



## **Impact of Social Media Promotions on Impulse Buying Behaviour with the Mediating Effect of Impulse Buying Intention: With Reference to Cosmetic Industry in Sri Lanka**

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### ***Abstract***

#### **Article History**

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*The growing exposure to social media has led to increasing consumer interest in fast moving consumer products, particularly beauty cultural products. Despite the growing body of research on Impulse Buying Behavior, significant knowledge gaps remain, particularly in the context of Cosmetic industry. Existing studies predominantly focus on developed countries, leaving a gap in understanding the impact of social media marketing on impulse buying behavior in developing economies like Sri Lanka. Thus, the study examines the impact of social media marketing on impulse buying behavior of Sri Lankan consumers, with a particular focus on Impulse Buying Intention as the mediator. A quantitative research approach was employed, utilizing a structured survey questionnaire distributed among 200 respondents in Sri Lanka. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to test the relationships between variables. The findings of this study indicate that Social Media Advertising significantly influences impulse buying by increasing brand awareness, building relationships with consumers, and nurturing their emotional connections to the product. Social Media Community also plays a critical role in shaping impulse purchases, as consumers rely on peer recommendations, opinions, and interactions. Accordingly, the effects of social media advertising and social media community variables have a positive effect on impulse buying intention and impulse buying behavior. The practical ramifications of these findings are significant for marketers and merchants operating in Sri Lanka's cosmetics industry. Social media marketers can increase customer visibility by connecting social influence, including word-of-mouth, sponsorships, influencer endorsements, and peer-based ground support.*

**Keywords:** *Social Media marketing, Social Media Advertising, Social Media Community, Impulse Buying Intention, Impulse Buying Behavior.*

### **1. Introduction**

Social media is a key platform for sharing information and communicating, and the tools associated with it have also grown significantly (Fangfang *et al.* 2022). The use of social media

Impact of Social Media Promotions on Impulse Buying Behaviour with the  
Mediating Effect of Impulse Buying Intention: With Reference  
to Cosmetic Industry in Sri Lanka

---

tools varies globally, with different countries choosing popular platforms, while some countries give priority to local social media platforms (Zimba & Gasparyan, 2021). With the advent of the Internet and social media, the buying patterns and bargaining power of consumers have changed (Varghese & Agrawal, 2021). Also, social media networks can be used to promote brands, increase brand awareness, recall brands, and build social media communities very easily (Madushanka & Nishadi, 2024; Arora & Sharma, 2013). Thus, social media has become an indispensable part of marketing today (Alves et al., 2016).

When it comes to Sri Lankan context, about 6 million of the total population of Sri Lanka are active social media users, which is about 30% as a percentage (Kirindigoda, 2020). In addition, there are about 28 million mobile phone users in Sri Lanka, which is about 137% of the total population (Kirindigoda, 2020). With the rapid development of smartphone usage, there has also been an increase in social media users.

With the advancement of technology shopping behavior has changed (Ooi et al., 2023; Koththagoda & Herath, 2018). Impulsive buying behavior is a concept that effect consumer buying behavior, it can be identified in different dimensions, this forces one to buy irrationally despite concerning any other consequences as urge to buy occurs (Perera & Nishadi, 2024; Rodrigues et al., 2012). Irrational behavior is triggered by factors effecting from in-store environment, as the positive experience from shopping environment such as lighting ,scent music induce the impulsive buying behavior (Mohan et al., 2013). The renaissance of social media has profoundly impacted the way goods and services are consumed, information is shared, and marketing strategies are implemented ( Madushanka & Nishadi, 2024; Wegmann et al., 2023; Gogoi, 2020). Social media influencers on social media networks contribute to impulsive purchases (Xiang et al., 2022). Additionally, the influencer's authenticity and influence positively impact consumers' impulse purchases, while at the same time collaborating with influencers to innovate products, build quality, build trust, and deliver engaging experiences (Liu et al., 2023).

Despite the growing body of research on social media influence on impulse buying behavior, significant knowledge gaps remain, particularly in the context of cosmetic industry in Sri Lanka (Prasadika & Nishadi, 2024). Existing studies predominantly focus on developed countries, leaving a gap in understanding the unique factors influencing consumers in developing economies like Sri Lanka (Madushanka & Nishadi, 2024; Shah, 2023). It has been demonstrated that recent research on the influence of social media marketing on impulsive purchasing behavior has focused on this topic without taking the mediating variable of impulsive purchase intention into account (Ringim & Reni, 2019).

The role of social Media communities has explored to a certain extend but existing literature has not explored in a sufficient manner into the niche market that was selected in Sri Lanka (Madushanka & Nishadi, 2024). It is clear that Sri Lankan setting has not received much attention under this kind of research issue while taking into account regional perspectives.

