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Preprint

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Suggested Citation: Nguyen Thi Hai Binh (2024) : Impulse Buying Behavior of Consumers Through Social Commerce in Ho Chi Minh City, ZBW - Leibniz Information Centre for Economics, Kiel, Hamburg

This Version is available at:

<https://hdl.handle.net/10419/281802>

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Impulse Buying Behavior of Consumers Through Social Commerce in Ho Chi Minh City

Abstract

Purchasing through social commerce has become increasingly popular in recent years. Multiple papers have been conducted to examine customer purchasing behavior on social commerce platforms. Nevertheless, this study has restrictions in its applicability to poor nations and exclusively focuses on those who are employed. Currently, there is a lack of research papers specifically addressing the topic of consumers as possible viewers who are exposed to social commerce. This study aims to examine the variables that contribute to consumers' impulsive purchase behavior. Specifically, it focuses on identifying the factors that impact impulsive buying behavior among consumers. The development of my conceptual framework was based on the integration of two theories: The Unified Theory of Acceptance and Use of Technology (UTAUT) and the Theory of Planned Behavior (TPB). Hence, non-probability sampling was selected for this investigation. Data was obtained from consumers who had made purchases on social commerce platforms using a questionnaire. The purpose was to investigate the components that influence consumers' behavioral intentions, including social influence (SI), behavior (AB), subjective norms (SNB), and behavioral control (BC). The findings indicate that several factors have a favorable impact on behavioral intention subsequently affect impulse buying behavior. The findings obtained from employing the PLS-SEM approach unambiguously demonstrated the impact of the components under investigation and conclusively indicated that SNB was not substantiated in this study.

Keywords: Social commerce, Impulse buying, Consumers.

1. Introduction

In the modern era, the rapid growth of social networking sites like Facebook, Tiktok, and Instagram has influenced consumer purchasing behavior and compelled enterprises to actively engage in advertising and marketing activities on platforms known as social commerce (Zafar et al., 2021a). Social commerce (SC) facilitates decision-making and purchasing activities inside online communities and markets by using the social interaction and content-driven nature of the internet 3.0 social network. The expansion of social commerce in Vietnam is seeing significant growth due to the country's substantial and evolving population of social media users. As per marketer's analysis, it is projected that social commerce sales in Vietnam would increase to \$12.3 billion by 2023, compared to \$6.3 billion in 2019. With a user base of 61 million, Facebook presently holds the leading position as the primary social commerce platform in Vietnam. Instagram and TikTok Shop are both becoming increasingly popular as social commerce platforms (Tien, Luan, et al., 2023).

Previous studies have argued that impulsive purchasing behavior has not been thoroughly examined using particular contextual triggers on individual websites, rather than considering broader aspects (Chan et al., 2017; Huang & Benyoucef, 2013). In addition, the emergence of websites has led to the emergence of a contemporary type of

fame known as Key Opinion Leaders (KOLs) and Key Opinion Consumers (KOCs). These celebs are managing many accounts or profiles on social media platforms where they disclose their purchasing habits and opinions. The unproven conduct of buyers on social networking sites in the presence of digital superstars is characterized by their reckless buying behavior. Consumers are one of the primary target audiences for this phenomenon.

Several research papers have been conducted on impulse buying behavior in social commerce, both within the region and globally. Examples include "What Role Does AI Chatbot Perform in the F&B Industry? Perspective from Loyalty and Value Co-Creation: Integrated PLS-SEM and ANN Techniques" (B. H. T. Nguyen et al., 2023) and "Impact of gender and age on impulse buying in social commerce" (Zhang et al., 2021). However, there has been little investigation of the phenomenon of impulsive purchase behavior among consumers on social commerce platforms (T. T. C. Phan et al., 2023).

In Ho Chi Minh City, consumers stand out as a dynamic and innovative institution specializing in foreign languages and informatics. Exploring access to the social commerce platform is essential. Given the high rate of online purchases among Consumers, it presents a prime opportunity to validate our hypotheses. The study is structured into five sections. The first segment introduces this phenomenon, while the second section offers a concise overview of existing literature and hypotheses. This section particularly delves into two key theories: The Unified Theory of Acceptance and Use of Technology (UTAUT) and the Theory of Planned Behavior (TPB). The subsequent sections involve the analysis and exploration of strategies, providing insights and outcomes of the advancement through estimation. The study culminates with a comprehensive discussion and final remarks, completing the full document.

