

FACTORS AFFECTING CONSUMERS' IMPULSE
BUYING BEHAVIOUR IN SOCIAL COMMERCE

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DECLARATION

I hereby declare that:

(1) This Research Project is the end result of my own work and that due acknowledgement has been given in the references to all sources of information be they printed, electronic, or personal.

(2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) The word count of this research report is 16,116 words.

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DEDICATION

I will like to dedicate this research study to my lovely family. They always support and encourage me on everything I do.

Next, I will like to dedicate this research project to my supervisor, Dr. Hen Kai Wah. I won't be able to finish this research without his guidance and help.

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LIST OF ABBREVIATIONS

IT	Information and Communication Technology
P2P	Peer to Peer
SPSS	Statistical Package for Social Science
TRA	Theory of Reasoned Action
UTAR	Universiti Tunku Abdul Rahman
VIF	Variance Inflation Factor

PREFACE

In order to complete the master degree studies, students of Master of Business Administration are required to conduct research report, under the subject of MKMA 25106 Research Project. The research project has been titled as “Factors Affecting Consumer’s Impulse Buying Behavior on Social Commerce in Taiwan”.

The main purpose of this study is to determine the factor that affect consumers’ impulse buying behaviour on social commerce in Taiwan. In this study, researchers have examined four factors that affect consumers impulse buying behaviour on social commerce. The four factors are convenience, user experience, product recommendation and promotion.

The reason of doing this research is because the segments of consumers who has the impulse buying behavior by using social commerce is still in the unclear situation. Moreover, the result of this research study will further contribute to those online and offline retailers or marketers in terms of providing more marketing techniques and communication strategies in the social commerce.

Overall, this research helps academicians to inculcate knowledge of social commerce to students and help future researchers to develop better understanding and insights on buying behavior impulsiveness through the social commerce

ABSTRACT

Nowadays, business model is dynamic and always evolving. All the business is going to develop online (e-commerce) and advertise their products through social media such as Facebook, Instagram, Twitter and YouTube. Since Taiwan is one of the country that using social commerce the most, it is important to know what causes impulse buying behaviour on social commerce. Although there are a lot of studies that is about impulse buying behaviour, there are limited research that combine e commerce and social media Thus, the main objective of this study is to determine the factors that affect consumers' impulse buying behavior in Taiwan.

The method used in this research was quantitative analysis with a sample size of 300 people in Taiwan. The methods used to analyse the data were: descriptive test, reliability test, Pearson correlation, multiple regression and multicollinearity test.

The results showed that convenience, user experience, product recommendation and promotion have the significant positive relationship with the impulse buying behavior on social commerce. The p-value of the variables are 0.006, 0.042, 0.000 and 0.000 respectively. Moreover, promotion is the most influential and important variable on impulse buying behavior in social commerce. Hence, this research addressed different factors towards impulse buying behavior on social commerce in Taiwan perspective.

CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

Chapter one has outlined the entire study by dividing it into study background, problem statement, research objective and questions and developed some hypotheses and significance of the research. Lastly, layout of the chapter briefly summarized each chapter of the research before concluding it.

1.1 Research Background

Level of the human and social presence make the big difference for the consumer to involve in the online or offline shopping behavior (Alwi & Wook, 2015). When the consumer has the high level of human and social presence, it means that marketers could use the social commerce to do their business, while if there are absence in the human and social presence, it makes the barrier for the social commerce development since it might increase the risk, reduce the social cues on the social commerce. However, due to the improvement of the social presence nowadays, e-commerce website and social commerce concept developed due to the integration of Web 2.0 (Shin, 2013).

Due to the Web 2.0 technology, the customer and the marketers could make the interaction through online such as fill in the review, improve the relationship between the customer and marketer, know the characteristic of the product and other information about the product. In this process, it could build the business reputation of the marketer and have a good word of mouth in the public. According to Lal (2017), he stated that due to the improvement of IT (information and communication technology), the latest social commerce was developed.

Social commerce is the combination word of social media and e commerce which means that the marketer use the social media platform to sell their product instead of using offline marketing method. For example, users can browse through products on Facebook and make purchases on the platform itself without going to a third-party company's website. There are some features that show in the social commerce such as buying the like in the post and story of social media, some app and advertisement in the e-commerce website and P2P buying and selling (peer to peer).

The social commerce started with the Yahoo market in year 2005 and it give the idea for the marketer to build up more commercial services such as Amazon, Groupon and eBay nowadays to add the value of the product such as the comparison price, convenience and others (Huang & Benyoucef, 2015). According to the research of Yun (2011), the Forrester survey stated that there are around 5,000 online shoppers that purchased the product due to the reason of they saw the recommendation for the social media they used. This could show that the social media are significant impact toward the shoppers' buying behavior. In the research, it found that customer reviews in social media, community forums, Facebook wall, advertising video and Facebook fan page could become the source for them to have the intention to purchase the products.

1.2 Current Situation of Impulse Buying Behavior by Consumer on Social Commerce

In this day and age, with the strong impact of globalization, digital and social media, the business model type is changing. Most of the business is going to develop online (e-commerce) and advertise their products through social media such as Facebook, Instagram, Twitter and YouTube. By using the social commerce, people could have the interaction such as recommendation, product rating, experience, sharing in the social commerce. This is because marketers know that the numbers of social media users are increasing rapidly in the world and marketers could make the notification for the potential consumers to remind them to shop the products that might like. Thus, it could make the intention of the impulse purchasing behavior.

According to the Statista Portal (2019), the figure shows that there is the increasing trend in the social media users and they forecast that the users will increase to 3.02 billion in year 2021. However, the actual number of social media in year 2019 exceed the number predict in year 2021 which is 3.48 million and it grown by 288 million (9 percent) compared to last year. This means that they will have more unexpected users in the future.

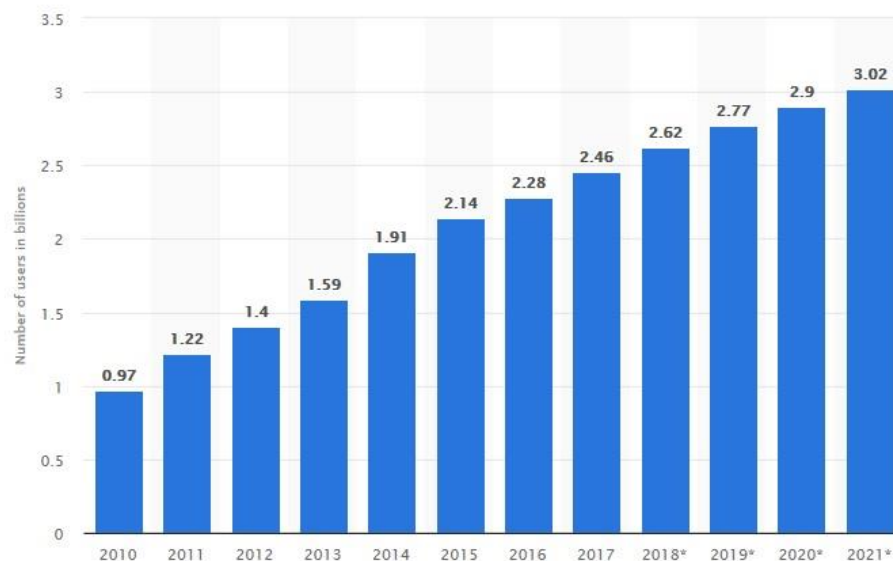


Figure 1.1: Number of social media user worldwide between year 2010 to year 2021.

Source: Statista, 2019

While in Taiwan, the penetration rate of social media is 80% and the top three of the social media tools is Facebook, YouTube and Line. They are become the significant important tools to market and promote the products. Thus, Facebook become the first choice for the marketer to choose as the marketing tools and this is because they could reach the larger audience in the lowest cost (International Trade Administration (ITA), 2018).



Figure 1.2: Number of Consumers Purchasing Goods via E-Commerce

Source: Digital Report, 2019

Based on the Digital 2019 reports from Hootsuite and We Are Social reveals, it shows that the statistics of the e-commerce are increasing from the previous year and it might also increase in the future. Thus, it could show that the number of social media and e-commerce are growing rapidly and this means that this is the hot topic to be discussed nowadays.

While in Taiwan, the e-commerce has the fast penetration and rapid growth in the past few years. In year 2017, they successfully reach the market size of US\$42.69 billion and has the 10%-20% of the average growth rate in 5 years' time. It also successfully become the highest penetration rate in the world. This means that more of the customer are familiar with the e-commerce and make the market become larger (International Trade Administration (ITA), 2018).

1.3 Problem Statement

This research was carried out due to several limitations in the past social commerce studies. According to the primary focus for most of the earlier research were generally in the United States and the mainland of European which had led to the little acknowledgement of social commerce that lead to the impulse buying behavior in Southeast Asia (Han & Trimi, 2017). Although Taiwan, Malaysia, Singapore, Thailand and Indonesia were the country that are most using the social commerce, they still lack of research on the trends of social commerce.

Social commerce is the tools that was just develop and rapid growth in this few years and it might have the problem of lack of studies in all country since it is the early stage in the field of social commerce (Huang & Benyoucef, 2015). According to the past few study, the researches in Taiwan were more focus in the topic of “Purchasing behavior impulsiveness affected by the social media” and the “Factor that affect the impulse buying behavior” (Lin & Lin, 2013; Akram, Hui, Khan, Yan & Akram, 2018). Thus, it showed that there a limited research that is doing the combination of e commerce and social media.

Besides that, it might have the limited information and knowledge about how to manage the social commerce in order to survive in the fierce competition market (Baghdadi, 2013). In the other word, it means that the marketer also do not know how the social commerce could bring the effect impulse buying behavior through the e commerce in social media since it have not mature at all in last few years. Thus, by doing this research, the marketer could focus the area that have the most influence in their impulse buying behavior.

Moreover, many researches are using the impulse buying behavior theory to explain their framework, this lead there is many different source of factor such as the social, personal, environment, and other that will lead to the impulse buying behavior. In other words, it is lack of the clear picture that explain the attitude affect the behavior. For example, when the convenience was showed as essential reason that could affect the impulse purchasing behavior. However, in the other research, the study found that it is not a necessary factor that affect the impulse buying behavior. Thus, in this research, the researchers will use the

Theory of Reasoned Action to explain the new framework and redefine the significant relationship of the hypothesis.

1.4 Research Objectives

1.4.1 General Objective

The general objective of this study is to identify the factors that affect consumers' impulse buying behavior in Taiwan. In this way, the researcher will examine the four factors which are convenience, user experience, product recommendation and promotion.

1.4.2 Specific Objectives

1. To determine what are the factors that affect consumers' impulse buying behavior on social commerce in Taiwan.
- 2.. To examine the relationship between the independent variables (convenience, user experience, product recommendation and promotion) and the consumers' impulse buying behavior on social commerce.
- 3.. To identify the strongest impact among convenience, user experience, product recommendation and promotion affecting consumers' impulse buying behavior on social commerce.

