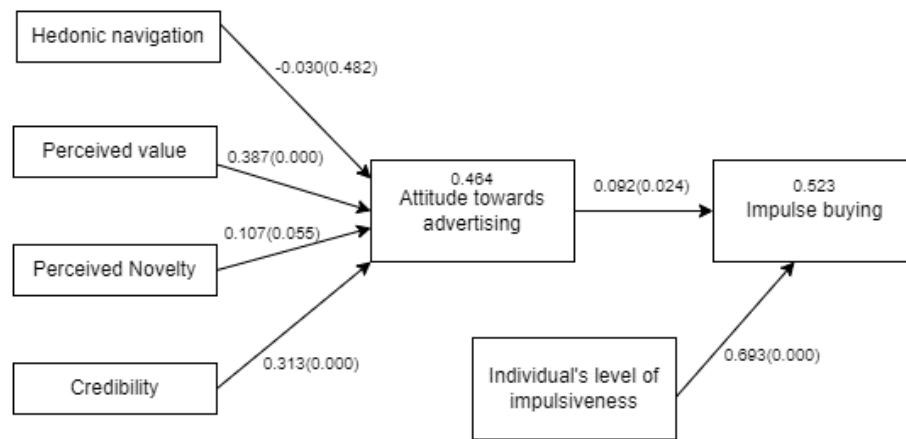


Figure 1. Structural model

The structural model reflects the hypotheses in the research framework. A structural model is evaluated based on R², Q² and the significance of the paths. The quality of the model is determined by the strength of each structural path determined by the R² value for the dependent variable (Penalver et al., 2018). The R² value must be equal to or greater than 0.100 (Falk & Miller, 1992). The results in Table 5 show that R² values are above 0.100. Consequently, predictive capacity is established.

Table 5. R² and Q² table

	R²	Q²
Attitude	0.464	0.386
Impulse buying	0.523	0.382

It is now possible to decide whether to accept the research hypotheses presented in literature review.

H1 assesses whether Hedonic Navigation has a significant impact on Attitude towards social media advertising. The results do not confirm that Hedonic Navigation does not have a significant impact on Attitude towards social media advertising ($\beta = -0.030$, $t = 0.704$, $p = 0.482$), since t -value > 0.001 . H1 was therefore not confirmed. Hedonic navigation can even positively and directly influence consumers' impulse buying behavior, as mentioned in the studies by Park et al. (2006) and Zheng et al. (2019) but in the present study and with the attitude variable as a mediator, this is no longer the case. This may be since in the studies by Park et al. (2006) and Zheng et al. (2019) the environment analyzed was in an offline store context, consisting of hedonic exploration around the store, and not in an online context as in this study, which may have influenced the results.

H2 assesses whether Perceived Value has a significant impact on Attitude towards social media advertising. The results revealed that Perceived Value has a significant impact on Attitude towards social media advertising ($\beta = 0.387$, $t = 6.487$, $p < 0.001$), since t -value > 1.96 and p -value < 0.001 . As such, Perceived Value positively influences Attitude towards social media advertising, in that for every unit increase in Perceived Value, Attitude towards social media advertising increases by 0.387 units ($p < 0.001$). Therefore, H2 was confirmed. This result makes sense since the perceived value of advertising has a significant impact on the attitude towards it. Therefore, when users perceive that advertising on social networks is valuable to them, they tend to have more favorable attitudes towards it.

H3 assesses whether Perceived Novelty has a significant impact on Attitude towards social media advertising, and the results do not confirm this relationship ($\beta = 0.107$, $t = 1.917$, $p = 0.055$), since t -value > 0.001 . H3 was therefore not confirmed. It would have been expected that when consumers consider advertising to be innovative, their attitude towards it would be more positive. However, considering the results obtained in this and other studies, we can say that although perceived novelty may not be relevant to changing attitudes, it could have a direct impact on impulse buying. H4 assesses whether Credibility has a significant impact on Attitude towards social media advertising, a hypothesis confirmed in this research ($\beta = 0.313$, $t = 5.122$, $p < 0.001$), since t -value > 1.96 and p -value < 0.001 . Therefore, Credibility positively influences Attitude towards social media advertising in that for every unit increase in Credibility, Attitude towards social media advertising increases by 0.313 units ($p < 0.001$). H4 was therefore confirmed. Thus, the study by

Choi & Rifon (2002), which argued that the positive perception of the advertiser leads to judging advertising as credible, which in turn strongly influences consumer attitudes, was confirmed. In the present study, although the context was changed and applied to the online environment rather than the offline one like the studies carried out at the time, the results were the same, thus proving that the Credibility of advertising is a very important factor and has a positive impact on users' Attitude towards it.