2. Literature review and research hypothesis

2.1 Impulse buying behavior

Impulse purchasing behavior refers to the tendency of customers to make spontaneous purchases without much forethought or premeditation. Impulse buying behavior occurs when an individual spontaneously decides to acquire an item or service upon seeing it, sometimes without considering the consequences or undertaking a comprehensive evaluation of the product or service (Zafar et al., 2021a). Therefore, it is crucial for consumers to be conscious of the elements that influence their impulsive purchasing behavior and to make well-informed choices regarding their purchases. Furthermore, it is essential for companies to be cognizant of these aspects and make efforts to promote their products in an ethical and responsible way (Amos et al., 2014; Zafar et al., 2021a).

2.2 Social Commerce

Social commerce is an amalgamation of social networking with online shopping, forming a variant of electronic commerce (e-commerce) (T.-T. C. Phan et al., 2023). It enables consumers to make purchases of goods or services directly on social media sites, such as Facebook, Instagram, Pinterest, or TikTok Shop, without having to leave the platform. Businesses can also get advantages from social commerce. It enables

businesses to expand their reach to a broader audience, interact with customers in real-time, and foster brand loyalty through user-friendly social media platforms. Social commerce systems provide businesses with a variety of tools to manage their online storefronts, monitor promotions and customer data, and evaluate consumer behavior (Yingzi & Zhaoji, 2022).

2.3 Unified Theory of Acceptance and Use of Technology (UTAUT)

The study centered on the UTAUT paradigm put forward by Venkatesh. The UTAUT model and its extended hypothetical systems are widely used and highly popular for predicting behavioral intention in the adoption of innovation. Venkatesh and several other analysts have identified that customers' purchase or use intentions may be predicted by factors such as performance expectancy (PE), effort expectancy (EE), social influence (SI), and enabling conditions (FC). Various alterations and adaptations to the idea were described, along with the inclusion of various other components (Venkatesh et al., 2003).

Social influence (SI) is a feature in this model that affects the purchasing behavior of consumers when it comes to adopting new technology. It refers to the extent to which individuals are influenced by the people around them who are in need of someone to use a new data system. Other persons can be family, coworkers, friends, or anybody they choose to include. Facilitating circumstances (FC) refer to the extent to which individuals recognize the presence of an organizational and technical infrastructure that aids in the application of the new technological framework.

2.4 Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) is a social psychology theory that seeks to explain human behavior by examining attitudes, subjective standards, and perceived behavioral control. Icek Ajzen developed the idea in the late 1980s as an extension of the idea of Reasoned Action (Ajzen, 1991, 2020). The study conducted by Islam et al. (2022) focuses on modeling the intentional behavior of purchasing flats in Bangladesh. The TPB has been applied in several study domains, including agriculture, to provide accurate predictions and outcomes (dos Santos, 2016). TPB, or Theory of Planned Behavior, is a significant theory in the field of social commerce that explains customer behavior and purchase intentions (Mou & Benyoucef, 2021).

2.5 Development of a hypothesis on consumers at HUFLIT's social commerce impulse buying.

2.5.1 Social influence (SI)

Social influence may significantly impact an individual's behavioral intentions (L.-T. Nguyen, Nguyen, et al., 2023). Social influence can originate from several channels, including peers, family members, social media influencers, and authoritative personalities (Ahmad et al., 2021; Shah & Zhongjun, 2021). Consumers might be influenced by the perceived norms of their social group or community. Consumers see that people frequently engage in shopping on social commerce platforms, which increases the likelihood of impulsive purchases as they get integrated into the group (Ahmad et al., 2021).

H1. Social influence (SI) has a positive impact on consumers' impulsive purchase intention.

