

FACTORS INFLUENCING IMPULSIVE BUYING BEHAVIOR ON SOCIAL MEDIA IN VIETNAM: THE ROLE OF MARKETING STIMULI, CONSUMER MOTIVATIONS, AND CONTEXTUAL FACTORS

CÁC YẾU TỐ TÁC ĐỘNG ĐẾN HÀNH VI MUA NGẪU HỨNG TRÊN MẠNG XÃ HỘI TẠI VIỆT NAM:
VAI TRÒ CỦA KÍCH THÍCH MARKETING, ĐỘNG LỰC CỦA NGƯỜI TIÊU DÙNG VÀ BỐI CẢNH MUA SẮM

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ABSTRACT

In Vietnam, social networks are widely used by consumers. Users use social media for hedonic, connection, and information-search purposes, often without specific plans or intentions to shop. However, a significant number among them have purchased products, even repeatedly. This behavior reflects impulsive buying tendencies, which are particularly prominent in social media, notably on Facebook. The objective of this study is to uncover the reasons behind impulsive buying behavior among Vietnamese consumers on Facebook. Drawing on Dholakia's CIFE framework, a survey of 515 consumers who engage in impulsive buying on Facebook was conducted. The results indicate that factors such as EWOM credibility and observational learning do not significantly influence consumers' impulsive buying behavior. Connectivity motivations have the strongest impact, while EWOM quality has the least effect on consumers' impulsive buying behavior.

Keywords: *Impulsive buying behavior, marketing stimuli, consumer motivation, contextual factors, social interactions, electronic word of mouth.*

TÓM TẮT

Tại Việt Nam, mạng xã hội được người tiêu dùng sử dụng rộng rãi. Người dùng sử dụng mạng xã hội để giải trí, kết nối và tìm kiếm thông tin, thường không có kế hoạch hoặc ý định mua sắm cụ thể. Tuy nhiên, một số lượng đáng kể trong số họ đã mua sản phẩm, thậm chí mua đi mua lại nhiều lần. Hành vi này phản ánh xu hướng mua sắm ngẫu hứng, đặc biệt nổi bật trong môi trường mạng xã hội, nhất là trên Facebook. Mục tiêu của nghiên cứu này là tìm hiểu những lý do đằng sau hành vi mua ngẫu hứng của người tiêu dùng Việt Nam trên nền tảng mạng xã hội Facebook. Dựa trên khung lý thuyết CIFE (Mô hình tích hợp hình thành và thực hiện xung lực tiêu dùng) của Dholakia, một cuộc khảo sát với 515 người tiêu dùng tham gia mua ngẫu hứng trên Facebook đã được tiến hành. Kết quả cho thấy các yếu tố độ tin cậy của truyền miệng trực tuyến và học hỏi qua quan sát không ảnh hưởng đáng kể đến hành vi mua ngẫu hứng của người tiêu dùng. Yếu tố động cơ kết nối có tác động mạnh nhất, trong khi chất lượng truyền miệng trực tuyến có ảnh hưởng thấp nhất đến hành vi mua ngẫu hứng của người tiêu dùng.

Từ khóa: *Hành vi mua ngẫu hứng, tác nhân kích thích marketing, động lực của người tiêu dùng, yếu tố ngữ cảnh, tương tác xã hội, truyền miệng trực tuyến.*

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1. INTRODUCTION

Impulse buying is a common and distinct consumer behavior. Rook defines it as a sudden urge compelling consumers to purchase immediately [1]. Many scholars view impulse buying as an unplanned action that occurs

within a shorter time frame than other unplanned purchases [1-3]. Initially observed in traditional retail settings, impulse buying has expanded with the growth of the internet and e-commerce. Social networking sites now strongly influence purchasing decisions [4] and

significantly increase impulsive purchasing tendencies [5]. Since the early 2000s, the rise of social networking sites has also enabled firms to leverage social commerce to enhance revenue [6].

In Vietnam, around 76.2 million people, accounting for approximately 75.2 percent of the population, used social media in January 2025 [7], with Facebook-based buying and selling particularly active. Social commerce is closely associated with impulse buying, as consumers frequently make unplanned purchases on social media [8]. Prior research shows that social networking sites encourage consumers to bypass traditional decision-making processes, increasing impulse purchases [8-10]. Exposure to abundant information from sellers, news sources, peers, celebrities, and experts further reinforces these behaviors [11].

Recent studies examine three main groups of factors influencing impulsive buying on social media: marketing stimuli, consumer motivations, and contextual factors. Dholakia's Integrated Model of Consumption Impulse Formation and Enactment (CIFE) has been widely applied to explain online impulse buying [12], though its application to social media remains limited.

