

Micro-Moments and Online Consumption Impulse: A Qualitative Analysis in Older Women of Pakistan

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ABSTRACT

This study investigates the phenomenon of micro-moments and the behavior of making impulsive purchases among elderly women. This study aimed to identify the many micro-moments that cause impulsive purchase behavior. These micro-moments include boredom, social comparison, and a desire for self-reward. The study was conducted using the Digital Practice Tracing methodology with five women aged 50 and older. In addition, the study investigates the elements that influence older women's tendency to make impulsive purchases. These factors include individual characteristics, situational aspects, and marketing stimuli. According to the findings, older women are more likely to engage in impulsive purchasing in some circumstances, particularly when exposed to marketing stimuli that play on their desire for self-reward. In addition, the study underscores the necessity for marketers to recognize the specific features of older women as consumers and modify their marketing strategies according to such traits.

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INTRODUCTION

With greatly accelerated information flows through various mediums and related channels, there have been major changes in recent years to patterns of information search and consumption (Nicholas, 2013). The adoption of mobile devices like wearables, mobile phones, tablets, and other similar gadgets has significantly impacted information access and transmission (digitalcommerce360, 2024). Mobile devices are highly individualized communication tools that have allowed consumers to access digital information from anywhere in the world while also allowing them to connect with preferred content when and when they choose (Bacile et al., 2014).

Mobile phone users comprise the vast majority of customers in developed and developing economies (Nielsen, 2022). According to the same source, global mobile phone usage reached over 5 billion users in 2019 (Statista, 2016). The share of smartphone owners among the majority is growing. According to Mang et al. (2016), smartphones are typically characterized as sophisticated mobile phones with data access capabilities and a wide range of software apps. According to Statista (2016), there will be 2.08 billion smartphone users worldwide in 2016 and 2.66 billion users by 2019 (Statista, 2016).

The availability of mobile devices and the global internet have both increased the potential reach of their respective users (Statista, 2024; digitalcommerce360, 2024). This has allowed marketers to connect with their target markets continuously and more effectively (Gewal and Saramago, 2016). Since users are becoming less patient and have shorter attention spans, it is much simpler to deliver all the necessary information via a mobile device while considering their unique needs and preferences (Sarvepalli and Prakash, 2016). An essential function unique to mobile devices is the capacity to handle location-based apps (Gewal and Saramago, 2016). These linked gadgets make a variety of context- and location-based services available that weren't before.

While there is no doubt the digitalization process is going in full bloom, another phenomenon of older women having micro-moments and making impulsive purchases has gained significant ramifications for the study of consumption (McKinsey, 2024). This emphasizes the need for a deeper comprehension of the elements that lead older women to make impulsive purchases, as no study looks at these new entrants in the market. With almost all the literature available only on the millennials, Gen Z and Gen Alpha, this group of consumers is highly neglected in consumer studies (Deloitte, 2024). Examining the effects of marketing stimuli, such as product displays, as well as contextual and individual characteristics that may affect their impulsive purchasing behavior may fall under this category (Cyr et al., 2009).

Research on this subject may show the possible benefits and drawbacks of impulse shopping for older women. In the short term, impulse buying, for instance, could make you feel happy or excited, but it can also lead to regrettable purchases or greater financial stress (Bolton et al., 2004; Blattberg, 1990). It's critical to comprehend these potential repercussions in order to assist older women in making wise purchasing judgments (Coley & Burgess, 2003).

Finally, studies on impulsive purchases by older women can add to the larger body of knowledge about consumer behavior and choice-making. Researchers can learn more about the psychological processes underpinning consumer decision-making by examining the variables that affect this group's impulsive buying behavior (Benevenuto et al., 2009). This information can be used to create more thorough theories of consumer behavior and to guide the creation of treatments meant to lessen the drawbacks of impulsive purchases.

The study of impulsive purchases made by elderly women can increase our understanding of psychology, marketing, and consumer behavior. This study can fill knowledge gaps in consumer behavior and decision-making, especially in underrepresented groups like elderly women. Additionally, this research can contribute to creating fresh ideas and models that more accurately reflect the complexity of actual consumer decision-making. It is crucial to conduct a study on elderly women having micro-moments and engaging in impulsive purchases. By researching the elements that affect this behavior, we can learn more about the psychological processes that underlie consumer decision-making and create more persuasive marketing campaigns that appeal to this target market.

LITERATURE REVIEW

Both impulse shopping and impulse buying have been the subject of research by several authors. According to Tauber (1972), "impulse shopping" refers to shopping that has not been planned in advance. The term "impulse buying" was coined by Rook (1987) and refers to the quick, typically intense, and persistent desire a buyer has to purchase an item immediately. It takes you by surprise, can be terrifying at times, and is quite spontaneous. According to Hoch and Loewenstein (1991), impulsive shoppers are more likely to be open and adaptable. They are frequently inclined to accept sudden and unexpected suggestions for making purchases while they are out shopping. People may feel the want to acquire an exciting good because (a) buying on impulse can deliver a high level of enjoyment to customers (Rook, 1987), or (b) people may have the urge to buy a product that is connected with excitement. According to Rook (1987), one of the common descriptions of the motivations behind impulse shopping is the presence of a mysterious fascination linked with a product, which can lead a buyer to be persuaded to purchase the object.