2.5.2 Attitudes behavior (AB)

Attitudes refer to an individual's overall assessment or judgment of a behavior, which might be positive, negative, or neutral (D. T. V. Dang et al., 2022). Attitudes are shaped by several factors, including personal beliefs, previous experiences, and societal norms (Ali et al., 2023; Y. Liu et al., 2023). Consumers who possess a favorable disposition towards impulsive purchases are more inclined to have intentions of making impulsive purchases (Ali et al., 2023; Y. Liu et al., 2023).

H2. Attitudes behavior (AB) has a positive impact on consumers' impulsive purchase intention.

2.5.3 Subjective norms behavior(SNB)

Subjective norms refer to an individual's impression of the societal judgment or expectations for a certain activity. This may encompass the anticipated standards and demands from family, friends, colleagues, or society as a whole (Ali et al., 2023). When consumers perceive that their social group or community expects them to engage in social commerce purchasing activity, they are more inclined to plan to do so in order to meet those expectations (Ali et al., 2023; Y. Liu et al., 2023).

H3. Behavior subjective norms (SNB) has a positive impact on consumers' impulsive purchase intention.

2.5.4 Behavioral control (BC)

Behavioral intention might be substantially influenced by behavioral control (Albayati et al., 2023; Gansser & Reich, 2023). The swift accessibility of social commerce to consumers is facilitated by the proliferation of smart phones and laptops, as well as the ongoing development of the Internet (S.-H. Dang & Nguyen, 2023; L.-T. Nguyen, 2023). Additionally, consumers' budgetary circumstances are favorable, which facilitates impulsive purchases.

H4. Behavioral control (BC) positively influences to behavioral intention.

2.5.5 Facilitating conditions (FC)

By establishing a connection between a specific stimulus and a desired behavior, facilitation can affect behavioral intentions (van der Waal et al., 2022). As conditioning establishes a robust correlation between a specific behavior and its consequences, it can serve as a potent instrument for altering behavioral intentions. Impulsive purchases can potentially increase consumers' future purchasing motivation by evoking positive emotions such as interest gratification or item fulfillment.

H5. Facilitating conditions (FC) have a positive impact on consumers' impulsive purchase intentions.

2.5.6 Behavior intention (BI)

Behavioral intention serves as a pivotal initial stage in the process of behavior modification, as it signifies an individual's drive and readiness to critically examine a behavior. Moreover, it can guide the development of strategies intended to encourage and facilitate the desired behavior (P. Liu et al., 2022; Thangavelu et al., 2022). Consumers' intentions to make impetuous purchases may be influenced by their attitudes toward such purchases, their beliefs regarding the advantages they offer, and their social environment.

H6. Behavioral intention (BI) positively influence to impulse behavior.