This study aims to identify social media-specific factors affecting impulsive buying in Vietnam, measure their direction and strength of influence, and examine demographic differences (e.g., age, gender, income, occupation, residence). Based on Dholakia's [13] framework, and drawing on motivation theory, social impact theory, and social capital theory, the research model incorporates marketing stimuli, consumer motivations, and contextual factors to inform business decision-making in the social media environment.

Although impulse buying has been widely investigated in e-commerce and social commerce settings, important gaps remain. Existing studies on e-commerce primarily explain impulse buying in terms of shopping-related motivations, website characteristics, promotional stimuli, and review-related cues. In contrast, consumers on social networking platforms often engage with these platforms for non-purchasing purposes, such as maintaining social connections, seeking information, and entertainment, yet impulse purchases still occur during these activities. The mechanisms underlying this transition from social participation to purchase behavior remain insufficiently understood.

Moreover, previous studies have generally examined social interaction variables, such as electronic word of

mouth and observational learning, or social capital dimensions separately rather than simultaneously. Consequently, these studies provide only a partial understanding of impulsive buying on social networking platforms, leaving the relative influence of marketing stimuli, participation motivations, social interactions, and social capital insufficiently explained.

This limitation is particularly evident in emerging markets such as Vietnam, where Facebook has evolved beyond a communication channel into a major commercial ecosystem, while empirical evidence on impulse buying in this context remains scarce. Addressing these gaps, this study extends Dholakia's CIFE framework by integrating motivations for social media participation, social interaction, and social capital, along with marketing stimuli, into a unified model. By doing so, the study contributes to the literature by distinguishing social media-driven impulse buying from conventional e-commerce impulse buying and provides empirical evidence on the relative influence of these factors in an emerging economy context.

2. LITERATURE REVIEW

2.1. Impulsive buying behavior (IBB)

According to Churchill and Peter [15], impulse buyers initiate the buying process without any specific intention to purchase a particular item. As consumers evaluate products in the shopping environment, they encounter stimuli that trigger product-related desires. In the subsequent step, when consumers feel the desire to purchase a product, they make the purchase decision without seeking information or evaluating alternatives. In this phase of the impulsive buying process, consumers experience an irresistible urge to buy the product regardless of their prior intentions. Subsequently, consumers may experience positive or negative consequences from post-impulse purchase evaluations.

According to Rook [1], impulse buying occurs when a consumer experiences a sudden, intense, and often recurring urge to purchase something immediately. Hence, IBB is characterized by unplanned purchases and susceptibility to immediate stimuli within the shopping environment. Consumer IBB is influenced by both internal and external factors [16]. As this behavior is often triggered by external stimuli [2], increased exposure to such stimuli increases the likelihood of impulsive buying [17].

2.2. Social networks and commercial activities on social media

Social networking sites have emerged in recent years, with an increasing number of users joining. A social network is an Internet-based platform that allows users to connect online by creating personal information and receiving information from others [18].

Nowadays, social networking sites are not only places for socializing and connecting with friends but also offer various tools for conducting product transactions. This is referred to as social media commerce. Yadav et al. [19] suggest that social media commerce encompasses activities related to exchanges that occur within or are influenced by an individual's social network in the online social environment through computers.

In this direction, social media with commercial activities constitute a type of e-commerce that facilitates multidirectional interactions among members, maintains relationships between suppliers and customers, and supports various transactional behaviors [20]. This study was conducted on Facebook, a commercial social networking site and the largest in Vietnam by user count.

2.3. Research Hypotheses Development

2.3.1. Marketing Stimuli and impulsive buying behavior

Marketing stimuli are external cues that attract consumers' attention and encourage purchasing decisions. According to Dholakia [13], marketing stimuli such as product characteristics, pricing, promotions, and communication activities can trigger consumption impulses. Previous studies have consistently shown that online marketing stimuli positively influence impulsive buying by creating purchase urgency and stimulating consumers' emotions [12, 38]. Therefore, the following hypothesis is proposed:

H1: Marketing stimuli positively influence IBB.

2.3.2. Consumer Motivations and impulsive buying behavior

Motivation is an important driver of consumer behavior. While previous studies have mainly focused on shopping-related motivations, Heinonen argued that consumers use social media primarily for connectivity, information seeking, and entertainment. These motivations increase user engagement and exposure to commercial content, thereby enhancing the likelihood of

impulse purchases. Prior research has also confirmed the positive role of hedonic and online participation motivations in stimulating IBB [23, 25]. Accordingly, the following hypotheses are proposed:

H2: Connectivity motivation positively influences IBB.

