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RESEARCH

Effect of body satisfaction on online impulse purchase behavior of young people

Beden memnuniyetinin gençlerin çevrimiçi dürtüsel satın alma davranışları üzerindeki etkisi

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Abstract

Purpose: This research aims to determine the effect of body satisfaction on impulse purchase behaviour and, to detect differences in body satisfaction and impulse buying behaviour based on demographic factors.
Materials and Methods: The data were collected from 346 university students in different departments at a foundation university in Mersin. The survey method was used and obtained data was analyzed with path analysis, independent samples t-test, and one-way ANOVA.
Results: The positive effect of body satisfaction on impulse buying behaviour was found significant. Significant differences in body satisfaction and impulse buying behaviour were investigated by gender and monthly budget. Body satisfaction differs by gender, while impulse buying behaviour by monthly budget. Body satisfaction differs by gender, while impulse buying behaviour to a monthly budget.
Conclusion: Online impulse purchase behaviour increases body satisfaction. Body satisfaction is higher among male students, and the purchase behaviour of students with a high monthly budget is also higher than their counterparts.
Keywords:. Body satisfaction, impulse buying, online buying

Öz

Amaç: Bu araştırmada beden memnuniyetinin online satın alma davranışı üzerindeki etkisinin belirlenmesi ve demografik faktörlere göre beden memnuniyeti ile online satın alma davranışında farklılıkların tespit edilmesi amaçlanmıştır.
Gereç ve Yöntem: Veriler Mersin ilindeki bir vakıf üniversitesinde farklı bölümlerde öğrenim gören 346 öğrenciden toplanmıştır. Araştırmada anket yöntemi kullanılmış ve veriler yol analizi, bağımsız örneklemler t testi, tek yönlü Anova testleri aracılığıyla analiz edilmiştir.
Bulgular: Beden memnuniyetinin anlık satın alma davranışı üzerinde pozitif etkisi bulunmuş , beden memnuniyeti ve anlık satın alma davranışında cinsiyet ve aylık bütçeye göre farklılıklar gözlenmiştir. Dürtüsel satın alma davranışı bütçeye göre farklılık gösterirken, beden memnuniyeti cinsiyete göre farklılaşmaktadır.
Sonuç: Dürtüsel satın alma davranışı arttıkça, beden memnuniyeti artmaktadır. Beden memnuniyeti erkek öğrencilerde, dürtüsel satın alma davranışı ve aylık bütçesi yüksek olan öğrencilerde daha fazladır.

Anahtar kelimeler: Beden memnuniyeti, dürtüsel satın alma, online satın alma

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INTRODUCTION

For many years, purchasing behaviour has been dealt with only in the marketing area and mainly focused towards the end products. This approach to purchasing behaviour has led to the neglect of the social, psychological, cultural, and economic factors that push people, the subject of the behaviour, to make purchasing decisions. However, human behaviour is influenced by many psychological, social, cultural, and economic factors, including the person's characteristics[1]. Especially in recent years, the ideal body perception presented through the media has caused body dissatisfaction among young people[2,3]

In the last two decades, internet usage has also become an essential factor affecting people's purchasing behaviour with the development of new technologies. Today, online shopping and purchasing concepts are being used very frequently. Although these concepts are seen as a new form of purchasing behaviour based on marketing, they enable us to see concretely the social, cultural, and primarily technological influences on purchasing behaviour from a psychological point of view[1]. Different studies show that social and psychological-based factors are the most influential factors affecting young people's online impulse buying behaviour. However, more information is needed about what factors lead young consumers to impulse online purchases and how they influence their purchase decisions[4,5,6].

Today, in the marketing industry, it is necessary to determine strategies that will trigger and activate the purchasing behaviour of the producer and the production of a product. For this purpose, especially in recent years, new media has become an important area in the online marketing realm as a meeting place for the product and the consumer. Considering the internet usage rates and online shopping preferences of young people, the young population is the most important target group for the marketing sector. When the consumer target group in the marketing process is young consumers, social media becomes an online showcase for many retailers. At this point, psychological factors, one of the essential factors in purchasing behaviour, are used as a marketing strategy. Psychological factors affecting purchase behaviour are discussed under personality, motivation, perception, learning, attitudes, and beliefs[7,8]. The marketing industry utilizes these factors when presenting a product or service to a consumer group. Especially in recent years, perception management strategies for young consumers have come to the fore to present and market products on social media platforms. One of these strategies is realized through the body perception of young people.