1.5 Research Question

1.5.1 General Question

1. What are the significant factors affecting consumers' impulse buying behavior on social commerce?

1.5.2 Specific Questions

1. What are the factors that affect consumers' impulse buying behavior on social commerce in Taiwan?

2. What is the relationship between the convenience, user experience, product recommendation and promotion affecting consumers' impulse buying behavior?

3. Which of the independent variables (convenience, user experience, product recommendation and promotion) have the strongest impact on consumers' intention?

1.6 Significance of the Study

The significance of this research is to investigate the factor that affect consumers' impulse buying behavior in Taiwan. Nowadays, the users of social commerce are seemly increasing and this result is supported by the statistical data in the Statista Portal. Many users will have the impulse buying behavior when they are using the social commerce and this has proven in the majorities of the studies (Chen, Lu, Wang & Pan, 2019; Sharma, Mishra & Arora, 2018; Rishi, 2008). By doing this research, it helps consumers to increase the knowledge about why they have the impulse buying behavior when they are using social media and have the perception and opinion about the social commerce in the future. If the consumers are misunderstanding the meaning of social commerce, it could help them to change the opinion and meaning of social commerce. However, the segments of consumers

who has the impulse buying behavior by using social commerce is still in the unclear situation, hence this research wants to analyse the factor that lead to the impulse buying behavior in social commerce and let them have a good understanding about themselves in the future.

The result of this research study will further contribute to those online and offline retailers or marketers in terms of providing more marketing techniques and communication strategies in the social commerce. It helps them to communicate more effectively in order to increase their future market's demands and provide recommendations from the gathered information. It uses statistical, analytical methods and techniques to gain insights during decision-making. Thus, through the research study, it can help retailers to maintain competitiveness over their competitors which can measure the need, size and competition of the market.

According to Kortbech & Larsen (2001) and Rehber & Turhan (2002), building cooperative give a quick fix for improved world market if the market, information and finance are the barriers for advanced countries in all sector. Thus, this research helps government in Taiwan to have more focus on the e commerce and social media in the country. It could give the chance for the government to improve the economic in Taiwan by using the social commerce technique. For example, government could know the trend of the social commerce and give some support, subsidiaries, incentives and other ways to encourage the small business to develop the online market (Tan, 2013). In other words, if the social commerce is increasing in a country, the economics of the country will become better. Therefore, intervention of government plays a significant role to arouse the most effective ways to encourage and give assurance for consumers to purchase the product more convenience.

Overall, this study intends to provide academicians and future researchers to fill in the gap as well as contribute to the literature who are interested in doing research in this field. This research helps academicians to inculcate knowledge of social commerce to students and help future researchers to develop better understanding and insights on buying behavior

impulsiveness through the social commerce. Researchers and academicians who plan to run or do this type of studies in the future could this study as the reference to support and their data consistency. In addition, researchers can refer to the method that adopted in this research as reference for their future research when studying similar variables.

Throughout the study, expansion on the future studies helps to provide audience a clearer depiction of the factor that make the situation of impulse purchasing behavior occurred in social commerce.

1.7 Chapter Layout

The research is organized as follows: In chapter one, the topic will be introduced and also the main focus of the study. The variables that are going to be determined is stated in the problem statement. The research objectives, questions and hypotheses come after which was established to resolve the problem statement. In chapter two, it is conduct with literature review of a lot of literatures. Besides, the research model and conceptual framework will be proposed in this chapter. Chapter three, shows the details of the methodology used in this paper. In chapter four, the result of this study will be presented in details with the data collected from the survey. Finally, chapter five provides a conclusion of the study. Moreover, the limitation and recommendations of the study for future expansion on the research will also be discussed at this chapter.

1.8 Conclusion

Hence, the definition of the social commerce and problem statement of lacking research on social commerce have been discussed in this chapter. This research will examine the factor that mostly influence on impulse buying behavior through social commerce. Next chapter is focusing on the literature review. In addition, the conceptual framework and variables are also defined in next chapter.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

Chapter two will be discussed such as previous finding such as journals or articles from the online database to support the research with relevant variables and theoretical framework for factor that affect the impulse buying behavior on social commerce in Taiwan. Besides, the interrelated association of dependent variable and independent variables will be also deliberated in accordance with the past studies. A proposed conceptual framework will design to be discussed and reviewed, followed by developing the hypotheses among the variables to be tested in the subsequent chapter.

2.1 Reviews of Relevant Impulse Buying Behavior Theoretical Models

2.1.1 Theory of Reasoned Action (TRA)

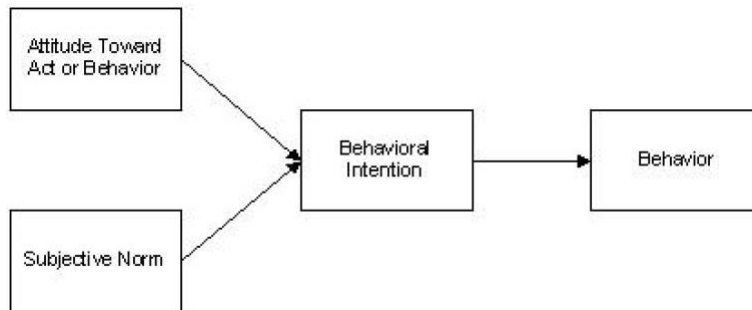


Figure 2.1: Theory of Reasoned Action

Source: Fishbein & Ajzen. (1975)

Theory of Reasoned Action (TRA) was the theory that developed by the Fishbein and Azjen in year 1975. It was about the human behavior that defined the relationship between the attitudes towards the act or behavior, subjective norm, behavioral intention and the final behavior. According to their introduction, the theory was normally used to explain the process of the consumers' intention when they were buying something. According to the research of Tsai, Chin and Chen (2010), they also supported that TRA is a theory that could be used to describe the consumer's buying intention and behavior from their marketing perspective. There are two variables such as attitude and subjective norm could explain the behavioral intention and this means that when the purchaser has the positive attitude towards the product or experience, it would increase the chance for them to have the intention to purchase (Albarracin, Johnson, Fishbein, & Muellerleile, 2001). While, for subjective norm, it was unlike the attitude to have the constant result, it discussed about the social influence that might affect or not affect the behavioral (Isaid & Faisal, 2015). In the last part of the theory, it means that the behavioral intention would have the significant impact on the actual purchase behavior (Fishbein & Azjen, 1975)

2.2 Past Theoretical Framework

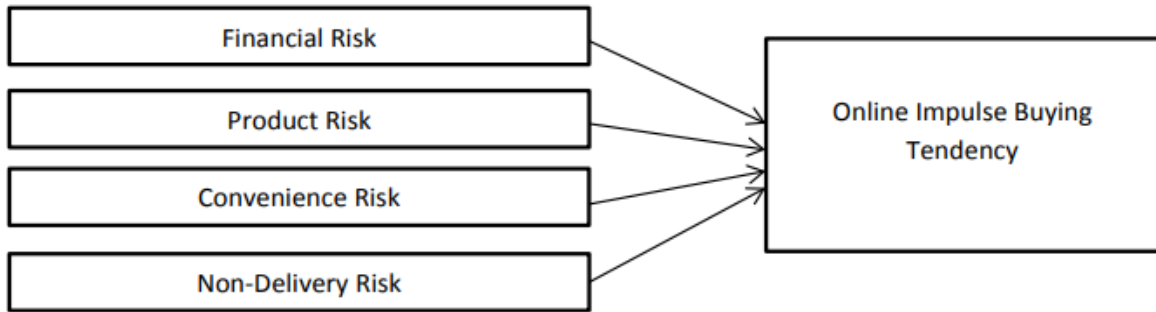


Figure 2.2: Impact of Perceived Risk on Online Impulse Buying Tendency

Source: Abrar, Naveed, & Ramay (2017).

Figure 2.2 above showed that the research defines many risks could affect the online impulse buying tendency. There are develop the risks into four types which are financial risk, product risk, convenience risk and non-delivery risk. All risks have the negative impact on the online impulse buying behavior and this means that when the risk is increasing, the tendency to have the online impulse buying behavior is decreasing. However, in this research, they did not have the subjective norm variable (social influence) to explain their research, this might not fully explain the impulse buying behavior in the different perspective.

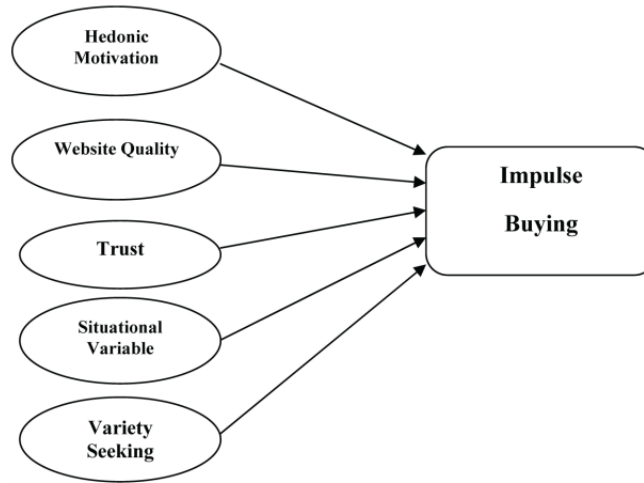


Figure 2.3: An Empirical Study of Impulse Buying Behavior in Online Bookstores

Source: Wells, Parboteeah, & Valacich (2011).

In this research, they used the hedonic motivation, website quality, trust, situational variable and variety seeking become the factor that could affect the impulse purchasing behavior. The result showed that website quality, trust and variety seeking do not have the positive impact on the impulse purchasing behavior while hedonic motivation and situational variable have the positive impact. It had the opposite opinion with many research since most of the research stated that website quality and trust would have the positive influence in the impulse buying behavior (Wells, Parboteeah & Valacich, 2011).

