

The Impulse Buying Behavior on Social Networks among Generation Z Consumers in Vietnam

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Abstract. This research aims to investigate the factors that influence Generation Z's impulse-buying tendencies on social media. The study proposes a model that combines the Latent state-trait (LST) theory and Stimulus-Organism-Response (SOR) framework to identify the factors that affect impulsive buying behavior. Mixed-method design is conducted for this study. The data was collected through an online survey of 295 social media users from Gen Z in Vietnam, which was analyzed using PLS-SEM. Based on the findings, it appears that impulsiveness plays a key role in triggering impulsive buying behavior. Both the urge to buy and the actual act of purchasing are positively influenced by this trait. Furthermore, the propensity to make impulsive purchases is also a contributing factor. Website visual appeal and perceived enjoyment do not significantly impact impulsive buying. However, reasonable prices and positive user feedback were strongly linked with impulsive tendencies. The study has practical significance for businesses seeking to tap into social media-based shopping among Gen Z consumers.

Keywords: Generation Z, impulse buying behavior, social network

1. Introduction

The rise of mobile shopping has made shopping behavior much more flexible and convenient, leading to a rise in impulse purchases. This is especially true for purchases made on social networks, where consumers can easily find attractive sales advertisements at reasonable prices that stimulate their impulse purchase. Generation Z consumers, who grew up with technology and spend a significant amount of time on social networks, are particularly susceptible to impulse purchases. Additionally, young consumers are becoming a larger proportion of online consumers due to technological advancements. During the COVID-19 pandemic, consumers have been found to be more impulsive in purchasing fitness products online.

As per Nielsen's research, by 2025, Gen Z is set to constitute roughly 25% of Vietnam's labor force, equating to almost 15 million potential consumers. This generation has matured during a period of economic progress, resulting in them having diverse and distinct product demands compared to previous generations. Gen Z's product preferences are impulsive and ever-changing. A McKinsey study discovered that throughout the Asia Pacific region, Gen Z is 20% more likely to experiment with new brands and products than millennials. They are not brand loyal unless it provides a positive experience. The study also found that 40% of Gen Z is always ready to try new experiences, even if they are already familiar with brands. This provides a significant opportunity for brands to innovate and deliver unique and exciting customer experiences, products, or services that will engage Generation Z.

Previous research on online impulse purchases has typically focused on two main areas of inquiry: the influence of website elements and offline impulse-buying factors on online impulse-buying behavior. However, these studies have not adequately addressed the social relationship constructs that are integral to the context of social comparison platforms, leaving a research gap. Therefore, new theoretical developments are necessary to better understand consumer behavior on these platforms (Xiang et al., 2016).

Additionally, given the role of the stimulus as a motivating factor in the impulse buying process, it is logical to apply environmental psychology theory to investigate how online reviews influence purchase intention (Zhu et al., 2020). With the rise of social media, these platforms have become essential for online sales and shopping. In this study, Stimulus – Organism - Response theory (S-O-R) and Latent State-Trait theory (LST) are integrated to examine the impact of social relationship factors on the formation of impulse buying behavior.

This study aims to investigate the elements that influence impulsive buying behavior on social media among Generation Z in Vietnam, including website design, user feedback, cost-effectiveness, impulsiveness, enjoyment, and the urge to buy impulsively, and how these factors affect business performance.

2. Literature Review and Hypotheses Development

2.1. The stimulus-organism-response (S-O-R) framework

The Stimulus-Organism-Response (S-O-R) model, which was originally proposed by Mehrabian and Russell in 1974, is a well-established framework that has been extensively applied in environmental psychology, particularly in retail settings, both online and offline. This model serves to investigate how environmental factors can influence consumer behavior by demonstrating how the physical environment can function as an external stimulus, and how an individual's internal processes can connect this stimulus to their response. By transforming the external input into useful data, this model provides valuable information that shapes our future actions.

Previous research has demonstrated the positive impact of the S-O-R framework on impulse purchase intention by influencing perceived arousal and enjoyment (Zhang et al., 2020). Additionally, studies by Huang & Suo (2021) and Moreno et al. (2022) have explored the factors that contribute to impulse buying decisions, including price promotion, time pressure, interpersonal interaction, and

visual appeal. Furthermore, Karim et al. (2021) found that website stimulus, marketing stimulus, and product variety positively affect perceived enjoyment, which is a strong predictor of online impulse buying behavior. These studies have employed the S-O-R framework to investigate consumer behavior, providing support for the "mobile environment stimulation-consumer emotion-impulse purchase intention" model. These studies have found that online reviews provide useful references for potential consumers, which can have a significant impact on purchase intention (Lee and Shin (2014); Qiu and Zhang (2023)). Overall, the S-O-R framework has been used as an important analytical framework to explain the process of human behavior and predict the cognitive judgment and subsequent behavior or intention of online users.

