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Vindhyan Bloom

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Psychological Impact of Instagram Reels on Impulse Buying Behaviorsof Young Consumers

Akash Jaiswal, Lecturer, Jaycees Senior Secondary School, Chatarkhar, Mungeli, C.G.

Abstract: This study examines how different psychological triggers on Instagram Reels influence the impulse buying behavior of young consumers. With the increasing use of short-form video content, platforms like Instagram are playing a major role in shaping purchasing decisions. The study focuses on four main factors—emotional triggers, social proof, fear of missing out (FOMO), and algorithmic influence.

Data was collected from 336 respondents using a structured questionnaire. The data was analyzed using SPSS, and techniques such as reliability analysis, factor analysis, correlation, and regression were applied. The findings show that all four factors significantly influence impulse buying behavior. Among them, social proof and FOMO have the strongest impact.
The study highlights how digital platforms are not just entertainment tools but also powerful marketing channels that affect consumer decisions in subtle ways.
Keywords: *Instagram Reels, Impulse Buying Behavior, Social Media Marketing, Emotional Triggers, Social Proof, Fear of Missing Out (FOMO), Algorithmic Influence*

Introduction

The increasing use of social media in everyday life has significantly changed the way consumers interact with products and make purchasing decisions. Among various platforms, Instagram has emerged as one of the most influential, especially among young users. With the introduction of features such as Reels, the platform has moved beyond simple content sharing and has become a powerful space for marketing, product discovery, and consumer engagement.

Instagram Reels, in particular, are designed to deliver short, engaging, and highly personalized content. These videos are often fast-paced, visually appealing, and tailored according to user preferences through algorithmic filtering. As a result, users are continuously exposed to content that matches their interests, increasing the likelihood of interaction and engagement. This repeated exposure plays a crucial role in shaping consumer perceptions and behavior.

One of the most noticeable outcomes of such exposure is impulse buying behavior. Impulse buying refers to a sudden and unplanned decision to purchase a product, often driven by emotions rather than logical evaluation. In an online environment, this behavior becomes even more prominent due to ease of access, quick decision-making, and constant stimulation through digital content.

Several psychological triggers contribute to impulse buying in the context of Instagram Reels. Emotional engagement is

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one of the primary factors, as entertaining or relatable content can create a strong connection with the viewer. When users feel excited, happy, or emotionally involved, they are more likely to respond positively to product-related content.

Another important factor is social proof. The presence of likes, comments, shares, and influencer endorsements creates a sense of trust and validation. Consumers tend to believe that if a product is popular or recommended by others, it must be valuable, which influences their purchasing decisions.

Fear of Missing Out (FOMO) is also a significant trigger. Social media often highlights trending products, limited-time offers, and exclusive deals, which creates a sense of urgency among users. This urgency can lead to quick and unplanned purchases without thorough consideration.

In addition to this, algorithmic influence plays a major role. Instagram's algorithm continuously tracks user behavior and preferences to display relevant content. This personalization ensures that users are repeatedly exposed to products that align with their interests, increasing the chances of impulse buying.

Although previous studies have examined the impact of social media on consumer behavior, there is still a need to specifically understand how these psychological triggers operate within short-form video content like Instagram Reels. Therefore, this study focuses on analyzing the impact of emotional triggers, social proof, FOMO, and algorithmic influence on the impulse buying behavior of young consumers.

Literature Review

The influence of social media on consumer behavior has become a widely studied area, particularly with the increasing dominance of digital platforms in everyday life. Researchers have consistently highlighted that social media not only creates awareness but also actively shapes consumer attitudes, perceptions, and purchasing decisions.

Impulse buying behavior has traditionally been defined as a spontaneous and unplanned purchase decision driven by emotional and psychological stimuli. Rook (1987) described impulse buying as a sudden, compelling urge to buy immediately, often without considering long-term consequences. This behavior is largely influenced by external cues and internal emotional responses. Later, Beatty and Ferrell (1998) emphasized that impulse buying is strongly associated with hedonic consumption and immediate gratification.

With the emergence of online platforms, impulse buying behavior has evolved significantly. Verhagen and Van Dolen (2011) found that online environments increase impulsive purchases due to ease of access, attractive visual presentation, and reduced cognitive effort. Similarly, Parboteeah et al. (2009) suggested that website design elements and interactive features significantly influence online impulse buying behavior.