According to Sari and Bayram (2015), consumers are influenced by both internal and external variables that contribute to impulse purchases. Iyer (1989) found that consumers exposed to more particular environmental stimuli were more likely to make impulsive purchases. This makes sense, given that impulsive purchasing often responds to a stimulus (Rook and Fisher, 1995). These kinds of external circumstances determine which customers engage in impulse-buying behavior and how shops might play a role in encouraging customers to engage in this type of shopping. In addition, certain inherent features of the individual are what cause them to engage in the behavior of making impulsive purchases.

Researchers (Dholakia, 2000; Rook, 1987) have found that a sudden urge to buy can be prompted by a visual encounter with a product or by an incentive to purchase one offered in conjunction with a promotion. Rook and Fisher (1995) argued that external stimuli virtually entirely prompt impulsive purchasing behavior. According to Iyer (1989), increased exposure to stimuli increases the likelihood of consumers recognizing a need for a product, motivating consumers to digest information regarding new brand products. Customers who buy on impulse are typically swayed by an emotional appeal to the goods they want, and the impulsive purchase is frequently prompted by the buyer's close proximity to the object.

Marketers are aware of the significance of mobile. However, the strategy is still primarily one of addition and forms a component of an overarching digital endeavor (The Economist, 2000). Mobile advertising, responsive mobile websites, and mobile applications are all contributing to companies moving to smaller screens. However, mobile users prioritize a certain way of life over the device itself. They are learning how to identify and obtain what they want by navigating through the traditional customer journeys that are in place. And as of right now, the traffic coming from smartphones and tablets combined has surpassed that coming from desktop computers for many different companies (Wang, 2011, 2012; Samarhan, 2016). This has led to the creation of brief opportunities for customer engagement that Google refers to as "micro-moments."

These moments are prompted by intent and take place when a person reaches for their smartphone to know, go, do, or buy something (Solis, 2015). Figure 1. Micro-moments content Consumers basically spend their entire lives online and do so constantly. Whatever they are and whenever they occur, these moments alter how the game is played for marketers. Consumers who are connected to the internet have extremely high expectations. They want to be able to act immediately, and they want to experience quick pleasure in accordance with their own particular agendas and objectives. Their actions are broken up into smaller moments, and each one of those moments results in a decision

that is more improvised and random than ever before. According to research conducted by Google, customers are typically more loyal to the need that they have at present than to a particular brand or product (Sampaio & Saramago, 2016). At the same time, consumers are drawn to those brands that are able to meet their immediate requirements in the most effective manner. These days, immediate gratification and relevancy are more important than loyalty.

When someone looks for something that is on their mind using the technology that is most readily available to them, they are engaging in a micro-moment. These searches open the door to "in-the-moment" chances. The occurrences that occur during these brief bursts of activity determine the impressions or subsequent steps that the customers take.

In many countries, like the United States of America, more searches are done on mobile devices than on 308 computers. This behavior is a good reflection of our rising reliance on mobile technology. The mobile platform is rapidly turning into our primary option. We tune in by engaging in convenient, self-initiated bursts of digital engagement whenever we have a desire or requirement for something. Consider the frequently cited statistic that the average person checks their smartphone 150 times daily (ThinkwithGoogle, 2016).

When one takes a step back and looks at the big picture, it becomes immediately evident and startling just how much of a paradigm shift mobile truly represents. Mobile technology has required a rewrite of the guidelines for consumers as well as for marketers. Consumers now have more power than ever before to acquire what they want when they want it. This trend is expected to continue. The time spent waiting is now a thing of the past. This transfers into the prevalent micro-moment behavior of today, which is the instantaneous turning of a device to know, go, do, or buy something.

Marketers have been compelled to rewrite the rule book in order to capitalize on consumers' behavior and gain their favor. You have been forced to place an increased emphasis on meeting customers' requirements in the here and now, pledging to be present and helpful at every opportunity where you may contribute to the trip's progression. In a nutshell, marketers have been forced to start being a great deal more helpful. However, mobile represents more than just a revolutionary step forward. Act One is required to participate in this. Only one essential portion left of the voyage. You may choose any analogy you choose, but I like to think of mobile as the force speeding up the train we are all currently on. It is absolutely necessary to get this right, as the strategic decisions that are made today lay the foundation for what is to come.

The micro-moment behaviors that mobiles have kicked off will only continue to proliferate as more smart gadgets continue to appear on the market and customers continue to adopt new methods to connect with smart devices that are more natural (like voice commands). As data and machine learning become more advanced in their ability to enhance everyday consumer experiences, consumers will continue to have ever-increasing expectations for experiences that are relevant, personalized, and helpful. We are on the verge of entering an age of assistance, in which friction will be synonymous with failure for marketers, and mass communications will increasingly signify "move on." We are on the verge of entering an age of assistance, in which friction will be synonymous with failure for marketers, and mass communications will increasingly signify "move on."