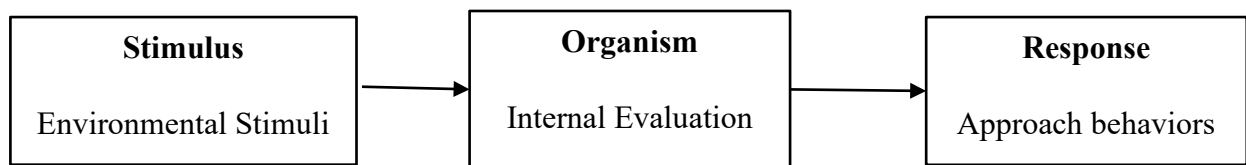


Fig.1: Stimulus – Organism – Response (S–O–R) model

Source: Mehrabian and Russell (1974)

2.2. The Latent State-Trait (LST) theory

The Latent State-Trait (LST) theory, proposed by Steyer et al. in 1999, posits that an individual's behavior is influenced by both environmental factors (states) and personal attributes (traits). According to this theory, human behavior is determined by a combination of environmental characteristics, personal traits, and interactions. This theory has been applied in studies on impulse buying, particularly in the domain of social commerce. Chen et al. (2016) found that environmental factors, such as the quality of advertising information and the number of likes, as well as an individual's impulsiveness, a personal trait, positively influence impulse buying behavior. Wiranata and Hananto (2020) used the Stimulus-Organism-Response (S-O-R) theory in conjunction with the LST theory to investigate the impact of website quality, fashion sense, and sales promotions on online impulse buying behavior. Zafar et al. (2021) examined the role of social media celebrities' post authenticity, sentiment polarity, and observational learning on impulse buying tendency, which is considered a "trait" in the context of LST theory. Both studies found that these factors significantly influenced the desire to make impulsive purchases.

2.3. Research model and hypotheses

Impulse buying behavior (IBB)

Impulse buying has been a subject of considerable research in the field of consumer behavior. It occurs when individuals purchase products spontaneously and without much consideration, as a result of emotional or cognitive states (Lamis et al., 2022). According to Iyer et al. (2020) impulse buying can be understood as a trait consumer behavior that takes place when consumers are stimulated or motivated by contact with a product and influenced by its attractiveness. Utama et al (2021) argue that impulsive buying behavior stems from the tendency or desire to buy something spontaneously without considering the potential negative consequences. Zafar et al (2021) suggest that the antecedent of impulsive buying behavior is the tendency to purchase, which is inherent in the consumer's personality and leads to quick responses to purchasing stimuli without the need for careful thinking or planning. A systematic literature review conducted by Redine et al (2022) found that impulse buying is influenced by internal

factors such as spontaneity and impulse purchase tendencies, purchase motives such as hedonic and utilitarian, and external factors such as product availability. In this study, impulse buying behavior occurred when consumers felt the urge to buy and the behavior tended to be spontaneous.

Impulsiveness (IMP)

Marketing researchers have studied impulse buying for 50 years, but mostly focused on pure impulse buying. A lot of literature on pure impulse buying exists, with several research streams. Buying impulsiveness is defined as the tendency of a consumer to make unplanned, spontaneous, and immediate purchases without much reflection, based on their emotions or feelings (Brockman, 2015). The trait of impulse has been explored, and researchers found that buying impulsiveness refers to immediate, unreflective, and dynamic purchases (Liao et al., 2009). Impulsiveness refers to a consumer's natural urge to make an immediate purchase with little self-evaluation of the consequences (Aiolfi et al. 2022). This behavior is significant in both traditional and online purchasing settings.

Feedback from other users (FOU)

User feedback is included both qualitative and quantitative data on consumer preferences, opinions, and experiences, can significantly influence impulsive buying behavior (Zhou & Duan, 2016). This feedback can come from various sources, such as observing other people or directly seeking information from them, as Chan et al. (2017) pointed out. Impulsive buying behavior models, such as the one developed from the SOR model by Badgaiyan and Verma (2014), have shown that peers can also have an impact on impulsive buying behavior. In addition, the Latent state-trait (LST) theory, as demonstrated by Zafar et al. (2021), highlights the influence of social media celebrities' posts and contextual interactions on impulsive buying in social commerce. According to Hussain et al. (2018), consumers often refer to online reviews from previous customers to expedite their search. Consequently, the behavior of consumers can influence the behavior of others, and user reviews can exert a considerable impact on impulsive purchases. Given the significant importance of online reviews in contemporary marketing, it is crucial to assess the existing research and offer recommendations for future advancements in this area (Qiu & Zhang, 2023). Thus, user reviews have an impact on impulsive purchases.

H1: Feedback from other users have a positive impact on impulsiveness

Website visual appeal (WVA)

According to Nadkarni et al. (2007), website visual appeal, which encompasses external components such as text, graphics, video, and animation on a website, among other things, can enhance the attractiveness of a website to customers. Loiacono et al. (2007) conducted a literature review of a Fortune 500 company's web design criteria and identified nine dimensions of WebQual. These dimensions include tailored information, response time, ease of understanding, intuitive operations, visual and emotional appeal, consistent image, on-line completeness, and relative advantage. WebQual provides a comprehensive picture of website evaluation and includes information quality, functional fit-to-task, tailored information, trust, response time, ease of use, intuitive operations, visual appeal, consistent image, relative advantage, and customer service.

