

Nguyen Thi Hai Binh

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Impulse Buying Behavior of Consumers Through Social Commerce

Abstract The constant advancement of technology and the rise of social commerce have led to an increase in the inclination among consumers to make impulsive purchases while using social networking sites. It is crucial that researchers and social commerce merchants fully comprehend how the present social commerce environment might be used to manipulate consumers' impulsive buying behavior. So, utilizing the theory of planned behavior and the technology acceptance model, this study intends to analyze the impulsive purchasing behavior of Consumers using social commerce platforms in Vietnam. In response to this, convenience sampling combined with non-probability sampling has been adopted. In order to investigate and clarify the factors influencing user intention, data from 250 consumers were gathered via a questionnaire. These factors included perceptions of ease of use (EU), benefits of social commerce (BE), attitude toward purchasing behavior (AB), subjective norms (SB), control of purchasing behavior (BC), and behavioral intention (IB). The established questionnaire underwent formal validity and content validity checks by the expert panel to assure the validity and dependability of the survey tool. The results point to a variety of favorable influences on parameters that influence impulsive purchasing.

Keywords social commerce, impulse behavior, consumers

1 Introduction

Social commerce is a strategy for engaging customers on social media platforms without having to leave the original website. Facebook, Instagram, Twitter, Snapchat and other prominent social media platforms are now utilized for linking sellers and customers, and TikTok is going to be the top trend social commerce platform of choice in 2023 in Vietnam. In connection with the web 3.0 social network that enables social engagement with user-searched material, social commerce aids people in their decision-making and purchasing activities in online communities and markets. E-commerce has seen a significant transformation thanks to social commerce, which is defined as an online buying platform with social technologies that makes it easier for customers to interact with sales channel owners. a computer-mediated social setting where people engage often and have the power to influence how firms promote their products. Using Facebook's group feature is one way to carry out such commercial operations, and as they almost always involve one user acting as a vendor and another acting as a consumer, the group is seen as carrying out the consumer-to-consumer commercial activities.

On these two social networking sites, over 50% of users made a purchase after a product received a like, remark, or multiple-star review. Even though impulsive purchase occurs in a commercial setting with many other stimuli, studies have discovered that this is sensible buying behavior. (Benyoucef & Kem Z.K. Zhang, 2016) In the article, "Social Commerce: A New Electronic Commerce," (Zhong, 2012)states that when Facebook released its Graph Beta product in 2011, social commerce became a popular trend and drew numerous academics interested in social commerce in the ecommerce industry. However, he additionally pointed out that Yahoo had introduced the concept of "social commerce" in 2005 to refer to all online collaborative

shopping tools, product reviews from customers, online product advise and that all these involved consumers' whole purchasing experiences. Social commerce sales in the United States were projected at \$22 billion in 2019 and are predicted to reach \$84.2 billion by 2024, accounting for 7.8% of total e-commerce sales in the United States. (Tommy K.H. Chan et al., 2017).

Although academics have researched impulsive buying and the development of social commerce extensively for many years, numerous studies have looked at the problem in an online setting. Despite this, several recent studies have looked at how various aspects of information system artifacts, such as system design, website quality, site properties, site's atmospheric signature, or site navigation, affect online purchases in the context of e-commerce. To the best of my knowledge, there are, however, still surprisingly few research that empirically explore impulsive online purchase behavior in the context of social commerce, particularly in the student community, and our work fills this knowledge gap.

This study aims to enrich the knowledge on investigate and discover the connection between impulsive purchase behavior of present consumers through social commerce. As a result of this study, academics and professionals will have a better grasp of the factors influencing consumers' behavioral intentions when making online purchases through social commerce.

There are six sections to this study. The introduction to this research is covered in the first part. Section 2 provides a summary of the pertinent literature, definitions of social commerce, technological acceptance theories, and planned behavior theory as well as fundamentals of students' impulsive purchasing behavior. Section 3 describes the structure of our research. In Section 4, the study technique is established, and Section 5 emphasizes the results. The research restriction and future research directions are the main topics of Section 6, which is also the last section.

