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Millennials' Engagement and Impulsive Purchase in Social Commerce in China: Moderating Aspects

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Abstract

This research aims to identify the factors influencing Millennials' engagement and impulsive purchasing behavior in social commerce in China. Using empirical quantitative methods, a structured questionnaire was administered to 412 randomly selected Millennials who are internet users and employed in China. The study established links between Hedonic Motivation and Customer Empowerment with Chinese Millennials' Impulsive Purchases. Age, gender, and browsing frequency were found to impact impulse purchases. The study contributes an effective business model to enhance profitability for social commerce entrepreneurs and offers guidance for further academic research. These insights can assist small online enterprises in refining strategies for improved revenues. This research suggests that academics should explore the commercial aspects of the field in addition to social aspects, potentially leading to novel business models. However, the study's findings are limited to Guangzhou, Guangdong Province, due to resource constraints, potentially restricting global applicability. Consequently, researchers are encouraged to expand the geographical scope while maintaining the same environment for a more comprehensive perspective.

Keywords: Millennials, Engagement, Impulsive purchase, Social commerce, China.

Introduction

The term “social commerce” comes from consumers' simultaneous engagement in social media and shopping. There are many different points of view in academic debate regarding social commerce. Some see it as a part of e-commerce, while others see it as a mix of social media and eCommerce. Social commerce combines social media community networking with e-commerce shopping techniques. Some scholars argue that social commerce is a form of social shopping rather than a fully matured commercial blueprint due to its business framework's limitations compared to conventional e-commerce paradigms.

Social shopping is the seamless integration of online social technologies into social media platforms. Here, people go shopping while engaging with their social network. However, social commerce is strategically integrating social media technologies into online retail locations. This strategy tries to commercialise social media networks' potential, resulting in increased sales and visitors to retailers. Social shopping is a collaborative practise that includes thought and choosing, browsing, planning, sharing, and reviewing. This collaborative method informs customer decision-making, while social commerce boosts sales.

The tale continues with social marketing, which uses social networking, word-of-mouth advertising, communal trust, information sharing, and community feedback to boost sales. Scholars repeat that this multidimensional approach incorporates intensive online and offline customer engagement (Hajli, 2012; Turban et al., 2012; Curty & Zhang, 2022).

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The term “social commerce” combines social networking with shopping dynamics, whereas Guangzhou is a colourful tapestry of cultural legacy and economic importance. The confluence of these themes is an ever-changing symbol of contemporary commerce, engaging people and communities in research and trade.

Despite the platform's inherent potential for browsing and engagement, the widespread and consistent usage of social media platforms has yet to result in substantial sales conversions for merchants operating in the realm of social commerce. According to Aimia's marketing study, 57% to 66% of Chinese Millennial consumers spend a lot of time on social media or other platforms. This engagement is driven by their love of favoured brands and the desire to share photographs of chosen items to inspire future purchases. Given their behaviour, social commerce transactions are likely to account for a large percentage of their revenue.

Only one-third prefer social media platforms for purchases. Most use e-commerce sites like Amazon and Lazada for shopping. This suggests a novel viewpoint in which social media is used as a virtual catalogue before engaging in online purchases in their normal online marketplaces.

The absence of a viable business strategy and critical commercial features like as payment gateways and shopping carts makes it difficult to convert these surfers into consumers on social commerce platforms. Absence of these functionalities discourages consumers from social media browsing to shopping, resulting in a lack of purchases. Businesses have yet to adequately harness the quantity of data from the excessive usage of social media for transactional reasons. This divergence between modern social shoppers' changing needs and social commerce's present capabilities hurts social commerce merchants' sales and value proposition.

For businesses, this research offers a crucial chance to create efficient social media engagement strategies that promote strong social media engagement and identify the factors driving impulsive buying behaviour. The key is understanding how impulsive engagement and customer buying patterns play out in the realm of social commerce. Understanding how to turn social media “likes” into purchases is the focus of this study, which focuses on Millennials and older generations who use other online platforms. By understanding such purchases' reasons, businesses may encourage social commerce, improving customer loyalty and shopping experience.

This research aims to bridge the gap between social browsers and active shoppers by evaluating multiple factors driving customer engagement and spontaneous buying behaviour on social commerce platforms. The expected results might improve social commerce users' shopping experiences and boost e-commerce sales. Such a link between social consumers and businesses has the potential to boost sales via social commerce, benefiting both sides.