H3: Informational motivation positively influences IBB.

H4: Hedonic motivation positively influences IBB.

2.3.3 Social interactions and impulsive buying behavior

Social interactions are particularly salient in social media environments because consumers are continuously exposed to information and behavioral cues generated by other users. Drawing on Social Impact Theory [14], individuals' attitudes and behaviors are influenced by the actual, implied, or imagined presence of others. The influence exerted by others depends on factors such as strength, immediacy, and the number of information sources. Consequently, information communicated through social interactions on social networking platforms may shape consumers' perceptions, reduce uncertainty, and stimulate impulsive purchase decisions [32, 40].

Electronic word of mouth (EWOM) credibility reflects the extent to which consumers perceive online opinions and recommendations as trustworthy, believable, and dependable. Credible reviews reduce perceived risk and increase confidence in purchase decisions because consumers tend to regard information shared by other users as more objective than marketer-generated messages. In social media settings, where consumers are frequently exposed to peer-generated content, greater perceived credibility of EWOM is expected to enhance the likelihood of impulse buying [32, 40]. Therefore:

H5: EWOM credibility positively influences IBB.

H6: EWOM quality positively influences IBB.

Observational learning is the process by which individuals acquire knowledge and shape their behaviors by observing the actions and outcomes of others. Rooted in Social Impact Theory and social learning perspectives, consumers often infer product popularity and social acceptance from cues such as likes, comments, shares, and visible purchasing activities on social media. These cues create normative pressure and reduce decision uncertainty, thereby increasing the likelihood of impulsive purchases [30, 32]. Therefore:

H7: Observational learning positively influences IBB.

2.3.4. Social capital and impulsive buying behavior

Social Capital Theory suggests that valuable resources are embedded within individuals' social relationships and can influence attitudes and behaviors [28]. In social networking environments, social capital enables consumers to obtain information, emotional support, trust, and normative guidance from their online communities. Social capital is generally conceptualized as comprising bridging and bonding forms.

Bridging social capital emerges from weak ties that connect individuals with broader social networks. These relationships expose consumers to diverse viewpoints, novel product information, and a greater variety of consumption experiences beyond their immediate circles. Such exposure increases product awareness and purchasing opportunities, thereby creating more occasions for spontaneous and impulsive buying [24]. Therefore, the following hypotheses are proposed:

H8: Bridging social positively influences IBB.

In contrast, bonding social capital develops through strong ties among close friends, family members, and intimate social groups. Strong ties foster emotional attachment, trust, reciprocity, and social approval. Recommendations and consumption cues originating from these relationships are often perceived as highly persuasive, reducing psychological resistance and encouraging consumers to make impulsive purchases [24]. Therefore:

H9: Bonding social positively influences IBB

2.4. The research model

Dholakia's CIFE identifies comprehensive and specific antecedents of impulse buying, making it suitable for examining distinctive social-media-based influences on consumer behavior. Accordingly, this study adopts the model as its theoretical framework. In this model, consumption impulse (CI) is defined as an irresistible urge to purchase a product. Dholakia [13] posits three antecedents of CI: marketing stimuli, consumer impulsivity traits, and contextual factors. Impulse buying will not occur when inhibiting factors are present; however, this study focuses only on the antecedents rather than the inhibitors.

Regarding marketing stimuli, prior research has predominantly focused on individual elements within the marketing mix (product, price, distribution, or promotion) or on specific marketing activities. The

present study seeks to provide a comprehensive exploration of marketing stimuli, framed within the 4Ps perspective outlined by McCarthy [21], with the goal of comparing them with other stimuli originating from the environment and individual factors affecting consumer behavior.

Regarding the motivational factors associated with impulsive consumer characteristics, Motivation Theory [22] views motivation as a regulatory mechanism that drives individuals from a current state toward a desired state. Several studies have shown that consumers' IBB is influenced by hedonic and utilitarian shopping motivations [23-25]. However, our empirical observations indicate that many consumers do not initially have a shopping motivation when using Facebook, yet they make impulse purchases while using the platform. Some studies conducted in online environments have also incorporated motivations for engaging with and browsing websites for pleasure, relaxation, and entertainment [25, 26] into their IBB research. According to Heinonen's [27] study, consumers engage with social media for three motivations: hedonic, connectivity, and informational. Therefore, this study incorporates consumer motivations for engaging with social media (connectivity, information, and hedonic motivations) into the research, rather than consumer shopping motivation factors.