2.3 Proposed Theoretical Framework

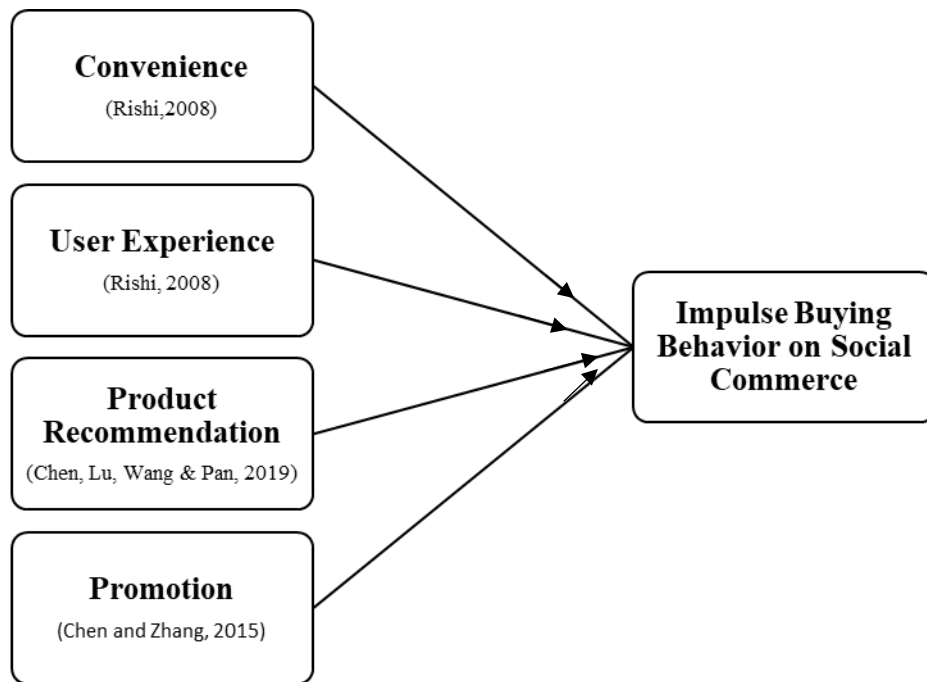


Figure 2.4: Factor that Affecting the Consumers Impulse Buying Behavior on Social Commerce in Taiwan

Source: Developed for the research

Figure 2.2 shows the' conceptual framework of this study. The conceptual framework is based on the Theory of Reason Action (TRA) model and it is combined from the two frameworks in section 2.2. There are four independent variables which are convenience, user experience, product recommendations and promotion. Convenience and user experience refer to the attitude toward the behavior. On the other hand, product recommendation and promotion refer to the subjective norm (Vantamay, 2018). The study plans to find out the relationship between consumer impulse purchasing behavior on social commerce (dependent variable) and convenience, user experience, product recommendations and promotion (independent variables).

2.4 Hypotheses of the Study

H1o: There is no positive relationship between convenience and impulse buying behavior on social commerce.

H1A: There is positive relationship between convenience and impulse buying behavior on social commerce.

H2o: There is no positive relationship between user experience and impulse buying behavior on social commerce.

H2A: There is positive relationship between user experience and impulse buying behavior on social commerce.

H3o: There is no positive relationship between product recommendations and impulse buying behavior on social commerce.

H3A: There is positive relationship between product recommendations and impulse buying behavior on social commerce.

H4o: There is no positive relationship between promotion and impulse buying behavior on social commerce.

H4A: There is positive relationship between promotion and impulse buying behavior on social commerce.

2.5 Empirical Reviews of Factor that Affecting the Impulse Buying Behavior on Social Commerce in Taiwan

2.5.1 Impulse Buying Behavior

According to the some previous studies, impulse buying behavior is a behavior that the person buy something without the plan to buy some specific product in the beginning. (Li,

Kim, & Lee, 2009; Beatty & Elizabeth Ferrell, 1998). It is an immediate response in the moment when the person saw the products and it is a strong, persistent and sudden urge or mind to pursue the person to buying the products immediately (Verplanken & Herabadi, 2001; Rook, 1987). Thus, in the same research, they also defined that the mindset of impulsive consumer and normal consumer might not be same. Normal consumer might take the longer time to run their purchasing process or ask the opinion from the others. It could show that this type of consumer will be more rational while the impulsive consumer might more irrational in buying the products.

Kollat and Willett (1969) stated that, when a person was trying to buy the small items such as food, drink and others and finally buy along with the large items such as jewelry, watch, smartphone and others without any planning. It showed that the person has the impulse purchase or unplanned purchase in the buying process. However, some study found that even in the quantity, it also could be the measurement to define the impulse buying behavior. For example, if the product has the promotion in the social commerce or social media, they would purchase more than what they planned before (Vohs & Faber, 2007).

Social commerce become the useful tools for them to purchase and review the product in this new century. Thus, most of the e-commerce businessperson or online retailer are more focus on their e-commerce platform that shows in the social media to make sure that their environment could build up the impulse buying behavior easily (Verplanken & Sato, 2011). This is because according to a leader in website design, User Interface Engineering, they stated that, more than 30% of the purchasing in social commerce website is because the reaction of impulsiveness. Besides that, the result of Liu, Li, and Hu (2013) also supported that there is 40% of the total money spent on e-commerce site goes into impulse purchase. According to Stern (1962), the researched found that the factors that affected the impulse buying behavior are personality, economic considerations, time, cultural factor and others. While, in this research, it would define the convenience, user experience, product recommendation and promotion as the factors to affect the impulse buying behavior in social commerce.

2.5.2 Convenience

Convenience means the process in buying a product is easier for the customers such as there is a large portfolio of the product for the consumer to make the comparison with the detailed information such as price, brand, functionality and others (Kim, 2002). Thus, since the online shopping is more convenience, consumers are prefer to purchase their things through online. When there is the high chance to purchase the product online, it would also increase the chance of impulse purchasing behavior on social commerce.

In the traditional business model, their operation time, product availability, location become their constraints to well-manage their business, however, those constraints will not affect the social commerce business (LaRose, 2001). The convenience of the delivery service and shopping in anytime through social commerce could increase the impulse purchasing behavior of the consumers. Those benefits could motive and influence the consumer to buy more without any planning (Verhagen & van Dolen, 2011; Dawson & Kim, 2009).

Social commerce could let the consumer to search and discovery more information through online (Akram, Hui, Khan, Yan & Akram, 2018). For example, when the consumer key in the particular key word such as “bag” in Instagram, it could provide many information in Instagram. Besides that, it would also come out with some e-commerce website and consumer might discovery the interesting information accidentally. Thus, due to the social media, online shopping environment is very convenient for the consumer to use and increase their inspiration to purchase impulsively (Zhang, Séaghdha, Quercia, & Jambor, 2012).

In additional, social commerce gave the consumer have more control, less effort, and greater efficiency during shopping. This type of the business model could give more convenience to the consumer who is less available time to shopping, lazy to search information or lazy to go the physical shop to buy their things (Jarvenpaa & Todd, 1997). When they are buying the product without any consideration such as rush to work or other

reasons, it could increase the impulse purchasing behavior. In conclusion, all of the research supported that factor of convenience in social commerce could increase the impulse buying behavior and hence the following hypotheses is as proposed:

H1A: There is positive relationship between convenience and impulse buying behavior on social commerce.

2.5.3 User Experience

User experience is the experience when the consumer purchase the product through the social commerce. It also could be defined as shopping enjoyment is the “pleasure one obtains in the buying decision process” (Beatty and Ferrell, 1998). Many shoppers enjoyed and spent more time to shop again after they made the purchasing process. This is because they could find the enjoyment and excitement to engage in an experiential consumption (Guiry, 2000). In other words, the person who find the enjoyment in online shopping through social commerce is because they think that online shopping is their perfect activity to past their time.

As we know, when a person like to do online shopping, it could increase the possibility of the impulse buying behavior. When they have a good experience in online shopping through social commerce, they could have the impulse buying behavior since they have the positive emotion in the process such as the fun, enjoyment, surprise and others (Hausman, 2000; Rook & Fisher, 1995). The entire mood could become the evaluation value for the consumer to have the impulse buying behavior (Babin, Darden & Griffin, 1994).

Besides that, previous study also support that when the consumer has a good experience in buying the product, the number of e-shoppers increase and the hedonic become their main factor to have the phenomena od impulse buying behavior (Akram, Hui, Khan, Saduzai, Akram & Bhati, 2017). In additional, the social commerce quality and service also could affect the experience of the consumer and the poor quality and service could lead to the transaction cancel. In the others word, when the quality and service are good, the consumer

might process their transaction and might increase their items to purchase since they are feeling good and satisfy in the social commerce quality and service. According to the findings of Li, Deng, and Moutinho (2015), consumers' interest in experience would considerably influence impulsive buying. Thus, the following hypothesis is developed as below:

H2A: There is positive relationship between user experience and impulse buying behavior on social commerce.

2.5.4 Product recommendation

Product recommendation is the purchaser make an online review in the social commerce to show his satisfaction or dissatisfaction (Lodha, 2017). While the product recommendation could be the knowledge, recognition or the reference when the next consumer is trying to buy it. According to Boyle (2019), he said that there is 23% of the shoppers are influenced by the product recommendation in the social commerce. In others word, some consumer would not care about the actual function of the product and they could purchase it due the product recommendation by social commerce and other customers.

According to the previous study, it stated that except from the user experience, convenience of social commerce, highlighted recommendations also became the important factor to build a consumption environment to motivate the impulse buying behavior (Jeffrey & Hodge, 2007). This means that product recommendation is the indirect stimuli to motivate the impulse buying behavior. Besides that, product recommendation would be decided by the number of "likes" of the product in Facebook and Instagram. This is because this type of social commerce think that when the consumers click "like" in the post of page, it assumed as the consumer have the positive attitude towards the product and build a environment of observational learning and impulse buying behavior. Nowadays, many consumer have the impulse buying behavior because they would buy the product due to the many "like" and recommendation by the social commerce (Zhang, Hu & Zhao, 2014).

Madhavaram and Laverie (2004) stated that people who are more knowledgeable share their shopping experience and recommends the product to the other consumer could let the impulse purchase behavior occur since the consumer believe the comments by the previous consumer and social commerce. For example, when the consumer never saw this product in Shoppe, it would motivate their curious to purchase the product and see whether this product could satisfy their need. In this situation, it could occur the unplanned buying behavior in social commerce. Hence, in this research, the hypothesis will be develop as:

H3A: There is positive relationship between product recommendations and impulse buying behavior on social commerce.

2.5.5 Promotion

Promotion means that the social commerce provides the products in the cheaper price compared to the other social commerce or the physical store. According to Chen and Zhang (2015), they stated that except for the user experience, product recommendation, price promotions also become the main drive to the impulse purchasing behavior. Thus, it could become the external stimuli for the impulse purchasing behavior.

Besides that, according to the Koschate-Fischer, Diamantopoulos, & Oldenkotte(2012), the study found that the when the price was unexpected in social commerce, it become the significant factor to motivate the impulse purchasing behavior and let the customer think that they were spending lesser that the initial planned. In this situation, they feel that they still have the budget to buy another things and this idea could lead to the impulse buying behavior. For example, the consumer plan to buy the product within TWD 500 and now there is the online discount 50% in that product, it would let the consumer have another TWD 250 to spend and shop again. Thus, impulse buying behavior occurred.

In additional, some social commerce stated that, if the consumer buy two would get one free and this also lead to the consumer have the strong positive feeling and impulsive to buy more. This is because the consumer think that this type of the opportunity is less and

they do not want to lose it (Sundstrom, Balkow, Florhed, Tjernstrom & Wadenfors, 2013). In other word, cheaper price could let the consumer believe that buy more is the right decision and this type of mindset could let them have the higher chance to buy the product immediately.

Lastly, price promotion in the short period could let the consumer do not have the rational mindset to think that whether it is worth to buy more in that moment and this also increase the impulse buying behavior (Agyeman-Darbu, 2017). Hence the hypotheses below is developed:

H4A: There is positive relationship between promotion and impulse buying behavior on social commerce.