The comprehensive findings from this research have the potential to revolutionise social commerce tactics and online shopping, driving social commerce to the forefront as a transactional powerhouse. By understanding the incentives that drive social commerce, online businesses can improve the entire shopping experience, boost sales conversions, and create a brighter future for digital commerce.

Literature Review

Empirical Review

Impulsive purchasing refers to the phenomenon characterized by unplanned buying decisions made without prior intention. This behavior is observed more frequently among individuals who spend extended periods on social media platforms. The act of impulsive purchasing often necessitates a significant time investment in the relevant media. Given consumers' substantial engagement with social

media, it's not surprising that impulsive purchasing behavior manifests on social commerce platforms. The prevalence of mobile phones with integrated social media and their widespread usage across devices has increased consumer exposure to enticing product images and online platforms. This heightened exposure leads to persistent urges and hedonic stimulation, ultimately resulting in unplanned purchases with little consideration of consequences (Kruszka & Kumar, 2012).

Impulsivity is a trait encompassing cognitive and emotional responses, representing an individual's dispositional characteristic. Impulsive purchasing varies among consumers, and the ability to resist such urges differs individually. According to Harmancioglu, Finney, and Joseph (2009), hedonic motivation often drives impulsive purchasing, generating pleasure and excitement. Such purchases are spontaneous, forceful, and immediate, often lacking intermediate contemplation.

Hedonic motivation, closely tied to sensory experiences, influences virtual shopping environments, allowing experiential shopping. This relationship is supported by the positive correlation between hedonic motives and purchase intentions (Bui & Kemp, 2012).

Hedonic shopping behavior demonstrates a compelling desire for shopping on social commerce platforms, engaging in micro-blogging communities, and experiencing shopping on social media. Hedonic motivation emerges from positive or negative emotions toward achieving a goal or avoiding perceived threats. This drive prompts behaviors reflecting explicit emotional states. Emotional experience motives influence the generated desire throughout the process (Nguyen et al., 2019; Pambreni et al., 2019; Anderson, 2020).

According to Tong & Hawley (2009) and Anderson (2020), numerous consumers actively seek enjoyable experiences while browsing and shopping online. Social commerce shopping caters to this desire for excitement and adventure.

The pursuit of discounted items, promotional offers, and sales campaigns captivates many consumers. This "bargain hunt" perception fuels hedonic shopping, thereby increasing customer engagement and brand loyalty (Anderson, 2020).

Hypotheses Development

Tiffaret and Herstein's (2012) research underscores a significant gender-based inclination towards hedonic motivations and impulsive shopping, particularly among women. Gender differences emerge in attitudes towards social media advertisements, yielding distinct responses from men and women. Joiner et al. (2012) reveal that men tend to display a higher receptivity to social media advertisements compared to women.

Exploring women's shopping behavior reveals a heightened degree of receptivity towards fashion advertisements, sources of fashion inspiration, and information. Women invest more time in browsing and making informed decisions within the fashion domain. Men's fashion is experiencing a surge in popularity, driven by influential fashion icons. However, men's attitudes towards fashion often lean towards binary preferences, either exhibiting strong interest or complete disinterest. Nonetheless, global cross-border fashion trends are making men more fashion-conscious. Both genders share self-portraits on social media, but women upload and edit their self-portraits more frequently to enhance their social identity. Editing self-portraits is common among women to improve physical appearance and accumulate likes, elevating self-esteem. Selfies with insufficient likes may even be removed. Gender differences in internet usage persist, reflecting global disparities that persist until broader societal changes occur (Dhir et al., 2016; Joiner et al., 2012; Dewi et al., 2019; Do et al., 2019; Udriyah et al., 2019).

Men adopt a pragmatic approach to online shopping, favoring structured layouts, advanced technology, and comprehensive information before making a purchase. This practical stance contrasts with the

hedonic, emotional, social, and experiential motivations exhibited by female shoppers. Men's preference for online shopping hinges on efficiency and transactional speed. In contrast, women are drawn to the hedonic aspects, like virtual attractiveness, enjoyment, online reviews, and product comparisons. Zhou et al. (2022) point out that women spend more time in product browsing. For women, shopping is a holistic process encompassing research, comparison, review reading, virtual interactions with friends and other shoppers, and the overall enjoyment of the online shopping experience.