Several studies have investigated the utilization of environmental psychology to examine the consequences of website characteristics, such as the compatibility of information with the task, visual appeal, and usability, on the emotions and personality traits of consumers, ultimately leading to online impulse purchasing decisions (Liu et al., 2013). Zhang et al. (2020) found that website visual appeal has a positive impact on stimulating consumers' emotions. Products with high attractiveness can evoke emotions in consumers, leading to more generous spending and increased purchase motivation. A visually appealing website with attractive visual elements such as fonts and graphics can increase the likelihood of browsing the site and the intention to purchase products (Zhao et al., 2021). Liao et al. (2009) investigated the impact of sales promotion strategies on impulse buying, which is influenced by

product appeal and consumer traits. Xiang et al. (2016) also noted that when shopping online, consumers pay attention to the visual perception of product information on the website. The visual appeal of a product can attract consumers, stimulate their emotions, and lead to impulse buying behavior. Consumers typically find online user reviews to be beneficial in two primary ways: a substantial volume of user reviews (total number of user reviews) serves to distinguish the product from its competitors, thereby drawing attention to it, and the valence of user reviews (average numerical rating) furnishes consumers with information about the product's quality, thereby influencing their attitudes towards the expected uncertainty and utility of selecting the product. In contrast, professional reviews offer more dependable and authoritative assessments by mitigating personal biases to a certain extent (Zhou and Duan, 2016). Kim and Johnson (2016) studied the impact of visual stimulation emotions and how it motivates consumers to make impulse buying decisions. According to Redine et al (2022) and Sugla and Sen (2023), there is a significant correlation between the characteristics of materialism and emotional intelligence in consumers and their inclination towards impulsive purchasing behavior. Moreover, a favorable evaluation based on social norms has been shown to enhance buying impulsiveness by positively affecting the consumer. Therefore, based on these findings, hypothesis H2 can be stated as:

H2: Website visual appeal have a positive impact on Impulsiveness

Affordable price (AFP)

Price is a crucial factor that can significantly impact consumer buying decisions. When products have similar quality, competitive prices can attract more customers and help businesses capture a higher market share. Studies show that Generation Z consumers prefer reasonably priced products, and price can be a crucial factor that influences their choices, especially for those who are more price-sensitive. By providing profit information, price promotion can impact consumers' perception of the worth of products and influence their purchase behavior. According to research conducted by Huo et al (2023), individuals who are deeply engaged in shopping and have ample time to peruse the available items are more prone to making spontaneous purchases, even if the products were not initially part of their shopping list. Liao et al. (2009) revealed a considerable interaction effect between promotion strategy and product appeal on reminder impulse buying. Specifically, a utilitarian product appeal combined with a price discount promotion was found to be more effective in promoting impulse buying than a premium promotion. Conversely, a hedonic product appeal accompanied by a premium promotion was more effective than a price discount promotion. Additionally, it was observed that hedonic consumers preferred nonmonetary-based promotions over monetary-based promotions, while no significant difference was noted between them for prudent consumers. This disparity can be attributed to prudent consumers' decision-making process being influenced by rational thinking (cost) and gift preference, as demonstrated by the popularity of facial treatment masks. Therefore, it is plausible that both the incentive of a free gift and the incentive of a price discount can elicit the same effect on impulse buying. Therefore, it is hypothesized that price promotion is likely to encourage consumers to make impulsive purchases.

H3: Affordable price have a positive impact on Impulsiveness

Urge to impulse buying behavior (UIB)

Badgaiyan and Verma (2014) indicated the urge to impulse buying behavior is a state of the urge to experience when encountering a certain product. This urge is also considered as the basis for impulsive buying behavior in direct and indirect reality. The urge to impulse buying behavior is a sudden and impulsive state that consumers feel when they suddenly encounter an item. From the above definitions, the study can define the urge to impulse buying behavior as the feeling of wanting to experience and

buy immediately without prior thought or planning.

Aiolfi et al. (2022) proposal individuals can display impulsive behaviour in different ways, including making impulsive purchases. This behaviour is a significant factor in both online and traditional impulse buying. Impulsiveness is defined as an individual's "trait" by Chen et al. (2016), meaning that the urge to make impulsive purchases is a state of desire experienced when encountering a product. Xiang et al. (2016) also found that Urge to impulse buying behavior is a key manifestation of impulsive buying behavior. The S-O-R model is supported by Chan et al. (2017), who argue that impulsivity strengthens the relationship between website quality and the propensity to make impulsive purchases. Liu et al. (2013) added that external and internal stimuli can influence a consumer's urge to buy, either increasing or decreasing impulse buying.

Recent studies, including one conducted by Utama et al. in 2021, have found that people often struggle to resist the temptation of impulse buying when they encounter alluring products. Research has examined how retail environments, such as store layout or website design, can influence a person's impulse buying behaviour. However, studies have shown that those who are naturally more impulsive are also more likely to enjoy shopping online. Impulse buying is influenced by various factors, such as consumer traits, motives, consumer resources, and marketing stimuli, according to a study conducted by Iyer et al. (2020). It is also affected by internal factors, particularly by consumer characteristics of Gen Z, such as impulsiveness. When consumers are stimulated to be impulsive and have an urge to buy, it becomes easier for them to make impulsive buying decisions (Ninh et al., 2019). Therefore, the study proposed a few hypotheses based on these findings.