2.6 Conclusion

The reviews of theory literature, reviews of previous empirical, and hypotheses development have been specified in this chapter. In empirical literature reviews, many previous journals and articles were related with convenience, user experience, product recommendation and promotion and impulse buying behavior in social commerce. TRA model conceptual framework had been proposed to relate the independent variables and dependent variable. Additionally, the method to collect and analyze data will be developed in next Chapter three.

CHAPTER 3

METHODOLOGY

3.0 Introduction

In chapter three, based on this study, research methodology will be explained and determined the connection among the variables. Research methodology will be described the research design and data collection method through primary and secondary data. Besides, the process in designing the sampling such as target population, sampling frame, location, elements, measurements, technique, and sample size were constructed as well as the instrument to conduct research which includes questionnaire and pilot test. Followed by construct measurement, it will be clarified the scaling technique, data processing, analyzing of the data and data analysis methods for this study.

3.1 Research Design

Research design is a type of structure that could “Glue” up the all elements in a research project and form a plan of the research work (Akhtar, 2016). It was used when there is any collection and analysis of the data process which was used to combine the relevance to the research (Jahoda, Deutch & Cook, 1951). It also became the master plan that provides the plan of action in this and make sure it had the logical basis in making decision and solving the problem in the research (Creswell & Creswell,2017; Zikmund, Babin, Carr & Griffin, 2010). Research could be divided into the exploratory study, descriptive study, correlation

and multiple regression analysis (Sekaran & Bougie, 2013). Thus, quantitative research has been implemented for the purpose of this research.

3.1.1 Quantitative Research

Quantitative research is conducting the hypothesis testing by collecting the information through the distribution of questionnaire to the target respondents (Sekaran and Bougie, 2013). It is used to measure the concept or structure with the scales that might directly or indirectly comparing the number (Zikmund et al., 2010). Quantitative research method has been chosen to carry out this research since it needs to examine the factors that affecting the impulse purchasing behavior in social commerce. In the process, the researcher could find out the quantify opinions, attitudes and behavior of the exact population of user in social commerce.

The researchers used the personally administered questionnaire (closed-ended questionnaire) to collect the information and form a data that could be tabulated in statistical forms. Hypothesis testing could be also tested by using the questionnaire and it determined the relationship of convenience, product recommendation, experience and the promotion in social commerce with the impulse buying behavior. Thus, quantitative research is said to be the most appropriate method to collect data and draw accurate conclusion for this study.

3.1.2 Descriptive Study

Descriptive study is a method that could not be least in a research since it is used to describe and illustrate the characteristic of the respondent such as gender, age and others (Zikmund, et al., 2010). It might also include the 4W1H in the questionnaire which are who, when, where, what and how that are used to describe the “paint of picture” of the current situation and give a clear mindset of the different user and attitudes that lead to the impulse buying behavior. Thus, Section A included the questions about the demographic profile of the

respondent which are gender and age. Therefore, the research could find out which age level and gender are mostly have the impulse buying behavior in social commerce.

3.2 Data Collection Methods

According to Hox and Boeijie (2005), collection of data refers to “the pros and cons of collecting primary data for a specific study and reusing research material that was originally collected for a different purpose than the study at hand”. Both primary and secondary data are fundamentally important in covering every form of the study.

3.2.1 Primary Data

According to the Sekaran and Bougie (2013), they defined that primary data were collected by the questionnaire, surveys, interviews, experiments and observations. It is the most common, effective and efficient way to collect the accurate data in the large population. This is due to those method could directly know the point of views, insights and direct feedback from the respondents which resulting comparable data and responsive analysis (Zikmund et al., 2010). In this study, primary data are collected through the distribution of questionnaires. Self-administered questionnaires with closed-ended questions are prepared and distributed through online. With the use of questionnaire, it helps the research to get the latest information and feedback in a short period.

3.2.2 Secondary Data

Secondary data is when the information is related to the historical data which had been collected by the previous researchers such as the scholarly books, textbooks, journal, article online information databases and others (Sekaran & Bougie, 2013). According Zikmund et al., (2010), they stated that it could be the method that save time and cost since the previous data have been proved and they just used the result and data directly. Thus, such process such as data processing, data cleaning and others could be eliminated since they used the true data in the current research. In this research, the researcher used online journal

and article such as the Journal of Marketing, Journal of Consumer Marketing, Journal of Business and Management, Journal of Life Sciences, Journal of Management, Economics and Social Sciences and Journal of Consumer. Research were primarily extracted from Research Gate, Science Direct and Emerald Insight. These data were mainly obtained from Internet search engine such as Google and UTAR library online databases from Emerald article, Elsevier and British Food Journal in order to reach the compatibility of information.

3.3 Sampling Design

Sampling is the “process of selecting the right individuals, objects, or events as representatives for the entire population” (Sekaran & Bougie, 2013). The major steps in designing the sampling involve defining the target population and determining the sampling frame, location, elements, technique and sampling size.

3.3.1 Target Population

Population is the total number of people whose have the same behavior and attitudes towards a thing (Sekaran and Bougie, 2013). Despite the respondents’ demographic information, Taiwanese whoever aged 20 years old and above used the social commerce to buy a product. Based on the data retrieved from Taiwanese Demographics Profile (2018), there were estimated populations of 23.57 million people. However, this group of consumers has simplified into smaller geographical segmentation, which only cover Taichung in Taiwan.

3.3.2 Sampling Frame and Sampling Location

Sampling frame is the total number of components that are chosen from the target population (Sekaran & Bougie, 2013). However, form this study, there is no any specific sampling frame from the target population since any user who has the experience in buying the product form social commerce in Taichung, Taiwan could be involved in the research. Elements will be chosen at random and the sample study could not confidently generalize

to the population since this research used the nonprobability sampling technique. This is because it is difficult and challenging to conduct the large sample in Taiwan due to the budget or concern of cost and time.

3.3.3 Sampling Elements

According to the dsj research, sampling element is the method that researcher provide the equal chance for being selected in the target population such as person, organization, group, company and others. In the other meaning, researchers must make sure that they could provide the equal chance to the research. Thus, the user whose age is above 21 years old and have experience in social commerce is recognized as the elements in this research and the questionnaire will distribute to them. In others word, experienced user in social commerce has the equal chance to involve in this research.

3.3.4 Sampling Technique

As the mentioned above, the research used non-probability technique which is convenience sampling to conduct the research. Non-probability sampling is the elements in the population which is not known that they will be selected as a sample (Sekaran and Bougie, 2013). Convenience sampling is the researcher target the person who has the free time and convenience to fill in the questionnaire. There is some limitation through this method. However, the reason to use this method is because the researchers is required to gather the data in a short period of time and the funding of this research is not available yet. Thus, the researchers will distribute the online questionnaire through Google form and post in some group or page. This could let the person to fill in the opinion in their free time based on their volunteer attitudes. By using this method, consumers are able to provide their information conveniently which makes the data collection process more efficient.

3.3.5 Sampling Size

Sampling size is the participant number that the researcher plan to target in this research. According to the Sekaran and Bougie (2013), the appropriate sample size is amount 30 to 500 and this is because if the participant is more than 500, it might occur the Type II error and the finding could be rejected. Therefore, 30 respondents would be targeted in involving the reliability or pilot test and 300 respondents would be targeted in the whole research.

3.4 Research Instrument

3.4.1 Questionnaire Design

A well-structured questionnaire is the questionnaire that involve the clear and understandable questions. This type of questionnaire is important in the research and this is because it could let the collection process run smoothly and easily. In this research, the questionnaire is self-administered and some fixed questions which have the multiple-choice answer were designed in the survey. As the result, the respondent could choose their answer quickly and straightforward. It could also save the time of the respondent and reach a reliable finding.

In the questionnaire, it involved cover page, Section A and Section B. In the cover page, it includes the introduction, research objective, research topic and some privacy and confidentiality of respondents. Section A include the gender, age and some general question in the research and this is the purpose to know more about the respondents' demographic profile. While for Section B, it included the questions for respondents' view on independent variables such as convenience, user experience, promotion and product recommendation which represent the factors that affecting the impulse buying behavior on the social commerce. Questions about impulse buying behavior were also conducted in the same section and it used to know the opinion and thinking of the respondents toward the impulse buying behavior. It also could determine the influence of independent variables towards the dependent variable.

3.4.2 Pilot Test

Before distributing the actual questionnaire, pilot test need to be run in the research to make sure the information that collected in the research are true and worthy (Bird & Dominey-Howes, 2008). Pilot test is a test that could increase the efficiency of the result by correcting the sentence sequence, grammar, typing error and other mistakes beforehand. Thus, 30 sets of questionnaires will be distributed online to run the pilot test. The reliability test of pilot test is conducted using SPSS and the result is generated as below:

Table 3.1: Pilot Test Reliability Study

Variables	Cronbach's Alpha
Convenience	0.842
User Experience	0.795
Product Recommendation	0.807
Promotion	0.833
Impulse Buying Behavior	0.894

Source: Developed for the research

All variables have the good reliability as shown in the table above. This is because all Cronbach Alpha are more than 0.70 (Nunnaly, 1978) and this means that the question in the survey is high reliability and consistent.

3.5 Constructs Measurement (Scale and Operational Definitions)

3.5.1 Scale Measurement

There are four type of scale in the common scale measurement which are nominal scale, ordinal scale, interval scale and ratio scale. In this research, it involves three scale measurement such as Likert scale, nominal scale and ordinal scale. Nominal scale is the scale that could not be counted and it must be in the categorized. Ordinal scale is measurement where the data are in order of ranking. Thus, in Section A, gender applied the nominal scale while age apply the ordinal scale.

In Section B, all questions used Likert scale since there are five choices of agree standard in each question which are “Strongly Agree, Agree, Neutral, Disagree and Strongly Disagree”. By using this measurement, respondents are able to scale from one to five on how much they agree and disagree with each of the statement based on their beliefs and attitudes towards the impulse buying behavior on social commerce.

Table 3.2: Likert Scale Measurement

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Source: Developed for the research

3.5.2 Origin of Construct

The following literatures are adapted from different sources in measuring the construct:

Table 3.3: Origin of Construct

Construct	Adapted From
Convenience	Rishi (2008)
User Experience	Rishi (2008)
Product Recommendation	Chen, Lu, Wang & Pan, (2019)
Promotion	Karbasivar, & Yarahmadi (2011)
Impulse Buying Behavior	Rook, & Fisher (1995) Liu, Li, & Hu (2013)

Source: Developed for the research

3.5.3 Operational Definition

Different measurement of each constructs is shown in the Table 3.4. All of the measurements have been applied in the questionnaire.