Body perception, all of a person's feelings, thoughts, attitudes, and behaviours related to the body are related to how they perceive their body. While having a positive perception of one's body is expressed as body satisfaction, having a negative body perception is considered body dissatisfaction[9]. When the literature on body perception is examined, the media is one of the most critical factors in a person's body evaluation. The ideal body perception, frequently imposed through media and social media, can cause body dissatisfaction in today's youth. Figures with the ideal body, which are primarily featured in media tools such as clips, advertisements, etc. used in the marketing sector, can motivate young consumers to reach the ideal body, to have the popular one, and to buy products and services to be used for the ideal body[10]. This is a common strategy used by the marketing industry to manage young people's perceptions, often leading young people to purchase products and services intended to change their bodies to achieve the ideal body. A review of the literature on body satisfaction and consumption provides ample evidence of the influence of the media on body perception and consumption[11]. However, research examining the relationship between body satisfaction and online impulse-buying behaviour is limited. In addition, although both body satisfaction and impulse buying behaviour are issues related to culture, it is seen that research on both issues is intensively addressed in Western cultures. In this respect, the study will be important and contribute to the studies conducted in this field and to the practitioners in the field of marketing by filling a gap in the literature. Therefore, this study is essential in examining the relationship between body satisfaction and online impulse-buying behaviour among young people in Turkey, a collectivist society.

MATERIALS METHODS

Sample

The central body of the study consists of young individuals over 18 who volunteered to participate. The convenience sampling method, was used to determine the sample. The sample size calculation

was based on Kline's method[12]. According to this method, ten times the number of items of the variables in the study is sufficient for the sample size. In this context, it was calculated as (17*10=170) people for 17 items of the variables.

Procedure

In order to increase the level of representation of the sample to the central mass, the study's data were collected by conducting a face-to-face survey with 346 university students who volunteered to participate in the study. The face-to-face survey was conducted between 20.06.2022-20.10.2022 by researchers at Çağ University in Mersin province. After cleaning multivariate outliers, 342 participants remained.

Ethics committee permission numbered E-23867972-050.01.04.2200002702 was obtained from Çağ University Ethics Committee to conduct the study.

Measures

The survey was used as a data collection tool. It consisted of Body Appreciation Scale (BAS), Impulse Buying Behavior Scale (IBB), and demographic questions. For measuring impulse buying behaviour, the IBB scale was used from Ercoşkun and Sağtaş' study.[13] Rook and Fisher developed, and Yiğit adapted.[14,15] It has one dimension and eight items. Evaluation was based on total points. The Likert-type scale was assessed as five point, and no reverse coded item.

BAS scale was developed by Avalos et al. According the study, BAS should prove useful for researchers interested in positive body image assessment.[16] In this research the scale was used from Bakalım and Taşdelen-Karçkay. As a result of the study, the structure of scale was compatible with the model proposed by to Ng et al.'s. It has two factors, and four items removed (5:strongly agree-1:never agree)[17].

According to the model comparison analysis in this study, the two-dimensional structure of the scale was found to be appropriate for the sample of Turkish university students, with nine items. Besides, they suggested that the factor structure of BAS was reexamined on a different sample. Accordingly, the scales' validity was tested using exploratory and confirmatory factor analysis.

Statistical analysis

SPSS 25.0 (Statistical Package for Social Sciences) and AMOS (Analysis of Moment Structures) 23.0 were used to analyze the data. Before statistical tests, multivariate outliers were analyzed by computing the Mahalanobis distance, and prob<0.001 values were excluded from the data set. 342 scale data were valid and analyzed. The normal distribution was determined by examining the kurtosis and skewness values. Item analysis, Cronbahh's α, composite reliability and AVE values were used to test reliability, exploratory and confirmatory factor analysis for validity. The effect of body body appreciation on impulse buying behavior was tested by using path analysis. The differences body appreciation and impulse buying behavior according to gender and budget was evaluated by using independent t test, One way Anova. The data was evaluated at a 95% confidence interval and $p<0.05$ significance level.