H4: Impulsiveness have a positive impact on Urge to impulse buying

H5: Urge to impulse buying have a positive impact on Impulse buying behavior

H6: Impulsiveness have a positive impact on Impulse buying behavior

Perceived Enjoyment (PE)

Xiang et al. (2016) defined perceived enjoyment as the degree to which using specific features of an image-sharing social commerce platform is perceived to be enjoyable. The term "perceived enjoyment" refers to the value customers derive from their subjective pleasure experiences (Rouibah et al., 2021). It is a form of hedonic motivation, an emotional response that drives consumer purchasing behavior (Liu et al., 2020; Zhang et al., 2021). The impact of emotions on consumers' behavioral intentions has been established through research on affective reactions (Yuan et al., 2020). Specifically, pleasant feelings, such as enjoyment and flow states, can motivate users to engage with an information system (Yuan et al., 2020). According to Zhang et al. (2021), higher levels of perceived enjoyment can enhance consumers' impulsive buying behavior. Therefore, perceived enjoyment can be considered the joy and pleasure consumers feel when purchasing and is a form of motivation that drives impulsive buying behavior.

According to various studies, customers who are emotionally attracted to a product tend to make impulsive purchases and apply less cognitive effort when making decisions (Aiolfi et al., 2022). Perceived enjoyment is a type of hedonic motivation that encourages consumers to engage in impulse buying behavior (Hussain et al., 2018; Zhang et al., 2020). The S-O-R theory model posits that perceived enjoyment is influenced by marketing stimuli such as perceived interactivity, perceived risk, visual appeal, and subjective norm (S), and that it, in turn, influences impulse buying behavior (R) (Lee et al., 2022). When consumers experience a positive emotional response to a product, they are more likely to engage in impulse buying behavior and spend more to reward themselves (Zhang et al., 2020). Furthermore, research indicates that consumers who experience more perceived enjoyment tend to spend more time on online platforms, which increases the likelihood of impulse buying behavior (Venkatesh, 2022). Moreno et al. (2022) conducted a study that found a positive correlation between

consumers' enjoyment of social commerce platforms and their tendency to make impulse purchases. This suggests that consumers' perception of enjoyment while using social commerce platforms influences their impulse buying behavior. Businesses can use this information to enhance perceived enjoyment and stimulate impulse purchases. Perceived enjoyment is a critical factor that motivates impulse buying behavior; hence, businesses should consider it when creating their marketing tactics. Similarly, when consumers have a positive experience while shopping online, they tend to browse more and make unplanned purchases (Xiang et al., 2016). This behavior is influenced by their emotions and impulsivity. Therefore, the study believe that in the case of Gen Z users on social media, those who find their experience on the platform enjoyable are more likely to make impulse purchases.

H7: Perceived enjoyment have a positive impact on Urge to impulse buying

H8: Perceived enjoyment have a positive impact on Impulse buying behavior

3. Research Methodology

3.1. Data collection

The research model is grounded in the stimulus-organism-response (S-O-R) framework and the Latent State-Trait (LST) theory. Through our literature review and empirical work in Vietnam, the study identified eight contextual factors that are believed to influence impulse buying behavior. A combination of qualitative and quantitative research can identify the factors that lead to impulse buying in social commerce and validate their effects. These factors include affordable price, perceived enjoyment, feedback from other users, impulse buying behavior, impulsiveness, product appeal, and the urge to impulse buying behavior. To better understand impulse buying behavior, the study conducted an online survey of consumers in Vietnam. The process of translating the original scale from English into Vietnamese involved the meticulous efforts of three professors of marketing management from reputable universities. This translation was conducted with great care to ensure that the meaning of each item remained unaltered throughout the process. The study remain committed to preserving the original scale in its Vietnamese form. The questionnaire included items that were adapted to factors affecting Gen Z consumers' impulse buying behavior combined with social networks. Gen Z or zoomers are people born from the late 1990s until. They are mainly individuals between 18 and 24 who are digital natives, having grown up with technology, interactive devices, and the internet.

The study measured all constructs using a 5-point Likert scale, ranging from "1-strongly disagree" to "2-strongly agree". The last one includes the surveyee's demographic characteristics such as gender, job, income, age, trends in shopping, social media networks used and place of residence.

This study used already validated items to ensure consistency with the recommendations of academics and practitioners. The study measured Affordable Price (AFP), Impulse Buying Behavior (IBB) and Website Visual Appeal (WVA) using three items each. These items were taken from previous studies conducted by Liu et al. (2013), Chen et al. (2016), and Loiacono et al. (2007). The study also measured Perceived Enjoyment (PE) and Urge to Impulse Buying Behavior (UIB) using three items taken from Xiang et al. (2016). Lastly, Feedback from other users (FOU) and Impulsiveness (IMP) were measured using three items taken from Ninh et al. (2019).

In addition, the study assessed the impact of respondents' descriptive attributes such as gender, age, qualification, and income, as control variables, which could potentially influence impulse buying behavior. The main focus of the study was to develop a theory and identify the targeted constructs of impulse buying in social media networks, aiming to expound the maximum variance. To achieve this, PLS-SEM was used as it has the potential to handle formative constructs and assess the associations of all incorporated constructs simultaneously, even in a small sample size. PLS-SEM does not consider normal distribution, making it an appropriate approach for this study, as recommended by existing literature (Hair et al., 2017).

The survey link was shared through multiple channels, such as messenger, Zalo, and various social media networks. A sample measurement item for each construct is presented in Table 2, along with the number of measurement items included in the questionnaire for each construct. The survey was pilot tested in July 2023 and fully deployed in September 2023.