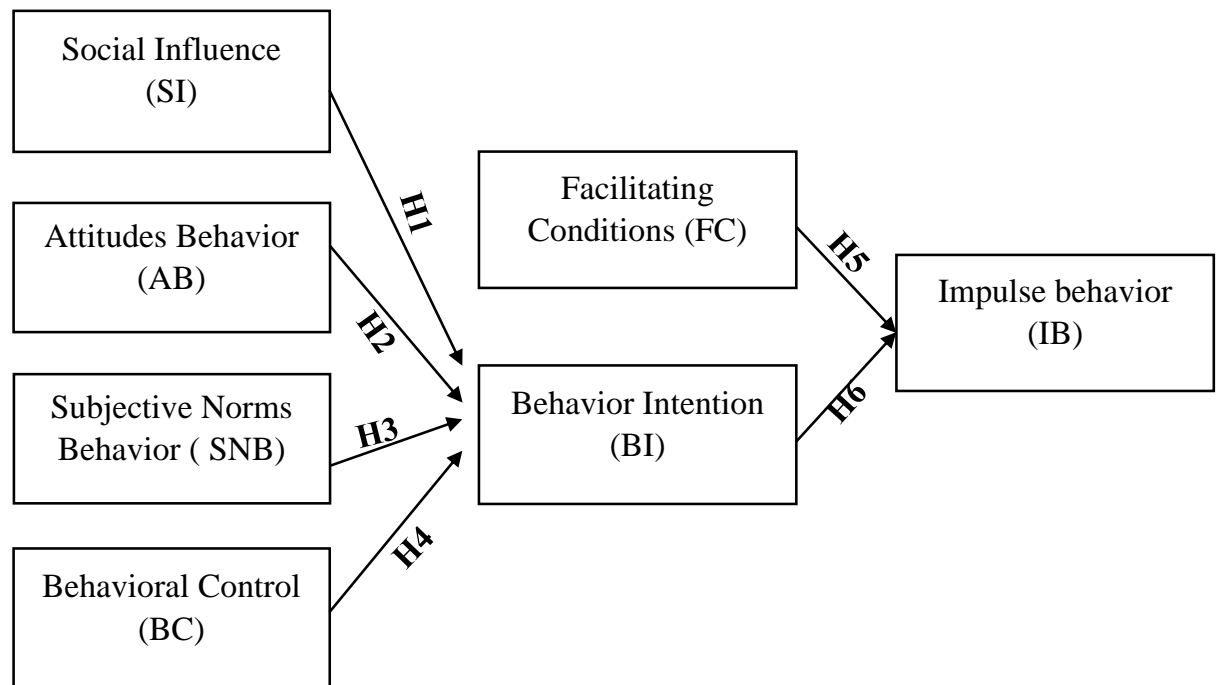


Fig. 1. Proposed Model

3. Materials and methods

3.1 Conceptual framework

The conceptual framework upon which this study is constructed is based on the TPB. Our research model was supplemented with UTAUT's social influence and facilitating conditions due to the significant impact that these factors can have on the impulsive purchasing behavior of users on social commerce platforms. Social influence pertains to the manner in which an individual's conduct and choices are impacted by others. Social influence on social commerce platforms can originate from a multitude of sources, including social proof, product evaluations, and endorsements from acquaintances or influencers. Social influence can significantly impact impulse purchasing behavior, as individuals are more inclined to complete a purchase when they observe that others have done so as well. Facilitating conditions are those elements that contribute to an individual's ease of participation in a specific behavior. Facilitating conditions may encompass functionalities such as one-click purchasing, streamlined payment processes, and personalized recommendations on social commerce platforms. Impulsive purchasing

behavior is more probable when an individual's ability to complete a transaction is simplified.

The constructs are assessed through the utilization of a questionnaire comprising indicators for the subsequent: attitude, subjective norm, perceived behavioral control (L.-T. Nguyen, Phan, et al., 2023), behavioural intention (Đặng et al., 2023; L.-T. Nguyen, Duc, et al., 2023), impulse behaviour (Tomić Maksan et al., 2019), and social influence and facilitating conditions (Li & Zhao, 2021). Indicators are assessed utilizing seven-point Likert evaluations ranging from 1 (indicating strong disagreement) to 7 (indicating strong agreement). The subsequent discourse elucidates the constructs and their corresponding indicators.

- Social influence (SI) is quantified by employing the following indicators: "Those who have an impact on my behavior believe I ought to purchase goods through social commerce" (SI1). "I am advised by significant others to purchase products through social commerce (SI2)," "I believe that my propensity to make purchases on social commerce is influenced by the purchasing behavior of my friends and family" (SI3). "Because of my friends who make purchases on social commerce, I also make purchases on the platform" (SI4).
- Pointers such as "Products ordered arrived on time (AB1)" are employed to assess attitude (AB). "Every detail of the information is presented in its entirety" (AB2). "The products can be purchased at any time" (AB3). "Social commerce may facilitate the search for product-related information" (AB4). (AB5) "Social commerce might help save time." Social commerce is time-efficient (AB6). "AB7" states, "Social commerce is not dull."
- Behavior subjective norms (SNB) are assessed using the following indicators: "My close social circle would endorse my use of social commerce for product purchases (BNS1)." "They anticipate that I will make product purchases via social commerce" (BNS2). "The majority of individuals I are considering believe that I ought to purchase products through social commerce" (BNS3). "Those whose judgment I hold dear would sanction my use of social commerce to acquire goods" (BNS4).
- Perceived behavioral control (BC) is assessed using the following indicators: "I consciously decided to make a purchase of a product (BC1) when I inadvertently encountered it being heavily promoted on social media." "Despite the fact that I have no actual need for it, I buy the item (BC2)." "On occasion, my emotions influence my purchasing decisions" (BC3).
- Facilitating conditions (FC) are assessed using the following indicators: "I possess the requisite resources to engage in social commerce product purchases (FC1)." "I am credentialed to make purchases through social commerce (FC2).""A particular individual (or group) is accessible to provide support in my endeavor to acquire products through social commerce (FC3)."
- Behavior intention (BI) is assessed using the following indicators: "I am inclined to make purchases from social commerce after conducting thorough research on