RESULTS

There could be no observed full participation in demographic data. Most of the 341 respondents were females (63.5%) and between 21 and 23 (47.4%). 60,2% of them spend more than 3 hours on the internet daily. 48.2% of them used electronic retail sites (Trendyol, Amazon, etc.) in online shopping. 63.7% of 340 respondents had a Bachelor's degree. By monthly budget, 38.3% of 328 respondents had between 1000 and 2000 Turkish Liras.

Reliability and validity of BAS scale

Before EFA, BAS skewness 0.33, kurtosis -0.60, all of which are less than ±1. Item analysis was applied to the BAS scale, and the corrected item-total correlation of items was examined. Item total correlation reveals the relationship of each item with the total score. High scores indicate the consistency of the measurement tool. The minimum value was recommended as 0.30 (Kline, 2000). As a result of the analysis, the items' correlation values were between 0.590 and 0.785. Cronbach's α value of scale was calculated as 0.915, which was higher than the standard value of 0.70.

EFA results showed that Kaiser-Meyer-Olkin Measure of Sampling Adequacy was 0.911, and Bartlett's Test of Sphericity ($\chi 2(36)=1986.749$) gave a p-value of <0.001. KMO value of >0.60 and Bartlett test $p<0.05$ indicate that factor analysis can be

applied to the sample data. Principal Axis Factoring was used as a factoring method. The scale was constructed with a one-factor structure. Factor loads were distributed between 0.832 (max) – 0.608 (min), and a load of each item exceeded the recommended value of 0.30. Also, the total variance explained was seen at 56.408%. The acceptable value of total variance is explained as 30% for one-dimensional scales by Streiner (1994).

As the EFA suggested a one-factor solution, the model was specified with just one latent factor, as described above. As a result of DFA, nine items were related to the scale structure ($p<.001$). Factor loads ranged from 0.587 to 0.851, all exceeding the threshold value of 0.30. Goodness-of-fit statistics were obtained for the structural model, which showed an overall good fit except for RMSEA and $\chi 2/df$. That is why modification indices were done on the structural model (e1-e2, e6-e7). Table 1 depicts that the goodness-of-fit for the model was met: $\chi 2/df= 2.645$, CFI = 0.921, GFI = 0.956, TLI = 0.970, NFI = 0.967, and RMSEA = 0.069, SRMR= 0.030. The overall values provided evidence of a good model fit.

Table 1. Goodness-of-fit indicators of single factor model for BAS scale

Fit indices	Perfect fit	Acceptable fit	Model fit indices	Modified model fit indices
$\chi 2/df$	$0 \leq \chi^2/df \leq 3$	$3 \leq \chi^2/df \leq 5$	9.479	2.645
GFI	0.90≤GFI	0.80≤GFI	0.845	0.956
CFI	0.95≤CFI	0.85≤CFI	0.884	0.979
RMSEA	0.0≤RMSEA≤0.05	0.06≤RMSEA≤0.10	0.158	0.069
NFI	0.95≤NFI	0.80≤NFI	0.873	0.967
TLI	0.90≤TLI	0.80≤TLI	0.845	0.970
SRMR	0 ≤ SRMR ≤ 0.05	0.05 ≤ SRMR ≤ 0.10	0.055	0.030
$\chi 2$: 66.137 ; df:25 ; p:0.000				

As a result of the factor analysis after modification, Table 2 shows the factor loadings. As the table shows, all loadings were relatively high, ranging from 0.633 to 0.816. Composite reliability (CR) value was computed 0.92, higher than reference standard value of 0.7. The AVE value was also 0.55, and exceeds the recommended value of 0.5.

Figure 1 shows the single factor structural model of BAS scale with 9 items, as seen below.