This research utilized purposive sampling as a means to ensure that only genuinely interested individuals were approached for their insights and opinions. The study chose this method for two reasons. Firstly, the study didn't have a list of potential customers who would visit various social media networks and make a purchase, so probability sampling wasn't practical. Secondly, the study avoid seriousness respondents who could skew the research findings, so we used purposive sampling to ensure that only genuinely interested individuals were approached for their insights and opinions. To prevent responsive bias, participants were guaranteed the confidentiality of their responses and were educated about the significance of the research (Badgaiyan and Verma, 2014).

Early respondents were incentive to share the link widely to obtain a representative sample of the target demographic. The study chose dissemination channels that could effectively reach a diverse and expansive audience within the target group. Participants were selected using a convenient, non-probability sampling method, and over 100 Gen Z consumers in Vietnam completed the preliminary survey. The official survey gathered 345 questionnaires, and only responses from Gen Z consumers were considered. After screening, 295 valid questionnaires were chosen for analysis, resulting in an effective recovery rate of 85.5%. The study utilized an online calculator Soper (2019) suggested to determine the appropriate sample size for our structural equation models. After considering several factors, including a statistical significance level of 0.95, a desired probability of 0.05, and an anticipated effect size of 0.3, as well as the number of latent constructs (8) and observed items (24), the result found that a minimum of 256 responses is necessary to detect an effect. The lowest sample size required for determining model structure is 200 responses. Our sample of 295 shows that our primary condition models are satisfactory and statistically significant enough to detect any significant effects in our structural equation models.

4. Research Results and Discussion

The study is using PLS-SEM to test the extended model in Figure 2 because it works with non-normal data, is effective with a wide range of sample sizes, and is recommended to validate exploratory models (Hair et al., 2017). This study also utilized Smart PLS software version 3.2.8 as an analytical aid in the process of data collection and analysis. The evaluation of the research model will encompass two components: the measurement model and the structural model. The evaluation of the measurement model will focus on the reliability of the scale, and will involve an examination of the reliability, convergent validity, and discriminant validity of the measurement scales. The evaluation of the structural model will entail a six-step process: (1) an investigation of the multidisciplinary issue in the structural model; (2) an assessment of the level of significance and relevance of the relationships in the structural model.

Table 1: Demographic description

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	88	30
	Female	207	70
Work	Yes, I have	162	55
	Not yet	133	45

	< 5	134	45
Income (million VND)	5 - 15	93	32
	15 - 30	43	15
	> 30	25	8
Trends in shopping	Prefer online shopping	147	50
	Prefer offline shopping	41	14
	Paying attention to discounts and promotions	107	36
Place of residence	Rural	109	37
	Urban	186	63
Social networks used	E-commerce	117	40
	Facebook	85	29
	TikTok	76	26
	Others (Zalo, Youtube)	17	5
Age	11-15	16	5
	15-20	72	25
	20-26	207	70

Source: Author (2023)

4.1. Construct Validity and Reliability

In order to evaluate the questionnaire data consistency and the research instrument quality used in the study, a reliability test was conducted. For this purpose, both Cronbach's alpha (CA) and composite reliability (CR) were used. The results of the test indicate that most of the scale components meet the required level of reliability, as measured by Cronbach's alpha coefficient. All scale components have values greater than 0.7, except for affordable price (0.688) and feedback from other users (0.682). Moreover, all scale components have Composite Reliability (CR) values greater than 0.7. According to Hair et al., (2017), a Cronbach's alpha value of 0.6 is considered acceptable, but in this study, all variables met the required reliability criteria.

Table 2: Reliability Checks

Constructs	Scale items	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Affordable price (Liu et al. 2013)	AFP1	0.688	0.735	0.823	0.611
	AFP2				
	AFP3				
	PE1	0.768	0.787	0.864	0.68

Perceived enjoyment (Xiang et al., 2016)	PE2				
	PE3				
Feedback from other users (Ninh et al, 2019)	FOU1	0.682	0.71	0.822	0.608
	FOU2				
	FOU3				
Impulse buying behavior (Chen et al., 2016)	IBB1	0.824	0.844	0.895	0.741
	IBB2				
	IBB3				
Impulsiveness (Ninh et al., 2019)	IMP1	0.779	0.782	0.871	0.693
	IMP2				
	IMP3				
Website visual appeal (Loiacono et al., 2007)	WVA1	0.71	0.722	0.838	0.633
	WVA2				
	WVA3				
Urge to impulse buying behavior (Xiang et al, 2021)	UIB1	0.806	0.811	0.886	0.721
	UIB2				
	UIB3				

Source: Author (2023)

A validity test is a crucial testing method used to confirm the accuracy of the data reflected in the study content concerning the necessary measurement object. This test includes convergence validity and discriminant validity. Convergence validity checks the consistency of variables. For the measurement model to be acknowledged, convergent validity must be stated. The instrument is considered to have discriminant validity when each variable's components or measurements are clear in meaning and easily comprehended by the respondents.

On the other hand, when the respondents and the researcher who designed or modified the questionnaire share a common understanding of the meaning of each variable, the tool is considered to have convergent validity (Taherdoost, 2016). As demonstrated in Table 2, the AVE value of the mean-variance extraction volume signifies the average variance of the interpretation level of potential latent variables to observed variables. The AVE value of each distributed variable ranges from 0.608 to 0.741, all greater than 0.5. This suggests that the sample data's convergence validity is under the standard.