the products in question (BI1)." After acquiring high-quality items, I would be inclined to advise my friends and family to consider purchasing products through social commerce (BI2). "In the event that I am inclined to make a purchase, I prefer to have comprehensive prior knowledge regarding the product on social commerce" (BI3). "The influence of social commerce marketing on consumer purchasing behavior (BI4)"

- Impulse behavior (IB) is assessed using the following indicators: "The mean frequency of purchases in social commerce is observed to be high within a single day due to the abundance of promotional codes and gifts (IB1)." "Direct shopping is less prevalent than social media shopping" (IB2). "Since I enjoy shopping—the brain's happiness drug (IB3)—I make impulsive purchases." "Their advertisements induce emotional impulse purchases" (IB4).

3.2 Sampling and data collection

Social commerce is an increasingly prominent trading platform, with online consumers in Vietnam comprising over 49% of the total by 2022. This figure ranks second highest in Southeast Asia, trailing only Singapore. The selection of consumers as research subjects was based on their high level of technological activity and proficiency, including in foreign languages. It is without question that consumers have access to social commerce, particularly in the current electronic age. (Turban & Liang, 2011)

Consumers who have, or are presently engaged in, social commerce purchasing constitute the study's target population. Nevertheless, non-probability sampling was employed for the research as access to the customer list on social commerce and the list of consumers was not possible.

A Google Forms-hosted electronic questionnaire was utilized for the current investigation. In order to ensure content validity, every question item has been revised and updated in light of previous research and the findings of a comprehensive literature review. Their content will then be validated by a group of specialists who will assess the chosen products. Initially, the questionnaire underwent modifications based on prior English-language research. It was subsequently rendered into Vietnamese from English prior to the survey's administration. In addition, the seven-point Likert scales were selected for the assessment due to their enhanced precision, user-friendliness, and ability to more accurately represent the true ratings of the participants. Considering the aforementioned benefits, 7-point items appear to be the most optimal choice for questionnaires, including those employed in usability price assessments (Nguyen et al., 2023), even in comparison to higher-order items. Based on the statistical software G*Power version 3.1, a minimum sample size of 103 is suggested for an effect size of 0.15, a probability of error of 0.05, a power level of 0.8 ($1-\beta$), and a set of seven predictors.

3.3 Method of analysis

This study employs descriptive and inferential statistics. The variables are analyzed using descriptive statistics, which include a frequency distribution that shows the rate of occurrence for each score and the average value of the pointer score.

Inferential statistics are employed to examine and evaluate hypotheses (DUC et al., 2024).

PLS-SEM is an acronym for Partial Least Squares Structural Modeling. This is a statistical approach used to investigate intricate relationships between variables in a structural equation model (S.-H. Dang & Nguyen, 2023; L. Nguyen & Dang, 2023). Partial Least Squares Structural Equation Modeling (PLS-SEM) is frequently employed in social science research, marketing research, and other disciplines that involve collecting data from large samples. It allows for the examination of designs and relationships, providing valuable insights into the intricate connections between variables across various fields (Hair et al., 2019; Sadeli et al., 2023).

PLS-SEM is a two-stage technique that encompasses estimate modeling and structural modeling (L.-T. Nguyen, Dwivedi, et al., 2022; Tien, Tri, et al., 2023). The estimate model evaluates the relationships between latent variables (variables that are not directly observed) and their indicators (directly observable variables). This model is employed to assess the dependability and accuracy of estimating latent variables (Hsu et al., 2006; Sadeli et al., 2023).