Table 2. CFA results of BAS scale

Factor	Items	Factor loads	S.E.	t statistics	p
F1: BAS	BAS2	0.738	-	-	-
	BAS3	0.792	0.040	24.321	***
	BAS4	0.800	0.065	14.685	***
	BAS5	0.633	0.060	11.464	***
	BAS6	0.816	0.067	14.993	***
	BAS8	0.589	0.086	10.619	***
	BAS9	0.673	0.087	12.215	***
	BAS10	0.809	0.071	14.862	***
	BAS13	0.799	0.069	14.681	***

Reliability and validity of Impulse Buying Behavior Scale

IBB skewness -1.22, kurtosis 1.67. Because these values are between ±2, acceptable. The corrected item-total correlation of IBB items were distributed between 0.362 and 0.764. The value of Cronbach's α of 0.878 of overall reliability of the scale used shows that the data was reliable. As a result of the EFA, Kaiser-Meyer-Olkin Measure of Sampling Adequacy was 0.903, and Bartlett's Test of Sphericity ($\chi 2(28)= 1276.995$) gave a p-value of <0.001. Maximum Likelihood was used as a factoring method. Extraction value of a reverse ıtem (IBB7) was detected 0.162. Rule of thumb extraction score >0.2.

If not, item must be removed from the scale and the analysis should be repeated (Büyüköztürk et al., 2013).

In reanalysis, Kaiser-Meyer-Olkin Measure of Sampling Adequacy was 0.898, and Bartlett's Test of Sphericity ($\chi2(21)=1215,143$) gave a p-value of <0.001. The $\chi2$ for this model was 62.335 (df 14). $\chi2/df$ was calculated as 4.45 ($p<0,001$). This value showed the model was an acceptable fit. The scale was constructed one factor structure. Factor loads was distributed between 0.585 and 0.839, all of which are more than 0.30. Total variance explained was 54.247%. As a result of DFA, 7 items were found related to the scale structure ($p<.001$). Factor loads ranged from 0.585 to 0.839. Goodness-of-fit statistics were obtained for the structural model, showed overall good fit except RMSEA. That's why modification indices was done on the structural model (e5-e6). Table 3 depicts that the goodness-of-fit for the model was met: $\chi2/df= 3.650$, CFI = 0.971, GFI = 0.961, TLI = 0.954, NFI = 0.961, and RMSEA = 0.088, SRMR= 0.032. The overall values provided evidence of a good model fit.

As a result of the factor analysis after modification, Table 4 shows the factor loadings. As the table shows, all loadings were relatively high, ranging from 0.569 to 0.845. Composite reliability (CR) value was computed 0.89, higher than reference standard value of 0.7. The AVE value was also 0.54, and exceeds the recommended value of 0.5. Figure 2 shows the single factor structural model of IBB scale with 7 items, as seen below.

Table 3. Goodness-of-fit indicators of single factor model for impulse buying behavior scale

Fit indices	Perfect fit	Acceptable fit	Model fit indices	Modified model fit indices
$\chi2/df$	$0\leq\chi^2/df\leq3$	$3\leq\chi^2/df\leq5$	4.503	3.650
GFI	0.90≤GFI	0.80≤GFI	0.947	0.961
CFI	0.95≤CFI	0.85≤CFI	0.959	0.971
RMSEA	0.0≤RMSEA≤0.05	0.06≤RMSEA≤0.10	0.101	0.088
NFI	0.95≤NFI	0.80≤NFI	0.949	0.961
TLI	0.90≤TLI	0.80≤TLI	0.739	0.954
SRMR	0 ≤ SRMR ≤ 0.05	0.05 ≤ SRMR ≤ 0.10	0.039	0.032
$\chi2$: 47.453 ; df:13 ; p:0.000				

Table 4. CFA results of impulse buying behavior scale

Factor	Items	Factor loads	S.E.	t statistics	p
F1: IBB	IBB1	0.790	-	-	-
	IBB2	0.845	0.063	16.948	***
	IBB3	0.822	0.065	16.396	***
	IBB4	0.780	0.067	15.365	***
	IBB5	0.569	0.069	10.579	***
	IBB6	0.584	0.069	10.907	***
	IBB8	0.696	0.065	13.380	***