In this new age, it will not be sufficient to just be present across a greater number of micro-moments. Each of us will be expected to remain one step ahead of customers and know their requirements even better than they do. Every interaction allows successful marketers to understand their target audience, the customers, better. They will place their primary emphasis on gaining a comprehensive and data-driven view of the individuals to know them and assist them on their journeys truly. To succeed, you must adopt this kind of supportive mentality.

THEORETICAL FRAMEWORK

The Consumption Impulse Formation Enactment (CIFE) model can be used to study impulse buying behavior in the context of e-commerce, specifically in micro-moments of purchase. Micro-moments refer to the brief periods when consumers turn to their mobile devices to act on an immediate need. A sense of urgency often characterizes these moments and can lead to impulse buying behavior (Antin & Cheshire, 2010).

The CIFE model (Dholakia, 2000) is used to analyze customers' online shopping habits with reference to impulse purchases. The core of the paradigm is the impulse-formation process, which entails developing the "consumption impulse" to denote an "irresistible urge to consume" (p. 960). The model specifies three antecedents: marketing stimuli, situational variables, and impulsivity traits as being in charge of the production of impulses. A consumption impulse emerges when one or more antecedents reach a critical threshold. Once created, the model automatically assesses any potential barriers to impulsive action that consumers might not be aware of when making their assessment (Loewenstein, 1994). In the paradigm, impulse purchase is influenced by internal elements like the impulsivity trait, situational conditions, and external factors like marketing stimuli (Stocchi, 2022).

The impulse-formation process is the prominent place to start. Hence, the CIFE model begins with the antecedents of the Consumption Impulse. In this paradigm, three antecedents of the consumption impulse are proposed. Numerous customers report experiencing consumption impulse after seeing the product (Hoch & Loewenstein, 1991). Aspects of product presentation like eye-catching displays, alluring visuals or writing, or related sales campaigns could also be crucial. For instance, tests on the delay of satisfaction (Mischel, 1983; Forrester, 2005) clearly demonstrate the relevance of physical closeness in impulsive sensation.

Physical closeness has the potential to evoke pleasant memories of past product intake as well as to arouse a desire for it. In a similar vein, Loewenstein (1994) found that temporal closeness is a crucial trigger in the development of the consumption impulse.

The rapid availability of a product can trigger dormant demand, leading to a consumption impulse. These elements are referred to as marketing stimuli in the CIFE model because marketers have power over how they are presented to consumers. The first antecedent factor in the establishment of the consumption impulse is marketing stimulus.

Environmental and social and personal aspects of a given consuming occasion are a second antecedent of the consumption impulse. Situational factors are the name given to this antecedent (Belk, 2014). Situational circumstances may make a buyer more or less likely to feel the need to buy something. Environmental factors around the specific consumption occasion are significant situational variables. For instance, a person earning a paycheck might be more likely to experience the consumption impulse. The consumer's current emotional state is included in a second category of situational elements. A large body of research in social psychology has demonstrated that being in a good mood makes people more likely to take risks and less likely to absorb information in a systematic way (for a summary, see Schwartz & Bohner, 1996). These traits may increase the consumers' susceptibility to consumption impulses.

The consumer's impulsivity trait, which has been extensively researched in the social sciences in a number of circumstances (e.g., Plutchik, 1997; Watson et al., 1994), serves as the third antecedent element in the CIFE model. Rapid reaction times, a lack of forethought, and a propensity to act without carefully considering one's actions are all characteristics of the impulsivity trait, which has been defined as the tendency to behave rapidly and without reflection (Ashman et al., 2015). According to Plutchik (1997), a psychometric study has demonstrated that impulsivity is best described by a single dimension and is linked to other personality traits like acquisitiveness (Belk, 2014), the need for variety (Hirschman, 1980), and risk aversion. The impulsivity characteristic is considered a significant antecedent component in the establishment of the consumption impulse in the CIFE model. The experimental research looks more closely at this antecedent element.

When one or more of these three antecedents are present in sufficient quantities, the consuming impulse—an uncontrollable want to consume—is established. Dholakia (2000) claims that when the antecedents are present sufficiently, the consumption urge is regarded as occurring automatically because it cannot be stopped. Furthermore, Boccia et al. (2021) found it useful to consider the intensity of the consumption impulse experience rather than its occurrence. Depending on the individual and/or different situations for the same consumer, each of the three components may contribute differently to the impulse to spend.

Researchers can look into how digital stimuli, including social media and targeted ads, cause impulsive purchasing behavior in these micro-moments during the CIFE model's development stage. For instance, by evoking a sense of urgency or scarcity, customized ads on social media platforms might encourage impulsive purchases (Chung & Cho, 2017). According to studies, digital incentives like time-limited deals can make people more likely to make impulsive purchases (Workman et al., 2017). The CIFE model's creation stage can entail learning about the outside factors that lead to older women's impulsive purchases. For instance, ads highlighting health or anti-aging benefits may be more persuasive to older women. Researchers could investigate how print, television, or social media ads influence impulsive purchasing.