Table 3.4: Operational Definition

Independent Variables	Questions
Convenience	<ul style="list-style-type: none"> • Social commerce website shopping is a time saving convenient option. • I can easily find the products from social commerce website which I am interested in. • I can easily find the products from social commerce website which I need. • I think getting product information in social commerce website is simple. • In social commerce website, relevant information is presented in an obvious and easy to find manner.
User Experience	<ul style="list-style-type: none"> • Social commerce website shopping experience is similar to the usual shopping experience. • Social commerce website shopping experience is better than the usual shopping experience. • I have a great experience while social commerce website shopping. • I enjoy shopping on social commerce website
Product Recommendation	<ul style="list-style-type: none"> • The product recommendation is relevant to my needs. • The product recommendation is the latest.

	<ul style="list-style-type: none"> • The product recommendation is cheerful. • The product recommendation is interesting. • The product recommendation is attractive.
Promotion	<ul style="list-style-type: none"> • Discount price of product affects unplanned buying behavior. • Various schemes (like buy 1 get 1 free) affect my buying behavior positively. • Various promotional activities motivate me to buy products. • If I see discount price, I tend to buy impulse. • Free product can be reason for me to buy impulse.
Dependent Variables	Questions
Impulse Buying Behavior	<ul style="list-style-type: none"> • When I use social media, I have the urge to purchase items other than or in addition to my specific shopping goal. • When I use social media, I have a desire to buy items that do not pertain to my specific shopping goal. • While browsing on social media website, I have the inclination to purchase items outside my specific shopping goal. • “Just do it” describes the way I buy things. • “Buy now, think about it later” describes me.

Source: Developed for the research

3.6 Data Processing

Data processing is a vital procedure to increase the accuracy and better result in the actual questionnaire. It could make sure the primary data is useful and valuable for the researchers to make the analysis. Thus, questionnaire checking, data editing, data coding, data transcribing, data cleaning and data analysis are the process involved in this section.

3.6.1 Questionnaire Checking

According to the Zikmund et al., (2010), questionnaire checking help the researcher to avoid the problem of wrong spelling, sentences and do the misunderstanding question in the questionnaire. The process make a clear and understandable question to the respondents. Thus, the researchers would check the questionnaire immediately after collected back the data. By doing so, the researchers could know mistakes and errors and avoid the mistakes in the actual process of data collection.

3.6.2 Data Editing

Before the data is recorded into the system, this process helps in correcting the problem that has been found earlier in data checking by adjusting it to enhance the readability of the result (Zikmund et al.,2013). In this stage, the researcher could do some action if they received the incomplete and inconsistent questionnaire. Researchers need to delete the set of surveys that involve mistake that is filled in by the respondent to increase the reliability and truthiness of the data. However, in this research, the researcher use the online survey questionnaire, certain setting has been created in order to control respondents from skipping any questions before they can proceed so that invalid responses are avoided.

3.6.3 Data Coding

According to the Bourque (2004), “Data coding is the process by which verbal data are converted into variables and categories using numbers, so that the data can be entered into

computers for analysis”. By doing this step, it is easier for the researcher to run the SPSS in the future. For example, researcher could code the male respondent as 1 and female respondent as 2. In addition, in Section B, they could code strongly disagree as 1, disagree as 2, neutral as 3, agree as 4 and strongly agree as 5.

3.6.4 Data Transcribing

After the data is coded, the process proceeds with data transcribing. This process can be done by using SPSS software which transfer and transcribe the coded data from initial statement of questionnaire into another form of result (Malthorta, 2006). Researchers use the key punching method to transfer the coded data from questionnaires to the system directly. After the data has been recorded, the system is then able to run the data automatically.

3.6.5 Data Cleaning

Data cleaning is the process of checking, detecting and taking the action on the omission response (Malhotra, 2006). When running the SPSS, this software will help the researcher to identify the incorrect value that has been generated in each of the responses. Thus, researchers are required to reverse the process in moving backwards to the edited and coded questionnaires to find out the mistakes. This is because the missing value would give the researcher ambiguous or unknown result. If the value is also unknown after checked, the researchers can choose to replace the answer of neutral value list wise deletion or pairwise deletion as the treatment of omission. In this research, researchers have used neutral value as a solution in solving the omission.

3.7 Data Analysis

In this part, Statistical Package for Social Science (SPSS) software is used to analyze the data. This is because researchers need to define and understand whether the dependent variable has the significant relationship with independent variables.

3.7.1 Descriptive Analysis

Descriptive analysis is the process of summarizing the demographic information of the respondents by using table, graph, bar chart, pie chart and others in the research (Larson, 2006). By doing this analysis, the researcher could have a big clear picture on the demographic information and better insight in understanding the respondents. There are five questions in Section A and all will be presented in pie chart method and this is because pie chart is more apparent and understandable in which the proportion for each segment is being displayed clearly.

3.7.1.1 Frequency Distribution and Analysis

Frequency distribution is defined as “a table that shows how frequently each value of a variable occurs in a set of scores” (Katzner, Cook, & Crouch, 1998). Generally, frequency distribution is calculated in percentage. Frequency distribution table clearly displayed the highest frequency of the result which commonly used to describe the demographic information in Section A. In the frequency table, it also includes frequency, percentage, valid percentage and cumulative percentage.

3.7.2 Internal Reliability Test

The research run the reliability test to make sure each of the question in each independent variable is reliable and valid. It was determined by using the Cronbach Alpha rules thumb. When the Cronbach Alpha shows a greater value, it represents higher level of reliability for the variable (Santos, 1999). When the reliability result is more than 0.7, it means the questions is reliable and valid (Malhotra, 2004). The following Table 3.5 shows the strength of association with different level of Alpha coefficient value.

Table 3.5: Cronbach Alpha Strength Association

Alpha Coefficient	Strength of Association
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
0.9	Excellent

Source: Hair, Babin, Money, & Samouel (2007).

3.7.3 Inferential Analysis

Inferential analyses are one of the common analysis methods used by the researchers for analyzing data in social and behavioral research (Cohen & Manion, 1989; Oppenheim, 1992). It is used to test the statistical hypothesis; thus Pearson correlation, multiple regression and multicollinearity test were selected to analyze the data.

3.7.3.1 Pearson Correlation Matrix

According to Sekaran and Bougie (2013), strength and direction are the things that were measured in the Person Correlation Matrix. Positive correlation coefficient, r means that the independent and dependent variable have the positive relationship and this means that when one variable increase, another variable will also increase. Negative correlation coefficient, $-r$ means that when one variable increase, another variable will decrease.

Table 3.6: Pearson Correlation Study

Size of Correlation	Interpretation
0.90 - 1.00 (-0.90 - -1.00)	Very High Positive (Negative) Correlation
0.70 - 0.90 (-0.70 - -0.90)	High Positive (Negative) Correlation
0.50 - 0.70 (-0.50 - -0.70)	Moderate Positive (Negative) Correlation
0.30 - 0.50 (-0.30 - -0.50)	Low Positive (Negative) Correlation
0.00 - 0.30 (0.00 - -0.30)	Little if any Correlation

Source: Hinkle, Wiersma, & Jurs (1994).

3.7.3.2 Multiple Linear Regression and Multicollinearity Analysis

Multiple regression analysis is “method that used to determine the relationship between dependent variable and many independent variables” (Sekaran & Bougie, 2013). In this section, researcher could have the clear picture on the relationship of four independent variables and impulse buying behavior in social commerce. Below is the equation in this research:

Equation: $IBB = \alpha + \beta_1C (X_1) + \beta_2UE (X_2) + \beta_3PR (X_3) + \beta_4P (X_4) + e$

Where, IBB= Impulse Buying Behavior

C= Convenience

UE= User Experience

PR= Product Recommendation

P= Promotion

α = Intercept

β s = The coefficient values of the independent variables

e = residual

Coefficient of determination (R^2) value, unstandardized Beta coefficients (B), standardized beta coefficients (β), P value and variance inflation factor (VIF) will be described in this research. All of the analysis could find out the relationship between dependent and independent variable. R^2 value means that the how many percent of the independent variable could explain the dependent variable. If the percentage is higher, it means that there is a strong power between independent variables and dependent variable.

B explains when there is a unit increase in independent variable, the dependent variable will increase or decrease in how many unit. β will give a result of among those four variables, which independent variable will have the strongest influence in dependent variable. The largest β , the most influence in the dependent variable. In the other hand, when the significance value or P value of the variable is less than 0.05, the relationship between independent variable and dependent variable is accepted.

Lastly, the researcher need to make sure the VIF is less than 5 in each independent variable and this is because it need to make sure there is not inter-correlations among the independent variables. If there is any variable is more than 5, the researcher need to drop the variable and rerun the test again to make sure everything is fine.

3.8 Conclusion

The methods to carry out the research are specified in this chapter. Quantitative research and descriptive study are described in the research design. The methods in collecting data and the process in designing the sample as well as the tools in conducting the research and processing the data have further specified. The analysis methods that have been applied are descriptive test, reliability test, Pearson correlation, multiple regression and multicollinearity test. The statistical analysis outcomes are generated in the next chapter.

CHAPTER 4

DATA ANALYSIS

4.0 Introduction

Chapter four discuss about the analysis result that were being collected from the respondent in Taiwan. In demographic profile, it would use descriptive and frequency analysis to explain while reliability test, Pearson correlation analysis and multiple regression analysis will be explained in this chapter that are relevant to research question objective. Statistical Package for the Social Sciences Version 17 (SPSS) software is used as the major tool in analyzing the data.

4.1 Frequency Analysis

A total of 300 respondents' demographic profile has been collected in Section A of the questionnaire. The questions were designed based on respondent's gender, age, social media used and time used in the social commerce website. Frequency analyses on respondents' demographic information are described in the following.

4.1.1 Respondent Demographic Profile

4.1.1.1 Gender and Age

Table 4.1: Gender and Age

Gender	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Male	72	24.0	24.0	24.0
Female	228	76.0	76.0	100.0
Total	300	100.0	100.0	
Age	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Less than 20	0	0	0	0
20-29	258	86.0	86.0	86.0
30-39	19	6.3	6.3	92.3
40-49	20	6.7	6.7	99.0
Above 50	3	1.0	1.0	100.0
Total	300	100.0	100.0	

Source: Developed for the research.

The table above show that gender of all respondent. Among 300 respondents, there are 24% of the respondent is male while 76% of the respondent is female.

It also exhibits the age group of respondents. Respondents who aged between 20 to 29 years old have the highest percentage of 86%, followed by respondents who aged 40 to 49 years old have 6.7%. Follow by the respondents who aged between 30 to 39 years old which have the 6.3% and respondent who aged above 50 years old is 1%. Lastly, there is no respondents who aged below 20 years old.

4.1.1.2 Social Media Used

Table 4.2: Social Media Used

	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Facebook	56	18.7	18.7	18.7
Instagram	80	26.7	26.7	45.3
Youtube	64	21.3	21.3	66.7
Twitter	67	22.3	22.3	89.0
Other	33	11.0	11.0	100.0
Total	300	100.0	100.0	

Source: Developed for the research.