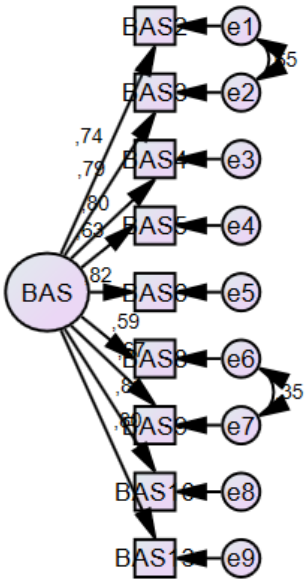

Figure 1. Single factor model of BAS scale

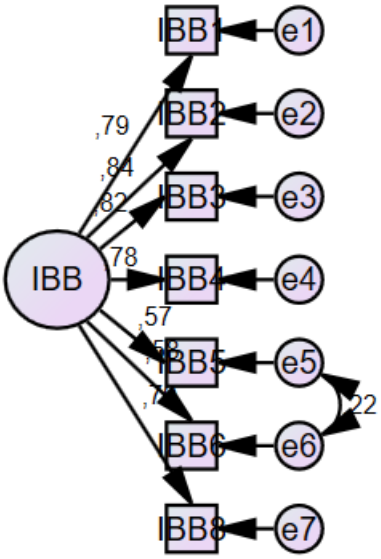

Figure 2. Single factor model of impulse buying behavior scale

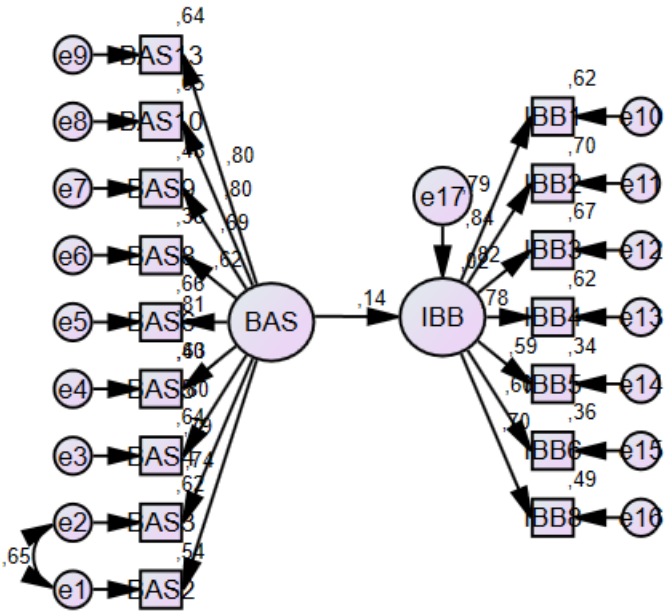

Figure 3. SEM (Structural Equation Modeling) model established for variables

χ2/df	GFI	CFI	RMSEA	TLI	NFI	SRMR
2.743	0.906	0.945	0.072	0.935	0.917	0.050

The structural equation model (SEM) based on the latent variables was designed to analyze the effect between variables. SEM model in which the analysis was presented in Figure 3. According to SEM findings, it was determined that the effect of body appreciation on impulse buying behaviour (β = 0.140; p =0.019). When the fit indexes of the model in Figure 3 was examined, it was seen that the SEM model was compatible and valid with the research data.

Findings regarding the group comparison was presented in Table 5. Independent t-test was performed to check the significant differences between gender groups. It was found a significant difference of body appreciation scores' between male and female (t=2.015 Sig;=0.045). From table 5 noticed that the mean of males was greater than females. One way Anova was used to determine significant differences based on monthly budget, also. ANOVA results in Table 5 showed that there was a statistically significant difference among participants' scores from the ımpulse buying behaviour according to monthly budget (F=5.028 Sig;=0.001). Post Hoc test comparison with Bonferroni showed that the ımpulse buying behavior scores of the participants who had monthly budget between 1000-2000 Turkish Liras less than above 5100.

Table 5. Results of group comparison

	Group	**n**	**M.**	**SD.**	**t**	**p**
BAS	Male	124	37.854	6.453	2.015*	0.045
	Female	217	36.152	8.042		
IBB	Male	124	19.943	7.996	1.335	0.183
	Female	217	18.834	7.005		
	Group	n	M.	SD.	F	p
BAS	1000-2000[a]	131	35.816	8.283	1.391	0.237
	2100-3000	65	36.169	8.026		
	3100-4000	36	38.444	5.847		
	4100-5000	19	38.631	5.992		
	5100+	77	37.168	6.808		
IBB	1000-2000	131	17.106	7.376	5.028*	0.001
	2100-3000	65	19.984	6.315		
	3100-4000	36	20.666	6.981		
	4100-5000	19	20.631	7.049		
	5100+	77	21.246	7.840		

***p<.001; **p<.01; *p<.05, aShow the difference with below 5100+. (BAS- Body Acceptence Scale; IBB-Impuse Buying Behaviour).