## **2. Literature Review**

### **Theoretical Foundations:**

#### ***2.1 Stimulus Organisms Response Model***

According to Mehrabian and Russell Stimulus Response Model (1974) the retail buying environment includes stimuli (S) that affect organisms (O) and lead to prevention response (R) or methodological behaviors regarding the store, as well as behaviors such as intention to purchase, repurchase intention, and store searching.

Impact of Social Media Promotions on Impulse Buying Behaviour with the  
Mediating Effect of Impulse Buying Intention: With Reference  
to Cosmetic Industry in Sri Lanka

---

Retailers produce stimuli by igniting consumer behavior with ads and marketing messages (Mehrabian & Russell, 1974). This encourages customers to make impulsive purchases, which in turn generates responses (Koo & Ju, 2010; Richard, 2005; Wang et al., 2010). In retail store ecosystems, this S-O-R framework investigates the effects of environmental cues such as music, crowding, color, lighting, layout, and aroma, on customers' internal states and exterior reactions (Koo & Ju, 2010; Richard, 2005; Wang et al., 2010).

## 2.2 Social Media Marketing

Social media serves as a tool for businesses and consumers to create value by increasing interactions, integrating resources and information, and creating value for each other (Swaminathan et al., 2020; Ramaswamy & Ozcan, 2018; Ahani et al., 2017; Moe & Schweidel, 2017).

Businesses use social media for tasks such as selling their products and services, communicating information, directing, implementing strategies, and building customer relationships (Nishadi et al., 2024a; Ju et al., 2021). Various researchers have found that social media is used under five types of value: transaction, media, information, relationships, and strategy. Social media acts as an outlet for promotion and sales, with the goal of achieving results from a transactional perspective (De Vries et al., 2017; Agnihotri et al., 2017). Sales and promotions conducted through social media have a significant impact on consumer purchases, and it has been found that companies have increased their sales and improved their financial situation (Ancillai et al., 2019). Social media has been declared to be the new sales tool for online shopping instead of physical shopping (Hajli et al., 2017; Marshall et al., 2012). However, paid media and owned media, when combined with other traditional marketing tools, have a significant positive impact on sales (Jayson et al., 2018). The reason for such a positive impact through social media is that sellers can easily connect with consumers and obtain information and interact with customers more effectively (Rodriguez et al., 2012). Social media has a positive impact on consumers' purchase intentions (Kumar & Rajan, 2012).

## 2.3 Impulse Buying Behavior

An impulsive buying is a sudden purchase made without planning due to an internal psychological, affective, or cognitive state of the consumer (Ahani et al. 2020). Marketers use marketing tactics such as free delivery and discounts to increase positive attitude and encourage impulse purchases (Perera et al. 2023). Providing online shopping experiences that are easily accessible to consumers and appeal to consumer emotions can encourage impulsive buying behavior (Khokhar et al., 2019; Aragoncillo & Orus, 2018; Moreira et al., 2017; Platania et al., 2016).

With the advent of online shopping, many researchers have conducted research on impulse buying behavior (Kumar et al., 2020). Online shopping has increased with the rapid growth of the Internet (Varadarajan, 2020). Previous studies have shown how internal factors such as mood, emotional strength, and personality traits, and external factors such as website design, promotional offers, and visual marketing, influence impulsive buying behavior (Sohn & Ko, 2021; Meena, 2018).

After purchasing a product or service, consumers often ask themselves why they made the purchase. Therefore, psychological variables play a significant role in purchasing decisions (Kumar et al., 2020). Consumers are exposed to various commercial stimuli that influence their choices from a young age and are subject to consumer preference for one product or service among a range of products and services (Meena, 2018). Consumers are attracted by

Impact of Social Media Promotions on Impulse Buying Behaviour with the  
Mediating Effect of Impulse Buying Intention: With Reference  
to Cosmetic Industry in Sri Lanka

---

advertisements and the content they disseminate. This is reflected in consumer behavior and purchases (Gogoi, 2020; Varadarajan, 2020).

#### *2.4 Mediating role of Impulse Buying Intention*

Consumers make impulsive purchases, both in traditional and online shopping, and social media can be cited as a motivating factor that motivates consumers to make impulse purchases (Singh *et al.*, 2023; Chawla, 2020). Today, with the growth of the digital space, social media users are rapidly increasing, and their purchases are not based solely on their own experiences but are also influenced by the connections they make with their peers and connected communities (Rahmasari & Sugiyanto, 2024). As a result, consumers' impulse buying tendencies are further increasing, fueling spontaneous purchasing behavior (Gerald *et al.*, 2022).

