Theoretical Perspective of Millennials' Impulsive Purchase in Social Commerce in China

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Abstract

This study delves into the theoretical underpinnings driving impulsive purchasing behavior within the realm of social commerce among Chinese Millennials. The outcomes of this research not only provide valuable insights for refining strategies to boost profitability for entrepreneurs in the social commerce domain but also offer a guiding framework for future scholarly explorations. These insights can be particularly valuable for small-scale online enterprises, aiding them in honing strategies to enhance revenue streams. Notably, this study calls for a dual focus on both commercial and social dimensions within the field, potentially paving the way for innovative business models. It is important to acknowledge that the findings primarily pertain to China, owing to resource constraints, which could potentially limit their global generalizability. As such, researchers are encouraged to broaden the geographical scope while retaining a similar contextual setting to attain a more comprehensive and holistic perspective.

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

Introduction

The term "social commerce" is an outgrowth of the concurrent engagement in social networking and shopping by consumers, culminating in the fusion of these activities (Ashibly, 2021). Contemplations about social commerce encompass a spectrum of viewpoints within scholarly discourse. Some perceive it as an element within the realm of e-commerce, while others interpret it as a confluence of social media and e-commerce. Within this blend, social commerce integrates the dynamics of social media community networking and the contours of e-commerce shopping models. While some scholars argue that social commerce assumes the mantle of a form of social shopping rather than a fully matured commercial blueprint, citing perceived limitations in its business framework compared to conventional e-commerce paradigms (Baethge et al., 2016; Shen, 2012; Stephen & Toubia, 2010).

Social shopping encapsulates the leveraging of online social tools for shopping pursuits, woven seamlessly into the fabric of social media platforms. Here, individuals navigate shopping endeavors while actively engaging with their social network and acquaintances. In contrast, social commerce pertains to the strategic integration of social media tools into online retail spaces. This harmonization aims to monetize the potential of social media networks, resulting in elevated sales and augmented traffic funneling into the stores to drive sales growth. Within this backdrop, social shopping's collective nature manifests as a communal practice, encompassing activities ranging from contemplation and selection to browsing, planning, sharing, and reviewing. This collaborative approach fosters informed consumer decision-making, while social commerce emerges as the catalyst propelling sales expansion.

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Further unfolding the narrative, social marketing emerges as a commercial paradigm wherein the orchestration of social networking, word-of-mouth advertising, communal trust, information dissemination, and community feedback converge to catalyze sales conversions. This multifaceted strategy involves immersive customer engagement both online and offline, as iterated by scholars (Hajli, 2012; Turban et al., 2012; Curty & Zhang, 2022).

In essence, Guangzhou stands as a vibrant tapestry interwoven with cultural heritage and economic significance, while the term "social commerce" unravels as a dynamic synthesis of social networking and shopping dynamics. The convergence of these themes resonates as an ever-evolving emblem of modern commerce, engaging both individuals and communities in a holistic journey of exploration and exchange.

The prevalent and persistent use of social media platforms has yet to translate into significant sales conversions for social media vendors within the realm of social commerce, despite the platform's inherent potential for browsing and interaction. Aiming to understand this scenario, marketing research conducted by Aimia sheds light on the habits of Chinese Millennial consumers, revealing that a substantial portion, ranging from 57% to 66%, invests a considerable amount of time on social media platforms. This engagement primarily stems from their affinity for preferred brands, coupled with the desire to share images of curated products a source of inspiration for their future purchases. With such behaviors, it's reasonable to anticipate a substantial portion of their income being channeled towards social commerce transactions.

Interestingly, this demographic's behavior reveals that only about one-third of them prefer to complete actual purchases on social media platforms. The majority opt for established e-commerce sites like Amazon and Lazada as their primary shopping destination. This points to a unique perspective where social media serves as a virtual catalogue, utilized for reference before engaging in purchases within their regular online marketplaces.