Discriminant validity is a statistical concept used to ensure that each variable is distinct from the others. As shown in Table 2, the arithmetic square root values of the diagonal lines' AVE are significantly higher than those of the related factors in the same column. This proves that each variable has high discriminant validity, which means it can be separated from the others.

Table 3: Fornell–Larcker criterion

	AFP	FOU	IBB	IMP	PE	UIB	WVA
AFP	0.781						
FOU	0.482	0.780					
IBB	0.398	0.342	0.861				

IMP	0.499	0.389	0.700	0.833			
PE	0.418	0.407	0.506	0.631	0.825		
UIB	0.459	0.343	0.723	0.723	0.564	0.849	
WVA	0.316	0.420	0.159	0.299	0.443	0.217	0.796

Source: Author (2023)

4.2. Structural Model

Based on Henseler et al. (2016), a model's goodness of fit can be determined by satisfying specific coefficients. Specifically, if the coefficient SRMR is less than 0.082, one can conclude that the model fits the market data well. Table 4 shows that all fit indices confirm that the model's overall fit is adequate.

Table 4: Structural equation model fit index

	Saturated Model	Estimated Model
SRMR	0.048	0.089
d_ ULS	0.691	2.391
d_ G	0.286	0.431
Chi-Square	352.492	545.957
NFI	0.871	0.8

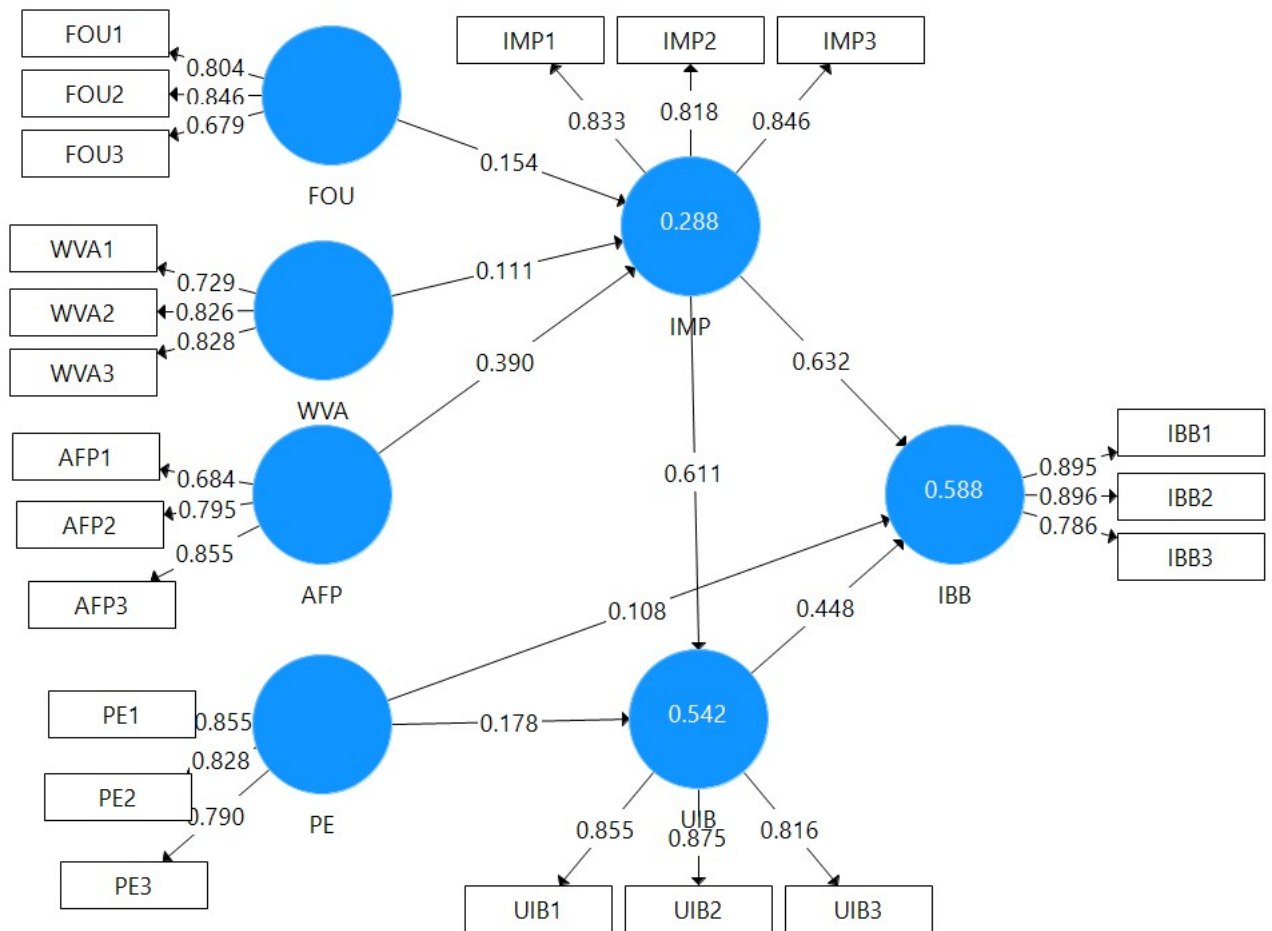


Fig.2: Normalized path coefficient diagram

Source: Author (2023)

The R-squared value, also known as the coefficient of determination (R^2), was determined and analyzed against Table 5. Based on the findings, it can be concluded that the proposed research model is deemed conclusive when there exists only one exogenous variable that accounts for a portion of the endogenous variables' growth, thus promoting parsimony.