Gender-based distinctions permeate e-commerce experiences, influencing consumer perceptions of quality. Men gravitate towards online shopping for its convenience and practicality. Their engagement in online shopping hinges on the ease of use and functionality of relevant websites. Conversely, Abdullah et al. (2021) highlight that Chinese consumers exhibit gender-based shopping preferences. Men assess website quality based on factors like interface user-friendliness, internet speed, and delivery services. Dissatisfaction arises from unfriendly interfaces, slow internet, and delayed deliveries. Conversely, women prioritize product quality, security, and payment systems, expressing discontent with poor product quality and insecure payment methods, which hinder an optimal shopping experience.

In essence, gender-based differences reverberate across online shopping behaviors, preferences, and experiences. Women lean towards hedonic motivations, immersive experiences, and engaging in extensive research before making a purchase. Men, on the other hand, emphasize practicality, efficiency, and ease of use. The evolving world of e-commerce continues to reveal how these gender distinctions play a crucial role in shaping consumer behaviors and attitudes. With these all, the following hypothesis can be stated:

H1: *Gender moderates the relationship between Engagement and Impulsive Purchase.*

Also, the purchasing behavior of different age groups varies significantly, with older consumers showing a preference for premeditation while younger consumers tend towards impulsive buying decisions. Younger consumers often exhibit a lower inclination to stick to strict budgets compared to their older counterparts. The budgeting patterns of younger consumers contrast with their impulsive tendencies, driven by cognitive desires, which can lead to spontaneous purchases. Younger consumers frequently associate the value of a purchase with its high price, enhancing their sense of self-worth. Dhaundiyal and Coughlan (2016) highlight how the perception of higher-priced products as more valuable can boost self-esteem and image. Millennials, in particular, are prone to risk-taking behavior, even using credit cards for online purchases without fully considering potential security risks. The Millennial generation's extensive internet usage also contributes to impulsive spending. San, Omar, and Thurasamy (2021) suggest that affluent Millennials, embracing a fashionable lifestyle, often fall prey to impulsive buying when presented with incentives that enhance their self-image and standard of living.

The contemporary consumer landscape reflects a post-modern era marked by diverse consumption patterns and evolving societal roles. Traditional age-related shopping habits have become less relevant due to the emergence of hybrid consumption behavior. The "smart shopper" is a new archetype, valuing quality products at reasonable costs. Bargain-seeking consumers exhibit flexibility in their purchasing behavior, transitioning smoothly from high-end luxury products to more moderately priced items based on situational needs and incentives. This modern consumer seeks both luxury goods for social status and discounted products to project savvy shopping skills. This behavior stems from the desire for self-promotion and the cultivation of a desirable self-image. Hybrid consumers, encompassing Millennials and older generations, exhibit emotional engagement driven by hedonic motivation. Remarkably, age groups and consumption patterns among postmodern shoppers do not show distinct polarization, as noted by Ehrnrooth and Gronroos (2013).

Moreover, the purchasing behaviors of different age groups reflect varied inclinations towards premeditation and impulsivity. Younger consumers often prioritize immediate desires over budget

constraints, influenced by cognitive motivations. The Millennial generation, driven by risk-taking tendencies and extensive internet usage, is particularly susceptible to impulsive buying behaviors. The current consumer landscape, characterized by hybrid consumption patterns, defies traditional age-related shopping norms. The emergence of the “smart shopper” archetype embodies a fluid approach to luxury and budget products, driven by self-promotion and image cultivation. These trends indicate a postmodern era where age-based shopping behaviors are less prominent, and emotional engagement plays a significant role across generations. So, the following hypothesis can be stated:

H2: *Age moderates the relationship between Engagement and Impulsive Purchase.*

Furthermore, San, Omar, and Thurasamy (2021) emphasize that the Chinese Millennial demographic is notably active in online activities, particularly in shopping, leading to a considerable portion of their income being directed towards e-commerce transactions. Shen's (2012) research underscores that a significant portion of the Chinese population frequently engages in social media browsing, exposing them to a wide array of products shared on these platforms. This exposure paves the way for impulsive buying tendencies. Social media, equipped with sharing and ‘like’ features, encourages users to interact with virtual product catalogs, subsequently boosting browsing frequency and impulsive purchasing behavior (Shen, 2012). Thus, the following hypothesis can be stated:

H3: *Frequency of browsing moderates the relationship between Engagement and Impulsive Purchase.*

Research Methodology

A sample design is a systematic approach to selecting a representative subset from a larger population. It encompasses the methodology or strategy employed by a researcher to choose elements for inclusion in the sample. The design also outlines the intended sample size, indicating the number of items or individuals to be part of the sample. There is a range of sample design options available to researchers, each differing in terms of precision and ease of implementation. Selecting or formulating an appropriate sample design is a critical decision for researchers, ensuring both reliability and suitability for the specific research study at hand.

The study population refers to the specific demographic group under examination within a research study. For this research, the study population consists of individuals belonging to the Millennial generation in China.

The determination of sample size is of particular significance in the context of a sampling survey. When the sample size is excessively large, it can lead to significant wastage of financial, material, and human resources. Conversely, if the sample size is too small, it can result in a higher degree of error, leading to survey results that deviate significantly from the actual situation, thereby diminishing the effectiveness of the survey. The determination of an appropriate sample size is contingent upon various significant factors, encompassing statistical considerations, managerial concerns, and financial constraints. Therefore, in light of the research objectives, the sample size for this study was determined based on relevant statistical literature. Many researchers (Sekaran and Bougie, 2020; Azam et al., 2021; Azam et al., 2023) have suggested that a minimum sample size of 384 is appropriate for the present study. The determination has been made that the sample size exceeds 384. Given that the research study under consideration incorporates 8 variables, a questionnaire comprising 40 items would be optimal. Consequently, a sample size of 412 would be necessary to conduct the quantitative research method. This is an acceptable sample size in terms of any formula and measures.

Research Findings

The demographic variables under consideration include age, gender, income, and frequency of social commerce browsing. The study's dependent variable is Impulsive Purchase, while the independent variables include Hedonic Motivation, Normative Social Influence, Customer Empowerment, Engagement, Trust Elements, and Perceived Personalization.

The table presented below outlines the demographic characteristics of the participants.

Table 1: Demographic Profile

Demographic Variable	Frequency	Percentage
Gender		
Male	196	47.57
Female	216	52.43
Total	412	100.00
Age		
15-25	66	16.02
25-35	122	29.61
35-45	112	27.18
45-55	54	13.11
55-65	22	5.34
65-75	36	8.74
Total	412	100.00
Monthly Income (Renminbi)		
Below 5,000	98	23.79
5,000-10,000	136	33.01
10,000-15,000	56	13.59
15,000-20,000	44	10.68
Above 20,000	78	18.93
Total	412	100.00
Browsing Frequency		
Once in a while	128	31.07
Every now and then	284	68.93
Total	412	100.00

From Table 1, The table presents the demographic profile of the survey participants, which includes gender, age, monthly income, and browsing frequency. Out of the 412 participants, 196 were male (47.57%), while 216 were female (52.43%). In terms of age, most participants were between 25-35 years old, accounting for 29.61% of the total, followed by those aged 35-45 (27.18%), and 15-25 (16.02%). The remaining age groups accounted for smaller percentages, with those aged 65-75 having the lowest percentage at 8.74%.

Regarding monthly income, most participants earned between RMB 5,000-10,000, accounting for 33.01% of the total. Those earning below RMB 5,000 accounted for 23.79%, while those earning above RMB 20,000 accounted for 18.93%. The remaining income brackets had smaller percentages.

Lastly, in terms of browsing frequency, many participants reported browsing every now and then, accounting for 68.93% of the total. On the other hand, 31.07% reported browsing occasionally.

Overall, the demographic profile of the participants shows a balanced gender distribution, with a slightly higher percentage of female participants. Most participants were in their mid-thirties and earned between RMB 5,000-10,000. Finally, most participants reported browsing every now and then, indicating that they were not frequent internet users.

Shopping online on social commerce has gained popularity in China, with even older shoppers spending long hours on online shopping. Impulsive purchase behavior encourages shoppers to buy more products on social commerce, and regardless of age, shoppers find it exciting to purchase from social commerce. However, it is observed that impulsive purchase behavior is more prevalent among female shoppers than male shoppers.