The PLS-SEM method is especially beneficial when the sample size is relatively small, the variables are highly correlated, and the relationships between the variables are intricate (T.-T. C. Phan et al., 2023; T. T. C. Phan et al., 2023). PLS-SEM is highly versatile since it can accommodate both reflective and formative measurements, as well as capture non-linear associations among variables (C. N. B. Dang et al., 2023; Tien, Luan, et al., 2023). The bootstrapping procedure in PLS-SEM is highly effective even when the data does not follow a normal distribution. The responses place significant importance on the creation and economic status of the makers.

4. Results

4.1 Measurement model evaluation

The comes about of the measurement model evaluation appear that the values for convergent validity, internal consistency, and discriminant validity obtained meet the set up necessities (T. Q. Dang et al., 2023; L.-T. Nguyen, 2023; L.-T. Nguyen, Duc, et al., 2023). Convergent validity is assessed through outer loading values and AVE. The results show that all outer loading values meet the proposed least limit of 0.5 (Y. X. Liu, 2012; Truong & McColl, 2011) (see [Table 1](#)). Internal consistency reliability, as set out in [Table 1](#), shows that all constructs have composite reliability and Cronbach's alpha values greater than the least edge of 0.7. With respect to discriminant validity, [Table 2](#) shows that the greatest value of HTMT meets the recommended most extreme limit of 0.9 (H.-B. Nguyen & Nguyen, 2021; L.-T. Nguyen, Nguyen, et al., 2022).

Table 1. Outer loading, Cronbach's alpha and average variance extracted

| Latent Construct | Items | Outer loading | p_A | Composite Reliability | Average Variance Extracted (AVE) |
|------------------|-------|---------------|-------|-----------------------|----------------------------------|
| SI | SI1 | 0.856 | 0.834 | 0.834 | 0.750 |

| | | | | | |
|-----|------|-------|-------|-------|-------|
| | SI2 | 0.873 | | | |
| | SI3 | 0.869 | | | |
| FC | FC1 | 0.889 | 0.880 | 0.884 | 0.805 |
| | FC2 | 0.904 | | | |
| | FC3 | 0.900 | | | |
| AB | AB1 | 0.801 | 0.899 | 0.903 | 0.664 |
| | AB2 | 0.809 | | | |
| | AB3 | 0.774 | | | |
| | AB4 | 0.836 | | | |
| | AB5 | 0.846 | | | |
| | AB7 | 0.821 | | | |
| SNB | SNB1 | 0.888 | 0.918 | 0.922 | 0.804 |
| | SNB2 | 0.928 | | | |
| | SNB3 | 0.925 | | | |
| | SNB4 | 0.843 | | | |
| BC | BC1 | 0.875 | 0.837 | 0.837 | 0.754 |
| | BC2 | 0.864 | | | |
| | BC3 | 0.866 | | | |
| BI | BI1 | 0.823 | 0.899 | 0.910 | 0.767 |
| | BI2 | 0.919 | | | |
| | BI3 | 0.868 | | | |
| | BI4 | 0.890 | | | |
| IB | IB1 | 0.926 | 0.927 | 0.928 | 0.821 |
| | IB2 | 0.921 | | | |
| | IB3 | 0.892 | | | |
| | IB4 | 0.885 | | | |

Table 2. Discriminant Validity (HTMT)

| | AB | BC | BI | SNB | FC | IB | SI |
|------------|--------------|--------------|--------------|--------------|--------------|--------------|-----------|
| AB | | | | | | | |
| BC | 0.861 | | | | | | |
| BI | 0.813 | 0.806 | | | | | |
| SNB | 0.855 | 0.879 | 0.754 | | | | |
| FC | 0.814 | 0.710 | 0.791 | 0.660 | | | |
| IB | 0.889 | 0.843 | 0.828 | 0.804 | 0.709 | | |
| SI | 0.869 | 0.793 | 0.782 | 0.805 | 0.805 | 0.797 | |

4.2 Structural model evaluation

Within the following arrange, to assess the global goodness of appropriateness of both the estimated and saturated models, the Standardized Root Mean Square Residual (SRMR) was conveyed (Henseler et al., 2016). It was found that the immersed and estimated models all had a value of 0.072 [Table 3](#) . This finding is lower than 0.08, illustrating that the model was well-fitting (Hu & Bentler, 1999). Furthermore, the collinearity test was utilized to examine the presence of highly connected components some time recently evaluating the inner structural model. Since the variance inflation factors (VIF) values for all constructs were lower than the suggestion of 5.0, the issues from multicollinearity do not exist (Ying et al., 2018).