The convenience provided to consumers through social media encourages them to make impulse purchases (Al-zyoud, 2018; Sharma *et al.*, 2018). In addition to psychological, social, and cultural factors, factors such as happiness, honor, self-satisfaction, and pride correspond to the hedonic values associated with consumers' impulse purchases (Hashmi *et al.*, 2019). Social media allows consumers to shop online easily and quickly and share their experiences with a wide range of people, making them more likely to make impulse purchases (Xiang *et al.*, 2016). The desire and intention to buy influence impulse purchases, and those desires should be stimulated through social media to encourage consumers to make impulse purchases (Ortiz *et al.*, 2017).

##### *2.4.1 Social Media Community on Impulse Buying Intention*

Social media platforms have a strong influence on consumer impulse purchases, where the SMC is a major incentive. Also, through social media communities, users can easily create and share content and easily access information, which fuels consumer impulse buying behavior (Rydell & Kucera, 2021). Due to the high popularity of social media communities, their ability to influence impulsive buying behavior by spreading information and distributing information about products has become more evident (Chen *et al.*, 2011). Businesses use social media communities to attract customers to their products and engage with the business (Nishadi *et al.*, 2024b; Lu & Hsiao, 2010). They also allow consumers to provide reviews and recommendations about products, which in turn influence the purchasing decisions of other consumers (Miller *et al.*, 2009). Consumers place a lot of trust in the reviews and opinions posted about products by consumers in social media communities, and this trust even shapes their purchasing decisions (Segran, 2017). The opinions, reviews, and recommendations provided by social media communities have a significant impact on purchasing decisions and even influence purchase intentions (Reynolds *et al.*, 2023). Content, reviews, and recommendations from peers and like-minded individuals on social media can lead to unplanned purchases. Social media communities play a major role in how consumers purchase and choose products and services, and they also influence the products and brands that consumers choose (Daniel *et al.*, 2018).

*H1 – Social Media Community has a significant influence on Impulse Buying Intention*

##### *2.4.2 Social Media Advertising on Impulse Buying Intention*

By creating mobile commerce platforms' design, consumers are significantly influenced by the online shopping experience, which enhances impulsive purchases, and fun and emotional conflicts trigger spontaneous decisions and lead to unplanned purchases (Wu & Ye, 2013). Using marketing strategies in social media advertising plays a crucial role in influencing IBI (Nishadi *et al.* 2024c; Singh *et al.*, 2023). Social media advertising motivates consumers for both planned and impulsive purchases, and can also increase unplanned purchases by up to 40% (Bansal & Kumar, 2018b).

Impact of Social Media Promotions on Impulse Buying Behaviour with the  
Mediating Effect of Impulse Buying Intention: With Reference  
to Cosmetic Industry in Sri Lanka

---

A study conducted in Pakistan revealed that social media networks positively affect impulse purchase intentions (Khokhar et al., 2019) and a study conducted in India revealed that both SMC and social media advertising have a positive impact on impulse purchase intentions (Sharma et al., 2018). Impulse buying behavior is influenced by various factors such as psychological triggers, marketing strategies, and social influences, among which the IBI as a contributing factor that affects the actual experience (Rahmasari & Sugiyanto, 2024; Nishadi et al. 2024d; Gerald Joseph & Enid, 2022; Chawla, 2020; Hashmi et al., 2019; Chawla, 2020; Ortiz et al., 2017).

*H2 – Social Media Advertising has a significant influence on Impulse Buying Intention.*

*2.4.3 Impulse Buying Intention mediates the relationship between Social Media marketing and Impulse Buying Behavior.*

Social media allows consumers to shop online easily and quickly and share their experiences with a wide range of people, making them more likely to make impulse purchases (Sharma et al., 2018; Xiang et al., 2016). The desire and intention to buy influence impulse purchases, and those desires should be stimulated through social media to encourage consumers to make impulse purchases (Al-zyoud, 2018; Ortiz et al., 2017). As consumers' desire to buy increases due to the stimuli provided by social media platforms, they are prone to impulsive buying (Ortiz et al., 2017). The more consumers are exposed to stimuli, the stronger their impulse buying becomes (Al-zyoud, 2018; Sharma et al., 2018). As a result, consumers' impulsive buying behavior becomes more intense when they shop online through social media (Hashmi et al., 2019; Kusmaharani & Halim, 2020).

*H3 – Impulse Buying Intention mediates the relationship between Social Media marketing and Impulse Buying Behavior.*

### **3. Methodology**

#### *3.1 Research Approach*

The present study has employed a positivistic methodology to investigate the influence of SMM on impulse buying behavior, with Impulse Buying Intention serving as a mediating factor. According to Hair et al., (2010), positivism is a philosophical perspective that stresses the use of scientific methods and empirical data to the study of social phenomena. In keeping with positivism, the researcher employed a quantitative method for data collection and analysis in this study. Therefore, the study's objectives were to use statistical analysis to evaluate hypotheses and determine causal links between variables.