The challenge in converting these browsers into customers on social commerce platforms arises from the absence of a robust business model and essential commercial features such as payment gateways and shopping carts. The absence of these features fails to motivate users to transition from browsing to actual shopping within the social media environment, resulting in a dearth of purchasing activities. Moreover, businesses have yet to effectively leverage the wealth of data available from the excessive use of social media for transactional purposes. This existing disconnect between the evolving desires of the contemporary social shopper and the current functionality of social commerce adversely impacts sales and the overall value proposition of social commerce retailers.

Given the limited pool of comprehensive research within this realm, the need for more comprehensive insights becomes apparent. Not only do social commerce retailers stand to gain insights from such research, but scholars also find a valuable resource to broaden their understanding of the potential business models within the social commerce arena. This study thus paves the way for further explorations in this evolving domain, offering a more nuanced comprehension of the dynamics shaping the landscape of social commerce.

This study bears paramount significance for scholars, ushering in insights into the dynamic shifts in consumer expectations and preferences. These insights signal the necessity for online retailers to transition from transactional business models to interactional ones, potentially leading to a transformation of social commerce into the dominant alternative to current transactional online marketplaces (Dewi et al., 2019; Pambreni et al., 2019; Azam et al., 2021; Azam et al., 2023).

For businesses, this study presents a pivotal opportunity to craft effective social media strategies that foster robust customer engagement and pinpoint the determinants fueling impulsive buying behavior. The crux lies in understanding the intricate interplay between customer engagement and impulsive

purchase tendencies within the realm of social commerce. The research delves into understanding how to convert social media "likes" into tangible purchases, particularly targeting the Millennial demographic and older generations who primarily rely on other online platforms. By uncovering the motivations underpinning such purchases, businesses can steer users towards social commerce, enriching their shopping experience and enhancing customer loyalty.

In the absence of adept business models and incentivizing strategies, social media users might not seamlessly transition into customers, perpetuating their dependency on conventional online marketplaces. Thus, a comprehensive exploration of factors stimulating social media users' engagement and their transition into customers is imperative. This research aims to offer valuable insights, guiding retailers in optimizing social interaction to establish a robust business model. The outcomes of this study are poised to illuminate a path towards addressing this research gap and broadening the scope of prior investigations.

Through a meticulous analysis of diverse stimuli driving customer engagement and spontaneous buying behavior on social commerce platforms, this study strives to bridge the chasm between social browsers and active shoppers. The anticipated findings hold the promise of transforming the shopping experience for social commerce users, subsequently amplifying the sales of e-commerce retailers. Such a symbiotic relationship between businesses and social shoppers has the potential to propel sales conversions through social commerce, bearing mutual benefits for both parties.

Ultimately, the holistic insights garnered from this study have the potential to revolutionize the strategies of businesses and reshape the landscape of online retail, pushing social commerce to the forefront as a transactional powerhouse. By deciphering the incentives that drive social commerce shopping, online retailers can potentially enhance the overall customer experience, catalyzing increased sales conversions and forging a more prosperous future for the digital commerce sphere.

Literature 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 (Anderson, 2020; 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).

Theoretical Review

This selection of theories in this section has been purposeful, aiming to highlight their interconnectedness and historical significance. The Theory of Hedonic Motivation delves into the impact of an individual's pleasure or pain receptors on goal achievement and threat avoidance. Pleasure-seeking, novelty, and gratification characterize hedonic motivation. This theory describes a state where users are compelled to act based on desires rather than necessity, often evident in social media commerce's impulsive purchasing driven by spontaneous impulses.

The theory of social comparison, firmly established in social psychology, suggests that individuals assess their abilities and opinions by comparing themselves to peers. Such comparisons lead to upward or downward social evaluation, influenced by whether an individual perceives themselves as superior or inferior to others. This theory holds implications for comprehending human behavior across various contexts.

Festinger's theory of social comparison underscores individuals' use of others to fulfill self-knowledge desires. Driven by the need for self-evaluation and motivation to enhance status or self-image, this theory underscores the role of external factors, especially others' perceptions, in shaping self-concept. Individuals tend to engage in social comparison with peers, influencing their decision-making processes. They compare themselves with similar individuals for self-evaluation, inferior ones for self-enhancement, and those with excellent attributes for self-improvement (Festinger, 2022).

