

The Effect of Para Social Interaction on Impulse Buying in the Field of Marketing

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Abstract: Most marketers and salespeople focus on inciting impulsive purchases to increase sales volume using marketing principles. To advertise their offerings, marketers employ a variety of personalities and sometimes, fictional characters who can influence consumers' decisions. According to marketers, these two principles complement one another well and are successful at boosting overall sales. This study's primary objective is to determine how "Para social Interaction" influences the "Impulse Buying Behavior" of customers in Sri Lanka, with comparison to Generation Y and Generation Z. This study quantitatively investigated the actual role that PSI plays in customer decision making process by gathering data cross sectionally through a survey and analyzing data through regression analysis techniques by using SPSS software. This is one of the earliest research projects to examine the relationship between Para social influence and impulse buying in the Sri Lankan context by comparing consumers of generations Y and Z. The research is important to marketers since it identifies the strengths and shortcomings when combining PSI and impulse buying to enhance sales. The findings of this study revealed a linear link between PSI and impulse purchases, with PSI having a favorable impact on impulse purchases. Remarkably, gender does not moderate the association between PSI and impulse purchases, and there is no difference between generation Y and generation Z when it comes to purchasing impulsively under the influence of PSI.

Keywords: Para Social Interaction (PSI), Impulse Buying (IB), Stimulus Organism Response (SOR), Gender, Sri Lankan context

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