

Reasons For Impulsive Buying Behavior Among Adolescents in The Digital Age

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Abstract. The purpose of this study is to investigate the factors that contribute to impulsive purchasing behaviors experienced by adolescents and to determine the factors that have an impact on those behaviors. These behaviors are connected to a lack of financial literacy and social experience, as well as the allure of luxury spending and the influence of digital media, according to the findings. A lack of social experience is also connected to these behaviors. These behaviors are also linked to a lack of social experience, which is another factor. Because of this, the significance of regulating commercial strategies on social media platforms in order to encourage responsible spending habits among young people has been brought to light. This is because of the fact that this has brought to light the importance of this. In addition to this, it emphasizes the significance of providing parents with comprehensive education and guidance in matters that pertain to matters that are related to finances.

Keywords: Impulsive buying behavior; adolescents; Digital Age.

1. Introduction

This study explores the underlying reasons behind impulsive buying behaviors in adolescents. It identifies a lack of financial literacy and social experience as key contributors. These factors, combined with the desire for self-expression, social acceptance, and novel experiences, create a unique consumption pattern in this demographic. The digital age intensifies these tendencies, offering easy access to tempting purchases while obscuring the traps of consumption. The conclusion synthesizes these findings, offering a nuanced view of the adolescent consumer psyche. Understanding impulsive buying behaviors in adolescents is of paramount importance. This research focuses on analyzing the causes of such behaviors, which are multifaceted and deeply rooted in the current socio-economic and technological landscape. The paper highlights the pivotal role of financial education, social experiences, and digital influences in shaping these behaviors. By exploring these aspects, the study aims to provide a comprehensive understanding of why adolescents are particularly prone to impulsive purchases, setting the stage for a detailed examination of these tendencies.

2. Cause analysis

2.1. Luxury Spending, Self-Concept, and Curiosity

Adolescents have a strong desire to learn new things and broaden their horizons, which motivates them to seek out rare and expensive goods, and it is easy for them to engage in impulsive consumption due to this desire. Adolescence is a challenging stage of life because it bridges the gap between childhood innocence and the experience and maturity of adulthood. As a result, they develop a sense of self and come to terms with who they are. Individuals can better define their personal preferences and values as a result of discovering new things while going through them. The following is a definition of self-concept found in the study on teenagers' luxury spending and self-concept: Both heredity and culture influence a teen's self-image development [1]. The social environment and culture influence the process by which adolescents discover their unique identities. As a result, even if their pocket money is limited, young people are willing to wait for hours to obtain shoes with a restricted label. This is because they are attempting to display their aesthetics with The Times and gain the favor of their contemporaries with the number of rare items. Teenagers are more likely to be

frugal and save money, even when presented with expensive luxury items such as Balenciaga shoes. This is a well-documented occurrence. According to various nations and civilizations, adolescents in Asia purchase luxury goods due to normative pressure, whereas adolescents in Brazil emphasize conspicuous consumption and materialism more [1]. This study may also teach us about the attitudes of today's youth toward luxury items. Because luxury goods are uncommon for people their age, they have high hopes of using them as a talking point when interacting with influential people in their social circles. It is also possible that they keep up with most of their peers' consumption levels to avoid being separated from their friends.

Furthermore, the physical characteristics of teenagers influence their level of intellectual curiosity. Because their brains are undergoing significant changes, particularly in the dopamine area, which is involved in reward processing and decision-making. The role of dopamine in prefrontal cortex development demonstrates that the prefrontal circuit undergoes changes during adolescence that promote adaptive behaviors in adulthood [2]. The study also shows that dopamine is very active throughout adolescence, which is one of the reasons why teenagers are more receptive to experiences that seek novelty and create sensations of pleasure. As a result, to find excitement and satisfy their curiosity, they will try to acquire new items. To refute the argument that adolescents would make rash purchases, it is unrealistic to suggest that they lack the skills required to use new products, which would be absurd. A peak in cognitive ability characterizes adolescence, so people of this age are better equipped to learn how to use new items. Second, their adaptability will be superior to that of adults because children are more open to trying new things and conforming to changing trends. Furthermore, their perspectives on many aspects of society are somewhat faultless, and they are less likely to have original ways of thinking about new things, criticize the adverse effects of this object, or refuse to use it. As a result, teenagers buy expensive items due to their curiosity about new things combined with their self-concept.

2.2. Financial Literacy and the Role of Education and Social Influences

In addition to being inquisitive about new things, young people require more financial education and a good grasp of money, which leads to imprudent spending and a misunderstanding of the obstacles to making money. Much of what children are taught in school is drab and monotonous. Its primary goal is to provide students with the knowledge they need to understand the world and prepare for extensive tests, and it rarely covers social aspects. In a study on youth financial literacy in developing countries, researchers were surprised to find that high school students in capital cities needed to familiarize themselves with the fundamental features of financial literacy. Even high school pupils should have evaluated the illusion of money 90.8 percent of the time [3]. As a result, the financial education provided to high school students needs to be improved. Schools, which are institutions where teenagers get authoritative knowledge, teach pupils how to handle easy math problems, but they disregard the fundamental skills of saving, investing, and finances, which will help students manage their money in the future.