#### *3.2 Sampling Design and Data Collection*

Data were gathered from a sample of 200 Sri Lankan respondents using a pre-established structured questionnaire. The individuals in the study's sampling frame are categorized based on various demographic traits, including factors such as gender, age ranges from 18 to over 54, marital status (married or single), income brackets (50,000 and under, 50,000-75,000, 75,000-100,000, 100,000-125,000, and (5) above 125,000), career types (e.g., employee, businessperson, etc.), and educational levels (diploma, up to O/L, up to A/L, bachelor's degree, master's degree, etc.).

#### *3.3 Sample Selection Technique*

Based on the recommendations of Hair et al., (2010), convenient sampling was used in this study for the purpose of selecting respondents. Thus, participants were selected based on their convenience and willingness rather than at random. This approach was selected due to its ease of

usage, particularly in situations where time is of the essence or the target group is inaccessible. It has been discovered that this procedure establishes the study sample size of 200 individuals.

### 3.4 Model Specification and Data Analysis

According to scholars working in the field today, PLS-SEM was created by Herman Wold in 1970 as a substitute estimator for covariance-based structural equation modeling (Jöreskog & Wold, 1982). Thus, the current study used Smart Pls, a typical PLS-SEM program, to measure both reflective and formative components (Ringle et al., 2015; Sarstedt & Cheah, 2020). Partial Least Squares path modeling was chosen because it is frequently used as a composite-based estimator or to concurrently examine structural equation models with latent variables in business research (Sarstedt & Cheah, 2020).

## 4. Data Analysis

To verify the measurement properties, this section uses a structural equation model, which is structured into two parts: the measurement model and the structural model. It involves examining the direct and indirect relationships between one or more independent latent variables and one or more dependent variables using multivariate statistical techniques (Streiner, 2006).

### 4.1 Measurement Model

To evaluate the quality of the constructs, the statistical significance for factor loadings, validity, reliability, and multicollinearity were used as follows.

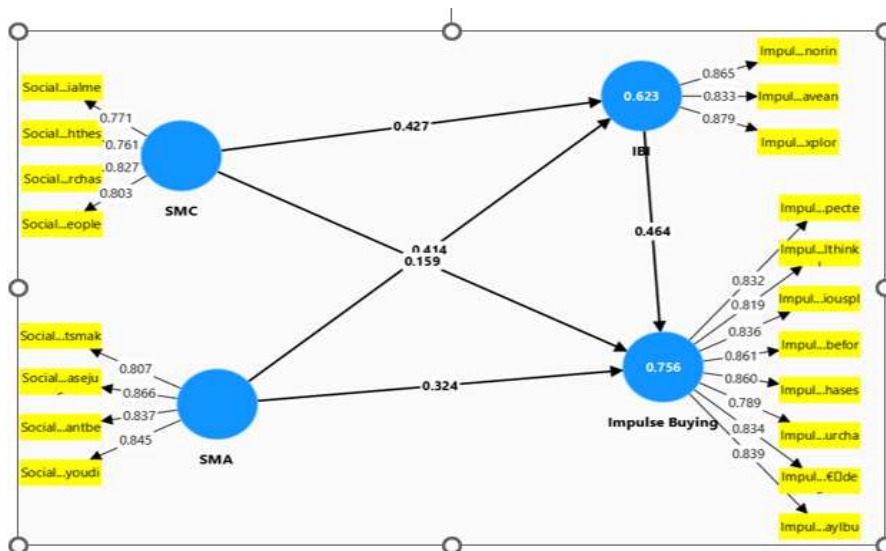


Figure 01. Measurement Model

#### 4.1.1. Factor Analysis

Factor loadings are coefficients that relate observed variables to the input components assigned to each item in the matrix model. They indicate a correlation between the factors and the variables (Schmitt & Sass, 2011).

Impact of Social Media Promotions on Impulse Buying Behaviour with the  
Mediating Effect of Impulse Buying Intention: With Reference  
to Cosmetic Industry in Sri Lanka