Emotional engagement plays a critical role in shaping consumer responses. Hausman (2000) argued that emotions such as excitement, pleasure, and enjoyment are key drivers of impulse purchases. In the context of social media, visually engaging content such as short-form videos can trigger emotional responses instantly. Lim et al. (2017) further supported this by stating that emotional appeal in digital content increases consumer involvement and purchase intention.

Social proof is another important determinant of consumer behavior. The concept, introduced by Cialdini (2001), explains that individuals tend to rely on the

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actions and opinions of others when making decisions. On social media platforms, social proof is reflected through likes, comments, shares, and influencer endorsements. Erkan and Evans (2016) found that electronic word-of-mouth (eWOM) significantly influences consumer purchase intentions, especially in online environments where trust plays a major role.

Fear of Missing Out (FOMO) has emerged as a significant psychological factor in digital consumer behavior. Przybylski et al. (2013) defined FOMO as the apprehension that others might be having rewarding experiences from which one is absent. Social media platforms intensify this feeling by continuously showcasing trending products and experiences. Hodkinson (2019) found that FOMO leads to compulsive online behavior, which often results in impulsive purchasing decisions.

Algorithmic influence is a relatively recent but highly relevant factor in the digital ecosystem. Social media platforms use advanced algorithms to personalize content based on user preferences and behavior. Gillespie (2014) highlighted how algorithms shape user exposure by filtering and prioritizing information. This repeated exposure increases familiarity and perceived relevance, which can influence consumer decisions. Smith and Anderson (2018) also noted that personalized recommendations significantly enhance user engagement and purchase likelihood.

In addition, influencer marketing has become a powerful tool in shaping consumer behavior. Djafarova and Rushworth (2017) found that Instagram influencers play a crucial role in influencing young consumers, as their content is perceived as more authentic and relatable compared to traditional advertisements. This relatability increases trust and encourages purchase behavior.

Overall, the existing literature indicates that emotional engagement, social proof, FOMO, and algorithmic influence are key factors affecting impulse buying behavior in digital environments. However, limited research has specifically examined how these psychological triggers operate within short-form video content such as Instagram Reels. Therefore, this study aims to bridge this gap by analyzing the combined impact of these factors on the impulse buying behavior of young consumers.

Objectives And Research Methodology

Nature of the Study

The present study is analytical and exploratory in nature. It aims to examine the impact of psychological triggers on impulse buying among young consumers on Instagram Reels. The study examines how factors such as emotional triggers, social proof, fear of missing out (FOMO), and algorithmic influence affect consumer decision-making and lead to impulsive purchasing behavior.

Objectives of the Study

The main objective of the study is to analyze the impact of psychological triggers on the impulse buying behavior of young consumers using Instagram Reels.
The specific objectives of the study are:

1. To examine the impact of emotional triggers on impulse buying behavior
2. To analyze the influence of social proof on consumer purchasing decisions
3. To study the effect of fear of missing out (FOMO) on impulse buying behavior
4. To evaluate the role of algorithmic influence in shaping consumer behavior.

Hypotheses of the Study

Based on the objectives of the study, the following hypotheses have been formulated:

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H0: Psychological triggers do not have a significant impact on impulse buying behavior of young consumers.
H1: Psychological triggers have a significant impact on the impulse buying behavior of young consumers.

Further, individual hypotheses are formulated as:
H1a:Emotional triggers have a significant impact on impulse buying behavior.
H1b:Social proof has a significant impact on impulse buying behavior.
H1c: Fear of missing out (FOMO) has a significant impact on impulse buying behavior.
H1d: Algorithmic influence has a significant impact on impulse buying behavior.

Data Collection
The study is based on primary data collected through a structured questionnaire. The questionnaire was designed to gather responses related to psychological triggers and their impact on impulse buying behavior.

The data was collected from young consumers who actively use Instagram Reels. A convenience sampling method was used due to the easy accessibility of respondents. A total of 336 responses were collected, out of which all were found to be valid and suitable for analysis.