Finally, the contextual component of the CIFE model is reflected in the present study through social interaction and social capital on social media platforms. Drawing on Social Impact Theory [14], individuals' attitudes and behaviors are shaped by the real or perceived presence and opinions of others; hence, EWOM credibility, EWOM quality, and observational learning are included as key manifestations of social interaction that influence impulse buying by increasing trust and reducing uncertainty. In addition, Social Capital Theory [28, 29] provides the theoretical justification for incorporating bridging and bonding social capital, which represent weak and strong ties in social networks. These relational resources enhance access to information and exert normative pressure, thereby reinforcing impulse-buying tendencies in socially embedded consumption environments.

Based on the theoretical framework in the CIFE model, the research model is indicated in Figure 1.

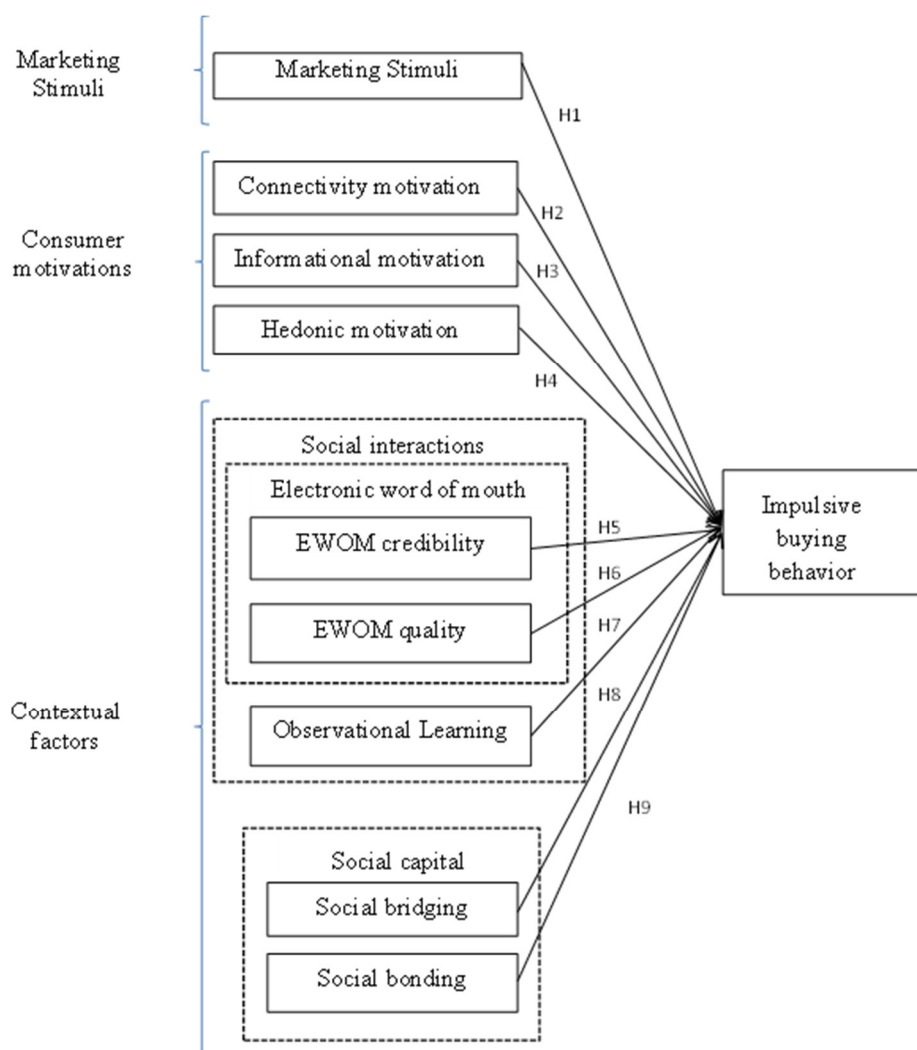


Figure 1. Research model

3. RESEARCH METHOD

3.1. Instrumental design

The marketing stimulation scale we developed was based on Chen and Zhang's [30] scale, informed by focus group discussions. The connectivity motivation scale and the information motivation scale were developed by us based on the qualitative research by Heinonen [27]. The scale of EWOM credibility was inherited from the research of Bataineh [31]. The EWOM quality scale was adopted from Park et al. [26]. The observational learning scale was inherited from the scale of Zhang et al. [32]. The social bridging scale and the social bonding scale were adopted from Huang [33], and the IBB scale was adopted from Wu and Li [34] (Appendix).

3.2. Data collection

Qualitative research was first conducted through two focus group discussions with experts and consumers to develop, refine, and assess the reliability of the

measurement scales before the main study. The formal quantitative questionnaire consisted of three parts: screening questions, main content, and demographic information, with all items measured on a 5-point Likert scale.