Browsing frequency patterns show an interesting trend, as a vast majority of people enjoy browsing social commerce frequently, regardless of other factors such as age, income, or gender. People browse social commerce for various reasons, including shopping or socializing.

In terms of impulsive purchase behavior based on income groups, it is interesting to note that shoppers from the middle-income group show more aggressive online shopping patterns than those from higher income groups. This finding is contrary to the expectation that consumers from higher income groups would indulge more in impulsive purchase behavior online.

Moderating Effects

The Partial Correlation test was conducted on SPSS to determine the moderating effects of the suspected Moderating Variables in moderating the relationship between the Mediating Variable, Engagement, and the Dependent Variable, Impulsive Purchase. The suspected Moderating Variables are Age, Gender and Frequency of browsing. The results of the tests were reported as in the following paragraphs.

The partial correlation test result for determining if Age is moderating the association between the mediating variable, Engagement and dependent variable, Impulsive Purchase is presented as follows in Table 2.

The correlation between variables Engagement and Impulsive Purchase is first tested without adding the Age variable and the result is recorded after which the result is again recorded by adding the variable Age in the correlation.

The Correlations results in the Table 2 presents the values for Correlation and Significance (2-tailed) for the interaction between the variables Engagement (E) and Impulsive Purchase (IP) where the variable Age has been reported as the suspected Moderating variable as shown below.

Depending on the values of the Correlation r , the strength of the relationship between the variables can be determined and analyzed.

The values of the Significance (2-tailed) in Table 2 will determine significance of the relationship between the variables and come up with the conclusion if the relationship is significant or not.

The direction of the relationship is determined by the positive or the negative values that will determine if the relationship is in the same direction or in the opposite direction.

Table 2: Correlations

Control Variables		Engagement	Impulsive Purchase	Age
none	Engagement	Correlation	1.000	.540
		Significance (2-tailed)	.	.000
		Df	0	198
	Impulsive Purchase	Correlation	.540	1.000
		Significance (2-tailed)	.000	.078
		Df	198	0
	Age	Correlation	-.287	-.125
		Significance (2-tailed)	.000	.078
		Df	198	198
Age	Engagement	Correlation	1.000	.531
		Significance (2-tailed)	.	.000
		df	0	197
	Impulsive Purchase	Correlation	.531	1.000
		Significance (2-tailed)	.000	.
		df	197	0

Table 2 displays a correlation coefficient of 0.540 between Engagement and Impulsive Purchase. This

value falls within the range of 0.3 to 0.9, indicating a strong correlation between the two variables. The correlation coefficient between Engagement and Age is -0.287, which falls below the threshold of 0.3, indicating a weak association between the two variables.

The data reveals a negative correlation between age and impulsive purchase, with a coefficient of -0.125. This correlation is considered low, indicating a weak relationship between the two variables. The negative coefficient indicates an inverse relationship between age and impulsive buying behaviour among shoppers, suggesting that as age increases, impulsive purchases tend to decrease.

The statistical analysis indicates that the p-value for the relationship between Engagement and Impulsive Purchase is 0.000, indicating a high level of significance. Therefore, it can be concluded that there exists a robust positive correlation between Engagement and Impulsive Purchase.

The statistical analysis reveals that there exists a significant association between the variables of Engagement and Age, as indicated by the p-value of 0.000.

The statistical analysis reveals that the p-value for the relationship between Impulsive Purchase and Age is 0.078, which exceeds the commonly accepted threshold of 0.05. Therefore, it can be concluded that there is no statistically significant direct association between Impulsive Purchase and Age. The subsequent segment of the table illustrates the impact of Age as a covariate on the interplay between Engagement and Impulsive Purchase. Upon inclusion of Age as a control variable, the correlation coefficient between Engagement and Impulsive Purchase exhibits a decrease from 0.540 to 0.531. The p-value for the relationship between Engagement and Impulsive Purchase remains at 0.000, indicating that there is statistical significance between these two variables. Therefore, the variable of Age is serving as a control for the correlation between Engagement and Impulsive Purchase.

The results from the correlation between variables Engagement and Impulsive Purchase with Gender as a moderating variable is presented in Table 3 as indicated below.