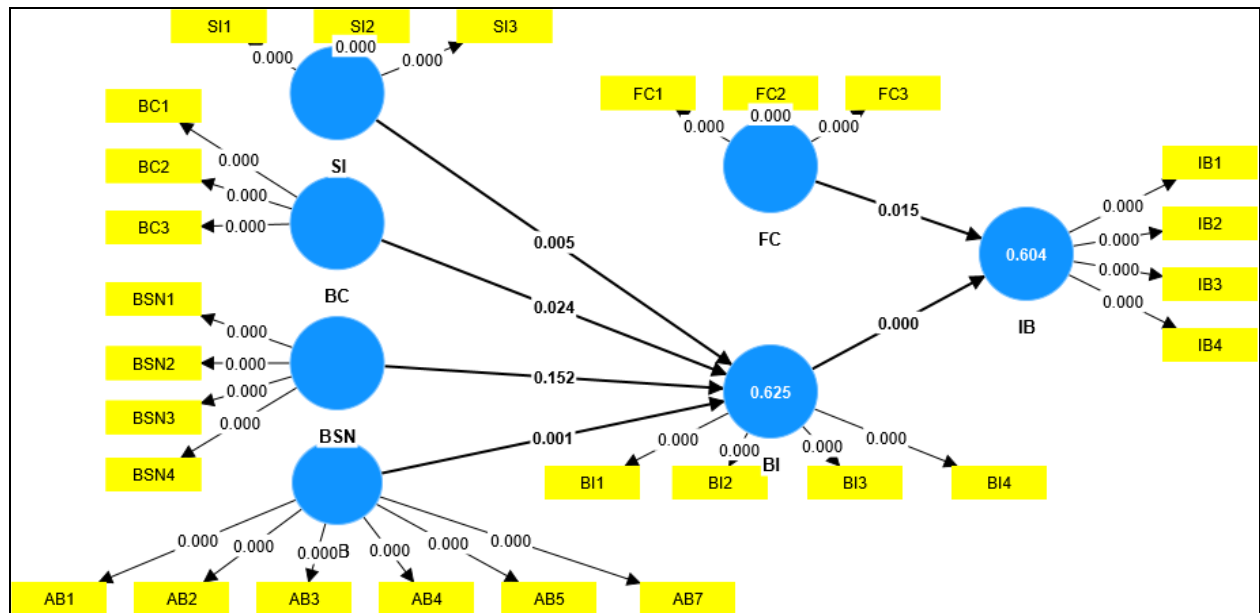
The strength of a path is evaluated by its p-value when testing the hypothesis. A p-value is considered noteworthy when it is less than 0.05. The path coefficients, t-values, and p-values for the structural model are appeared in [Table 3.](#) and [Fig.2.](#) 5 out of 6 hypotheses were supported. Overall, H1, H2, H4, H5 and H6 were supported, while H3 was the unsupported hypotheses. As can be seen, AB ($\beta = 0.317$, $p < 0.001$), BC ($\beta = 0.245$, $p < 0.024$), BI ($\beta = 0.617$, $p < 0.000$), FC ($\beta = 0.207$, $p < 0.015$), SI ($\beta = 0.203$, $p < 0.005$) have a crucial positive impact on the behavioral intention to implse buying on social commerce. Conversely, the influence of SNB on relationships between independent variables and BI was found to be a non-significant effect when all p-values of H3 were much greater than 0.05.