2 Literature review and research hypothesis

2.1 Relevant consumer behavior theories on the student's short-term impulsive buying behavior.

2.1.1 Impulse buying behavior.

Numerous marketing specialists and psychologists are interested in the study of impulse purchase behavior due to its significant theoretical and practical implications. According to Stern's research paper "The significance of impulse buying today," the term "impulse buying behavior" refers to any buying behavior performed by a buyer without a plan. Numerous further research on the subject of impulse buying was built on Stern's concept from above. Extends Stern's definition by including an emotional component to the desire to purchase, Dennis W. Rook also argued in his study article titled "The Buy Impulse" that Impulse buying occurs when a consumer experiences a sudden, often powerful, and persistent urge to buy something immediately. The impulse to buy is hedonically complex and may stimulate emotional conflict (G. Muruganatham & Ravi Shankar Bhakat, 2013).

Among the traits of IB conduct are the following: Unplanned (purchases done without a plan in advance); Quick or on-the-spot (purchases made right away without taking much time); Unintentional (with no prior purpose to purchase); Hedonic (strong want to buy right away); Careless and unreflective (without considering the necessity or effects); and [vi] Stimulus-driven (prompted by website features or the surroundings in-store) (SAMAH ABDELSALAM et al., 2020).

2.1.2 Social Commerce

Social commerce enabled consumers to conduct research, purchases, and payments via social commerce with only a few clicks on a screen, removing the necessity for physically going to a store. By extending businesses' reach to consumers who are contemplating their products or services, social networks benefit companies and promote economic growth. Social networking is becoming more and more popular as a tool for e-commerce. Global revenues through social commerce are projected to reach \$724 billion in 2022 and more than \$6 trillion by 2030. In Asian countries, social shopping is highly common. More than 80% of online users in Thailand, India, and China are social buyers. To put it into perspective, social commerce retail sales in China are worth nearly 10 times as much as they are in the US (L. Yltaevae, 2023).

Utilizing online social capital on social media to undertake all economic transactions is the essence of social commerce. Social commerce consists of a variety of commercial actions that support consumers' pre-purchase product evaluation, purchasing decisions, and post-purchase behavior. Social networks are gaining popularity and are widely used in Vietnam. As of January 2020, there are 65 million people, or 67% of the total population. The most popular social networking sites in Vietnam are Facebook, YouTube, and Zalo, which are each used by 98%, 89%, and 74% of internet users (Simon Kemp, 2020). Social media platforms are a popular and effective internet marketing. 84% of respondents said they now utilize social media marketing, making it the most popular type of digital marketing (Q&Me, 2022). E-commerce on social networks is tremendously extensive and varied. This activity can be done in a variety of ways, such as putting advertisements on forums, setting up personal social media sites or groups, or, for a more official look, setting up pages on accounts with business-related reasons.

2.1.3 The technology acceptance model (TAM)

The technology acceptance model (TAM), which Davis first developed in his doctoral dissertation in 1989, provides a simple explanation of how users really receive technological models. This is one of the most prevalent hypotheses that is frequently cited to describe how information systems are used in the technological era. Two criteria connected to computer usage behavior are perceived usefulness and perceived ease of use in the TAM model. According to Davis, perceived usefulness is the subjective likelihood that utilizing a certain application system would improve a user's performance at work or in their personal life. Perceived ease of use, or EU, is the degree to which prospective users expect the target system to be user-friendly. According to TAM, perceived utility and usability are the primary variables affecting actual system use. Overall, perceived ease of use and perceived usefulness, the most important factors in the TAM, refer to the degrees to which a person believes that using technology would be free

from effort (PEU) and that using technology would enhance their job or task performance (PU) (Scherer et al., 2019).

2.1.4 Theory of planned behavior (TPB)

The theory of planned behavior (TPB), developed by Ajzen in 1985, is a cognitive theory that contends a person's decision to engage in a particular activity, such as smoking or quitting, purchasing, or ceasing to purchase, may be influenced by their intention to do so. Planned behavior theory if the person has the freedom to choose whether to engage in the conduct. The execution of most behaviors depends at least in part on non-motivating variables like the availability of the necessary opportunities and resources, even if certain actions may in fact satisfy this criterion fairly well (For a discussion, see Ajzen, 1985, for examples of time, money, talents, and others' collaboration).