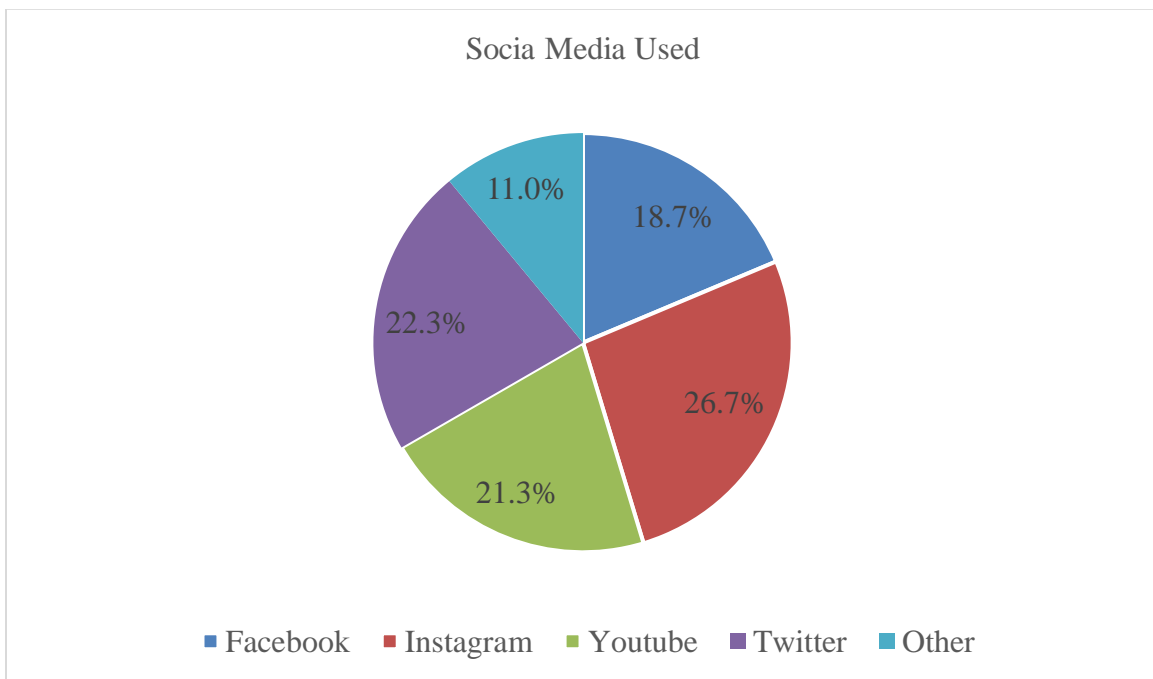


Figure 4.1: Social Media Used

Source: Developed for the research.

Table 4.2 and Figure 4.1 show the social media used by the respondent. Majority of the respondents are using Instagram which occupy 26.7%, followed by 22.3% of the respondents who use Twitter, 21.3% of the respondents are using Youtube, 18.7% of the people using Facebook and lastly 11.0% of the respondent use others such as Line.

4.1.1.3 Time Used in Social Commerce Website

Table 4.3: Used Time in Social Commerce Website

	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
More than 3 times a week	81	27.0	27.0	27.0
2-3 times a week	83	27.7	27.7	54.7
Once in two weeks	78	26.0	26.0	80.7
Once in four weeks	37	12.3	12.3	93.0
Once in 8 weeks	21	7.0	7.0	100.0
Total	300	100.0	100.0	

Source: Developed for the research.

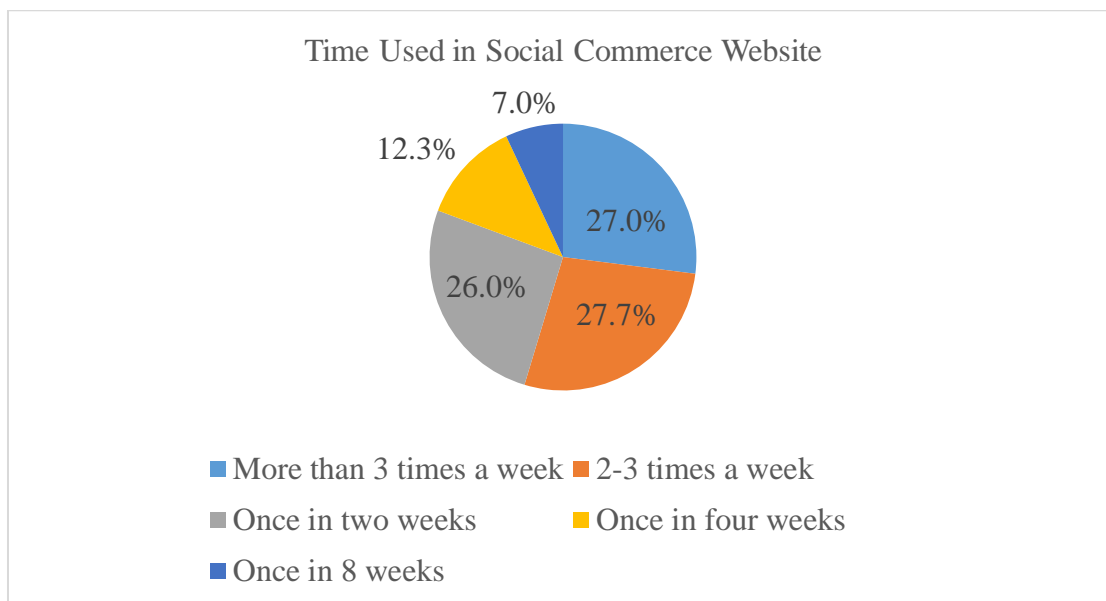


Figure 4.2 Used Time in Social Commerce Website

Source: Developed for the research.

Table 4.3 and Figure 4.2 exhibit various respondent time used in the social commerce website. Most of the respondents (27.7%) have use the social commerce website 2 to 3 times a week while 27% of the respondent use it more than 3 times a week. There is 26% of the respondents use the social commerce website once in two week, followed by 12.3%

of the respondent use it once in four weeks. Lastly, the lowest percentage is 7.0% which the respondent use it once in 8 weeks.

4.2 Descriptive Analysis

4.2.1 Respondent Demographic Profile

Table 4.4: Respondent Demographic Profile

N=300	Range	Min	Max	Mean	Median	Mode	Std. Dev	Variance
Gender	1	1	2	1.76	2.00	2.00	0.428	0.183
Age	3	2	5	2.23	2.00	2.00	0.608	0.370
SMU	4	1	5	2.80	3.00	2.00	1.281	1.643
TUISCW	4	1	5	2.45	2.00	2.00	1.208	1.459

Source: Developed for the research.

Where, Min= Minimum

Max= Maximum

Std. Dev= Standard Deviation

Gender= Gender (1=Male; 2= Female)

Age= Age (1=Less than 20; 2= 20-29; 3= 30-39; 4= 40-49; 5= Above 50)

SMU= Social Media Used (1=Facebook; 2= Instagram; 3= YouTube; 4= Twitter; 5= Others)

TUISCW= Used Time in Social Commerce Website (1=More than 3 times a week;

2= 2-3 times a week;

3= Once in two weeks;

4=Once in four weeks;

5= Once in eight week)

Table above shows the descriptive analysis of the respondent demographic profile. Mean for gender is 1.76 with the standard deviation of 0.428. The maximum value is 2 and minimum value is 1 with the range of 1. The variance is 0.183 and the number of median and mode are 2.00 respectively.

Mean for age is 2.23 with the standard deviation of 0.608. The maximum value is 5 and minimum value is 2 with the range of 3. The variance is 0.370 and the number of median and mode are 2.00 respectively.

Mean for social media used is 2.80 with the standard deviation of 1.281. The maximum value is 5 and minimum value is 1 with the range of 4. The variance is 1.643 and the number of median and mode are 3.00 and 2.00 respectively.

Mean for used time in social commerce website is 2.45 with the standard deviation of 1.208. The maximum value is 5 and minimum value is 1 with the range of 4. The variance is 1.459 and the number of median and mode are 2.00 respectively.

4.2.2 Construct Analysis

Table 4.5: Construct Analysis

N=300	Range	Min	Max	Mean	Median	Mode	Std. Dev	Variance
C	3.40	1.40	4.80	3.7353	3.80	3.80	0.6557	0.430
UE	3.25	1.50	4.75	3.7742	4.00	3.75	0.6819	0.465
PR	3.20	1.60	4.80	3.7500	3.80	3.80	0.6770	0.458
P	3.20	1.60	4.80	3.7367	3.80	4.00	0.6482	0.420
IBB	3.60	1.20	4.80	3.7487	3.80	3.60	0.7103	0.505

Source: Developed for the research.

Where, Min= Minimum

Max= Maximum

Std. Dev= Standard Deviation

C= Convenience

UE= User Experience

PR= Product Recommendation

P= Promotion

IBB= Impulse Buying Behaviour in Social Commerce

Mean for convenience is 3.7353 with the standard deviation of 0.6557. The maximum value is 4.80 and minimum value is 1.40 with the range of 3.40. The variance is 0.430 and the median and mode are 3.80 respectively.

Mean for user experience is 3.7742 with the standard deviation of 0.6819. The maximum value is 4.75 and minimum value is 1.50 with the range of 3.25. The variance is 0.465 and the median and mode are 4.00 and 3.75 respectively.

Mean for product recommendation is 3.750 with the standard deviation of 0.6770. The maximum value is 4.80 and minimum value is 1.60 with the range of 3.20. The variance is 0.458 and the median and mode are 3.80 respectively.

4.3 Pearson Correlation Analysis

In this analysis, it measures the correlation between four independent variables (convenience, user experience, product recommendation and promotion) and the dependent variable (impulse buying behavior in social commerce).

Table 4.6: Correlation Matrix of Construct

N=300	C	UE	PR	P	IBB
C	1.000				
UE	0.867**	1.000			
PR	0.758**	0.767**	1.000		
P	0.767**	0.753**	0.755**	1.000	
IBB	0.774**	0.765**	0.781**	0.795**	1.000

Source: Developed for the research.

**Correlation is significant at the 0.01 level (2-tailed).

Where, r= Pearson Correlation Coefficient

C= Convenience

UE= User Experience

PR= Product Recommendation

P= Promotion

IBB= Impulse Buying Behaviour in Social Commerce

Table 4.7 shows that all the variables have the positive and high correlated with each other's. Convenience ($r = 0.774$), user experience ($r = 0.765$), product recommendation ($r = 0.781$) and promotion ($r = 0.795$) have the significant positive and high correlated with the impulse buying behavior in social commerce. This is because their r-value are more than 0.70 and their p value is less than 0.01. The highest correlated with impulse buying behavior is promotion, follow by product recommendation, convenience and user experience.

4.4 Reliability Test

There are total of 24 items being tested in the survey and the reliability values for each variable are shown below.

Table 4.7: Reliability Test

Construct	Alpha Coefficient	Number of Items
Convenience	0.797	5
User Experience	0.781	4
Product Recommendation	0.827	5
Promotion	0.784	5
Impulse Buying Behavior	0.839	5

Source: Developed for the research.