**Table 01.** Factor Loadings

|      | Impulse Buying<br>Intention<br>(IBB) | Impulse Buying<br>Behavior<br>(IBI) | Social Media<br>Advertising<br>(SMA) | Social Media<br>Community<br>(SMC) |
|------|--------------------------------------|-------------------------------------|--------------------------------------|------------------------------------|
| IBB1 |                                      | 0.832                               |                                      |                                    |
| IBB2 |                                      | 0.819                               |                                      |                                    |
| IBB3 |                                      | 0.836                               |                                      |                                    |
| IBB4 |                                      | 0.861                               |                                      |                                    |
| IBB5 |                                      | 0.860                               |                                      |                                    |
| IBB6 |                                      | 0.789                               |                                      |                                    |
| IBB7 |                                      | 0.834                               |                                      |                                    |
| IBB8 |                                      | 0.839                               |                                      |                                    |
| IBI1 | 0.865                                |                                     |                                      |                                    |
| IBI2 | 0.833                                |                                     |                                      |                                    |
| IBI3 | 0.879                                |                                     |                                      |                                    |
| SMA1 |                                      |                                     | 0.807                                |                                    |
| SMA2 |                                      |                                     | 0.866                                |                                    |
| SMA3 |                                      |                                     | 0.837                                |                                    |
| SMA4 |                                      |                                     | 0.845                                |                                    |
| SMC1 |                                      |                                     |                                      | 0.771                              |
| SMC2 |                                      |                                     |                                      | 0.761                              |
| SMC3 |                                      |                                     |                                      | 0.827                              |
| SMC4 |                                      |                                     |                                      | 0.803                              |

Source: Survey Data (2025)

The data shown in Table 01 illustrates the visual representation of the factor loading for the dimensions as follows. Each item must have a factor loading greater than the suggested threshold of 0.7 in order to continue using this model without eliminating any questions from the questionnaire, and this analysis shows that each item's factor loading is higher than the threshold of 0.7. Consequently, none of the questions pertaining to any of the variables in the present study were eliminated. Overall, there was a strong association between the questionnaire and the pertinent variables.

#### 4.1.2 Reliability

The stability and uniformity of measures across several evaluations is known as reliability. In statistics, reliability is used to show that there is no measurement error in a study and to guarantee that the findings are consistent (Manterola et al., 2018). As a result, the current study's reliability was evaluated using the criteria shown in table 02.

Impact of Social Media Promotions on Impulse Buying Behaviour with the  
Mediating Effect of Impulse Buying Intention: With Reference  
to Cosmetic Industry in Sri Lanka

**Table 02.** Reliability

|                          | Cronbach's<br>alpha | Composite<br>reliability<br>(rho_a) | Composite<br>reliability<br>(rho_c) | Average<br>variance<br>extracted(AVE) |
|--------------------------|---------------------|-------------------------------------|-------------------------------------|---------------------------------------|
| Impulse Buying Intention | 0.823               | 0.825                               | 0.894                               | 0.738                                 |
| Impulse Buying Behavior  | 0.937               | 0.938                               | 0.948                               | 0.696                                 |
| Social Media Advertising | 0.860               | 0.862                               | 0.905                               | 0.704                                 |
| Socila Media Community   | 0.801               | 0.806                               | 0.870                               | 0.626                                 |

Source: Survey Data (2025)

Every Cronbach's alpha value for social media advertising, social media communities, impulse buying intention, and impulse buying behavior falls between 0.801 to 0.937, surpassing the 0.7 threshold level, according to the data in Table 02. Furthermore, the composite reliability values range from 0.806 to 0.938, demonstrating the suitability of the questions employed to assess each dimension. The robustness of the measurement model is ensured by the reliability statistics, which show good internal consistency and reliability for all variables.

#### 4.1.3 Validity

Validity of the present study was determined based on Convergent and Discriminant Validity as follows.

##### 4.1.3.1 Convergent Validity

A key component of construct validity is convergent validity, which evaluates the degree of correlation between many measurements of the same construct. In this study, convergent validity was assessed by examining the correlation between multiple indicators intended to measure the same latent construct (Hair et al., 2010). Thus, the average variance extracted values were examined to ensure that they exceeded the recommended threshold of 0.5, indicating that the indicators accounted for a significant amount of variance in the constructs they were intended to measure. By rigorously assessing these criteria, the study confirmed the convergent validity of its measurement instrument, ensuring that it accurately captured the intended latent constructs and provided reliable results for further analysis.

##### 4.1.3.2 Discriminant Validity

The amount of difference between two conceptually similar ideas is called discriminant validity and is a critical component of construct validation (Hair et al., 2010). There are various approaches to assess discriminant validity, among which the Fornell-Larcker criterion is used in this study.

##### *Fornel and Larcker Criterion*

SMART PLS 4 has been used to establish discriminant validity in this study and the discriminant validity of the current study under Fornell and Larcker criterion is indicated by the data in Table 03. All the average variance (AVE) values across the diagonal are greater than their correlation with all other constructs. So, the establishment of the Discriminant Validity of the current study was decided based on the higher AVE values across the diagonal.