According to the TPB, there are three different thought types that can influence any decision a person makes: behavioral beliefs, normative beliefs, and control beliefs. Behavioral beliefs are beliefs about the likely outcomes of a practiced behavior, normative beliefs are beliefs about the normative expectations of others, and control beliefs are beliefs about the existence of factors that may enable or obstruct the performance of the behavior. Normative views offer perceived societal pressure or arbitrary standards, behavioral beliefs result in perceived behavioral control, and behavioral beliefs frequently influence how one feels about a particular action. The frequency with which a person's intention to take the desired activity relates to the degree of pleasurable behavior, subjective norm, and felt control increases with the strength of that intention. "The motivating elements that affect action are presumed to be captured by intentions, which serve as indicators of how much effort people are prepared to put forth to carry out the conduct. In general, an activity should be more likely to be performed the stronger the intention to engage in it"(Ajzen, 1992).

2.2 Development of a hypothesis on students at CONSUMERS social commerce impulse buying

In the context of SC live-streaming, impulsive purchasing has drawn more attention. The awareness that behavior is not always entirely our decision and within our control led to the shift in leadership. Online shopping behavior and impulsive buying have been the subject of much research and publications all around the world. Considering that SC live-streaming offers deeper ways of interaction and more robust interactive material than traditional social-commerce. S-commerce has expanded, and IB has been seen in online buying across the board. According to some academics, purchasing goods via the internet encourages IB more than in-person buying since buyers don't have to worry about awkward store locations, retail hours, or the time necessary to make decisions (Chan et al., 2017). This study focuses on the particular qualities of vividness and is motivated by the notion that social commerce is superior than traditional e-commerce in terms of deeper ways of interaction and more interactive material. Inspired by the idea that SC live streaming is superior to conventional e-commerce in terms of deeper modes of interacting and richer interactive content.

2.2.1 The ease of use

The primary goal of social commerce platforms for consumers is to increase convenience by reducing the time and effort required to complete a purchase. Normally, making a purchase involves several steps, such as entering the store, choosing a sample, trying it on, making a decision, paying, and then finally leaving to go home. With the growth of social commerce, these laborious processes can now be done with a single tap, rapidly resolving the aforementioned issues on the phone screen. The majority of consumers claimed that they could easily communicate with the seller via the screen in order to comprehend the item they wanted to purchase better. Realizing the advantages social commerce experiences in its purchasing process and the effects it has on attitudes and beliefs about shopping behavior.

H1: Recognizing the ease of use of Social Commerce.

H3: Attitude with buying behavior.

2.2.2 Benefit from Social Commerce

Up to 63% of customers globally have increased their online shopping, while 42% have decreased (Tập Chí Công Thương Điện Tử, 2023). the theoretical information arm of the Ministry of Industry and Trade. the practice of buying. Many students at CONSUMERS have reported that they and their family do not hesitate to switch from in-person to online shopping on social commerce platforms, just like before the Covid-19 pandemic occurred.

Consumers need more knowledge to boost their confidence so they may compare goods or services with a wide range of brands on commerce sites with various pricing information before choosing a product to buy. Additionally, they can consult evaluations and comments from previous clients regarding the effectiveness of the product, its fair price, its advertising details, its after-sales... These helpful details create a "virtual experience" concerning goods and services that draw clients looking for that thing and help them make judgments about purchases.

Consumers are at the heart of social commerce activities in this setting. Customers are eager to talk about their purchasing and use experiences on social media since it promotes interaction between consumers and businesses. Social engagement and participation assist them in locating and purchasing high-quality goods at low prices (Lei Chen & Ruimei Wang, 2016).

2.2.3 Attitude

As a rule, the stronger the intention to engage in a behavior, the more likely should be its performance. It should be clear, however, that a behavioral intention can find expression in behavior only if the behavior in question is under volitional control.

An attitude is how one feels, how they behave, or how they judge something or a situation. Kotler and Keller also show how attitude affects how much people like or dislike an object, which in turn affects how they interact with or avoid it which is shown in their book, "Marketing Management 14th edition.". Intention to act is strongly and favorably influenced by attitude toward action. In the context of Consumers' impulsive purchases through social commerce, attitudes are defined as consumers' thoughts and opinions on the usage of social commerce, and consumers' attitudes affect their purchasing behavior.

As more companies, like Estee Lauder, began to market their products using social networks, the number of users of these networks has grown in Vietnam. Now, KOL booking is the most widely used method of doing this. promote a good or service. Almost all students CONSUMERS claimed that when browsing social media, they frequently encounter advertisements for any product supported by KOLs or celebrities creating interest and boots them to purchase despite having no true need for those goods.

H4: Attitude with product boots impulse buying behavior.