Researchers can investigate how e-commerce websites' layouts and features impact impulsive purchasing at micro-moments of purchase during the enactment stage. Hamblen (2000) discusses that elements of website design, like aesthetic appeal and usability, can raise the probability of impulsive purchases. Furthermore, offering a variety of payment methods and thorough product details can boost the possibility of impulsive purchases at micro-moments of purchase. Examining the elements that influence a decision to buy, such as feelings, prior experiences, or personal values, may fall under this category. Researchers could investigate the ways in which these variables change depending on the situation, such as when shopping alone or with friends.

Lastly, during the reflection phase, researchers can look into how post-purchase satisfaction and regret impact future impulsive purchases. Researchers discovered that the likelihood of future impulsive buying behavior is strongly impacted by post-purchase emotions, including regret and satisfaction (Campbell et al., 2015; Dittmar and Drury, 2000; Solis, 2015). Product reviews might also affect future impulsive purchasing behavior by generating a sense of urgency or social proof. Examining the results of elderly women's impulsive purchasing behavior may be part of the

CIFE model's reflection stage. This could entail investigating the psychological and monetary ramifications of impulsive purchases in addition to how people assess the results of their choices. Researchers could look into how these results affect impulsive purchasing in the future.

In the context of e-commerce, the CIFE model offers a helpful framework for comprehending impulsive buying behavior during micro-moments of purchase. E-commerce businesses can create more efficient websites and marketing plans to encourage sustainable and healthy consumption habits by knowing the stages of impulsive buying behavior's creation, enactment, and reflection.

Researchers can better understand the factors influencing consumption patterns in this population by using the CIFE model to examine elderly women's impulse buying behavior. In addition to informing marketing efforts aimed at this group, this data can be utilized to create interventions that promote healthier and more sustainable consumption habits.

METHODOLOGY

This paper presents the 'Digital Practices Tracing' (DPT) framework, a novel methodological framework developed and created by Audy Martínek et al. (2023) to investigate consumption impulses triggered by micro-moments within digital environments. This methodology fits into the broader paradigm of qualitative digital techniques, claim Caliendo and Gandini (2016). Researchers can use qualitative digital methods to combine digital methods with qualitative data analysis techniques (e.g., online observations, interviews, or qualitative content analysis) to better understand and contextualize user actions captured by computational techniques commonly used in digital methods research (Denegri-Knott et al., 2020; Niederer & Colombo, 2019).

In particular, our DPT framework recognizes both digital and consumer intentionality and agency in enacting purchase impulse induced by micro-moments by combining digital techniques with post-phenomenological inquiry (Ihde, 1990). The term "digital techniques" refers to "the use of online tools and data for social and medium research purposes." More precisely, they originate from research approaches reimagined as media or online methods. The digital methods paradigm is based on the follow-the-medium principle, which refers to using the native digital methods of digital environments, like social media platforms or search engines, to collect, arrange, rank, and rate digital data. These native digital techniques are APIs, algorithms, tags, likes, RTs, or hashtags (Rieder and Hofmann, 2020).

Therefore, by focusing on the medium, it is feasible to observe how digital infrastructures influence communication and interaction processes as they evolve within online spaces (Calder et al., 2009). Digital methods are widely employed to examine the impact of digital infrastructures on the politics of digital platforms and the dissemination and discussion of political themes online (Marres & Moats, 2015). However, a more recent school of thought in digital methods calls on scholars to concentrate on how users use digital infrastructures to accomplish specific communication goals (Bruns et al., 2016). In order to fully and suitably incorporate qualitative techniques into data analysis and interpretation inside the digital methods paradigm, Caliendo (2018) proposes that we follow the user (along with the medium).

Our research was inspired by online ethnographic approaches that are based on observation, such as ethnography (Belk et al., 2018). Nonetheless, we follow Belk et al. (2021)'s advice to use digital technologies in conjunction with netnography for data collection and analysis (Reid & Duffy, 2018). Our approach is grounded in observational ethnographic research, which has demonstrated the efficacy of video capturing in documenting and understanding customs and rituals (Figeac & Chaulet, 2018). In addition to this data collection approach, we use tracking devices to capture digital practices as they organically occur in real-time. Because there is no direct immersion or interaction with the participants' natural surroundings during the study, monitoring social media activity using tracking devices and screen recording cannot be considered a netnography (Belk et al., 2018).

This research uses a purposeful sampling strategy to find informants. Women who have made impulsive purchases online and are 50 years of age or older would be the selection criteria for participants. Online forums or social media sites where older women are more likely to be present, such as Facebook groups for retirees or forums devoted to online shopping, could be used for recruitment. Additionally, snowball sampling, in which current participants recommend others who match the requirements, could be used to attract participants. All participants would be asked for their informed consent, and their confidentiality and privacy would be maintained throughout the research process. As with any qualitative research, it is crucial to highlight that the sample size for qualitative research is often small and may not be representative of the greater community. The results of this study might not apply to all older women who make impulsive purchases online.