The study focused on consumers aged 18-60 from provinces across Vietnam's three regions, including Hanoi, Da Nang, and Ho Chi Minh City, as well as their surrounding areas, and covered various occupational groups. Based on Bollen's [35] guideline for EFA and SEM ($n \geq 5 \times 2i$), the minimum required sample size for 47 observed variables was 470 respondents.

A convenience sampling approach was adopted because a comprehensive sampling frame of social media users was unavailable. Questionnaires were distributed through both online channels, including

Facebook and email, and face-to-face surveys. Data were collected through direct interviews and Facebook, yielding 550 questionnaires. After removing invalid or incomplete responses, 515 valid questionnaires remained for analysis.

To reduce common method bias, respondents were assured of anonymity and confidentiality, measurement items were adapted from established scales and refined through expert evaluation and pilot testing, and clear questionnaire instructions were provided. The study employed previously validated scales from Chen and Zhang for marketing stimuli, Heinonen for social media motivations, Bataineh for EWOM credibility, Park et al. for EWOM quality, Zhang et al. for observational learning, Huang for social capital, and Wu and Li for IBB [31, 26, 32, 33, 34].

3.3. Data analysis

Data were analyzed to assess the reliability of the measurement scales using Cronbach's alpha coefficient.

Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) were conducted to validate the factor structure. Subsequently, Structural Equation Modeling (SEM) were employed to examine the relationships among factors influencing IBB. Finally, analyze the differences among demographic groups in IBB using ANOVA.

4. RESULTS

4.1. Sample Characteristics

The study surveyed 515 respondents, of whom 53% were female and 47% were male. The analysis focused on consumers aged 18 to 60 years, with nearly 70% of participants falling within the 18 - 40 age group. The findings also indicate that the largest proportion of respondents (27%) spent between one and two hours per day on Facebook, followed by 24% who reported using the platform for more than three hours per day.

4.2. Exploratory Factor Analysis (EFA)

Compared with the EFA evaluation criteria of Hair et al. [36]. The results show that the KMO index is 0.864 ($0.5 < 0.864 < 1$), Total Variance Explained is $70.140 > 50\%$, the Eigenvalue in the multivariate analysis EFA factor is $1.514 > 1$, and the Bartlett test has a value $\text{Sig.} < 0.05$. Therefore, it can be concluded that the indicators in the study meet the standards for EFA analysis.

Thus, with 10 factors and 47 initially observed variables, the model still has 10 factors and 45 observed variables after removing 2 non-standard observed variables. With an Eigenvalue of 1.514 and a Total Variance Explained of 70.140%, this means that at the stop point of 1.514, these 10 factors explain 70.140% of the variability in the data.

The results of running Cronbach's Alpha show that all scales have Cronbach's Alpha coefficient greater than 0.8. All observed variables have correlation coefficients with the total variable greater than 0.3, and their Cronbach's Alpha coefficients are smaller than the total Cronbach's Alpha coefficient. Thus, these are good scales.

4.3. Measurement Model

Confirmatory Factor Analysis (CFA) was employed to evaluate the reliability and validity of the measurement constructs. The analysis was conducted using AMOS 20 to examine the overall adequacy of the measurement model.

Based on established thresholds for goodness-of-fit statistics, the results indicated a satisfactory fit of the

proposed model. According to Byrne [37], a model is regarded as having a good fit when the Comparative Fit Index (CFI) exceeds 0.90, and the Tucker–Lewis Index (TLI) is above 0.90, while Root Mean Square Error of Approximation (RMSEA) values up to 0.08 indicate an acceptable model fit. The specific results of the CFA analysis are shown in Tables 1 and 2.

Table 1. Model fit indices of the measurement model

Matching standards	Index of the model	Evaluate
CMIN ($p < 0.05$)	P-Value = 0.000	Fit
Chi-square/df = 2835	Chi-square/df = 2.070	Fit
CFI ≥ 0.9	CFI = 0.943	Fit
TLI ≥ 0.9	TLI = 0.937	Fit
$0.8 \leq \text{GFI} \leq 0.9$	GFI = 0.865	Fit
RMSEA ≤ 0.08	RMSEA = 0.046	Very good

Table 2. Reliability test

No.	Factor	Abbreviation	Cronbach's Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)
1	Marketing stimuli	MAR	0.890	0.891	0.622
2	Connectivity motivations	CON	0.915	0.916	0.687
3	Informational motivations	INF	0.924	0.925	0.714
4	Hedonic motivations	HED	0.916	0.918	0.738
5	EWOM credibility	CRE	0.928	0.930	0.727
6	EWOM quality	QUA	0.910	0.912	0.677
7	Observational learning	OBS	0.820	0.824	0.612
8	Social bridging	BRI	0.924	0.924	0.710
9	Social bonding	BON	0.898	0.902	0.698
10	Impulsive buying behavior	IMP	0.907	0.910	0.718

Thus, all model variables have Cronbach's Alpha coefficients greater than 0.8, the composite reliability (CR) is greater than 0.7, and the average variance extracted (AVE) is greater than 0.5. It can be concluded that the measurement scales of the research model are

statistically reliable. The test results also show that the convergence value and discriminant value of the scales in the research model meet the standards.