H5 assesses whether the individual's Level of Impulsivity has a significant impact on Impulse Buying, which was confirmed in this research ($\beta = 0.693$, $t = 14.658$, $p < 0.001$), since t -value > 1.96 and p -value < 0.001 . Therefore, the individual's Impulsivity Level positively influences Impulse Buying to the extent that for every unit increase in the individual's Impulsivity Level, Impulse Buying increases by 0.693 units. Therefore, H5 was confirmed. The individual's Impulsivity Level ends up having a significant direct impact on Impulse Buying, which makes sense given that if a user has higher levels of impulsivity, they are more likely to make impulsive online purchases.

H6 assesses whether Attitude towards social media advertising has a significant impact on Impulse Buying. The results revealed that Attitude towards social media advertising has an impact on Impulse Buying ($\beta = 0.092$, $t = 2.263$, $p = 0.024$), because t -value > 1.96 , but p -value > 0.001 . Therefore, Attitude towards social media advertising can positively influence Impulse Buying in that for every unit increase in Attitude towards social media advertising, Impulse Buying increases by 0.092 units. Therefore, H6 was confirmed. Attitude also has a significant direct impact on impulse buying, as can be seen in Table 6. This is because the greater and more positive the users' attitude towards social media advertising, the more likely they are to make impulse purchases of the advertised product or service.

Table 6. Measurement Analysis of Total Direct Effects

	Direct Effect	T	p
HN → Attit	-0.030	0.704	0.482
PV → Attit	0.387	6.487	0.000
PN → Attit	0.107	1.917	0.055
Cred → Attit	0.313	5.122	0.000
LI → IB	0.693	14.658	0.000
Attit → IB	0.092	2.263	0.024

Mediation analysis was carried out to assess the mediating role of Attitude. The results (see table 7) revealed an insignificant mediating role ($p > 0.05$) for Attitude in the hypotheses H1: $\beta = -0.03$, $t = 0.628$, $p = 0.530$ and H3: $\beta = 0.010$, $t = 1.47$, $p = 0.141$. The remaining two hypotheses were significant H2: $\beta = 0.036$, $t = 2.031$, $p = 0.042$ and H4: $\beta = 0.029$, $t = 2.023$, $p = 0.043$.

Table 7. Measurement Analysis of Total Indirect Effects

	Indirect Effect	T	p
HN→Attit->IB	-0.03	0.628	0.530
PV→ Attit > IB	0.036	2.031	0.042
PN→ Attit -> IB	0.010	1.474	0.141
Cred→ Attit -> IB	0.029	2.023	0.043

A multi-group analysis was carried out to assess possible differences in results based on the following criteria:

- 1) Most used social network.
- 2) Years of use of the preferred social network.

Regarding the most used social network, the first group comprises 115 people who chose Facebook as their social network of choice and the second group contains 254, the latter having chosen Instagram as their most used social network.

When comparing the results by the social network most used (Table 8), there were no significant differences between the two networks. However, the relationships "Perceived Value → Attitude" and "Attitude → Impulse Buying" have a greater impact on Instagram users than on Facebook users, since the difference in the β of the two social networks was -0.100 and -0.067, respectively. This leads us to conclude that Instagram users, when confronted with advertising that they believe brings them value, tend to have a more positive attitude towards it than Facebook users. It was also possible to verify that this attitude towards advertising, in the case of Instagram users, can lead more quickly to an impulse purchase compared to Facebook users.

When analyzing the difference in terms of years of using the social network, there are three groups (table 9). The first is made up of 38 people and represents the number of respondents who have been using their social network of choice for less than 4 years, the second, with 72 people, concerns respondents who have been using it for between 4 and 5 years and finally, the third group, made

up of 259 people, represents the number of people who have been using their preferred social network for more than 5 years.

Table 8. Comparison table by type of social network most used

	β Facebook	β Instagram	Difference β Facebook- Instagram	P value Facebook vs Instagram
Hedonic navigation $\rightarrow$ Attitude	0.004	-0.048	0.052	0.604
Perceived value $\rightarrow$ Attitude	0.323	0.423	-0.100	0.417
Perceived Novelty $\rightarrow$ Attitude	0.200	0.070	0.130	0.281
Credibility $\rightarrow$ Attitude	0.349	0.272	0.077	0.542
Level of impulsiveness $\rightarrow$ Impulse buying	0.760	0.670	0.090	0.369
Attitude $\rightarrow$ Impulse buying	0.042	0.109	-0.067	0.479

Table 9. Comparison of β results by years of social network use

	β less than 4	β 4-5 years	β more than 5
Hedonic navigation $\rightarrow$ Attitude	-0.069	0.193	-0.085
Perceived value $\rightarrow$ Attitude	0.207	0.660	0.305
Perceived Novelty $\rightarrow$ Attitude	0.211	0.069	0.123
Credibility $\rightarrow$ Attitude	0.603	-0.025	0.384
Level of impulsiveness $\rightarrow$ Impulse buying	0.712	0.726	0.692
Attitude $\rightarrow$ Impulse buying	0.186	0.124	0.072

As can be seen on Table 10, there are some significant differences in relation to the years of use of social networks. In the first case, there is a significant difference (p value= 0.018) in the "Hedonic navigation $\rightarrow$ Attitude" relationship between people who have been using the social network for between 4 and 5 years and people who have been using it for more than 5 years. It was then possible to see that people who have been using the social network for between 4 and 5 years, while hedonically navigating the platform, tend to have a more positive attitude towards the advertising presented to them than people who have been using the social network for more than 5 years.