The following table contains a detailed breakdown of the participants, their background information, and the time spent analyzing their behavior:

Table 1: Participant Details - Breakdown

Name	Age	Family information	No. of Video	Total time of Videos	Total time of Interview
Mrs. Aaliya	53	Has 2 Daughter and 1 Son. Currently lives along with 1 daughter and her husband	4	2 hrs. 31 mins	48 mins
Mrs. Najia	59	Has 1 Son. Currently lives with her son and his wife.	1	35 mins	1 hr. 3 mins
Mrs. Parveen	52	Has 2 Sons. 1 lives with her while the other one lives in Australia.	2	52 mins	1 hr. 19 mins
Mrs. Shahnaz	57	Has no children. Lives alone with her husband	2	1 hr. 12 mins	52 mins
Mrs. Rafiya	55	Has 2 daughters, One is married. Lives with her younger daughter and husband	1	10 mins	37 mins
Mrs. Gazala	52	Widow; Has 3 Sons. Lives with her eldest son in Canada.	1	15 mins	30 mins

Digital Practices Tracing Research Methodology

For the purpose of data collection and analysis, we used the DPT protocol, which outlines six crucial stages, which are detailed below, to illustrate the research.

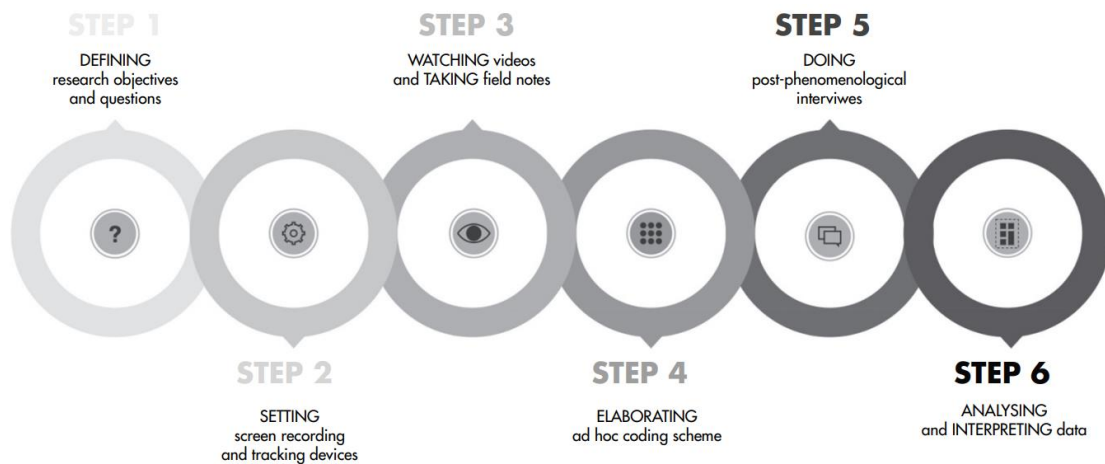


Figure 1: Digital Practices Tracing (DPT) Protocols

Step 1: Research aims and questions

Determining the study's goals and the research questions is the first step in creating a specific software solution for remote data gathering through screen recordings. DPT is most suited for examining behaviors in multiple digital contexts with respect to particular themes or contents, such as communities or groups, the behaviors of particular demographic groups, changes in behaviors over time, or the motivations behind particular behaviors (Blumer, 1956). In our situation, we chose to conduct our research in the social media space with the intention of examining the impulsive behaviors that are sparked by micro-moments, including brand-related information.

Step 2: Setting up screen-recording and tracking devices

Data collection's scope:

The extent of data collection may vary greatly depending on the research aims and on technological, behavioral, and task-related factors. Technological requirements are choices about what tools, operating systems, digital platforms, or software should be used in the study. One behavioral concern is determining whether to add mouse movements, screen touches, or audio narration. Finally, decisions about the extent of the informants' navigations that should be recorded, ranging from entire navigations to specified acts, are part of the task-related criteria. It is crucial to consider the technological and analytical ramifications while determining the extent of data collection. In order to fully capture consuming impulsive practices in relation to brand-related content, we decided to track both mobile and desktop platforms for our study (Madianou & Miller, 2013).

Screening Process:

The devices' operating system that will be under observation and research budgets will determine which screen recording program should be used. Free software (such as FreeCam, ShareX, or TinyTak) can be utilized. However, there may be restrictions placed on what devices and operating systems can be used, how long recordings can last, and the size of video files that can be taken. Another possible option is to choose licensed software, which offers a wide range of capabilities, or to select the provider's limited-use free versions (such as Camtasia, FlashBack, OBS studio, or ApowerREC). A third method is utilizing the screen record feature integrated into the informant's devices. We used the free ApowerREC application in our study

to record user behaviors from Android-powered PCs and smartphones. Users may effortlessly record their screen activity and monitor their screen time using ApowerREC. We had a skilled programmer create an application for iOS devices that used the built-in screen recording feature of iOS mobile devices and mimicked ApowerREC video management features (Boase and Ling, 2013).

Ethics-related factors:

Screen recordings should be used in research that adheres to the big data ethics code of conduct (Zook et al., 2017) and ethical standards for big data research (Metcalf & Crawford, 2016). To do this, researchers must agree to adhere to three major ethical norms that serve as the study's guiding ethical principles. Before data collection, the informant must first complete an informed consent form. Second, the information gathered should be restricted to addressing the study's goals. Third, before analysis, every attempt should be taken to anonymize the data as soon as it is received.