4.4. Hypothesis testing results

The structural relationships among the constructs were examined using SEM. Table 3 presents the standardized path coefficients and significance levels for the proposed hypotheses. The results indicate that seven out of the nine hypotheses were supported, while two relationships, namely EWOM credibility and observational learning, were found to be statistically insignificant.

Table 3. Path coefficients and hypothesis testing results

	Factors affecting impulsive buying behavior	Impact coefficient	P_value	Result
H1	Marketing Stimuli	0.109	0.013	Supported
H2	Connectivity motivations	0.300	***	Supported
H3	Informational motivations	0.123	0.001	Supported
H4	Hedonic motivations	0.136	0.002	Supported
H5	EWOM credibility	0.060	0.122	Rejected
H6	EWOM quality	0.103	0.016	Supported
H7	Observational learning	0.074	0.069	Rejected
H8	Social bridging	0.281	***	Supported
H9	Social bonding	0.112	0.004	Supported

The path coefficients indicate the effects of independent variables on IBB. The corresponding P-values are 0.069 and 0.122, both greater than 0.05. Therefore, at a 95% confidence level, the influence of these factors on IBB is not statistically significant.

The measurement model demonstrated satisfactory psychometric properties. All standardized factor loadings exceeded the recommended threshold of 0.70, ranging from 0.706 to 0.954, indicating adequate indicator reliability. Discriminant validity was established as the square roots of the AVE values were greater than the inter-construct correlations. The structural model explained 40.9% of the variance in impulsive buying behavior ($R^2 = 0.409$). Moreover, the model exhibited an acceptable fit to the data ($\chi^2/df = 2.070$, CFI = 0.943, TLI = 0.937, GFI = 0.865, RMSEA = 0.046), supporting the adequacy of the proposed structural model.

According to the research model, the quantitative analysis indicates that consumers' IBB on social media is fully influenced by three groups of factors: marketing

stimuli, consumer motivations, and contextual factors. The path coefficients table shows that the group of consumer motivations includes: connectivity motivation ($\beta = 0.300$; $p = 0.000 < 0.05$), hedonic motivation ($\beta = 0.136$; $p = 0.002 < 0.05$), and information motivation ($\beta = 0.123$; $p = 0.001 < 0.05$), which have a strong influence on IBB. Next is the group of contextual factors, with social bridging ($\beta = 0.281$; $p = 0.000 < 0.05$) and social bonding ($\beta = 0.112$; $p = 0.004 < 0.05$), as well as EWOM quality ($\beta = 0.103$; $p = 0.016 < 0.05$) having significant impacts. Marketing stimuli also influence IBB, but to a lesser extent than personal factors ($\beta = 0.109$; $p = 0.013 < 0.05$).

4.5. ANOVA

Among the seven demographic variables examined (gender, age, education level, occupation, income, residential area, and duration of Facebook usage), only residential area had a statistically significant effect on consumers' IBB. Descriptive analysis shows that respondents living in Ho Chi Minh City and neighboring areas exhibit the highest average impulse buying score (Mean = 3.4629; SD = 0.60296), followed by those in Danang and surrounding regions (Mean = 2.4379; SD = 0.62797), and Hanoi and nearby areas (Mean = 2.3887; SD = 0.62175). The total sample of 515 respondents yields an overall mean of 2.7680 (SD = 0.79305). The Levene's test result, with $p = 0.518 > 0.05$, indicates that the variances among customer groups by residential area are homogeneous. Therefore, the assumptions for using ANOVA are satisfied.

Table 4. ANOVA Analysis Results for Residential Area Variable

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	128.201	2	64.101	168.245	0.000
Within Groups	195.070	512	0.381		
Total	323.271	514			

The results of ANOVA analysis have $p = 0.000 < 0.05$. Therefore, it can be concluded that IBB differs among customers living in different regions.

5. DISCUSSION

The results show that marketing stimuli positively affect consumers' IBB ($\beta = 0.109$; $p = 0.01 < 0.05$), although the effect size is relatively small and is higher than that of online word-of-mouth quality. This finding is consistent with Chen and Zhang [30] and prior studies highlighting the role of product type, pricing, advertising, and sales promotions in stimulating impulse purchases [12, 38, 39].