2.2.4 Subjective norms

Ajzen defines Subjective Norms, also known as social influence, as the perception that influencers will think that individual should or should not perform a behavior. Subjective norms can be described as the individual's formulation of societal pressures to perform or not to perform an action. The perception of normative attitudes from other individuals or from societal forces that affect CONSUMERS student buyers might help establish subjective norms (such as relations, pals, the media, etc.). The more closely related the stakeholders are to Consumers, the more power they have on their purchase choices. The more Consumerstrust the stakeholders, the more this affects their willingness to buy. The degree to which subjective normative ideas affect customers' willingness to purchase relies on:

- + level of support/against student purchases.
- + motives of pupils to accept the advice of those in authority.

H5: Impulse buying behavior subjective norms.

2.2.5 Perceived Behavior control

The opportunities and resources that are available to a person must have some role in determining their likelihood of behavioral success. However, psychologically speaking, the idea of behavioral control and how it affects intents and behaviors is more significant than actual control. Perceived behavioral control is very important in the concept of planned behavior. While perceived behavioral control can, and typically does, change between contexts and acts, locus of control is a basic expectation that is constant across situations and types of action. (Ajzen, 1992).

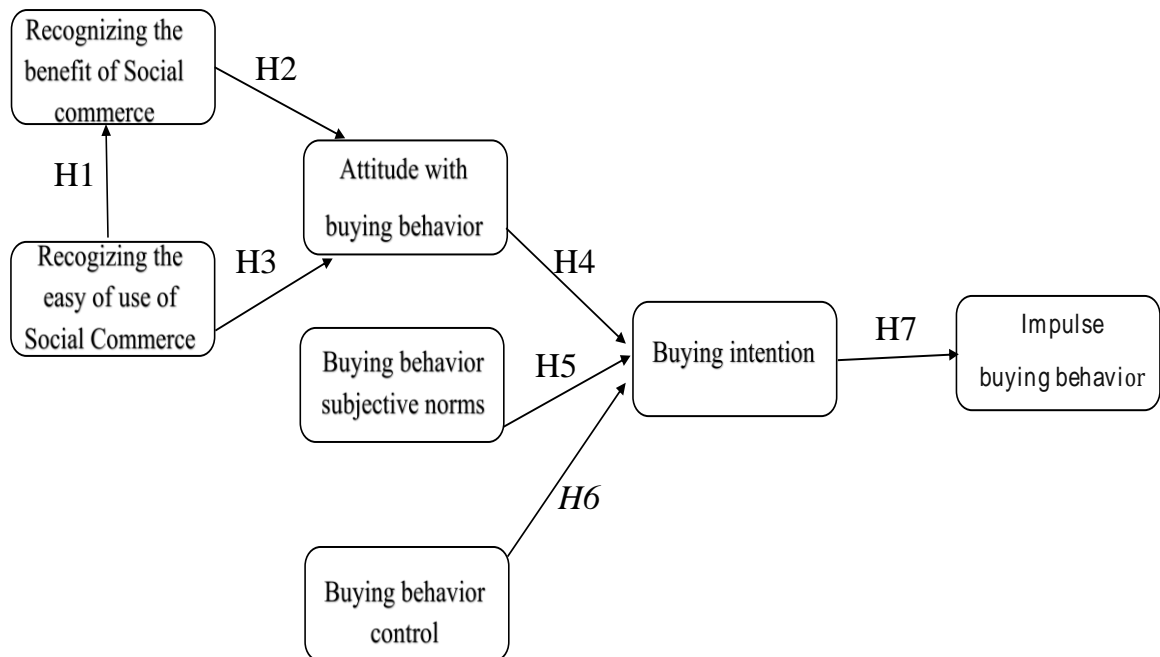
An individual's impression of how simple or difficult it is to carry out an action is referred to as behavioral control. It refers to the level of control over the behavior's execution rather than its result. The term "behavioral control" refers to how CONSUMERS's students perceive the accessibility of necessary resources, potential obstacles, and simplicity of making purchases through social commerce. Perceived behavioral control relates to Consumers' judgments of the ease or difficulty of carrying out the conduct they are interested in caring about and is consistent with the emphasis on elements directly connected to a specific action. Therefore, a CONSUMERS student may think that their actions affect their outcomes (high locus of control), but they may also think that they have a good probability of graduating. himself is extremely weak (low behavioral and cognitive control).