In this research, based on the table above, it could show that all constructs are in the high reliability since their Cronbach alpha value is more than 0.70 such as convenience is 0.797, user experience is 0.781, product recommendation is 0.827, promotion is 0.784 and impulse buying behavior is 0.839. Therefore, it can be concluded that the reliability of all these variables are high accepted.

4.5 Multiple Regression Analysis

Below is the equation in this research:

Equation: $IBB = -0.024 + (0.196) C^{**} + (0.138) UE^{**} + (0.298) PR^{**} + (0.376) P^{**} + e$

The result of multiple regression analysis is showed in Table 4.8 and Table 4.9.

Table 4.8: Model Summary^b

Model	R	R ²	Adjusted R Square	Std. Error of the Estimate
1	0.858 ^a	0.736	0.732	0.36768

Source: Developed for the research.

a. Predictors: (Constant), C, UE, PR, P

b. Dependent Variable: IBB

From the Table 4.8, it stated that the R² is 0.736 and this means that there are about 73.6% of the dependent variable (impulse buying behavior in social commerce) can be explained by four independent variables (convenience, user experience, product recommendation and promotion).

Table 4.9: Result of Multiple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
Constant	-0.024	0.134		-0.177	0.860		
C	0.196	0.071	0.181	2.780	0.006**	0.211	4.728
UE	0.138	0.067	0.132	2.047	0.042**	0.214	4.664
PR	0.298	0.055	0.284	5.434	0.000**	0.329	3.043
P	0.376	0.057	0.343	6.601	0.000**	0.333	3.007

Source: Developed for the research.

a. Dependent Variable: IBB

** . Significant at the 0.05 level.

Based on Table 4.10, it could found that convenience, user experience, product recommendation and promotion have the significant positive relationship with the impulse buying behavior in social commerce. This is because their P-value are less than 0.05 which are 0.006, 0.042, 0.000 and 0.000 respectively.

Besides that, unstandardized beta coefficient for convenience, user experience, product recommendation and promotion are 0.196, 0.138, 0.298 and 0.376 respectively. In other words, for each unit increase in convenience, the impulse buying behavior in social commerce will also increase by 0.196 units. Also, if there is an increase in each unit of user experience, the impulse buying behavior in social commerce will also increase by 0.138 units. In additional, for each unit increase in product recommendation, there is an increase of 0.298 in impulse buying behavior in social commerce. Lastly, if there is an increase in each unit of promotion, the impulse buying behavior in social commerce will also increase by 0.376 units.

By analyzing the standardized beta coefficient, it shows that promotion is the most influential and important variable on impulse buying behavior in social commerce since this variable get the highest standardized beta coefficient of 0.343. Lastly, for the multicollinearity test in this study, there is no any VIF value is more than 5 and this means that those variables in this model are adequate and fit.

4.6 Hypothesis Testing

Table 4.10 Test of Significant

Hypotheses	Supported/Rejected
H1 _A : There is positive relationship between convenience and impulse buying behavior on social commerce.	Supported
H2 _A : There is positive relationship between user experience and impulse buying behavior on social commerce.	Supported
H3 _A : There is positive relationship between product recommendations and impulse buying behavior on social commerce.	Supported
H4 _A : There is positive relationship between promotion and impulse buying behavior on social commerce.	Supported

Source: Developed for the research.

4.6.1 Convenience

H1₀: There is no positive relationship between convenience and impulse buying behavior on social commerce.

H1_A: There is positive relationship between convenience and impulse buying behavior on social commerce.

Reject H1₀, if p value < 0.05

According to Table 4.10, the significant value of convenience is 0.006, which is below p-value of 0.05. Therefore, **H1₀ is rejected** and H1_A is accepted. This shows that there is positive relationship between convenience and impulse buying behavior on social commerce.

4.6.2 User Experience

H2o: There is no positive relationship between user experience and impulse buying behavior on social commerce.

H2A: There is positive relationship between user experience and impulse buying behavior on social commerce.

Reject H2o, if p value < 0.05

According to Table 4.10, the significant value of user experience is 0.042, which is below p-value of 0.05. Therefore, **H2o is rejected** and H2A is accepted. This shows that there is positive relationship between user experience and impulse buying behavior on social commerce.

4.6.3 Product Recommendation

H3o: There is no positive relationship between product recommendations and impulse buying behavior on social commerce.

H3A: There is positive relationship between product recommendations and impulse buying behavior on social commerce.

Reject H3A, if p value < 0.05

According to Table 4.10, the significant value of product recommendation is 0.000, which is below p-value of 0.05. Therefore, **H3o is rejected** and H3A is accepted. This shows that there is positive relationship between product recommendations and impulse buying behavior on social commerce.

4.6.4 Promotion

H4o: There is no positive relationship between promotion and impulse buying behavior on social commerce.

H4A: There is positive relationship between promotion and impulse buying behavior on social commerce.

Reject H4o, if p value < 0.05

According to Table 4.10, the significant value of promotion is 0.000, which is below p-value of 0.05. Therefore, **H4o is rejected** and H4A is accepted. This shows that there is positive relationship between promotion and impulse buying behavior on social commerce.

4.7 Conclusion

Overall, pie charts were used to analyze the results in the frequency analysis. Besides that, in the descriptive analysis, it used the mean, median, mode, variance, standard deviation, minimum value, maximum value and range to analyze the result. Pearson correlation, reliability test and multiple linear regression also used to determine the relationship between independent and dependent variable. Next, chapter 5 explains about the discussion, implication and conclusion for this research.

CHAPTER 5

DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction

Chapter 5 discusses about the findings of the study outcome and summary of statistical analyses based on the previous chapter. This chapter has also outlined the discussion of major findings, managerial implications, research limitations and recommendations for future research.

5.1 Summary of Statistical Analyses

Based on the generated result, the statistical analysis in Chapter 4 shows that most of the respondents are female and aged 20 to 29 years old. Besides that, the respondents are using Instagram as their social media network and using social commerce 2 to 3 times per week. According to the official website of Napoleon Cat (2018), there are 8 062 000 user nowadays in Taiwan and female youngers contribute 53.3% in Instagram. While, they are using social commerce 2 to 3 times per week and this means that there is higher probability for them to have the impulse buying behavior (Floh & Madlberger, 2013).

Based on the previous chapter, the result of reliability test showed high reliability in all variable and this is because all the Cronbach Alpha value is more than 0.70. While in the multiple regression test, it showed that convenience, user experience, product recommendation and promotion have significant positive relationship with the impulse buying behavior in social commerce since the p-value are less than 0.05. Those four variables could explain 73.6% of the impulse buying behavior in social commerce. Lastly, promotion is the largest influence variable in impulse buying behavior on social commerce.

5.2 Discussions of Major Findings

According to the result in Chapter 4, it solved the research questions that have been developed in Chapter 1. First, the result found that those four independent variable (convenience, user experience, product recommendation and promotion have the significant positive relationship with the dependent variable (impulse buying behavior on social commerce). It found that promotion is the variable that has the most influence on the impulse buying behavior. In other word, if the marketer do more action on promotional tools, the effect of impulse buying behavior on social commerce would be larger compared to the others variable such as convenience, user experience and product recommendation.

5.2.1 Convenience and Impulse Buying Behavior in Social Commerce

H1A: There is positive relationship between convenience and impulse buying behavior on social commerce.

Based on the research, convenience was supported at significant value of 0.006 which is lower than p-value of 0.05. This indicates that convenience has a positive and significant relationship with the impulse buying behavior in social commerce. The finding of H1 is accepted and parallel with the previous studies. For example, Verhagen and van Dolen (2011) stated that the advantage of convenience could make the effect on the impulse buying behavior through the social commerce.

Through the research, it found that convenience become the focus point of the social commerce user when they are using the website to buy something. The layout of website, delivery service, and after sales service become the point of convenience for them to buy the product impulsively (Cho, Ching & Luong, 2014). For example, if the consumers found that the process of buying the product is just one click, they could have more satisfaction since they do not need to go to the physical store to enjoy the service. When they have feel convenience, they would not mind to buy more to make themselves more convenience in the daily life.

According to Amos, Holmes & Keneson (2014), they also supported that convenience bring a lot of impact on the impulse buying behavior in social commerce. It showed the parallel result with the previous and current research. This is because, most of the consumer who has the purchasing power to buy the product without any planning is neither worker or student. Workers and students do not have the time to buy the products that they want since they are busy in their study and work. Thus, they are the person who has the impulse buying behavior if the social commerce could provide them the advantage of convenience. Overall, it could state that the result is consistent with many studies and this means that convenience has the positive and significant relationship with the impulse buying behavior in social commerce (Akram, Hui, Kaleem, Khan, Tanveer, Mehmood, & Ahmad, 2018).

5.2.2 User Experience and Impulse Buying Behavior in Social Commerce

H2A: There is positive relationship between user experience and impulse buying behavior on social commerce.

Based on the previous study, it found that user experience has the significant positive relationship on the impulse buying behavior on social commerce since the significant value in this variable is 0.042 which is less than 0.05. This result is consistent with the previous studies (Pine & Gilmore, 2011; Karbasivar & Yarahmadi, 2011).

Badgaiyan & Vermab (2014) found that if the experience in social commerce is more enjoy or have the enjoyment experience, the social commerce users could have the impulse buying behavior easier compared to the consumer who goes to the physical store. In the enjoyment experience, it could produce the hedonic motivation and this is the major predictor of online impulse buying behavior or online shopping. If the marketers who could provide the ease to use, good layout, or visual appeal, it could successfully attract the consumers to buy more the product in the situation of unplanned.

When the consumers are in the enjoyment and relax mood, they could be persuaded easily through anything or subject. This is because they would feel everything is worth for it in that moment. The wonderful memory of experience will be kept in the mind of consumers and marketers could use the experiential marketing to become the main motivator in impulse buying behavior. Actual experience will encourage consumers' action feedback of a sensory stimulus and those actual experiences affect the impulse buying behavior (Sharma, Sivakumaran & Marshall, 2014).

According to the Moez (2013), the study found that the attributes of the web site (navigation, visual appearance and customized preview) could affect the user experience in the process of buying the product. While the user experience has the significant effect on the impulse buying behavior on social commerce, therefore, the marketers could focus on that three attributes to satisfy the user experience and enhance the impulse buying behavior. Hence, it could be concluded that user experience is one of the factor that could affect the impulse buying behavior on social commerce.

5.2.3 Product Recommendation and Impulse Buying Behavior in Social Commerce

H3A: There is positive relationship between product recommendations and impulse buying behavior on social commerce.

Previous chapter found that product recommendation has a significant relationship with the impulse buying behavior on social commerce. There is a positive relationship between each

other's since the significant value is 0.000 which is less than the p-value of 0.05. This result is parallel with the previous study such as the research of Zhang, Séaghdha, Quercia & Jambor (2012) and Foster & Ford (2003).