Individual consumer motivations for social media participation connection ($\beta = 0,300$; $p < 0.001$), information ($\beta = 0.123$; $p = 0.001$), and entertainment ($\beta = 0.136$; $p = 0.002$) also positively influence IBB, with connectivity motivation being the strongest. This implies that stronger connection motives on Facebook are associated with higher levels of impulse purchases.

Among the social factors, social bridging ($\beta = 0.281$; $p < 0.001$) exerts a stronger effect than social bonding ($\beta = 0.112$; $p = 0.004$) and is the second most influential factor overall. This aligns with Huang [24], which suggests that weaker, broader online connections may stimulate impulse buying more than close relationships, possibly due to social crowd effects and wider exposure to purchase cues.

EWOM quality also positively influences impulse buying ($\beta = 0.103$; $p = 0.016 < 0.05$), though its effect is relatively weak, consistent with Zhang et al. [32] and Cheung et al. [40].

Interestingly, several factors commonly found to influence impulse buying in previous studies were not statistically significant in the present research. Specifically, EWOM credibility, observational learning, and certain demographic characteristics did not exhibit significant effects. A possible explanation is that Facebook users are increasingly exposed to commercial content and online reviews, making them more selective and skeptical toward information sources. As a result, consumers may place greater emphasis on their social participation motives and network relationships than on the credibility of individual reviews. This finding differs from some studies conducted in e-commerce settings where consumers rely heavily on online reviews when making purchase decisions [31, 40]. The result suggests that in social media environments, social interaction and social capital may play a more influential role than informational cues alone.

The insignificant effects also suggest that social interaction mechanisms identified in previous e-commerce studies may not operate similarly in social networking environments. Unlike traditional online shopping platforms, Facebook users primarily engage with the platform for socialization rather than purchasing purposes, which may weaken the direct influence of EWOM credibility and observational learning on impulsive buying behavior. Therefore, future studies should further investigate potential mediating or moderating mechanisms that explain when and under what conditions these factors become influential.

Among the demographic variables examined, only residential area is associated with differences in IBB, consistent with Singh et al. [39], who found that age and gender do not significantly affect impulse buying intention.

6. CONCLUSION

This study applies the Dholakia [13] model and extends it by incorporating factors influencing IBB grounded in social network theory. Three groups of determinants of IBB on social networks were examined using a new conceptual approach. In particular, consumers' motivations for participating in social networks were operationalized from Heinonen's [27] perspective, including connectivity, information-seeking, and hedonic motivations, rather than traditional consumption-related motivations.

The study also investigates two constructs characteristic of social networks, namely social interaction and social capital, given the limited prior research on their roles in IBB within social media contexts. In Vietnam, previous research on impulse buying has primarily focused on physical and online retail environments. Therefore, this study contributes to the literature by providing further insights into Vietnamese consumers' IBB in social networking environments, which have increasingly become important channels for information, entertainment, and shopping.

The results indicate that seven of the nine examined factors, including marketing stimuli, connectivity motivation, information motivation, hedonic motivation, EWOM quality, social bridging, and social bonding, are associated with IBB. In addition, IBB varies across different residential areas. The findings also reveal that consumers primarily use social networks to connect with friends and to obtain and share information; those motivated by social connection tend to display higher levels of impulse buying. Although the survey results indicate relatively low levels of trust in social media reviews, these reviews still positively influence IBB. Marketing-related factors also have a positive effect, although the magnitude of this influence is modest.

From a managerial perspective, businesses should prioritize developing interactive, engaging content that encourages consumers to communicate, share experiences, and participate in online discussions, rather than focusing solely on product promotion. Community management activities should foster both broad social connections and stronger customer relationships

through user-generated content, referral programs, online groups, and influencer collaborations. Given the significant role of social capital, firms should leverage consumers' social networks to enhance product visibility and stimulate purchase impulses. Furthermore, as IBB differs across residential areas, marketers should adopt region-based communication strategies by tailoring content themes, promotional activities, and advertising messages to the characteristics and preferences of local consumer segments.

7. LIMITATIONS AND FUTURE RESEARCH

This study was conducted exclusively on the Facebook platform and has not yet been extended to other social media platforms. In addition, because a complete sampling frame could not be established, a non-probability convenience sampling method was employed instead of probability-based random sampling. Moreover, most of the measurement scales were adapted from prior international studies conducted in different contexts, which may limit their full applicability to the Vietnamese setting.