H6: Impulse buying control

2.2.6 Buying intention.

Not all impulsive buying intents result in actual purchases in reality. But the chance of impulsive purchase behavior increased as Consumers' motivation levels increased. Both conventional and online shopping through social commerce have been shown to exhibit impulsive purchasing behavior, and impulsive purchase intention has been evaluated as an appropriate component to analyze this behavior. When consumers encounter brand commercials for goods or services that appear more and more "randomly," they become more strongly driven to make purchases because they experience a need to own the thing while not having a need for it.

H7: Impulse buying behavior



3 Methodology

3.1 Data collection

This study aims to investigate the factors that influence customers' online impulsive purchase decisions when using social commerce platforms. Instead of creating new ideas, this study focuses on hypotheses based on current ones (D. T. V. Dang et al., 2022; L.-T. Nguyen, Dwivedi, et al., 2022; L.-T. Nguyen, Nguyen, et al., 2023). The research topics for this study were determined using quantitative methodology. We propose to identify the elements that influence Consumers' impulsive purchasing behavior through social commerce in order to capture how they use social commerce sites for online impulse purchases utilize the parameters of the PLS model. Students who attend CONSUMERS are the study's intended audience. Consumers were chosen for this study because they represent a diverse international student

body, energetic youth, excellent technology applications, and a world genotype Z with a growing propensity to shop online.

Non-probability judgment sampling method was used to select the research sample. In judgmental sampling, researchers select samples based on their expertise to perform a task in a way that ensures all Consumers have the same characteristics. It is used when respondents are asked about their impulse buying behavior through social commerce (T. Q. Dang et al., 2023; Tien, Tri, et al., 2023). Respondents in this study will all have smartphones and have made purchases through social commerce, so judgmental sampling is appropriate. Therefore, in this study, judgmental non-probability sampling is used. In July 2023, a non-probability sample was conducted on 250 Consumers in HCMC (C. N. B. Dang et al., 2023; L.-T. Nguyen, 2023; Tien, Luan, et al., 2023). In judgmental sampling, samples are chosen by researchers to their knowledge of a task in a way that ensures all Consumers have the same features. When asked about their impulsive purchasing habits when using social commerce, it is employed. Judgmental sampling is acceptable because all of the responses in this study will have cellphones and have used social commerce to make purchases (B.-T. H. Nguyen, Le, et al., 2023; L.-T. Nguyen, Nguyen, et al., 2022; L.-T. Nguyen, Duc, et al., 2023). Surveys were employed in the context of this study to gather information (H.-B. Nguyen & Nguyen, 2021).

First, the questionnaire was changed from an earlier study done in English. To verify translation equivalency, it was then translated from English to Vietnamese before being conducted in Vietnamese, which is both the official language and the language most frequently used by Vietnamese logistics employees. Finally, it was translated from Vietnamese back into English. In detail, recognizing the benefit from Social Commerce (BE) adopted from (Gavin Llewellyn, 2023); attitude with buying behavior (AB) adopted from (Dao et al., 2023); buying behavior subjective norms (BSN) adopted from (Francisco et al., 2014; (T.-Q. Dang et al., 2023; L.-T. Nguyen, Phan, et al., 2023; V. P. Nguyen & Nguyen, 2021)); buying behavior control (BC) adopted from (Widayat Widayat, 2020; (T.-T. C. Phan et al., 2023; T. T. C. Phan et al., 2023)18); buying intention (BI) adopted from (Widayat Widayat, 2018); impulse buying behavior (IB) adopted from (Đặng et al., 2023; DUC et al., 2024; L. Nguyen & Dang, 2023). Additionally, the range from (1) strongly disagree to (7) strongly agree was chosen for the 7-point Likert scale because of its benefits, including the rise in dispersion and the decrease in neutral responses.

3.2 Measurement validation

To confirm the measurements and test the suggested hypotheses, we used Partial Least Squares (PLS) with WarpPLS. Cronbach's alpha and composite reliability are used to gauge the work's dependability. According to table 1, the range of all constructs Cronbach's alpha values is 0.778 to 0.941, exceeding the minimum cutoff limit of 0.70 suggested by (Morad Benyoucef & Kem Z.K. Zhang, 2016). The average variance extracted (AVE) values are all higher than the threshold of 0.50 as well drop AB1, BE1, BE2, BSN1, EU5 because lower than 0.50. The problems from multicollinearity do not occur because the variance inflation factors (VIF) values for all constructs were lower than the recommended threshold of 5.0 in table 1 (B.-H. T. Nguyen et al., 2024; B. H. T. Nguyen, Le, et al., 2023). When testing the hypothesis, a path's strength is determined by its p-value. When a p-value is less than 0.05, it is deemed significant. Figure 2 and

Table 2 display the path coefficients, t-values, and p-values for the structural model, with 5 out of 7 hypotheses supported.