According to Bilgihan and Bujisic (2015), they found that online product recommendation is an important thing for them since the consumers might do not know the functionality and the real characteristic of the product if they do not have the experience to use it. Product recommendation could provide them the quality information on the product and reduce the perceived risk of the product when they are buying the product impulsively. In other words, consumers use the product recommendation or review as their guideline when they are purchasing the product impulsively. When there is many good comment on the product, the consumer could have the higher chance to buy the product without the situation of planning.

Besides that, consumer might be likely to buy more when there is any product recommendation from the expert have more power and possible to persuade the consumer to buy the product impulsively (Xiang, Zheng, Lee & Zhao, 2016). For example, when there is any recommendation from the person who has the expertise knowledge in that area or product, the consumers could found the professional information in the social commerce and use it as the good information. Other than that, the research also found out the if their friend had comment the product with good review in the social commerce, it could enhance the process of impulse buying behavior in the market.

Moreover, when using the social commerce, users could see the unexpected finding, information and worth form the review of the product. Surprise recommendation increase the probability of the impulse buying behavior since the product is better than they expected (Chung, Song & Lee, 2017). In the unexpected situation, the consumer would have the different action from the normal daily life and led to buy the product impulsively. Overall, it could state that the result is consistent with many studies and this means that product recommendation has the positive and significant relationship with the impulse buying behavior in social commerce

5.2.4 Promotion and Impulse Buying Behavior in Social Commerce

H4A: There is positive relationship between promotion and impulse buying behavior on social commerce.

Based on the research, promotion was supported at significant value of 0.000 which is lower than p-value of 0.05. This indicates that promotion has a positive and significant relationship with the impulse buying behavior in social commerce. The finding of H4 is accepted and parallel with the previous studies. According to the Park, Kim, Funches and Foxx (2012), they found that promotion is a popular business strategy that is used by the marketer to increase the number of impulse buying behavior. This is because they found that promotion such as price discount could bring the positive affective in the impulse buying behavior in the social commerce.

Promotion involves the concept of “pick me up” in the mind of the consumers. For example, when the social commerce website shows “Buy three at \$399 today” and this type of sentence could attract the consumer have the impulse buying behavior since they feel that the product is worth in that promotion period. They might difficult to find this best price when the promotion period is over. This type of mindset could affect their purchasing behavior easily and let them do not have the time to think rationally (Mahmud, Jusoff & Hadijah, 2013; Rizwan, Umair, Fiaz & Rashid, 2014).

Previous studies also supported that promotion is the factor that affect the buying behavior of the consumer in the unplanned situation (Chan, Cheung & Lee, 2017; Amos, Holmes & Keneson, 2014). In the other words, cheaper price of a product become the main determinant to cause the people to purchase impulsively (Lim & Yazdabifard, 2015).

5.3 Implications of the Study

This study provokes the factor that affecting the impulse buying behavior in the social commerce. The findings of the current study suggest numerous implications for the people who are like to know about the way to increase the impulse buying behavior in social commerce. From the research, organization and related players can consider these findings and act as their guidelines in future operations to increase the impulse buying behavior. First, it could find that convenience is the important factor to affect the impulse buying behavior in the social commerce. Marketer need to take the attention that all the process to purchase online is convenience for the user to use such as the transaction method, delivery service and others. Convenience would let the busier people to produce the emotion or the action of impulse buying behavior. Besides that, marketers also need to make sure their website quality is good and could provide the user to use their social commerce website in a best experience. For example, the social commerce need to be more have the environment of “webmospherics” such as graphics, text, pop-up windows, media dimension, hypertext link and others. When the user satisfies the usage experience, they could have more impulsiveness to buying the product without the planned decision.

Next, the product recommendation also give the marketers to know that the comment in their social commerce website is important in the market. This is because younger nowadays are more believe the recommendation form the others. Thus, the marketer need to make sure their word of mouth is good and the company is in the good reputation. When the user see their product is five star or many are in good review, they could buy it directly since they believe the good recommend product. In contrast, if there is any bad comment, the marketer or company also need to provide the solution for the user to make sure they satisfy the after-sale service. Lastly, in the marketer prospective, promotion also become the things that need to take attention in this competitor market. Promotion could let the people feel that they get the best price in their social commerce and they could buy more without any planning since they believe if they are not buying now, they could get lose in the future. Thus, marketer need to make sure their product has the promotion in the special

day or special week each month to make sure they catch the attention and impulse buying behavior of the consumers.

While in the study field, majority of the past studied covered about the impulse buying behavior in the physical store and only online buying behavior, however, they did not do many study on the impulse buying behavior in social commerce. Thus, this research addressed different factors towards impulse buying behavior on social commerce in Taiwan perspective, it has therefore filling a gap and shed further insights in the current literature.

5.4 Limitations of the Study

Throughout the progress of conducting this study, there are few limitations needed to be identified and pointed out for the researchers to acknowledge and learn. However, the limitations do not affect or lessen the significance of findings which contribute platforms for future research.

First, the survey was collected through online, so the researchers could not guarantee the answer that they collected are true. This is because by using the convenience sampling, the voluntary response bias occurs in the research. They might just go through the questions and they have the mind of just filled in agree or neutral all the way. Therefore, consumers who were in hurry and wanted to save their time and efforts to get their things done quickly, they might choose to answer the questions randomly or based on their own interpretation of the questions. The action is at the level of subjectivity which is not acknowledged and thus will affect the accuracy of the overall result.

During the process of distributing the survey, researchers posted the survey on the Facebook, Instagram and Line to collect the data. However, it could not reflect all opinion that used the social commerce as there were many social commerce users have not received the survey. Thus, they would not include in the survey and the survey's accuracy will suffers from non-response. Besides, the data collection of the survey is also suffered from

time constraint since there is only a certain period for collecting the data. Therefore, the result is considered less validity.

5.5 Recommendations for Future Research

Consequently, to improve the quality of this study in the future, there are few recommendations being suggested by the researcher to overcome the limitations that are found in the previous part.

The researcher need to increase their sample size in the future. For instance, they could distribute the survey to more area such as Taipei, Tainan, Kaohsiung and other cities. By using this method, it could increase the reliability, validity, consistency and accuracy of the research in the future. Besides that, researchers could use the longer time to do the research and they could not limit their data collection period in order to comply with strict deadline as it constrained the possibility of answers from potential respondents. The researchers need to extend their data collection period to at least two to three months in the specific area. This enables the respondents to choose any day of the week to answer the survey according to their own busy schedule. Therefore, researchers were able to collect more possible answer from the respondents and increase the accurate and precise result of the research. It could decrease the bias in the research.

In additional, the researchers need to use more ways to collect the survey such as conduct the interview through face to face to solve the problem of false data or information. Through face to face, the research could handle and explain more the problem immediately. They could get the complete information, perception, experience and thinking form the social commerce user to increase the accuracy. Sometimes, they might get the unexpected opinion from the respondents. Overall, these are the recommendation that the researchers can use to improve their result of research in the future.

5.6 Conclusion

In conclusion, this research could become the platform that serves the better study and understanding on the impulse buying behavior in social commerce. The analysis test result and discussion of major findings for the variables are summarized in this study. Along with managerial implications, limitation and recommendations are provided for researchers to further improve for future research.

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APPENDIX

1. Questionnaire

Topic: Factors Affecting Consumers' Impulse Buying Behavior on Social Commerce

I am a student from UTAR (Universiti Tunku Abdul Rahman) pursuing Master in Business Administration. Recently, I am conducting a research on factors affecting impulse buying behavior. The objective of this research is to understand the factors that influence consumers' impulse buying behavior on social commerce, your respond is highly appreciated and it can help us to have more accurate result.

This survey form has two parts which are Section A, Section B. I would be appreciated that if you could spend 5 to 10 minutes to complete the survey form. Your answer to the questions will be in confidential and serve only for education purpose.

Thank you.

Sincerely yours,

Lai Ting Yu

Section A: General Questions

1. Gender
 - Male Female
2. Age
 - Less than 20
 - 20-29
 - 30-39
 - 40-49
 - Above 50
3. Which social media do you use?
 - Facebook
 - Instagram
 - YouTube
 - Twitter
 - Other
4. Do you shop on social media?
 - Yes No
5. How often do shop on social commerce website?
 - More than 3 times a week
 - 2-3 times a week
 - Once in two weeks
 - Once in four weeks
 - Once in 8 weeks

Section B: Objective Questions

Convenience						
No .	Please specify the extent to which you agree or disagree with the following statements	Strongly disagree	disagree	neutral	agree	Strongly agree
1.	Social commerce website shopping is a time saving convenient option.	1	2	3	4	5
2.	I can easily find the products from social commerce website which I am interested in.	1	2	3	4	5
3.	I can easily find the products from social commerce website which I need.	1	2	3	4	5
4.	I think getting product information in social commerce website is simple.	1	2	3	4	5
5.	In social commerce website, relevant information is presented in an obvious and easy to find manner.	1	2	3	4	5
Experience						
No .	Please specify the extent to which you agree or disagree with the following statements	Strongly disagree	disagree	neutral	agree	Strongly agree
1.	Social commerce website shopping experience is similar to the usual shopping experience.	1	2	3	4	5
2.	Social commerce website shopping experience is better than the usual shopping experience.	1	2	3	4	5
3.	I have a great experience while social commerce website shopping.	1	2	3	4	5

4.	I enjoy shopping on social commerce website	1	2	3	4	5
Product recommendation						
No .	Please specify the extent to which you agree or disagree with the following statements	Strongly disagree	disagree	neutral	agree	Strongly agree
1.	The product recommendation is relevant to my needs.	1	2	3	4	5
2.	The product recommendation is the latest.	1	2	3	4	5
3.	The product recommendation is cheerful.	1	2	3	4	5
4.	The product recommendation is interesting.	1	2	3	4	5
5.	The product recommendation is attractive.	1	2	3	4	5
Promotion						
No .	Please specify the extent to which you agree or disagree with the following statements	Strongly disagree	disagree	neutral	agree	Strongly agree
1.	Discount price of product affects unplanned buying behavior.	1	2	3	4	5
2.	Various schemes (like buy 1 get 1 free) affect my buying behavior positively.	1	2	3	4	5
3.	Various promotional activities motivate me to buy products.	1	2	3	4	5
4.	If I see discount price, I tend to buy impulse.	1	2	3	4	5
5.	Free product can be reason for me to buy impulse.	1	2	3	4	5
Impulse buying behavior						
No .	Please specify the extent to which you agree or disagree with the following statements	Strongly disagree	disagree	neutral	agree	Strongly agree
1.	When I use social media, I have the urge to purchase	1	2	3	4	5

	items other than or in addition to my specific shopping goal.					
2.	When I use social media, I have a desire to buy items that do not pertain to my specific shopping goal.	1	2	3	4	5
3.	While browsing on social media website, I have the inclination to purchase items outside my specific shopping goal.	1	2	3	4	5
4.	“Just do it” describes the way I buy things.	1	2	3	4	5
5.	“Buy now, think about it later” describes me.	1	2	3	4	5

Thank you for your time completing this survey