Table 10. Difference in β and P values for years of social network use

	Difference “4-5 years” “more than 5”	Difference “4-5 years”- “less than 4”	Difference “more than 5” - “less than 4”	P value “4-5 years” vs “more than 5”	P value “4-5 years”vs “less than 4”	P value “more than 5” vs “less than 4”
Hedonic navigation →Attitude	0.279	0.263	-0.016	0.018	0.143	0.920
Perceived Value → Attitude	0.355	0.453	0.098	0.011	0.025	0.566
Perceived Novelty →Attitude	-0.054	-0.142	-0.089	0.654	0.378	0.558
Credibility→ Attitude	0.409	-0.628	-0.219	0.003	0.006	0.234
Level of impulsiveness→	0.033	0.013	-0.020	0.715	0.898	0.787
Impulse Buying Attitude →Impulse Buying	0.052	-0.062	-0.114	0.546	0.637	0.384

In the second and third cases, both referring to the "Perceived value → Attitude" relationship, there is a significant difference between people who have been using the social network for between 4 and 5 years and people who have been using it for more than 5 years (p value= 0.011) and between people who have been using it for between 4 and 5 years and people who have been using it for less than 4 years (p value= 0.025). It was therefore found that respondents who have been using the social network for between 4 and 5 years, compared to those who have been using it for more than 5 years, tend to have a more positive attitude towards advertising depending on the value they derive from it. The same is also true of those who have been using it for 4-5 years and those who have been using it for less than 4 years, with those who have been using the social network for 4-5 years having a more positive attitude towards advertising depending on the value they derive from it than those who have been using the social network for less than 4 years. With regard to the last two cases, concerning the "Credibility → Attitude" relationship, there is a significant difference between people who have been using the social network for 4-5 years and people who have been using it for more than 5 years (p value= 0.003) and between people who have been using it for 4-5 years and those who have been using it for less than 4 years (p value= 0.006). We found that respondents who have been using the social network for more than 5 years have a more

positive attitude towards advertising on social networks when faced with advertising that they consider credible, compared to respondents who have been using the social network for 4-5 years. People who have been using the social network for less than 4 years also have a more positive attitude towards advertising when faced with credible advertising, compared to those who have been using the social network for 4-5 years.

5. CONCLUSIONS

This research investigated the impulsive buying behavior of social media users within the context of online advertising on social networks. The study aimed to achieve two primary objectives: (1) to examine how variables such as hedonic navigation, perceived value, perceived novelty, and credibility influence attitudes toward social media advertising and (2) to determine how these attitudes, along with individual impulsiveness, impact online impulse buying behavior. This study represents the first integrated model to simultaneously examine these four distinct dimensions of advertising value (hedonic navigation, perceived value, perceived novelty, and credibility) as parallel antecedents of attitude toward social media advertising, with attitude serving as a central mediator to online impulse buying, moderated by trait impulsiveness—an integration not previously tested in the literature. Guided by a comprehensive literature review, six hypotheses were formulated to address these objectives and were subsequently tested and analyzed.

The findings reveal both positive and negative relationships among the studied variables. Credibility and perceived value of advertisements on social media demonstrated a positive influence on attitudes toward such advertising. In turn, attitudes toward advertising, along with credibility, perceived value, and impulsiveness, were positively associated with impulse buying. Conversely, hedonic navigation and perceived novelty exhibited a negative relationship with attitudes toward advertising. Consequently, statistical analysis supported four of the six proposed hypotheses.

The results underscore the critical role of credibility and perceived value in shaping favorable attitudes toward social media advertising, which, in turn, significantly drives impulse buying. Furthermore, individual impulsiveness was shown to directly contribute to impulsive purchasing behavior online. These findings emphasize the importance of designing social media advertisements that convey credible, valuable, and relevant content to foster positive consumer attitudes. For platforms such as Facebook and Instagram, enhancing the perceived value and

relevance of advertisements is essential to encourage favorable user responses and drive impulse buying behavior.

With regard to the limitations of this study, we can consider the fact that the sample was a convenience sample. Research based on a different sample could guarantee the sample's representativeness and thus produce different results. In addition, this sample also shows some imbalance in terms of gender and age group. This means that the conclusions are predominantly influenced by a specific sociocultural group, which could condition the final conclusions. Additional limitations include: the platform-agnostic approach, not distinguishing between social media platforms (Facebook vs. Instagram) with potentially differing advertising dynamics and limited generalizability beyond young urban Portuguese users, suggesting the need for cross-cultural replication. Finally, the use of different antecedents and variables could possibly lead to different results.

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