However, Discriminant Validity (DV) guarantees that the relevant items have high loading on the interest construct and low loading on irrelevant constructs. The Heterotrait-Monotrait (HTMT) inference ratio of correlations was computed using non-parametric bootstrapping to assess DV.

Latent Construct	Item	Outer Loading	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)	VIF
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As seen in Table 3, all values reported were less than 1. This outcome demonstrates statistically significant variations between each sampled item. Examining cross-loadings, which were discovered to be uniformly high for the connected constructs and low for the unrelated ones (Henseler et al., 2015), the "Fornell-Larcker criteria test" suggested by Fornell & Larcker, 1981 for discriminant validity reveals, as shown in Table 5, that the correlation coefficients are lower than the square root of AVE. With this outcome, the DV is determined.

Table 1. Loading, composite reliability, and average variance extract

AB	AB2	0.808	0.878	0.881	0.672		2.109
	AB3	0.766					1.715
	AB4	0.858					2.444
	AB5	0.835					2.201
	AB6	0.83					2.232
BC	BC1	0.771	0.778	0.787	0.872	0.694	1.437
	BC2	0.84					1.734
	BC3	0.884					1.972
BE	BE3	0.932	0.831	0.835	0.922	0.855	2.02
	BE4	0.918					2.02
BI	BI1	0.778	0.825	0.835	0.884	0.657	1.565
	BI2	0.852					2.117
	BI3	0.877					2.33
	BI4	0.728					1.505
BSN	BSN2	0.904	0.884	0.884	0.928	0.811	2.523
	BSN3	0.908					2.703
	BSN4	0.89					2.327
EU	EU1	0.77	0.859	0.876	0.904	0.701	1.712
	EU2	0.842					2.144
	EU3	0.88					2.516
	EU4	0.854					1.948
IB	IB1	0.926	0.941	0.941	0.957	0.849	4.407
	IB2	0.925					4.428
	IB3	0.922					4.085
	IB4	0.913					3.754

Table 2. Outcome of the Structural Model Examination

Path	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Remarks
AB -> BI	0.321	0.333	0.092	3.479	0.001	Supported
BC -> BI	0.441	0.443	0.077	5.729	0	Supported
BE -> AB	0.47	0.467	0.062	7.564	0	Supported
BI -> IB	0.796	0.802	0.033	24.077	0	Supported
BSN -> BI	0.147	0.132	0.079	1.859	0.064	Unsupported
EU -> AB	0.204	0.21	0.074	2.762	0.006	Unsupported
EU -> BE	0.507	0.516	0.075	6.769	0	Supported