Future research could be extended to other social media platforms such as TikTok, Instagram, or Twitter, or conducted simultaneously across multiple platforms. The sampling scope could also be broadened to include additional provinces in Vietnam, and measurement scales could be further refined to better reflect the local context. Furthermore, future studies may examine the influence of social media platform characteristics and impulsive personality traits on consumers' IBB. Alternative theoretical frameworks beyond the CIFE model used in this study could also be applied to explain IBB on social media.

Appendix: Measurement Items and Their Sources

	Code	Measurement item	Source
I Marketing Stimuli Scale			
1	MAK1	I am attracted to products displayed on Facebook.	Author
2	MAK2	I am attracted by product prices on Facebook.	Author
3	MAK3	I am attracted by promotional programs offered on Facebook.	[30]
4	MAK4	I am influenced by product presentation techniques on Facebook (e.g., videos, livestreams, images, and posts).	[30]

5	MAK5	When shopping on Facebook, home delivery policies provide convenience for me.	Author
II Connectivity Motivation Scale			
1	KEN1	I use Facebook to learn more about my friends and acquaintances.	[27]
2	KEN2	I use Facebook to share and exchange experiences with other people.	[27]
3	KEN3	I use Facebook to connect with other people.	[27]
4	KEN4	I use Facebook to maintain relationships with other people.	[27]
5	KEN5	I use Facebook to establish and manage relationships with friends and acquaintances.	[27]
III Information Motivation Scale			
1	THT1	I use Facebook to obtain information.	[27]
2	THT2	I use Facebook to gather information from user-generated sources.	[27]
3	THT3	I use Facebook to share information and knowledge with other people.	[27]
4	THT4	I use Facebook to keep up with current news and events from around the world.	[27]
5	THT5	Participating on Facebook helps me gain knowledge to deal with everyday problems.	[27]
IV Entertainment Motivation Scale			
1	GIT1	I use Facebook to relax.	[27]
2	GIT2	I use Facebook to seek inspiration and encouragement.	[27]
3	GIT3	I use Facebook to seek enjoyment.	[27]
4	GIT4	I use Facebook to express myself (e.g., my opinions, personality, lifestyle, and daily life).	[27]
V EWOM Credibility Scale			
1	TIC1	Most of my friends on Facebook are trustworthy.	[31]
2	TIC2	I feel confident participating in discussions with my Facebook friends.	[31]
3	TIC3	My Facebook friends would do their best to help others.	[31]
4	TIC4	My Facebook friends always provide honest opinions.	[31]
5	TIC5	I can trust my Facebook friends.	[31]

VI EWOM Quality Scale			
1	CHL1	The reviews/comments from my friends on Facebook are clear.	[26]
2	CHL2	The reviews/comments from my friends on Facebook are easy to understand.	[26]
3	CHL3	The reviews/comments from my friends on Facebook are very useful.	[26]
4	CHL4	The reviews/comments from my friends on Facebook are relatively comprehensive.	[26]
5	CHL5	Overall, the quality of the reviews/comments from my friends on Facebook is high.	[26]
VII Observational Learning Scale			
1	HOT1	I can easily observe that products on Facebook receive a great deal of attention.	[32]
2	HOT2	I observe that product sales volume on Facebook is very high.	[32]
3	HOT3	I observe that many people purchase products on Facebook.	[32]
VIII Bridging Social Capital Scale			
1	CAN1	I feel that I am part of the Facebook social community.	[33]
2	CAN2	I care about what happens on Facebook.	[33]
3	CAN3	Facebook is a good social network to participate in.	[33]
4	CAN4	Interacting with people on Facebook makes me feel that I am part of a larger community.	[33]
5	CAN5	I am willing to devote time to supporting activities on Facebook.	[33]
6	CAN6	On Facebook, I frequently interact with new people.	[33]
7	CAN7	Interacting with people on Facebook helps me realize that people around the world are connected to one another.	[33]
IX Bonding Social Capital Scale			
1	LIK1	Some people on Facebook whom I trust can help me solve problems in my life.	[33]
2	LIK2	People whom I trust on Facebook can give me advice before I make important decisions.	[33]
3	LIK3	Interacting with people whom I trust on Facebook provides valuable support in my work.	[33]

4	LIK4	Interacting with people whom I trust on Facebook makes me feel emotionally supported.	[33]
X Impulse Buying Behavior Scale			
1	HAV1	I have purchased products on Facebook that I had not intended to buy.	[34]
2	HAV2	While using Facebook, I suddenly felt the urge to buy something and purchased it.	[34]
3	HAV3	When using Facebook, my purchases are often spontaneous and beyond my prior intentions or self-control.	[34]
4	HAV4	When using Facebook, my purchases are often unplanned.	[34]

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