Step 3: Viewing films and writing notes

The researcher must become familiar with the information on the screen recording before beginning the video analysis. In order to comprehend and spot recurring patterns in the practices of the informants, this phase entails playing and replaying the recordings while taking field notes. This stage enables the categorization of various observed patterns into ad hoc coding categories through the use of a grounded and iterative approach (Audy Martínek, 2021). According to Altheide (1987), the creation of categories should serve an anthropological function by offering a means of better framing, interpreting, and describing the many practices shown in the screen recordings. Additionally, creating categories is essential for converting unstructured video material into a structured dataset, which makes it easier to explore the dataset and provides a connection between the analysis of interviews and the dataset.

Step 4: Develop a coding scheme

We developed a set of categories that allowed the research to systematically analyze consumption impulse practices triggered by micro-moments through a sequential and iterative coding process that was intended to gradually simplify the complex and unstructured format of our observational data in order to explore the dataset further and consider our initial observations (Asmussen et al., 2016). The goal of the analysis was to examine each point of contact with brand-related content on social media and the accompanying activities of informants. Specifically, we developed a coding system that made it possible to classify various digital behaviors performed by informants in relation to brand-related content and distinguish between visible and invisible behaviors.

Step 5: Conducting post-phenomenological interviews

Following the screen recordings' observation phase, post-phenomenologically informed, semi-structured questions must be given to reveal the consumers' underlying motives and to promote reflections on the opportunities and challenges provided by social media platforms. For this, it is advantageous to use heuristics so that the researcher can get perceptive glances of a particular technology in use (Adams & Thompson, 2016, p. 17). The collection of anecdotes is one heuristic that might be applied. In order to do this, the researcher can bring screen recordings of data slices and ask interview subjects to describe what they were doing and why. Informants may also be questioned about what the chosen digital platform invites them to do or encourages them to do, as well as what they avoid doing and why (Hausman, 2000).

It is possible to follow certain consuming impulse practices by observing the various behaviors that make them up, paying attention to who is acting, what is being done, and who may be left out. It is also useful to ask informants to describe the context (where they were, what they were doing, and why) in which the consumption impulse occurred in order to better account for human intentionality (meaning and motivations) and the importance of context in the activities captured on camera. One final heuristic is the application of the rules of media, which might highlight changes in digital behaviors like consumption impulsive behaviors brought on by micro-moments. For this, researchers can provide the following queries: What does this platform improve upon, and what have you become better at due to utilizing it? What skills do you lack?

Step 6: Interpreting and analysing the data

Once an ad hoc coding system has been created, a researcher can study consuming impulsive practices sparked by consumers' micro-moments using various IPA analyses (Bainotti et al., 2021). These inquiries might involve highlighting cues from the screencast video and requesting more information. Ask the informant how impulsive consuming affected them, among other things.

ANALYSIS AND DISCUSSION

When shopping online, older women's "trigger moments" for making a purchase can be tied to various things, such as their emotional states, the setting in which they shop, or their personal qualities. Emotional states play a significant role in decision-making, particularly during impulsive purchases. For instance, if an older woman is experiencing

positive emotions such as joy or excitement, she may be more inclined to make rash decisions regarding her online shopping. On the other hand, if she is feeling lonely or depressed, she may be more prone to making impulsive purchases as a manner of coping with her emotions.

There is also a possibility that contextual circumstances will play a part in the trigger moments of purchase for older women who shop online. These may include discounts or special deals that are only available for a limited time, the simplicity of the purchasing process, or the sense that the product or service being sold is urgently needed. For instance, if an older woman sees a limited-time offer for a product she has been considering buying for some time, she may be more inclined to make an impulsive purchase.

There is some speculation that personal factors play a role in the risk of impulsive intake of e-cigarettes among older women. A person's level of self-control, their history of making impulsive purchases, and their receptivity to the persuasion of others are all factors that can play a role in their propensity to give in. For instance, an older lady with a history of purchasing purchases on the spur of the moment and who has done so in the past may be more likely to do so. In a similar vein, an older woman who is very impressionable to social pressure may be more inclined to make a hasty purchase if she observes that other people are doing the same thing.

There are several elements that have the potential to influence the trigger moments of purchase for older women when they are shopping online. These factors vary depending on individual circumstances and specific shopping contexts. When marketers understand these elements better, they can build tailored strategies that appeal to the motives and triggers for e-impulse consumption among this population.

Several factors influence how effectively older women engage with social media advertisements. To begin, the specifics of the commercial have a significant impact on how middle-aged and senior citizens react to it. In order to get people to pay attention to the commercial, it needs to be interesting, visually appealing, and informative. Advertisements that provide a distinct value proposition, such as sales, discounts, or free delivery, have a greater chance of capturing the attention of middle-aged and elderly women.

Second, the degree to which the advertisement is pertinent to the customer's wants and interests is an extremely important consideration. Advertisements that target the demographics, hobbies, and lifestyles of older women are more likely to elicit a positive response from them. Utilizing data analytics and machine learning algorithms that can analyze user behavior and preferences to personalize advertisements is one method for accomplishing this goal.