Measurement Scale
The questionnaire consisted of multiple statements designed to measure the variables under study, including emotional triggers, social proof, fear of missing out (FOMO), algorithmic influence, and impulse buying behavior.
All responses were measured using a 5-point Likert scale, where:
1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree&5 = Strongly Agree
This scale was used to capture the level of agreement of respondents with respect to each statement. The use of a Likert scale allows for easy quantification of attitudes and perceptions, making it suitable for statistical analysis.

Tools and Techniques Used
The collected data were analyzed using SPSS (Statistical Package for Social Sciences). Various statistical techniques were applied to examine the relationship between psychological triggers and impulse buying behavior.The following tools and techniques were used:

Reliability Analysis (Cronbach's Alpha): to assess the internal consistency of the scale, Factor Analysis: to identify underlying constructs and group related variables, Correlation Analysis: to examine the relationship between variables, Multiple Regression Analysis: to analyze the impact of independent variables on impulse buying behavior &Assumption Testing: including normality, linearity, homoscedasticity, multicollinearity, and independence of errors to validate the regression model

These techniques helped in ensuring that the data is reliable, valid, and suitable for further interpretation.

Limitations of the Study
The study is subject to certain limitations that may affect the generalization of the results.
Firstly, the data has been collected using a convenience sampling method, which may not fully represent the entire population of young consumers. Secondly, the study focuses only on selected psychological triggers and does not include all possible factors that may influence impulse buying behavior.

Additionally, the responses are based on individual perceptions, which may vary from person to person and may introduce a degree of subjectivity. The study is also limited to Instagram Reels and does not consider other social media platforms,

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which may influence consumer behavior differently.

Data Analysis & Interpretation

The data collected through the questionnaire were analyzed using SPSS to examine the relationship between psychological triggers and impulse buying behavior. A set of statements was used to capture respondents' perceptions regarding emotional triggers, social proof, fear of missing out (FOMO), algorithmic influence, and impulse buying behavior.

All the statements were measured using a 5-point Likert scale ranging from strongly disagree to strongly agree. The details of the statements used to measure each factor are presented in the table below.

Factors	**Statements**
Emotional Triggers (ET)	1. I feel emotionally connected to products shown in Instagram Reels. 2. Reels create excitement that makes me want to buy products. 3. I feel happy when I see engaging product content on Reels. 4. Reels influence my mood towards buying a product. 5. I feel attracted to products shown in Reels.
Social Proof (SP)	1. I trust products that are popular on Instagram. 2. I am influenced by influencer recommendations on Reels. 3. I prefer products that are widely shared or trending. 4. Reviews and comments affect my purchase decisions.
Fear of Missing Out (FOMO)	1. I feel I might miss out if I don't buy trending products. 2. Limited-time offers make me want to buy quickly. 3. Seeing others use products makes me want to buy them. 4. I feel pressure to keep up with trends. 5. I tend to buy products that are currently trending.
Algorithmic Influence (ALGO)	1. Instagram shows me products based on my interests. 2. Personalized content influences my buying decisions. 3. Reels suggest products I might like.
Impulse Buying Behavior (IBB)	1. I often make unplanned purchases through Instagram. 2. I buy products immediately after seeing Reels. 3. I do not think much before buying

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	products online. 4. I feel an urge to buy when I see attractive content.

Table 1: Statements Measuring Variables

The above statements were used to measure the respective constructs included in the study. Each set of statements represents a specific psychological trigger or behavioral outcome, allowing a structured analysis of how Instagram Reels influence impulse buying behavior.

All 336 responses were found to be valid and complete, indicating suitability for further analysis. The reliability of the measurement scale was then assessed before proceeding to further statistical techniques.

The analysis begins by examining the reliability of the measurement scale used in the study. Reliability refers to the consistency of the scale in measuring the constructs. Cronbach's Alpha was used to assess the internal consistency of the items under each factor.

Table 2 presents the reliability statistics for each construct using Cronbach's Alpha.

Factor	**Cronbach's Alpha**	**Number of Items**
Emotional Triggers (ET)	0.670	5
Social Proof (SP)	0.670	4
Fear of Missing Out (FOMO)	0.735	5
Algorithmic Influence (ALGO)	0.788	3
Impulse Buying Behavior (IBB)	0.751	4

Table 2: Reliability Statistics

The results show that all constructs have acceptable levels of internal consistency. Emotional Triggers and Social Proof recorded Cronbach's Alpha values of 0.670, indicating moderate reliability. FOMO showed a value of 0.735, while Algorithmic Influence and Impulse Buying Behavior recorded values of 0.788 and 0.751, respectively, indicating good reliability.