Impact of Social Media Promotions on Impulse Buying Behaviour with the  
Mediating Effect of Impulse Buying Intention: With Reference  
to Cosmetic Industry in Sri Lanka

**Table 03.** Fornell Larcker Criterion

|                                | IBI   | IBB   | SMA   | SMC   |
|--------------------------------|-------|-------|-------|-------|
| Impulse Buying Intention (IBI) | 0.859 |       |       |       |
| Impulse Buying Behavior (IBB)  | 0.821 | 0.834 |       |       |
| Social Media Advertising (SMA) | 0.739 | 0.788 | 0.839 |       |
| Socila Media Community (SMC)   | 0.742 | 0.750 | 0.761 | 0.791 |

Source: Survey Data (2025)

*4.1.4 Indicator multi-collinearity*

Variance Inflation Factor a popular method for identifying multi-collinearity in indicators is VIF. Additionally, Hair *et al.* (2010) found that when the indicator's VIF value is less than 5, multi-collinearity is not an issue. Therefore, the data on Table 04 provides the multi-collinearity statistics of each dimension, and all multi-collinearity values are deemed to be less than 5, suggesting that the multi-collinearity problem does not occur.

**Table 04.** Indicator multi-collinearity

|                                | VIF   |
|--------------------------------|-------|
| Impulse Buying Behavior (IBB)  | IBB1  |
|                                | 2.756 |
|                                | IBB2  |
|                                | 2.420 |
|                                | IBB3  |
|                                | 2.949 |
|                                | IBB4  |
|                                | 3.401 |
| Impulse Buying Intention (IBI) | IBB5  |
|                                | 2.965 |
|                                | IBB6  |
|                                | 2.238 |
|                                | IBB7  |
|                                | 2.646 |
|                                | IBB8  |
|                                | 2.595 |
| Social Media Advertising (SMA) | IBI1  |
|                                | 1.869 |
|                                | IBI2  |
| Socila Media Community (SMC)   | IBI3  |
|                                | 1.728 |
|                                | SMA1  |
|                                | 1.803 |
| Impulse Buying Behavior (IBB)  | SMA2  |
|                                | 2.321 |
|                                | SMA3  |
|                                | 2.005 |
| Impulse Buying Intention (IBI) | SMA4  |
|                                | 1.978 |
|                                | SMC1  |
|                                | 1.600 |
| Social Media Advertising (SMA) | SMC2  |
|                                | 1.592 |
|                                | SMC3  |
|                                | 1.801 |
| Socila Media Community (SMC)   | SMC4  |
|                                | 1.676 |

4.2 Structural Model

The current study used structural equation modeling (SEM) to test hypotheses and measure the relationships between constructs. The model describes how unobserved latent variables are related to each other. In addition, the structural model defines how latent constructs directly or indirectly affect changes in the values of other latent constructs in the model. The correlation between exogenous variables and endogenous variables was determined based on path coefficients, confidence intervals, model fit, and  $R^2$  statistics. Therefore, the structural model of the current study can be analyzed as follows. In line with the above model, the resulting statistics of model fit, path coefficients, confidence intervals,  $R^2$ , and can be illustrated as shown in Figure 02.