Table 5: R Square

	R Square	R Square Adjusted
IBB	0.588	0.581
IMP	0.288	0.279
UIB	0.542	0.539

Source: Author (2023)

4.3. Hypothesis Testing

Table 6 summarizes the analysis results for the hypotheses. The bootstrapping procedure was used, as recommended by the literature.

Table 6: Path coefficient test results

		Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Result
H1	FOU -> IMP	0.154	0.072	2.134	0.033*	Accepted
H2	WVA -> IMP	0.111	0.067	1.667	0.096**	Rejected
H3	AFP -> IMP	0.393	0.063	6.189	0.000	Accepted
H4	IMP -> UIB	0.611	0.057	10.641	0.000*	Accepted
H5	UIB -> IBB	0.45	0.069	6.565	0.000*	Accepted
H6	IMP -> IBB	0.359	0.068	5.274	0.000*	Accepted
H7	PE -> UIB	0.178	0.065	2.734	0.006*	Accepted
H8	PE -> IBB	0.031	0.066	0.47	0.638	Rejected

Note: *, **significant 5%, 1%; ns(non-significant)

Source: Author (2023)

4.4 Discussion

Through a series of tests, the study aimed to uncover the underlying relationships between various factors within the proposed conceptual model. The results have been compiled in Table 6, which highlights the support for six hypotheses and the rejection of three. Overall, the findings suggest that the proposed model holds up to scrutiny. The study discovered that both user feedback ($\beta = 0.39$, $p = 0.096 > 0.01$) and affordable pricing ($\beta = 0.39$, $p < 0.05$) have a positive impact on impulsivity, leading to the acceptance of H1 and H3. The research further demonstrated the significance of personal feedback in shaping consumer perceptions of value and purchasing decisions, particularly when it comes to resolving doubts about a product (Zhang et al., 2022). Additionally, the study revealed that consumers are more likely to make impulsive purchases online when the price is right, as opposed to considering whether or not they truly need the item in question (Chang et al., 2020).

According to the research, there exists a negative correlation between a Website visual appeal and impulsiveness ($\beta = 0.111$, $p < 0.1$), which led to the rejection of Hypothesis 2. This finding contradicts previous studies conducted by Nadkarni et al. (2007), Xiang et al. (2016), Zhao et al. (2021) and Zhang et al. (2022), which suggested that a Website visual appeal can increase customer impulse buying. However, if customers perceive the store or brand as unreliable or suspicious, they are less likely to impulsively purchase the product. Additionally, the visual appeal of the app plays a significant role in the relationship between the Website visual appeal and impulsiveness. Specifically, if a product is appealing enough to attract the customer, but the app's interface is not optimized to display the product clearly, it may not trigger the customer's impulsiveness. This study aligns with the findings of Huo et al. (2023), who posited that when consumers are presented with preferential sales promotions, they exhibit an increased inclination to seek out product information through live-streaming shopping. Moreover, the aforementioned study revealed that sales promotions serve as a driving force, leading

consumers to devote more time to engaging in live-streaming shopping experiences. It is important for managers to develop tailored strategies that consider the economic conditions of the area and purchasing habits of consumers in order to stimulate consumption. Therefore, in developed countries, a focus on website aesthetics and promotion activities is necessary. Meanwhile, in developing countries, it is vital to improve website functionality, optimize pricing strategies, simplify operations, and enhance user satisfaction. By doing this, managers can encourage consumers to make impulsive purchases online.

The results indicate that perceived enjoyment has no significant impact on impulse buying behavior ($\beta = 0.031$, $p = 0.638 > 0.01$). It has been found that H8 has been rejected. However, this finding contradicts the results of previous studies conducted by Xiang et al. (2016) and Lee and Chen (2021), which showed a positive relationship between perceived enjoyment and the urge to buy impulsively. This study further supports their finding, demonstrating that as consumers become more stimulated, their perceived enjoyment also increases, leading to a stronger impulse to buy impulsively. The results are in line with those of Xu et al. (2020), who found that perceived enjoyment does not have a direct impact on impulse buying behavior. Instead, positive affect (i.e., organism) has an effect on impulse buying behavior (i.e., response). Xu et al. (2020) suggested that high positive affect doesn't always lead to impulse buying and referred to the dual systems theory to explain that there may be a moderating mechanism between organism and response. Their study found that consumers' self-control plays a moderating role between positive affect and impulse buying. Additionally, Chan et al. (2017) suggest that impulsive online shopping is the result of influences from the website environment and the interaction between individual personality traits. Therefore, even though perceived enjoyment is a positive effect and a hedonistic motivation, there is still a chance that impulsive buying behavior may not occur.

Urge to buy (UIB) has a positive and significant effect on impulse buying (IBB) with a path coefficient of ($\beta = 0.45$, $p < 0.05$). This positive means that an increase in the urge to buy (UIB) will increase impulse buying (IBB). Thus, hypothesis H5 states that impulse buying is affected by an urge to buy positively and significantly is supported. This finding has been shown in previous successful studies (Utama et al., 2021) (Parsad et al., 2019). The urge to impulse buying is seen as the ultimate response of the S-O-R model and has been proven to be accurate and consistent with impulse buying behavior (Xiang et al., 2016).