The credibility of the advertiser and the social media platform both have the potential to influence older women's responses to advertisements. Advertisements originating from well-known businesses and platforms on social media are more likely to be trusted and taken seriously by senior citizens. Advertisements that include user feedback in the form of reviews and ratings are another way to boost the credibility and trustworthiness of an advertisement.

Last but not least, the convenience of the purchasing procedure can also play a role in the impulsive shopping behavior of older women. Advertisements that link to websites that are simple to use, have a secure checkout process, and provide a variety of payment alternatives are more likely to result in impulsive online purchases.

By applying the CIFE model to the analysis of trigger moments that lead to impulse consumption, researchers can better understand the complex interplay between various factors that influence consumer behavior. For example, social media ads featuring interactive creative elements and bargain offers might appeal to individual differences in personality traits such as impulsivity and sensation seeking. These ads might also trigger positive emotions such as excitement and pleasure, which can lead to impulse buying behavior. Furthermore, the social context and cultural norms surrounding social media use and shopping may also play a role in influencing consumer behavior.

By analyzing trigger moments using the CIFE model, researchers can identify the key factors contributing to impulse buying behavior in older women and develop strategies to mitigate or capitalize on these factors to improve their overall shopping experience.

Formation Stage: Triggers of Consumption Impulse:

Emotions play a critical part in initiating micro-moments that lead to impulsive purchase behavior in older women, and they play a role in this function in a number of different ways. Emotions have the ability to sway thought processes, which in turn can have an impact on behavior. This aligns with the study's objective to identify emotional triggers in micro-moments, revealing that boredom and loneliness are key drivers of impulsive purchases. These feelings may lead to impulsive purchasing behavior, such as making a purchase without much thought. For instance, a woman may feel pleasure and delight after seeing an advertisement on social media for a product she has always desired but never purchased. Because of these feelings, she may decide to make a rash purchase without giving it much thought. Mrs. Najia, mother of 2, explained how she copes with loneliness via social media scrolling now that the kids have moved out and in with their own families, she does not have to do much. This is when she scrolls more, and ironically is when she tends to interact with social media ads more.

The fear of missing out (also known as FOMO) is another example of an emotion that can cause older women to engage in impulsive purchasing behavior. The fear of missing out, often known as FOMO, is a sensation of worry or unease brought on by the notion that one is not participating in an event that is either exciting or fascinating. When it comes to online shopping, the fear of missing out (FOMO) might be sparked by products or deals only available for a limited time or limited-time offers. When older women go online shopping, they could get the feeling of missing out (FOMO), which could encourage them to buy something without giving it much thought.

Mrs. Shahnaz explained as she said almost as if it's a fact;

"Bachay tou her waqat phone par he hotay hain, mera bhi dil karta kay dekhun hai kiya aisa iss par"

English: "Children remain always busy with the mobiles. I also want to check what curiosity in this device is?"

When they finally get something they've always desired, older women may also experience feelings associated to self-gratification, such as pride or enthusiasm. This is especially true if the item in question is something they've wanted for a long time. An individual's desire to experience the rush of instant satisfaction that comes with buying something they want can be a significant motivator for impulsive purchasing behavior. As a result, advertisers and platforms for electronic commerce may employ emotional appeals to precipitate micro-moments, which in turn contribute to impulsive purchasing behavior among older women.

In older women, the micro-moments that lead to impulsive purchase behavior can be triggered by various emotions, including enthusiasm, enjoyment, the fear of losing out, and self-gratification. Marketers are better positioned to customize their advertising strategies and produce more satisfying e-commerce experiences for older women if they have a deeper grasp of the underlying emotional triggers that lead to impulsive purchasing behavior.

Enactment Stage: Role of Digital Design and Marketing

The inclination of older women to engage in e-impulse consumption may be influenced by social media advertisements featuring interactive creatives and bargain offers. Customers think they would save money by taking advantage of bargain offers, which contributes to the product's increased desirability. Interactive ad creatives have the potential to be engaging and create a sense of enjoyment. This can result in a positive emotional response, which, in turn, makes the product more appealing.

While recalling which brands they have interacted with the most, an overwhelming population claimed Generation and Sapphire among the two brands they saw most on social media in terms of clothing. They recall the vibrant colors and unique designs the most. They did not remember the offers. On the contrary, all the informants had different answers in other niches like furniture and kitchen appliances. Most of them could not even recall the names of the brands unless they had actually shopped for them.

Reflection Stage: Post-Purchase Emotions

The family dynamics, societal norms, and modernization of roles within Pakistani households significantly influence older women's impulsive online purchasing behaviors. Traditionally, older women are expected to prioritize family needs and responsibilities over their personal desires. This societal expectation can create feelings of guilt or selfishness when engaging in behaviors like impulse shopping, especially for purchases perceived as extravagant or unnecessary.

Mrs. Rafiya shared how limited free time allows her to indulge:

"Jab ghar kay kaamon say thora bohot time milta hai tab yehi kar laytay hain, warna tou mian aur bachoon kay kaamon say time he nahi milta."

English: "When I get a little time from the home chores, I do this. Otherwise, I am occupied with my children's and husband's work."