Table 3. Cross loading

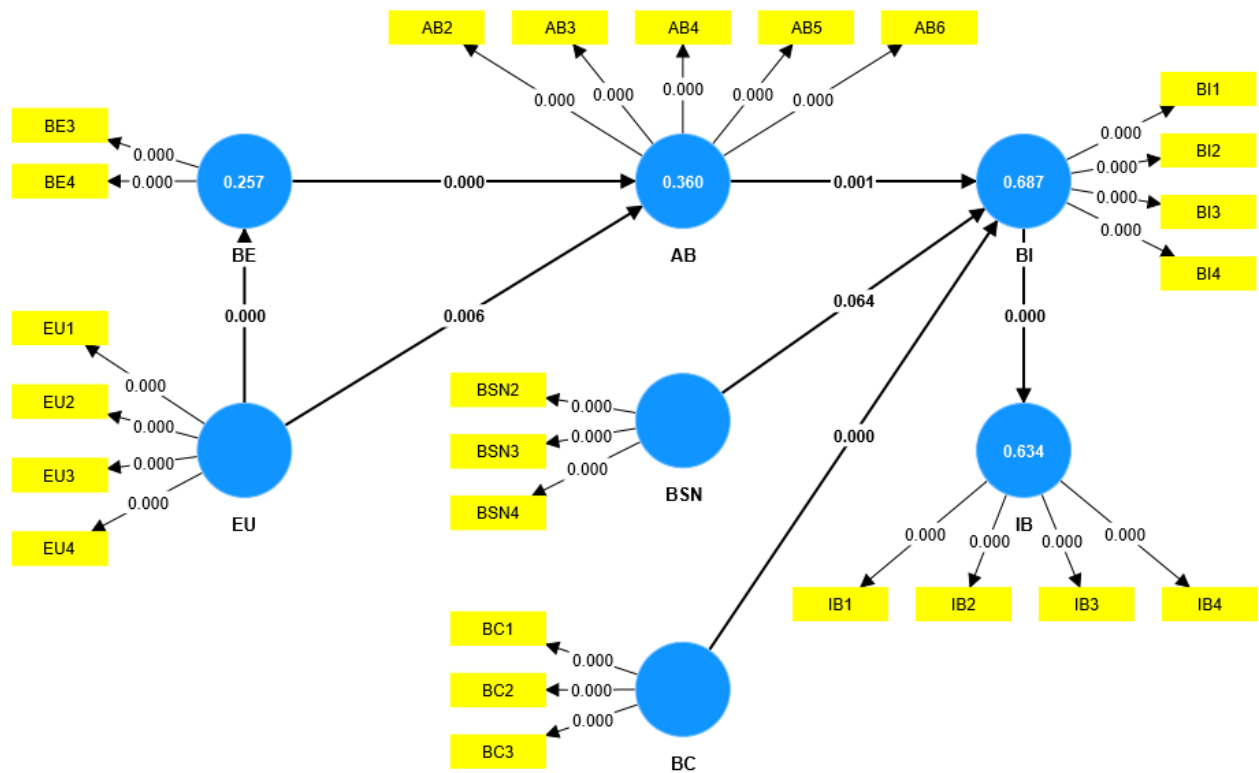
	AB	BC	BE	BI	BSN	EU	IB
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AB2	0.808	0.569	0.396	0.577	0.454	0.299	0.595
AB3	0.766	0.647	0.449	0.558	0.562	0.453	0.508
AB4	0.858	0.612	0.48	0.666	0.531	0.311	0.619
AB5	0.835	0.61	0.572	0.629	0.576	0.391	0.614
AB6	0.83	0.622	0.44	0.633	0.631	0.358	0.669
BC1	0.663	0.771	0.343	0.593	0.645	0.374	0.606
BC2	0.627	0.84	0.5	0.665	0.571	0.341	0.571
BC3	0.586	0.884	0.37	0.702	0.594	0.428	0.586
BE3	0.558	0.472	0.932	0.518	0.557	0.483	0.474
BE4	0.501	0.425	0.918	0.471	0.512	0.453	0.379
BI1	0.622	0.69	0.431	0.778	0.58	0.394	0.623
BI2	0.6	0.677	0.45	0.852	0.531	0.372	0.689
BI3	0.683	0.68	0.526	0.877	0.639	0.415	0.698
BI4	0.51	0.48	0.306	0.728	0.442	0.307	0.562
BSN2	0.627	0.638	0.588	0.634	0.904	0.449	0.569
BSN3	0.597	0.657	0.456	0.597	0.908	0.48	0.567
BSN4	0.595	0.653	0.516	0.608	0.89	0.459	0.594
EU1	0.336	0.356	0.307	0.356	0.323	0.77	0.309
EU2	0.331	0.326	0.414	0.36	0.394	0.842	0.271
EU3	0.353	0.342	0.433	0.361	0.431	0.88	0.323
EU4	0.443	0.485	0.509	0.453	0.533	0.854	0.404
IB1	0.675	0.664	0.45	0.754	0.618	0.371	0.926
IB2	0.658	0.64	0.441	0.725	0.619	0.353	0.925
IB3	0.676	0.63	0.415	0.721	0.537	0.355	0.922
IB4	0.695	0.655	0.4	0.734	0.584	0.378	0.913

Table 4. Fornell-Larker criterion

	AB	BC	BE	BI	BSN	EU	IB
AB	0.82						
BC	0.746	0.833					
BE	0.574	0.486	0.925				
BI	0.749	0.786	0.536	0.811			
BSN	0.674	0.721	0.579	0.681	0.901		
EU	0.442	0.458	0.507	0.462	0.513	0.837	
IB	0.734	0.703	0.463	0.796	0.64	0.396	0.921