DISCUSSION

The use of online shopping channels and social media are on the rise in recent years, and they have affected consumer behaviour by leading to changes in consumption habits. Today, consumers are constantly exposed to the concepts of the ideal body and immediate consumption through social media. It is known that an individual's body perception and feelings about themselves are essential factors in impulse buying[21]. In particular, consumers' motivation to improve their appearance is a critical element of impulse buying behaviour[22,23].

As a result of this study, it was determined that body satisfaction has a significant positive effect on online impulse buying behaviour. In this case, as the consumer's body satisfaction with himself or herself increases, online impulse buying behaviour increases. This result is consistent with studies showing that high self-acceptance is accompanied by positive emotions, which encourage impulsive buying[24,25,26,27] . On the other hand, it is possible to come across studies in the literature that concludes that there is no significant relationship between body satisfaction and online purchasing[28] or that it is negatively effective[29]. Different results in the literature can be interpreted as the fact that body satisfaction and self-acceptance levels, which are closely related to a psychological process[30], and online impulse buying behaviour, which is also related to positive or negative emotional states[31, 32], lead to different emotional experiences in individuals.

According to the study's findings, there is a significant difference between the body satisfaction perceptions of female and male participants. Accordingly, the body satisfaction scores of men are higher than women. When the literature is examined, it is seen that the result obtained from the study is compatible with the literature. O'Brien et al.[33] similarly stated that women have lower body satisfaction and body image than men. When this case was analyzed over the young age group, it was observed that there was a more significant difference among young women. Quittkat et al.[34] investigated body satisfaction perceptions in men and women throughout life. According to the results of the study, body satisfaction was found to be lower in young adult women than in men. Similarly, there are many studies in the literature[35,36,37,38] that reveal that men have high body satisfaction. This result can be interpreted as the female figure, associated with the concepts of beauty and aesthetics in society and fashion, being more sensitive to her body/appearance.

According to the study results, the online impulse buying behaviour of participants with a monthly budget of 5100 TL and above is higher than those with a monthly budget of 1000-2000 TL. This result shows that online impulse buying behaviour increases as income increases. Since the budget ranges in the survey were written before January 2023, the income level ranges were determined in this way. Similarly, Awan and Abbas[39] state in their study that a strong link exists between individuals' income levels and impulse buying behaviour. Individuals with higher income levels are more likely to buy a product they had not planned to buy before during online shopping[40,41] . In addition, Roberts and Jones[42] stated that young individuals with high credit card limits tend to increase their online impulse buying behaviour as their income level increases. Similarly, it is known that credit cards, which offer the logic of buying now and paying later beyond the economic situation of young people, lead to more consumption[43].

The study's findings are important in filling the gap in the national literature and understanding consumer behaviour. Online channels, becoming widespread daily and used intensively by the young generation, affect individuals in many areas, such as psychological, social, and consumption habits. Examining changing consumer behaviour and underlying purchase behaviour motivations is among the priorities in marketing research. In particular, it is known that a significant portion of consumers' purchasing behaviour is related to the body[44]. This issue is also essential for companies aiming to create value in an intensely competitive environment in terms of understanding consumer behaviour.

The study has some limitations, as in other studies. The convenience sampling method was used in the study, making it difficult to generalize the results. In addition, the study sample comprises the young age group between 18-24 who commonly use online purchasing behaviour. In other studies to be conducted in this context, it may be recommended to include different regions, countries, and age groups. It is thought that comparing the findings obtained within the scope of culture and age groups will be helpful in terms of obtaining generalizable results. Finally, in the study, the relationship between body satisfaction and the purchasing behaviour of young people was limited to online impulse buying behaviour. In future studies, it may be suggested to include physical purchasing behaviour in examining this relationship and comparing the results.

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