Table 3: Correlations

Control Variables		Impulsive Purchase	Engagement	Gender
-none-a	Impulsive Purchase	Correlation	1.000	.540
		Significance (2-tailed)	.	.000
		Df	0	198
	Engagement	Correlation	.540	1.000
		Significance (2-tailed)	.000	.
		Df	198	0
	Control Variables		Impulsive Purchase	Engagement
	Gender	Correlation	.379	.179
		Significance (2-tailed)	.000	.009
		Df	198	0
Gender	Impulsive Purchase	Correlation	1.000	.517
		Significance (2-tailed)	.	.000
		df	0	197
	Engagement	Correlation	.517	1.000
		Significance (2-tailed)	.000	.
		df	197	0

Table 3 displays a correlation coefficient of 0.540 between Impulsive Purchase and Engagement prior to the inclusion of the controlling variable, as indicated in the upper section of the table. The p-value of 0.000 suggests a statistically significant and positive relationship between these two variables.

The study reveals a statistically significant correlation of 0.379 between gender and impulsive purchase, indicating a strong relationship. Conversely, the correlation between gender and engagement is weak, with a coefficient of 0.179. The statistical analysis reveals that the p value for the relationship between gender and impulsive purchase is 0.000, indicating a statistically significant positive correlation between these two variables. The statistical analysis indicates that there exists a significant positive correlation between gender and engagement, as evidenced by a p-value of 0.009, which is less than the predetermined alpha level of 0.05.

Upon introducing Gender as a control variable in the relationship between engagement and impulsive purchase, the correlation coefficient between the two variables decreased to 0.517. The p-value between these variables was found to be 0.000, indicating a statistically significant positive association between engagement and impulsive purchase when Gender is held constant.

Table 4 presents the findings of the examination of the moderating influence of Frequency of browsing on the association between Engagement and Impulsive Purchase, as indicated below.

Initially, the mediating variable of Engagement and the dependent variable of Impulsive Purchase would undergo a partial correlation test, and the outcomes would be documented. Subsequently, the process is replicated, whereby the variable Frequency of browsing is utilised as a moderating factor, and the ensuing outcomes are subsequently documented.

The recording of correlation values among variables is conducted to ascertain the direction of their respective associations. The investigation also involves an examination of the corresponding p-values to establish the significance of the purported moderating variables in serving as moderators between the mediating variable, Engagement, and the dependent variable, Impulsive Purchase.

Table 4 displays the outcome of the interplay between Engagement (E) and Impulsive Purchase (IP), with Frequency of browsing serving as the presumed moderating factor.

Table 4: Correlations

Control Variables		Impulsive Purchase	Engagement	Frequency
Impulsive Purchase	Correlation	1.000	.540	.363
	Significance (2-tailed)	.	.000	.000
	Df	0	198	198
Engagement	Correlation	.540	1.000	.379
	Significance (2-tailed)	.000	.	.000
	Df	198	0	198
Frequency	Correlation	.363	.379	1.000
	Significance (2-tailed)	.000	.000	.
	Df	198	198	0
Impulsive.Purchase	Correlation	1.000	.467	
	Significance (2-tailed)	.	.000	
	Df	0	197	
Engagement	Correlation	.467	1.000	
	Significance (2-tailed)	.000	.	
	Df	197	0	

As per the findings presented in Table 4, there exists a correlation coefficient of 0.540 between Impulsive Purchase and Engagement. Thus, a significant and robust correlation exists between impulsive purchasing behaviour and engagement. The statistical analysis reveals that there is a significant

association between the variables of Impulsive Purchase and Engagement, as evidenced by the p-value of 0.000. The correlation coefficient between the variables of Impulsive Purchase and Frequency is 0.363. Thus, a significant and robust correlation exists between impulsive purchasing behaviour and purchase frequency. The statistical analysis reveals that there is a significant association between Impulsive Purchase and Frequency, as evidenced by the p-value of 0.000. The Pearson correlation coefficient between Engagement and Frequency is 0.379. Therefore, a significant and robust association exists between Engagement and Frequency. The statistical analysis reveals that there exists a significant association between Engagement and Frequency, as evidenced by the p-value of 0.000.