Figure 2. Structural model



4. Discussion

The path from AB to BI shows a significant T-statistic of 3.479 and a low p-value of 0.001, indicating strong support for this relationship. This might suggest that certain factors represented by AB contribute to the impulse buying behavior observed in the BI variable. Similar to the AB path, BC → BI also shows strong statistical support with a T-statistic of 5.729 and a p-value of 0. This implies that the relationship between BC and BI is significant, potentially influencing impulse buying behavior. The path from BE to AB is statistically supported with a high T-statistic of 7.564 and a p-value of 0. This indicates a robust connection, suggesting that whatever influences BE might also impact impulse buying through AB. The BI → IB path exhibits a remarkably high T-statistic of 24.077 and a p-value of 0, strongly supporting the relationship. This could imply that the variable BI has a profound influence on impulse buying behavior. The path from BSN to BI is unsupported with a p-value of 0.064, suggesting that there might not be a statistically significant relationship. This calls for further exploration into the factors influencing BSN and their impact on impulse buying behavior. The paths from EU to AB and BE have mixed results. While EU → AB is unsupported with a p-value of 0.006, EU → BE is supported with a high T-statistic of 6.769 and a p-value of 0. This contrast indicates nuanced relationships that need careful examination.

5. Theoretical implication and Managerial implication

Managers can strategically focus their marketing efforts on the aspects represented by paths with strong statistical support (e.g., AB → BI, BC → BI). Understanding these influential factors can guide the development of targeted campaigns to stimulate impulse buying behavior on social commerce platforms. Insights from the paths with statistical significance (e.g., BE → AB) can inform product placement and bundling strategies. Highlighting certain products together or placing them strategically in social commerce platforms may enhance their appeal and trigger impulse purchases. Considering the supported paths (e.g., EU → BE) can guide managers in enhancing the user experience on social commerce platforms. Understanding the factors that contribute to impulse buying can help design user interfaces, recommendations, and engagement strategies that align with consumer behaviors. Leveraging the insights from statistically significant paths (e.g., BI → IB) can aid in developing effective customer engagement strategies. Encouraging interactions and creating a seamless buying experience can capitalize on the identified influential factors.

The supported paths suggest a form of path dependency in consumer behavior, indicating that certain sequences of events or influences lead to specific outcomes. Theoretical frameworks exploring path dependency in consumer decision-making can be further developed and refined. Understanding the unsupported paths (e.g., BSN → BI) may highlight the need for considering cross-cultural variations in consumer behavior. Theoretical frameworks can be expanded to incorporate cultural factors that may influence the relationship between certain variables and impulse buying behavior. The mixed results in the paths from EU to AB and EU to BE underscore the importance of context-specific models. Theoretical frameworks should consider the unique characteristics of the Vietnamese market and social commerce landscape to provide more accurate predictions and explanations. The high T-statistic in the BI → IB path suggests a strong temporal aspect in impulse buying behavior. Theoretical models could explore how the timing of certain influences impacts the likelihood of impulsive purchases, providing insights into consumer decision dynamics.

In summary, the managerial implications focus on actionable strategies for businesses operating in the social commerce sector, while the theoretical implications revolve around refining and expanding existing models to better explain the observed statistical relationships and their contextual nuances in the Vietnamese market.

6. Conclusion

In conclusion, the statistical analysis of various paths and their impact on impulse buying behavior in the context of social commerce in Vietnam yields important managerial and theoretical implications. Managers can strategically focus on factors supported by strong statistical evidence, such as the paths from AB and BC, to enhance marketing strategies and drive impulse purchases. The optimization of user experience, particularly in paths like EU → BE, emerges as a key managerial consideration. Additionally, targeted campaigns aligned with variables exhibiting significant impacts, such as BI → IB, can improve promotional efficiency. However, paths with unsupported relationships, like BSN → BI, necessitate continuous

monitoring for potential shifts in consumer behavior. Theoretical implications highlight the validation of existing theories related to impulse buying, exploration of unexplored relationships, considerations of cross-cultural factors, and insights into the evolving nature of consumer trends shaped by prior behaviors. Future research endeavors should aim to deepen our understanding of these complexities to inform both managerial decision-making and theoretical advancements in the field of social commerce in Vietnam.

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