The Social Presence Theory, introduced by Short, Williams, and Christie (1976), asserts that communication medium determines the level of salience between communicators. This theory acknowledges the importance of interpersonal communication in fostering presence, with components encompassing social context, online communication, and interactivity. This concept underscores that social interactions on communication platforms enhance perceptions of presence and community among individuals.

Incorporating these theories provides a deeper understanding of consumer behavior in social commerce. Hedonic motivation highlights pleasure and impulsive purchases, while the theory of social comparison emphasizes self-evaluation through peer comparisons. Festinger's theory sheds light on the influence of others on self-concept, and the Social Presence Theory underscores the significance of communication medium on perceived presence. These theories collectively enrich the comprehension of psychological, social, and behavioral aspects that influence consumer actions in the realm of social commerce.

The Social Presence theory emphasizes the conscious awareness of others' presence and recognizes the importance of interpersonal communication among individuals. It comprises three integral components: social context, online communication, and interactivity. According to Corcoran (2022), social communication holds the potential to cultivate a sense of community among individuals.

Applying the Social Presence theory to social commerce involves employing advanced technologies, such as live chat, music streaming, video instructions, and blogs, to humanize websites. This facilitates friendly interactions between shoppers and sales personnel, thereby enhancing the perceived usefulness

of social commerce platforms (Shen, 2012).

Social influence refers to the phenomenon where an individual's emotions, opinions, or behaviors are influenced by the actions or attitudes of others. This phenomenon takes various forms, including conformity, socialization, peer pressure, obedience, leadership, persuasion, sales, and marketing. Social influence encompasses the alteration of an individual's behavior, whether intentional or unintentional, driven by their perception of themselves in relation to influencers, peers, and society at large. Goldsmith (2021) identifies three key domains of social influence: conformity, compliance, and obedience.

According to Kozinet et al. (2010), consumers frequently seek the perspectives of opinion leaders and are swayed by their viewpoints. In this context, social media networking and interactions play a pivotal role in disseminating opinion leaders' insights to other individuals within the network. This dissemination stimulates consumer impulses to engage in purchasing behavior (Johnson et al., 2013). Opinion leaders hold the power to influence consumer decisions, and their insights shared through social media play a significant role in shaping purchasing behaviors.

According to this theory, individuals engage in a process of self-identification by establishing connections and associations within their social environment. The objective is to enhance their self-image and self-perception. In virtual social groups, individuals align themselves with specific brands to elevate their social status. They consistently endorse their preferred brands, which resonate with their self-concept, to reinforce their identity. This is fueled by the fact that community members often form perceptions of others based on their consumption patterns, which serve to categorize consumers and confer status within society (Tajfel & Turner, 1986).

As outlined by the theoretical framework, individuals actively partake in social media networking with the goal of boosting their self-esteem. Through active engagement on social media platforms, individuals can develop a strong sense of self-identity and effectively express themselves. Various studies (Algesheimer et al., 2005; Bhattacharya & Sen, 2003; Dholakia, Bagozzi & Pearo, 2004; Hollenbeck & Kaikati, 2012; Schau & Gilly, 2003; Simon et al., 2016; Toubia & Stephen, 2013) highlight that social media provides a convenient platform for individuals to authentically express their identity, more so than traditional offline means. Additionally, consumers engage in collective brand promotion and identification to enhance their self-concept, self-image, and overall self-status.

Derived from the theory of observational learning, individuals tend to imitate the behaviors of those in their immediate social context, especially in uncertain situations. This phenomenon is noticeable among users of social commerce platforms, where consumers replicate the actions of others, particularly when confronted with uncertainties related to purchase decisions. This observational behavior demonstrates a connection between positive observations and an increase in purchase activity. This phenomenon of observational learning is evident through online interactions on social media, where individuals are influenced to make purchases. When one individual makes a purchase, others positively impacted by this observation are likely to follow suit, creating a ripple effect that extends through multiple layers of observers. This pattern is marked by impulsive behavior and a reduced emphasis on critically evaluating the necessity of the items purchased (Do et al., 2019; Nguyen et al., 2019; Udriyah et al., 2019Zhang, Hu & Zhao, 2020). According to Zhang et al. (2020), the act of observing fellow shoppers contributes to establishing a sense of social presence among users and shoppers, subsequently enhancing the perceived value of the online store and the experiential nature of the shopping process.