Although some values are slightly below 0.70, they are acceptable as the study is exploratory in nature. Therefore, all the items were retained, and the data is considered reliable and suitable for further statistical analysis.

Factor Analysis

To identify the underlying structure among the variables and to group related items, Exploratory Factor Analysis (EFA) was conducted using Principal Component Analysis with Varimax rotation.Before applying factor analysis, the suitability of the data was tested using the Kaiser-Meyer-Olkin (KMO) measure and Bartlett's Test of Sphericity.

Table 3 presents the results of the Kaiser-Meyer-Olkin (KMO) measure and Bartlett's Test of Sphericity.

KMO and Bartlett's Test[a]	
Kaiser-Meyer-Olkin Measure of Sampling	.944

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Adequacy.		
Bartlett's Test of Sphericity	Approx. Chi-Square	2061.752
	df	210
	Sig.	.000
a. Based on correlations		

The KMO value was found to be 0.944, which indicates excellent sampling adequacy. Bartlett's Test of Sphericity was significant ($p < 0.001$), confirming that the variables are sufficiently correlated and suitable for factor analysis.

Table 4 presents the total variance explained by the extracted components.

Total Variance Explained

Component	Initial Eigenvalues[a]			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.532	34.457	34.457	8.532	34.457	34.457	4.388	17.722	17.722
2	1.387	5.602	40.059	1.387	5.602	40.059	3.755	15.165	32.886
3	1.233	4.979	45.038	1.233	4.979	45.038	3.009	12.152	45.038
4	1.111	4.489	49.527						
5	1.067	4.311	53.838						
6	1.001	4.044	57.883						
7	.954	3.851	61.734						
8	.885	3.573	65.307						
9	.873	3.525	68.832						
10	.819	3.309	72.141						
11	.748	3.021	75.162						
12	.733	2.961	78.123						
13	.721	2.912	81.035						
14	.690	2.786	83.821						
15	.674	2.722	86.544						
16	.655	2.644	89.188						
17	.610	2.465	91.653						
18	.598	2.414	94.067						
19	.590	2.383	96.450						
20	.460	1.857	98.307						
21	.419	1.693	100.000						

Table 4:Total Variance Explained

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The results indicate that three components with eigenvalues greater than 1 were extracted. These three components together explain approximately 45.03% of the total variance, indicating that a substantial portion of the data variability is captured by these factors.

Table 5 presents the rotated component matrix showing factor loadings of variables on each component.

Rotated Component Matrix[a]			
	Component		
	1	2	3
I make quick purchase decisions influenced by reels.	**.742**		
I often buy products without prior planning after watching reels.	**.607**		
I feel I might miss out if I don't buy trending items.	**.589**		
I trust products recommended by influencers.	**.588**		
I follow influencer recommendations while purchasing.	**.532**		
Scarcity (limited stock) increases my urge to buy.	**.504**		
I feel tempted to buy products immediately after seeing them.	**.492**		
I spend more than intended due to reels.	**.465**	.429	
I feel excited while watching Instagram Reels		**.687**	
Limited-time offers make me want to buy quickly.		**.595**	
Reviews and comments affect my buying decisions.		**.564**	
I prefer buying products that are trending online.		**.499**	
I act quickly when I see exclusive deals.		**.489**	
Reels often improve my mood.		**.487**	.447
Personalized ads increase my purchase intention.		**.449**	
Relevant content makes me more likely to buy.		**.420**	
Entertaining reels increase my interest in products.			**.698**
I feel emotionally connected to content in reels	.454		**.582**
I feel an urge to try products shown in reels.			**.578**
I often see products I previously searched for.		.408	**.463**

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Flash sales in reels influence my decisions.			**.418**
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.			
a. Rotation converged in 17 iterations.			

Table 5: Rotated Component Matrix

The rotated component matrix presents the factor loadings of each variable on the extracted components. Most items show loadings above 0.5, indicating a strong association with their respective factors.

