


# How Social Commerce Characteristics Influence Consumers' Online Impulsive Buying Behavior in Emerging Markets

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## ABSTRACT

With the rapid development of social commerce, consumers may easily purchase products they did not plan to purchase or do not really need when they surf social networking websites and browse posts. However, the literature on social commerce pays little attention to the extant knowledge of online impulse buying behavior (OIBB), especially in emerging markets. This study investigates the role of social commerce characteristics in shaping consumers' online impulsive buying behavior. Data was collected from 240 Vietnamese consumers with experience in online shopping. Using a Partial Least Square 3.0 analysis, the results indicated that socialization and availability of information significantly influence the urge to buy impulsively, but do not influence impulsive behavior. In contrast, personalization and product selection influence both the urge to buy impulsively and impulsive behavior. The findings also indicated that gender and age do not impact online impulsive buying behavior. Study outcomes offer useful insights to both academicians and practitioners.

## KEYWORDS

Emerging Markets, Impulsive Buying Behavior, Information, Personalization, Product Selection, Social Commerce, Socialization, S-R Theory

## INTRODUCTION

Consumers often act impulsively when making online decisions. Online shoppers have easy access to products, ease of purchasing, a lack of social pressures, and an absence of delivery efforts. Therefore, about 40% of all online expenditures occur as a result of impulsive buying (Verhagen & Van Dolen, 2011a). With the rapid development of social commerce, consumers, when surfing social networking websites and browsing posts, such as Facebook, Twitter, and Pinterest, may easily purchase products they had not planned on purchasing or that they do not really need. Consumers can find interesting links to shopping websites on these platforms. Under these circumstances, impulsive buying is unavoidable, especially with regard to social commerce (Huang, 2016). Surprisingly, the literature

DOI: 10.4018/IJEBR.2020070105

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