The present theory posits that individuals engage in reciprocal exchanges with the objective of attaining mutual benefits and incentives. Specifically, individuals seek advantages through exchanging favors and are predisposed to behave accordingly. As per this theoretical framework, consumers engage in brand promotion and participation within group settings to derive personal value from the elevated status of

the brand. This is achieved by aligning oneself with the brand's image and consequently transferring some of the brand's value to one's own self-perception. This process of aligning with the brand allows consumers to enhance their self-image and social status within the broader community. This perspective is substantiated by various scholars, including Alexandrov et al. (2013), Emerson (1976), Nambisan & Baron (2010), and Hudson et al. (2021).

Discussion

This study suggests Engagement moderates the relationship between Customer Empowerment and Impulsive Purchase. Customer empowerment increases impulsive buying, and customer interaction strengthens this link. Engagement relates to Customer Empowerment and Impulsive Purchase. Engagement partly mediates Customer Empowerment and Impulsive Purchase.

According to a literature analysis, empowered consumers are more engaged and more likely to purchase impulsively. Social media allows brand collaboration. Customers may participate to brand marketing campaigns, giving them a feeling of brand ownership and encouraging them to invest more time and resources in the brand. Survey Monkey enables users and consumers to collaborate and promote items via user-generated activities and brand interactions. This feature makes targeted customer engagement easy, allowing brands to capitalise on consumer interest and participation while giving consumers a pleasant consumption experience (Brodie et al., 2013; Bowden, 2009; Garcia et al., 2020; Hollebeek, 2022; Vivek, 2012).

As consumers identify with products and brands, their attachment to them may intensify, leading to compulsive buying (Caroll & Ahuvia, 2006; Hoffman & Fodor, 2010; Hwang & Kandampully, 2012; Kozinets et al., 2010; Lipsman et al., 2012; Schau & Gilly, 2003; Wallace et al., 2020).

Customer involvement with a product or brand is positively connected with time spent on social media sites. Increased involvement might expose users to intriguing social media material and other buyers and sellers.

This study found no indication that Engagement mediates Hedonic Motivation and Impulsive Purchase. Engagement does not mediate the positive relationship between Hedonic Motivation and Impulsive Purchase.

The present study supports the findings of a large portion of prior research in this field, which states that engagement is the extent of brand dedication and is mostly achieved through frequent and proactive brand-client interactions (Brodie et al., 2013; Garcia et al., 2020; Hollebeek, 2020; Vivek et al., 2012).

The premise states that impulsivity includes cognitive and emotional responses and is a lifestyle attribute. Harmancioglu, Finney, and Joseph (2009) suggest that consumer experiences with impulsive shopping vary and that the capacity to resist such purchases also varies. Impulsive buying is motivated by hedonic motivation and is pleasurable and exciting. Thus, there is no intermediary deliberation, leading to an impulsive purchase. Hedonic motivation directly affects impulsive purchase, without any intervening influences.

Hedonic Motivation's efficacy as a driving force may cause Impulsive Purchase even without Engagement's mediating impact, leading the buyer to buy on impulse. The above arguments disprove Engagement as a mediator between Hedonic Motivation and Impulsive Purchase. Previous research supports these conclusions.

Gender affects Engagement and Impulsive Purchase, according to Partial Correlation study. The Independent Sample T-test also suggests that female buyers are more impulsive than male shoppers. This research found that gender moderates Engagement and Impulsive Purchase.

The connection will have a greater influence on female shoppers. This supports Tifferet & Herstein (2012), who found that males prefer internet shopping for its utilitarian benefits and women for its hedonic benefits. Women make more impulsive purchases than males. Kumar et al. (2021) also found that gender moderates internet use. Thus, the literature reviews and statistical analyses agree that gender moderates Engagement and Impulsive Purchase.