Upon analysing the lower portion of the table, it was observed that when Frequency is held constant while examining the relationship between Engagement and Impulsive Purchase, the correlation between the two variables decreases to 0.467. This suggests that Frequency plays a controlling role in the association between Engagement and Impulsive Purchase. The statistical analysis reveals that there is a significant association between Engagement and Impulsive Purchase, even when controlling for the influence of Frequency. This is supported by the p-value of 0.000, which indicates a strong level of statistical significance.

Based on the results presented in the Partial Correlation tables, it can be concluded that there exist three control variables, namely Age, Gender, and Frequency, which exert an influence on the relationship between Engagement and Impulsive Purchase.

Hypothesis Testing

The statistical analyses were conducted to test the pre-established hypotheses and eliminate any weak constructs. The partial correlation test was used to verify this assumption.

H1: Gender moderates the relationship between Engagement and Impulsive Purchase.

The p-value was significant in the partial correlation analysis between gender, engagement and impulsive purchase, hence, the assumption that Gender moderates the relationship between engagement and impulsive purchase is true.

H2: Age moderates the relationship between Engagement and Impulsive Purchase. The p-value was significant in the partial correlation analysis between age, engagement, and impulsive purchase. Hence the assumption that age moderates the relationship between engagement and impulsive purchase is accepted.

H3: Frequency moderates the relationship between Engagement and Impulsive Purchase. The p-value was significant in the partial correlation analysis between frequency of browsing, engagement, and impulsive purchase. Hence the assumption that frequency of browsing moderates the relationship between engagement and impulsive purchase is accepted.

Conclusion and Recommendations

This research implies Engagement moderates Customer Empowerment and Impulsive Purchase. Customer empowerment boosts impulsive buying, and customer engagement boosts this relationship. Customer Empowerment and Impulsive Purchase are related to engagement. Empowerment and Impulsive Purchase are mediated through engagement.

A literature review found that empowered consumers are more engaged and impulsive buyers. Social media facilitates brand partnership. Brand marketing efforts provide customers a sense of ownership and encourage them to spend more time and money on the brand. Survey Monkey lets consumers and

users cooperate and promote products via user-generated content and brand interactions. This feature facilitates targeted customer engagement, enabling marketers to capitalise on consumer interest and participation while providing consumers with a pleasant consuming experience.

Based on social signals for recruiting Chinese Millennial social commerce consumers, immersive consumer connection is preferable. Instagram and Survey Monkey employ the business model, but other tiny social media companies may too. User concerns may be solved swiftly using live conversations on social media corporate pages. By providing user-generated content on brand sites, such as brand narratives, product reviews, and brand influencer content, businesses may significantly increase their social presence among consumers.

Sellers must employ immersive brand sites to meet consumers' hedonistic want for entertainment, pleasure, and social connection. Multi-media technologies allow businesses to deliver a rich shopping experience by uploading rich information, text, photographs, videos, and product instructions to appeal to consumers' hedonic impulses. Allowing consumers to contribute their content on the company's platform empowers them, and brand ambassadors' endorsements assist social commerce firms attract customers via favourable word of mouth, product evaluations, and referrals. Tafesse (2017) presents an experience business model that uses trust, consumer empowerment, engagement, hedonic reward, normative social influence, and personalization to retain customers.

This research shows that Customer Empowerment negatively affects Impulsive Purchase and positively affects Engagement. This suggests that empowered consumers connect with brands and retailers more, resulting in more purchases. Note that such purchases are neither impulsive or ill-considered. Impulsive purchases sometimes include overwhelming emotional or aesthetic desires. Self-empowered people are more likely to make planned purchases.

Trust Elements, Normative Social Influence, and Perceived Personalization are additional social elements that contribute to impulsive buying. However, research shows that they do not increase impulsive purchases.

Age, gender, and browsing frequency are important social indicators for social shopping. All ages and genders in China use social media platforms. However, data shows that females and younger groups do this more often. Research reveals that hedonic desire drives female consumers' impulsive buying behaviour more than male consumers. However, male consumers prefer social media platforms due to their greater liberty and customisation choices.

Personalization elements help consumers, especially male buyers who value speed and convenience, have a better shopping experience, resulting in less time spent browsing the website. Female consumers favour social commerce for its hedonic characteristics, whereas male consumers prefer it for its ease, personalization, and quick purchase procedure. Hedonic Motivation increases consumer engagement, which increases Impulsive Purchases on social commerce platforms.

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