Additionally, the social activities frequently organized by schools are designed to develop virtue, such as paying visits to older adults who live alone. This makes it difficult for children to understand the significance of money in society as well as the use of money in social activities. According to studies on college student money management, parents' financial assistance and counseling impact students' money management behavior [4]. As a result, we can deduce that schools aren't the only institutions that influence kids' financial behavior; instead, parents, in addition to schools, are the primary instructors of their children. Unfortunately, most adolescent parents are afraid to teach their children about financial responsibility or expose them to the obstacles of working part-time. Children must do well in school because their parents frequently place a great value on their children's education or love them because they do not want them to be exposed to the ugliness of society at an early age. Teenagers may receive a monthly allowance from their parents to cover day-to-day expenses, but their parents rarely inquire how the money should be used. As a result, young people

may need help understanding how difficult it is to create money and how vital it is to have money. They are more irresponsible with their money since they know their parents will always provide more.

Subsequently, the influence of society should be considered. It is important to note that the parents mentioned above' impact on their children's attitudes toward money is still within the usual range; nonetheless, some parents do not serve as positive role models for their children. For example, if parents often pay for goods in advance with credit cards, their children may develop the perspective that money is easy to come by. As a result, they may model their poor financial behaviors after those of their parents. Participation in social and economic activities may be difficult for young people who need a stable source of income. In most countries, an individual must be at least 18 to apply for a primary savings card. Furthermore, most social exposure events and societal campaigns are oriented chiefly toward individuals with solid earnings. Teenagers should be more frequently addressed in government efforts to promote financial literacy. They may lack clearly defined financial priorities, even if they have extra cash. As a result, teenagers are more likely to fall into the trap of rapid gratification that comes with possessing things and spending all of their pocket money on them.

2.3. Commercial Strategies and Social Media

Thirdly, in addition to lacking financial knowledge, young people lack the social experience required to navigate the complex temptations and traps of business, making them more likely to engage in impulsive consumption. To begin, companies will conduct extensive research and promotion for young people, a large group of consumers, and will be able to identify young people's emotional points and demands accurately. According to the 46th Statistical Report on Internet Development in China, 169 million Chinese children and teenagers under the age of 19 will use smartphones to connect to the Internet by April 2020 [5]. As a result, we can conclude that teenagers are the driving force behind social media and are skilled users of various social media platforms. They spend significant time each day chatting with others and watching videos on different social media platforms. This behavior is concealed to assist merchants in gathering information about young people's shopping habits and preferences. Because advertisements are so common on video and chat platforms, young people will grow accustomed to and even be drawn to them. Following that, retailers will turn to video and online advertising to create a sense of urgency and desire for their products, ultimately leading to impulsive purchases. For example, Tiktok's product promotion strategy is to find Internet celebrities or stars to use their products and then film them in vlogs. They can capitalize on the influence and reputation of these celebrities to give young people the impression that owning this product is respectable. Additionally, a trained customer service representative will respond to teenagers' queries about these videos and place them below the product link. According to a study of customer experiences with social shopping sites, the social influence of social networks stimulates customers' desire to make purchases [6]. There is no doubt that when applied to teenagers, this marketing strategy is highly effective.

Notably, the ease of transactions leads to young people spending more than they can afford. Most transactions take place electronically, where the data is not encrypted and we can pay using our fingerprints or facial recognition, making it difficult to determine how much money is spent. Others argue that adolescents can reduce their tendency to overspend by spending less time on social media. However, that strategy is not working. It is difficult for teenagers to refrain from using social media because the social media software that is currently available on the market is constantly being updated to keep up with changing times and has developed potent and diverse functions, such as video calls, beauty functions, and knowledge about popular science, which permeate all aspects of teenagers' lives to retain the inherent customer groups. According to a study that looked into the relationship between the amount of time spent on TikTok and the amount of money spent on impulse purchases, using TikTok more effectively leads to more impulse purchases [7]. Clearly, business and commercial practices are never-ending, and those routines take advantage of teenagers' flaws to encourage them to make impulsive purchases. There is no denying that impulse spending occurs at all ages and may be related to family education or personal personality [8-10].

3. Conclusion

In conclusion, teenagers' zeal to learn new things, limited financial education, and lack of social understanding all contribute to their proclivity to make impulsive purchases prompted by desire. Because today's youth have a distorted vision of how money should be spent, we need all social groups to work together to help build an appropriate view of money consumption for today's youth. As schools are the primary way students learn knowledge and gain experience in society, these institutions must design curricula centered on the concept of currency and enhance the number of extracurricular activities available to young people. At the same time, parents must demonstrate to their children the appropriate way to handle financial concerns and educate them about the difficulties connected with earning a living. Simultaneously, society and the government should devote social resources to establishing age-appropriate financial literacy programs. Furthermore, the behavior of boosting consumption on social media should be controlled promptly to avoid software exploiting personal information for commercial purposes. This can be accomplished by managing the habit of encouraging the consumption of social media. Young people with high aspirations for the future can reconstruct the correct notion of money with the support of all sectors of society and develop the required abilities to enter a complex organization.

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