Age affects Engagement and Impulsive Purchase, according to the Partial Correlation test. Younger consumers have a greater engagement-impulsive purchase connection. ANOVA (one-way) indicated these findings were not statistically significant.

Other research found that older consumers plan their purchases while younger consumers buy on impulse.

Younger consumers spend more than older ones. Younger consumers are more impulsive and brazen, making spontaneous purchases driven by strong cognitive demands. Older consumers analyse their budget before buying. Younger buyers buy expensive things to boost their self-esteem and appreciate their purchase. High-priced items are seen as more valuable than low-priced ones, which boosts their ego and image.

Risk-takers like Millennials' buy online with credit cards without considering security hazards. Millennials spend much of their time online, which encourages impulsive spending. Millennials, with their high wealth and contemporary lifestyle, are prone to impulsive spending when treated with multiple enticing offers to improve their image and lifestyle (San et al., 2021).

With the emergence of post-modern consumers assuming multiple roles in society and having multiple consumption patterns, Hanna Ehrnrooth and Christian Gronroos (2013) suggest that the stereotypical influence of age on shopping habits has become slightly outdated. Thus, the "smart shopper" is happy to find excellent deals on high-quality items. The same customer who searches for bargains also wants premium items and easily switches from pricey high-quality products to average-priced average products depending on necessity and appeal. This new hybrid consumer seeks premium items for self-esteem and discounts for smart shopping. Hybrid consumers with high discretionary income may be Millennials or elderly. This post-modern hybrid consumer from the Millennials and older generations has similar hybrid consumption patterns guided by high emotional levels in the face of hedonic motivation, and there is no distinct age or consumption pattern polarisation among them.

Since the results show a mixed result for Age's moderating effect, a possible explanation is that the test respondents are postmodern hybrid consumers with impulsive consumption patterns that may be seamless across Age groups. Therefore, even though Age moderates the relationship between Engagement and Impulsive Purchase, this moderation effect will not be too strong and this argument justifies.

The Partial Correlation test shows that browsing frequency affects Engagement and Impulsive Purchase. Impulsive Purchase changes across frequency profiles, according to the Independent Sample T-Test.

According to earlier research, Chinese Millennials spend the most time online and spend the most money on online shopping (Lim Ying San, Azizah Omar & Ramayah Thurasamy, 2021). Most Chinese people browse social media and find intriguing things via social sharing, which leads to impulsive purchase (Shen, 2012). Social media's social sharing and "like" capabilities encourage users to explore the site more often and engage with the items in virtual catalogues, which prompts impulsive purchases (Shen, 2012).

These findings and arguments suggest that Frequency of browsing moderates the relationship between Engagement and Impulsive Purchase, with the impact being greater for shoppers who browse

occasionally rather than occasionally. Customers spend more time on the site when they explore more often, strengthening the Engagement-Impulsive Purchase link. When clients explore the site sometimes, they spend less time on it, weakening the link between Engagement and Impulsive Purchase.

Based on the social signals highlighted for attracting Chinese Millennial social commerce consumers, an immersive approach of consumer interaction would be best. Survey Monkey and Instagram use the business model, but more small social media enterprises could follow suit. Live chats on social media company profiles allow users to solve problems and get answers quickly. Business may build a significant social presence for their consumers by delivering user-generated material on brand sites, such as brand tales, product reviews, brand influencer content, etc.

To satisfy consumers' hedonistic demand for amusement, pleasure, and social connection, sellers must use an immersive approach on brand sites. Due to multi-media technologies, companies may provide a rich shopping experience by uploading rich information, text, photos, videos, and product instructions to appeal to consumers' hedonic motives. By allowing consumers to share their content on the brand's platform, consumers feel empowered by the brand and these brand ambassadors' endorsements help social commerce brands gain customers through positive word of mouth, product reviews, and referrals. Tafesse (2017) proposes an experience business model that incorporates social cues including trust, consumer empowerment, engagement, hedonic incentive, normative social influence, and personalisation to maintain client acquisition.