The first component consists of items related to impulse buying behavior, urgency, and influencer-driven actions, such as making quick purchase decisions, buying without prior planning, and reacting to recommendations and scarcity. This suggests that these variables collectively represent a behavioral impulse factor.

The second component includes items related to emotional engagement and social interaction, such as feeling excited while watching reels, being influenced by reviews and comments, and reacting to entertaining or engaging content. This indicates an emotional and social influence factor.

The third component captures variables associated with content-driven and personalized influence, including entertaining reels, emotional connection to content, and product-related engagement. This reflects a content and experience-driven factor.

Some variables show moderate cross-loadings across multiple components, indicating overlap between psychological triggers. However, these items were retained due to their theoretical relevance and the exploratory nature of the study.

Overall, the factor analysis suggests that although the study initially considered multiple distinct constructs, the variables tend to cluster into three broader underlying dimensions, indicating that different psychological triggers collectively influence impulse buying behavior rather than acting independently.

Correlation Analysis

Correlation analysis was conducted to examine the relationship between the independent variables—Emotional Triggers (ET), Social Proof (SP), Fear of Missing Out (FOMO), and Algorithmic Influence (ALGO)—and the dependent variable, Impulse Buying Behavior (IBB).

Table 6 presents the correlation matrix showing the relationship between independent and dependent variables.

Correlations						
		ET_mean	FOMO_mean	SP_mean	ALGO_mean	IBB_mean
ET_mean	Pearson Correlation	1	.651**	.581**	.615**	.579**
	Sig. (2-		.000	.000	.000	.000

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	tailed)					
	N	336	336	336	336	336
FOMO_mean	Pearson Correlation	.651**	1	.624**	.647**	.635**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	336	336	336	336	336
SP_mean	Pearson Correlation	.581**	.624**	1	.523**	.613**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	336	336	336	336	336
ALGO_mean	Pearson Correlation	.615**	.647**	.523**	1	.563**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	336	336	336	336	336
IBB_mean	Pearson Correlation	.579**	.635**	.613**	.563**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	336	336	336	336	336
**. Correlation is significant at the 0.01 level (2-tailed).						

Table 6: Correlation Matrix

The results indicate that all independent variables show a positive and statistically significant relationship with impulse buying behavior.

Emotional Triggers (ET) show a moderate positive correlation with impulse buying behavior ($r = 0.579$, $p < 0.001$), indicating that emotional engagement through reels increases impulsive purchase tendencies.

Fear of Missing Out (FOMO) shows the strongest relationship with impulse buying behavior ($r = 0.635$, $p < 0.001$), suggesting that urgency and fear of missing trends play a major role in influencing purchasing decisions.

Social Proof (SP) also demonstrates a significant positive relationship ($r = 0.613$, $p < 0.001$), indicating that reviews, likes, and influencer recommendations significantly affect consumer behavior.

Algorithmic Influence (ALGO) shows a positive and significant correlation ($r = 0.563$, $p < 0.001$), suggesting that personalized content and repeated exposure to products influence buying decisions.

Additionally, the independent variables are moderately correlated with each other; however, the correlation values are below critical levels, indicating that multicollinearity is not a serious concern in the model.

Regression Analysis

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Multiple regression analysis was conducted to examine the impact of Emotional Triggers (ET), Social Proof (SP), Fear of Missing Out (FOMO), and Algorithmic Influence (ALGO) on Impulse Buying Behavior (IBB).

Table 7 presents the model summary of the regression analysis.

Model Summary[b]										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.716[a]	.513	.507	.58056	.513	87.042	4	331	.000	1.909
a. Predictors: (Constant), ALGO_mean, SP_mean, ET_mean, FOMO_mean										
b. Dependent Variable: IBB_mean										

Table 7: Model Summary

The model summary shows that the value of R is 0.716, indicating a strong relationship between the independent variables and the dependent variable.

The R^2 value is 0.513, which means that 51.3% of the variation in impulse buying behavior is explained by the independent variables included in the model. The adjusted R^2 value of 0.507 further confirms that the model has good explanatory power.

The Durbin-Watson value is 1.909, which is close to 2, indicating that there is no significant autocorrelation in the residuals.

Table 8 presents the ANOVA results indicating the overall significance of the regression model.