The findings indicate that perceived enjoyment positively impacts the urge to impulse buy. This implies that H7 was accepted. Previous research has also shown a positive correlation between perceived enjoyment and impulsive buying (Xiang et al., 2016; Lee and Chen, 2021), and this study supports this conclusion. Specifically, the results suggest that when consumers are aroused, the greater their perceived enjoyment, the stronger their impulse to buy impulsively.

Impulsiveness has a positive impact on both the urge to impulse buying ($\beta = 0.611$, $p < 0.05$) and impulse buying behavior ($\beta = 0.359$, $p < 0.05$). Previous successful studies have shown two findings (Utama et al., 2021). According to research by Liu et al. (2013), consumers' impulsiveness is an important motivating factor for impulse buying behavior online. Several other studies have also demonstrated that impulsiveness has a significant effect on the urge to impulse buying (Trung and Ha, 2017), (Zhang et al., 2018). Additionally, Chopdar et al. (2022) proved that impulsiveness, directly and indirectly, affects multiple app installations and user behavior. Besides, other studies have also successfully demonstrated that impulsiveness impacts impulse buying behavior (Ninh et al., 2019).

4.5. Research Implication

Numerous studies have found that consumers tend to make impulsive purchases, especially when they come across high-quality e-commerce websites. This impulsiveness may be even more pronounced among users of such websites than the general population. This could be explained by the fact that users tend to form parasocial relationships with other users through image-sharing on social commerce platforms, even if they don't know them in real life. By interacting with these platforms, users feel like

they are connecting with real friends, which meets their emotional and affective needs. In other words, the pleasant feeling of using image-sharing social commerce platforms leads to an increased likelihood of impulsive buying.

Managers need to create effective strategies that take into account the economic conditions of the area and the purchasing habits of consumers to boost consumption. In developed countries, it is important to focus on the aesthetics of the website and promotional activities. On the other hand, in developing countries, it is crucial to improve website functionality, optimize pricing strategies, simplify operations, and enhance user satisfaction. By doing so, managers can encourage consumers to make impulsive purchases online.

Gen Z uses social media predominantly to research buying behavior, and influencers are their go-to source for brand discovery. Positive comments or likes on social media can influence around one-quarter of Gen Z consumers to purchase online. Gen Z mostly buys fashion and electronics online. However, their participation in these segments is lower than that of millennials and Gen X. They prioritize value and affordability and see online stores as a way to compare prices and capitalize on lower prices. Sales and discounts are particularly appealing to them and can prompt impulse buying. Two-thirds of Gen Z will wait for sales and deals before purchasing (Statista, 2024). Thus, marketers should develop reasonable price promotion plans that align with consumers' common perceptions. Price promotion is a crucial factor that influences consumers' impulsive buying behavior. Therefore, merchants can effectively run limited-time, low-priced skilled and buying deals to improve sales. Customers often feel like they are missing out on opportunities if they don't make a purchase before a deadline. By creating suitable price promotion plans, marketers can enhance consumers' impulsive buying behavior. Managers must understand the impact of price promotion during the promotion process. Once customers become accustomed to purchasing products at discounted prices in the live streaming room, they may find it difficult to accept the product's original price, which can reduce merchants' profits.

Based on the findings, the urge to make impulsive purchases and overall impulsiveness significantly impact impulsive buying behavior. Businesses seeking to enhance this behavior should concentrate on improving these factors. Online vendors can leverage reviews as a marketing tool to sway consumers' impulses. It is also crucial to offer convenient avenues for users to leave helpful reviews. Attractive promotions can also incentive consumers to spend money. Selecting the right social networks platform for sales is also key to promoting products to customers. For Gen Z, promoting trendy applications can attract customers in this age group. Furthermore, consumers' perception of brands and product sellers plays a pivotal role.

5. Conclusions and Implication

The research builds on prior work by combining the Latent State-Trait theory of social media interactions environmental cues to evaluate impulsive buying tendencies. This theory provides a valuable foundation for understanding online purchasing behavior and can aid businesses in formulating effective marketing strategies.

We examined how consumers' impulse buying behavior in the impulse buying segment is influenced. Eight hypotheses were tested eight hypotheses through a revised S-O-R framework, finding evidence of the impact of user feedback and affordable pricing, sales promotion, and flow experience on impulse buying. The mediating role of impulsiveness and the urge to buy have been discovered. The research provides theoretical and practical implications for managing impulse buying behavior in the impulse buying segment. Marketers should understand why customers buy on impulse, and design stores and offers accordingly. Resource constraints like website appeal can curb impulse buying. To counter this, they can offer trust presents. Marketers can develop stimuli to facilitate unplanned purchases ethically, while discouraging impulsive ones that may lead to regret.

To further the understanding, future research should address the limitations of this study. Firstly,

there are several unstable factors that can influence Gen Z customers' opinions over time. Secondly, the study had limited samples and required further evaluation for impulsive social buying behavior. Future research will include the product need variable as a control variable and consider more variables without unnecessarily complicating the research. Finally, considering all potential mediation effects and measuring the relationship between in-store browsing and impulse buying might be interesting.

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