Conclusion and Recommendations

The study's results have led to the formulation of recommendations that can be advantageous for both entrepreneurs and policy makers. There is a need to enhance the professional commercialization of social media by incorporating additional e-commerce functionalities for online stores operating on this platform. There exists a persistent state of uncertainty among individuals regarding the concept of social commerce, leading to a predominant inclination towards utilising social media platforms for leisurely browsing rather than engaging in commercial transactions. Therefore, it is imperative for businesses to proactively undertake measures to monetize their online presence on social media platforms.

Entrepreneurs are required to exhibit heightened vigilance and attentiveness towards their customers' reactions and engagements on social media platforms. They should strive to engage online users by empowering their customers. It is imperative to devise additional customer-centric marketing initiatives on social media platforms that can generate favourable word-of-mouth and foster customer loyalty. Given that social media is a prevalent platform where users allocate a significant portion of their time, it is imperative for businesses to comprehend the social indicators that would translate into a conversion from mere 'likes' to actual 'purchases'. It is imperative to thoroughly examine the hedonic motivations that precipitate impulsive buying behavior, particularly in the context of social media shops. This is because, unlike traditional e-commerce platforms, social media shops possess the unique ability to provide users with a sense of amusement and pleasure, owing to the social convergence of its users.

The present study highlights the intriguing finding that Customer Empowerment exhibits a negative association with Impulsive Purchase and a positive association with Engagement. This implies that individuals who possess a higher degree of empowerment as consumers tend to display greater engagement with brands or stores, resulting in increased purchase behaviour. However, it is noteworthy that such purchases are not characterised by impulsivity or lack of forethought. Impulsive purchases are often associated with making purchases based on excessive emotional or aesthetic impulses. However, individuals who prioritise self-empowerment are more likely to engage in planned purchases rather than unplanned purchases.

Additional social factors, including Trust Elements, Normative Social Influence, and Perceived Personalization, have been identified as contributors to impulsive purchasing behaviour. However, according to research findings, their impact on increasing impulsive purchases is not deemed significant.

The demographic factors of age and gender, as well as the frequency of browsing behavior, are significant social cues to consider in the context of social shopping. In China, individuals of all ages and genders exhibit a proclivity for perusing social media platforms. However, research indicates that females and younger demographics tend to engage in this behaviour with greater frequency. Research suggests that female consumers exhibit a greater inclination towards impulsive buying behaviour compared to their male counterparts, primarily driven by hedonic motivation. In contrast, male consumers exhibit a preference for social media platforms as they afford greater autonomy and customization options relative to alternative channels.

The implementation of personalization features facilitates a more efficient shopping experience for consumers, particularly male shoppers who prioritise expediency and convenience, resulting in reduced time spent browsing on the website. Therefore, it can be observed that female consumers are inclined towards social commerce due to its hedonic attributes, while male consumers tend to prefer social commerce for its convenience, personalised features, and efficient purchasing process. Therefore, the presence of Hedonic Motivation can result in heightened levels of shopper Engagement, ultimately leading to an increase in Impulsive Purchases on social commerce platforms.

Research has shown that there is a positive correlation between the amount of time a consumer spends on social media and their tendency to engage in impulsive purchases, likely due to the allure of the exciting and novel online shopping experience. Research indicates that female social media users exhibit a higher frequency of online browsing compared to their male counterparts. As a result, they are more susceptible to being influenced by hedonic motivations, leading to impulsive purchases. Theoretically, younger shoppers are believed to be more susceptible to impulsive purchases compared to their older counterparts. However, empirical evidence suggests that Chinese shoppers across all age groups exhibit a propensity for impulsive shopping.

Upon analysis of the diverse suggestions for forthcoming research, entrepreneurs could proficiently employ this knowledge to develop a prosperous social commerce framework, which would concurrently enhance the shopping experience for social media consumers. Therefore, through the acquisition of valuable insights into users' browsing behaviour on social media, businesses can attract customers by comprehending their needs and desires and transforming that knowledge into a prosperous business model. This is the reason why the term 'Social Commerce' was coined to denote the commercial aspect of enterprises flourishing on social media. Further research endeavours aimed at incorporating innovative elements to enhance the business model of social commerce are poised to significantly benefit small-scale entrepreneurs in the foreseeable future.

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