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	117.352	4	29.338	87.042	.000[b]
	Residual	111.565	331	.337		
	Total	228.917	335			
a. Dependent Variable: IBB_mean						
b. Predictors: (Constant), ALGO_mean, SP_mean, ET_mean, FOMO_mean						

Table 8: ANOVA

The ANOVA results show that the model is statistically significant ($F = 87.042$, $p < 0.001$). This indicates that the independent variables, taken together, significantly predict impulse buying behavior.

Table 9 presents the regression coefficients showing the impact of each independent variable on impulse buying behavior.

Coefficients[a]						
Model	Unstandardiz	Standardiz	t	Sig	Correlations	Collinearity

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		ed Coefficients		ed Coefficients		.				Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	.179	.192		.932	.352					
	ET_mean	.172	.064	.149	2.699	.007	.579	.147	.104	.480	2.081
	FOMO_mean	.279	.062	.263	4.466	.000	.635	.238	.171	.426	2.348
	SP_mean	.314	.057	.282	5.463	.000	.613	.288	.210	.551	1.816
	ALGO_mean	.166	.058	.153	2.850	.005	.563	.155	.109	.509	1.963
a. Dependent Variable: IBB_mean											

Table 9:Coefficients

The regression coefficients indicate the individual impact of each independent variable on impulse buying behavior.

Social Proof (SP) has the highest impact ($\beta = 0.282$, $p < 0.001$), making it the most influential factor affecting impulse buying behavior.

Fear of Missing Out (FOMO) also shows a strong positive effect ($\beta = 0.263$, $p < 0.001$), indicating that urgency and fear of missing trends significantly drive purchase decisions.

Algorithmic Influence (ALGO) has a positive and significant effect ($\beta = 0.153$, $p = 0.005$), suggesting that personalized content contributes to impulse buying behavior.

Emotional Triggers (ET) also show a significant positive impact ($\beta = 0.149$, $p = 0.007$), indicating that emotional engagement influences purchasing decisions.

Since all variables have p-values less than 0.05, all independent variables significantly influence impulse buying behavior.

Based on the results, the null hypothesis (H0) is rejected, and the alternative hypothesis (H1) is accepted. This indicates that psychological triggers have a significant impact on the impulse buying behavior of young consumers.

To ensure the validity of the regression model, key assumptions including normality, linearity, homoscedasticity, independence of errors, and multicollinearity, were tested.

Normality of residuals was examined using the Normal P–P Plot. The data points are observed to lie close to the diagonal line, indicating that the residuals are normally distributed.

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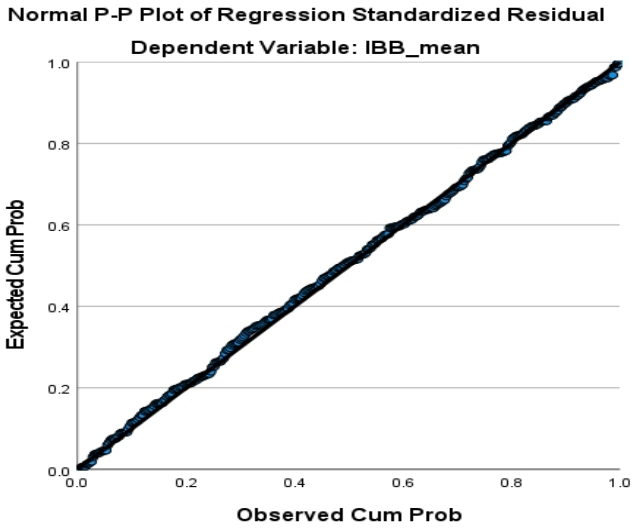

Figure 1: Normal P–P Plot

The scatterplot of standardized predicted values against standardized residuals shows that the data points are randomly dispersed without any clear pattern. This indicates that the assumptions of linearity and homoscedasticity are satisfied.