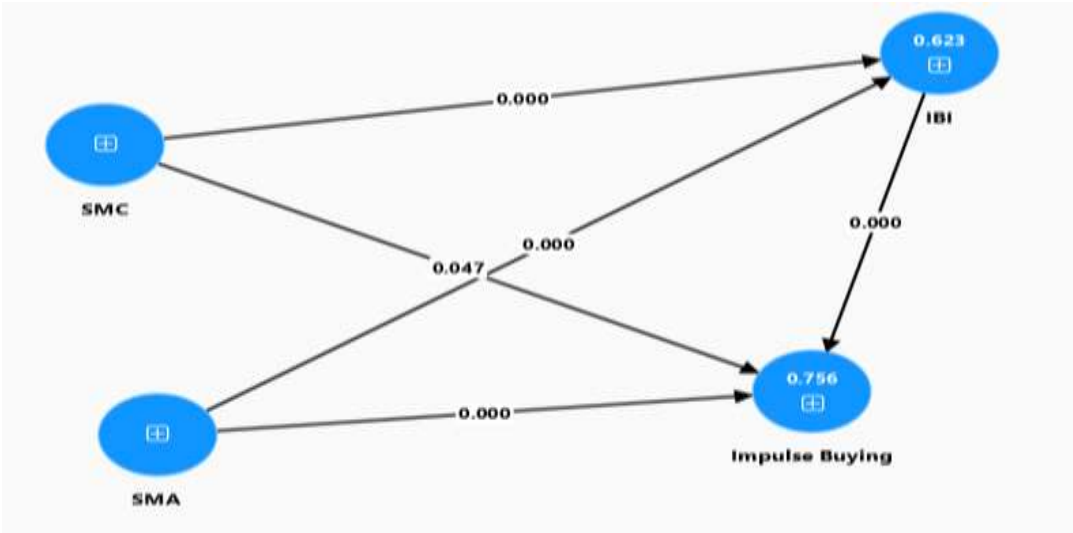


Figure 02. Structural Model

4.2.1 Model Fit

First, the overall fit of the structural model was evaluated to determine how well the proposed correlations fit the research data. Based on the recommendations of Hair et al. (2010), a Standard Root Mean Residual (SRMR) value of less than 0.8 indicates an acceptable fit. Further, the Normative Fit (NFI) value close to the threshold of 0.9 indicates a good fit to the structural model (Hu & Bentler, 1999; Hair et al. 2010).

Table 05. Model Fit

|            | Saturated Model | Estimated Model |
|------------|-----------------|-----------------|
| SRMR       | 0.59            | 0.59            |
| d_ ULS     | 0.653           | 0.653           |
| d_ G       | 0.381           | 0.381           |
| Chi-square | 459.411         | 459.411         |
| NFI        | 0.847           | 0.847           |

Source: Survey Data (2025)

Impact of Social Media Promotions on Impulse Buying Behaviour with the  
Mediating Effect of Impulse Buying Intention: With Reference  
to Cosmetic Industry in Sri Lanka

With regard to the data on Table 05, the SRMR value of the current study is 0.59, which is less than 0.8, and the standard error is 0.59, which is quite good. Then, the standard fit index (NFI) value of 0.847, which is closer to the threshold of 0.9, indicates that there is a good fit to the structural model (see Table 05).

#### 4.2.2 Path Coefficients

The assessment of the structural model of this study depends on several several key factors, including path coefficients, t-values, and path significance (Hair et al., 2021). A direct path is where an exogenous variable directly affects an endogenous variable, while an indirect path is where the effect of one latent variable is mediated by one or more additional latent variables (Marina, 2017). The data on table 06 below visually displays the results of the path coefficients, t values, and p values.

**Table 06.** Path Coefficients

|            | Original<br>Sample | Sample<br>Mean | Standard<br>Deviation | T statistics | P values |
|------------|--------------------|----------------|-----------------------|--------------|----------|
| IBI -> IBB | 0.464              | 0.458          | 0.095                 | 4.877        | 0.000    |
| SMA -> IBI | 0.414              | 0.415          | 0.072                 | 5.712        | 0.000    |
| SMA -> IBB | 0.324              | 0.323          | 0.086                 | 3.782        | 0.000    |
| SMC -> IBI | 0.427              | 0.426          | 0.076                 | 5.597        | 0.000    |
| SMC -> IBB | 0.159              | 0.167          | 0.080                 | 1.991        | 0.047    |

Source: Survey Data (2025)

The links between the factors and the intervention variables on impulse purchase behavior are highlighted by the structural model analysis, as can be seen in Table 06 above. In this case, a t value larger than 1.96 and a p value less than 0.05 are required to show a link between the variables.

As per the data shown in Table 06 above, both Social Media Advertising and SMC have a positive influence on Impulse Buying Intention. Among the two dimensions, SMC has the biggest impact on IBI accepting Hypothesis 02, with a t value bigger than 1.96 and a p value less than 0.05 ( $t = 5.597$ ,  $p = 0.000$ ). The adoption of Hypothesis 01, which claims that Social Media Advertising has the second-highest impact on Impulse Buying Intention, was then settled upon having  $t=3.782$  with  $p=0.000$ . In the end, it was shown that IBI has a favorable impact on the Impulse Buying Behavior, proving a partial mediation, while accepting Hypothesis 03 ( $t=1.991$ ,  $p=0.047$ ).

Both direct and indirect routes are significant, indicating partial mediation, and both the mediating and independent variables have a significant impact on the dependent variable, according to this study.

#### 4.2.3 Coefficient of Determination ( $R^2$ )

Scholars have examined the coefficient of determination  $R^2$  in addition to path coefficient, t-values, p-values, and confidence interval analysis. The coefficient of determination is the most widely used analysis among them for evaluating the structural model (Hair et al., 2022). The coefficient of determination shows the total impact of the exogenous latent variable on the endogenous latent variable, and it shows the amount of variability in the endogenous variable that can be explained by the exogenous variables. Table 07 displays the coefficient of determination values.