Table 3. Outcome of the structural model examination

| | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics (O/STDEV) | P values | Remarks |
|----------|---------------------|-----------------|----------------------------|--------------------------|----------|-----------|
| AB -> BI | 0.317 | 0.312 | 0.096 | 3.296 | 0.001 | Supported |

| | | | | | | |
|---------------------|--------------|--------------|--------------|--------------|--------------|--------------------|
| BC -> BI | 0.245 | 0.253 | 0.109 | 2.251 | 0.024 | Supported |
| BI -> IB | 0.617 | 0.622 | 0.079 | 7.859 | 0.000 | Supported |
| SNB -> BI | 0.113 | 0.109 | 0.079 | 1.431 | 0.152 | Unsupported |
| FC -> IB | 0.207 | 0.203 | 0.085 | 2.424 | 0.015 | Supported |
| SI -> BI | 0.203 | 0.206 | 0.072 | 2.814 | 0.005 | Supported |

Fig. 2. Structural model testing



5. Discussion

This study aims to experimentally evaluate the factors that influence impulsive purchase behavior of consumers on social commerce by integrating two models, UTAUT and TPB. This study proposes a framework that can help predict the factors that influence customers' impulsive purchase behavioral intention. The original model establishes several hypotheses regarding the relationships between SI, AB, BNS, BC, and BI, as well as the relationships between FC, BI, and IB (L.-T. Nguyen, Phan, et al., 2023). The elements influencing business intelligence (BI) vary. The impacts of SI, AB, and BC are crucial compared to BI, but the influence of SNB on BI is negligible when adopting the behavioral model. By comprehending the impact of these aspects on business intelligence, it is possible to recognize impulsive buying behavior of consumers as favorable and vice versa (T.-Q. Dang et al., 2023).

A crucial contribution to this study is to enhance existing research on impulsive buying behavior on social commerce by confirming specific findings and illustrating variations. Social effects have a direct effect on customers' impulsive buying behavior by influencing their behavioral intention. Consumers require a certain amount of time to develop a favorable perception of the social impact that comes with making purchases on social commerce platforms. Factors such as moment, attitudes, and perceived behavioral control have an impact on customers' behavioral intentions. Nevertheless, in this particular scenario, the buyers' impulsive purchase intention remained unaffected by subjective rules of behavior. Finally, convenient and user-friendly modern technology, which meets customers' purchasing requirements, will have an impact on consumers' impulsive buying behavior in the future. Moreover, future research endeavors can utilize the same theoretical framework in examining alternative instances of social commerce, while incorporating additional variables to enhance the comprehension of consumer buying patterns.

6. Implications

The study on Impulse Buying Behavior of Consumers Through Social Commerce in Ho Chi Minh City provides valuable insights into the intricacies of consumer behavior in the online marketplace. The results demonstrate a significant occurrence of impulsive purchasing among consumers, highlighting the powerful impact of social commerce platforms on shaping buying choices.

The study examined the primary elements that contribute to impulsive buying behavior, utilizing established theories such as the Unified Theory of Acceptance and Use of Technology (UTAUT) and the Theory of Planned Behavior (TPB). Examining the data yielded a comprehensive comprehension of consumer motivations, preferences, and the influence of social commerce on impulsive buying.

The study has numerous practical consequences that are relevant for enterprises, marketers, and policymakers in the field of e-commerce in Ho Chi Minh City. Companies can utilize the knowledge acquired from the research to design marketing tactics that explicitly focus on influencing impulsive purchasing behaviors. Customized and up-to-the-minute promotions on social commerce platforms have the potential to be successful in attracting impulsive purchases. Social commerce platforms can utilize the findings to enhance user interfaces and experiences, creating an environment that is more favorable for impulsive purchasing. To further promote impulsive judgments, it is beneficial to streamline the purchasing process, enhance visual appeal, and incorporate interactive aspects. This study can be used by educational institutions and organizations engaged in consumer behavior research to create programs that focus on improving consumer awareness. Providing consumers with knowledge on the psychological stimuli that lead to impulsive buying can enable them to make more knowledgeable choices when making purchases. Policymakers may incorporate the study's findings into the process of creating regulations pertaining to online commerce. This encompasses regulations for promoting transparent marketing techniques, guaranteeing that consumers are sufficiently informed about their purchases, and safeguarding them from any hazards linked to impulsive buying.

The study on impulse buying behavior through social commerce in Ho Chi Minh City offers practical insights that can have a beneficial influence on business operations, consumer engagement strategies employed by marketers, and the formulation of rules by policymakers in the dynamic realm of digital commerce.

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