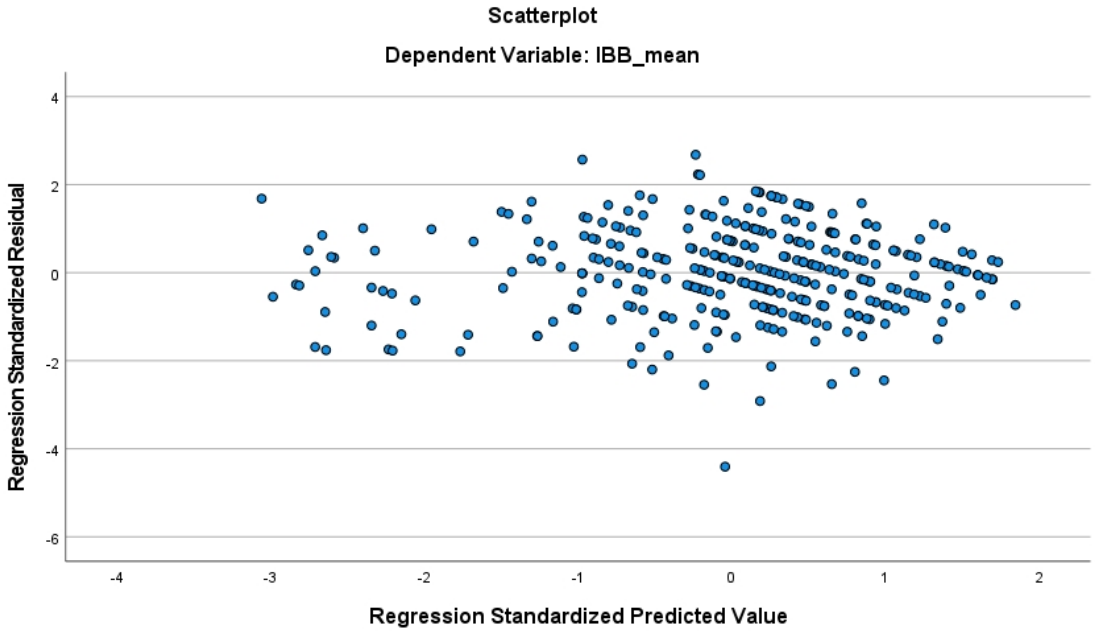

Figure 2: Scatterplot of Residuals

The Durbin-Watson value obtained from the regression model is 1.909, which is close to 2. This indicates that there is no significant autocorrelation and the errors are independent.

Multicollinearity was assessed using the Variance Inflation Factor (VIF) values. All VIF values were found to be below the acceptable threshold, indicating that there is no serious multicollinearity issue among the independent variables.

Findings of the Study

Based on the analysis conducted, the following key findings were observed:

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1. All the psychological factors—Emotional Triggers, Social Proof, Fear of Missing Out (FOMO), and Algorithmic Influence—have a significant positive impact on impulse buying behavior.
2. Among all variables, Social Proof was found to have the strongest influence on impulse buying behavior, indicating that consumers are highly influenced by likes, reviews, and influencer recommendations.
3. Fear of Missing Out (FOMO) also plays a major role, suggesting that urgency, trends, and limited-time offers encourage impulsive purchases.
4. Emotional Triggers significantly affect buying behavior, showing that engaging and entertaining content creates a strong emotional response that leads to purchase decisions.
5. Algorithmic Influence has a significant impact, indicating that personalized content and repeated exposure to products increase the likelihood of impulse buying.
6. The regression model explains 51.3% of the variation in impulse buying behavior, indicating a strong explanatory power of the selected variables.
7. The results of correlation analysis show that all variables are positively related, further supporting the findings of regression analysis.

Conclusion

The study concludes that psychological triggers embedded within Instagram Reels play a significant role in influencing the impulse buying behavior of young consumers.

The findings indicate that consumers are not only influenced by product-related information but also by emotional engagement, social validation, and digital platform mechanisms such as algorithmic recommendations. The presence of social proof, such as likes, comments, and influencer endorsements, strongly affects consumer trust and decision-making.

Additionally, the fear of missing out creates a sense of urgency, encouraging consumers to make quick purchasing decisions without extensive evaluation. Emotional content further enhances this effect by creating a strong connection between the consumer and the product.

Overall, the study highlights that impulse buying behavior in the digital age is driven by a combination of emotional, social, and technological factors. Businesses and marketers can leverage these insights to design more effective marketing strategies on social media platforms.

The study also provides scope for future research across different social media platforms and diverse consumer segments.

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