Impact of Social Media Promotions on Impulse Buying Behaviour with the  
Mediating Effect of Impulse Buying Intention: With Reference  
to Cosmetic Industry in Sri Lanka

**Table 07.** Coefficient of Determination ( $R^2$ )

|     | R-square | R-square adjusted |
|-----|----------|-------------------|
| IBI | 0.623    | 0.619             |
| IBB | 0.756    | 0.752             |

Source: Survey Data (2025)

Based on the information in Table 07, the  $R^2$  value of 0.623 indicated that social media advertising and the SMC account for 62.3% of the intention to make an impulse purchase. The appropriate cut-off level of 0.10 and the recommendations of Hair et al. (2022) are based on (Falk & Miller, 1992). The model used in this study was accepted, and the  $R^2$  value for consumers' impulsive buying behavior was reasonable.

Additionally, the  $R^2$  value of 0.756 demonstrated that the intention to make an impulse purchase accounts for 75.6% of the change in consumer impulsive buying behavior. The appropriate cut-off level of 0.10 and the recommendations of Hair et al. (2022) are based on (Falk & Miller, 1992). The model used in this study was accepted, and the  $R^2$  value for the intention to make an impulse purchase was satisfactory.

#### 4.2.4 Hypothesis Testing

**Table 08.** Hypothesis Testing

| Hypothesis |            | Original Sample | Sample Mean | Standard Deviation | T Statics | P Value | Results  |
|------------|------------|-----------------|-------------|--------------------|-----------|---------|----------|
| H1         | SMC -> IBI | 0.427           | 0.426       | 0.076              | 5.597     | 0.000   | Supporte |
| H2         | SMA -> IBI | 0.414           | 0.415       | 0.072              | 5.712     | 0.000   | Supporte |
| H3         | IBI -> IBB | 0.464           | 0.458       | 0.095              | 4.877     | 0.000   | Supporte |

Source: Survey Data (2025)

*H1 – Social media community has a significant impact on impulse buying intention of consumers in the Sri Lankan cosmetic industry.*

Based on the preceding table, it was found that SMC significantly increased IBI. The statistics on the effect size of 0.427 and the greatest t-value of 5.597 and p-value of 0.000 provide sufficient evidence to conclude that SMC has a significant impact on IBI of consumers in the Sri Lankan cosmetic industry.

*H2 – Social media advertisement has a positive impact on Impulse Buying Intention of consumers in the Sri Lankan cosmetic industry.*

To determine whether SMA has a beneficial effect on IBI, Hypothesis 2 was developed. The aforementioned table demonstrated that social media advertising significantly increases the likelihood of making an impulsive purchase. The statistics on the effect size of 0.414 and the greatest t-value of 5.712 and p-value of 0.000 provide sufficient evidence to conclude that SMA has a positive impact on IBI of consumers in the Sri Lankan cosmetic industry.

*H3 – Impulse buying intention positively influences the impulse buying behaviour of Sri Lankan consumers.*

Impact of Social Media Promotions on Impulse Buying Behaviour with the  
Mediating Effect of Impulse Buying Intention: With Reference  
to Cosmetic Industry in Sri Lanka

---

To determine whether impulse buying intention has a beneficial effect on impulse buying behavior, Hypothesis 3 was developed. The Table 08 demonstrates that social media communities had a major positive influence on impulsive purchasing behavior.

The statistics on the effect size of 0.464 and the greatest t-value of 4.877 and p-value of 0.000 provide sufficient evidence to conclude that IBI positively influences the impulse buying behavior of Sri Lankan consumers.

## 5. Conclusion

This study looked at how social media communities and advertising affected customers' impulsive purchasing in the Sri Lankan beauty sector. The results showed that impulse purchase intention played a mediating role in this relationship. It demonstrates that SMC factors and advertising both raise consumers' intentions to make impulsive purchases and encourage such behavior. The mediating variable in this study has a considerable impact, and impulse purchase behavior is strongly impacted by social media advertising and social media communities. Both the direct and indirect routes between the variables are significant, which supports the study's results that partial mediation exists. Marketers may improve their advertising tactics to more effectively engage and sway consumers in the digital sphere by being aware of these dynamics.

In many respects, the practical implications of this study's findings are crucial for marketers and politicians. First, it's critical to address consumer purchasing intentions. Results indicated that social media-generated impulse buying intentions significantly increase the likelihood of making impulsive actions. As a result, marketers must create social media campaigns that target prospective clientele. Additionally, SMM tactics can be linked to social influence, such word-of-mouth, sponsorships, influencer endorsements, and peer-based ground support, in order to boost consumer exposure.

This study can be expanded by looking at additional factors that influence impulsive purchasing behavior, such as psychological characteristics, peer pressure, and electronic word of mouth (eWOM), in addition to the variables of social media advertising and social media communities. This study may be expanded by concentrating on certain social media user generations, including Generation X and Generation Z. This study can be expanded in the future by using different countries, regions, and industries. Future research can also be expanded by looking into consumers' impulsive buying habits on specialized social media platforms like Facebook, YouTube, and TikTok.

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