The modernization of Pakistani households has further shaped these behaviors. Increased access to various forms of technology and the internet is one of the most significant shifts that has taken place as a result of the modernization of society. Because of this, there has been a considerable rise in social media advertisements and online purchasing platforms geared toward middle-aged and senior women. Many middle-aged and elderly women, who may have restricted mobility or encounter social barriers that prevent them from physically visiting businesses, have found that the simplicity and convenience of shopping online have made it an attractive choice for them. Mrs. Parveen Malik explained how she gets ads of Australian brands while scrolling, and she sends their links to her son, who studies in Australia, to get those products for her. Her exact words were;

"Aisay asani ho jati hai. Kisi kay hand ajati hain cheezain warna kon ja kar khud khariday. Pakistan may tou hoti bhi mahangi hain."

English: "Its easier this way, someone coming can bring them. Because its more expensive in Pakistan anyways."

The social support and encouragement that older women receive from their family members can play a crucial influence in encouraging or discouraging older women's impulsive purchases. If, for instance, family members encourage older women to prioritize their own needs and desires, then those women may be more prone to engage in impulsive consumption of electronic goods. On the other hand, older women may be less prone to engage in impulsive purchasing if family members stress the significance of financial savings or prohibit behaviors that are considered luxurious.

Mrs. Shazia told the author while explaining how her daughter helped her learn the entire online purchasing journey;

"Mujhay tou bachoon nay he seekhaya hai mujhay yeh sab karna. Pehlay meri nay mujhay bataya link kaisay copy kartay hain. I would send her the link, checkout process who kar dayti thi. Ab mai khud kar layti huwn. Who bhi uss nay mujhay seekha diya hai. Aaj kal kay zamanay mai tou sab he anaa chahiye."

English: "My children have taught this. First, my daughter taught me how to copy the link, and then I would send it to her as she did the checkout process. Now she taught me the whole process so I can do it all myself as that is the requirement of today's day and age."

At the same time, societal norms can either encourage or discourage older women's engagement with online shopping. While family support may empower them to explore digital platforms and prioritize their personal needs, traditional gender roles can foster a sense of hesitation. Mrs. Najia explained this tension:

"Even though ghar walay her waqat phone par he hotay hain lakin agar mai ziyadh use karoun tou aisa lagta hai jaisay kuch galat kar raheen huwn, yeh tou nahi karna chahiye iss waqat. Uper say dimagh may who saray kaam ghoom rahay hotay hain jo pending paray hain."

English: "Even though the entire household is using phones all the time, if I use them too much, I feel guilty, as if I am doing something wrong. On top of that, all the things that need to be done keep going on in my mind."

The influence of family members also extends to technological literacy and social media usage. Family support can enhance older women's confidence in navigating online shopping platforms. Conversely, households emphasizing financial restraint may deter impulsive purchases. These dynamics reflect a broader interplay between societal expectations, family roles, and the digital behaviors of older women.

To develop effective marketing strategies, researchers and marketers need to understand how family dynamics, societal expectations, and technological influences shape impulsive purchasing in older women. This understanding can enable tailored campaigns that align with this demographic's needs and emotional triggers.

In general, societal norms and the influence of family members might have an effect, either favorably or adversely, on older women's willingness to use social media and participate in micro-moments that lead to impulsive purchasing decisions. When conducting research on or marketing to this population, it is essential for researchers and marketers to have a solid understanding of these impacts and to consider them.

LIMITATIONS AND WAY FORWARD

When analyzing the results of this qualitative research, some caveats need to be taken into consideration. To begin, it is possible that the sample that was used in the research is not representative of all older women because the participants in the study were recruited from a specific geographic location. It is possible that as a result of this, the findings cannot be generalized to other groups. Second, this research focused exclusively on 'micro-moments' and 'impulse buying behavior,' excluding factors like income, health status, or social support that may also influence shopping decisions. This is a limitation of the study. Thirdly, the results may not be as accurate as they may be because the data were self-reported and collected in the form of screencast movies. These videos could be prone to social desirability bias or other forms of response bias. In conclusion, the interviews and data analysis were both carried out by a single researcher, which may have resulted in the introduction of bias or restricted the breadth of the findings.

CONCLUSION

The study emphasizes how crucial it is to comprehend the cultural and contextual elements that affect older women's purchasing decisions, especially in the context of a developing market like Pakistan. The results can help improve understanding of consumer behavior in the area and guide marketing strategies aimed at this group. Our knowledge of consumer behavior, social change, and economic development in Pakistan and abroad will be advanced by this study of consumption impulses triggered by micro-moments in older women.

The increasing trend of e-impulse consumption in older women, which has not been thoroughly examined previously, is clarified by this study on consumption impulses triggered by micro-moments in Pakistani women. Advertisers and marketers can create more focused strategies to reach this market segment by better understanding the underlying causes, incentives, and triggers of this behavior.

The study emphasizes how Pakistani social and cultural standards are changing as older women become more self-reliant and use technology. This has significant ramifications for family dynamics, intergenerational connections, and the social and economic standing of older women in the nation.

Lastly, by examining how social media and micro-moments affect purchasing habits, the study adds to the body of knowledge on consumer behavior. Future studies in this field can benefit from this, as can the creation of more potent interventions and regulations to encourage responsible consumption.

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