

# Impact of Social Presence on Impulsive Online Consumer Buying - A critical analysis

Dhakshitha B K<sup>1</sup>, Dr T Lavanya Kumari<sup>2</sup>

<sup>1</sup>Research Scholar School of Management CMR University

<sup>2</sup>Associate Professor school of Management CMR University

**Abstract:- Purpose :** The quick growth of virtual shopping has changed the direction and quantum of sales across the globe. Social presence is contributing a lot for the marketing of goods and services. It is well known that the relevant factors are impacting impulsive virtual buying behavior of customers and a set of unknown factors also affecting impulsive online buying. The presented study conducted to know how far the moderate variables impacts on social presence and impulsive virtual buying of consumers. Further, the study is also conducted to know the social presence factors and factors driving impulsive virtual buying of consumers.

**Design:** A well developed and previously known questionnaire was administered as schedule keeping in the mind to save time, avoid incompleteness and rejection. The sample respondents was fixed 50. The study interviewed in a natural condition and respondents of Jayanagar, Malleshwaram, Indiranagar and Yelahanka the 'upcoming education' center, and Rajajinagar of Bengaluru Urban area. The researchers herself gathered the primary data from respondents through direct interview and secondary sources include e-journals books and internet.

**Findings:** The study found that all the socio-economic factors are significantly varying with high degree of relationship. Further, the social presence factors impacting on impulsive online buying includes that social presence promotes users purchase intention, influences very much on the formation of emotional conditions and impacts on trustworthiness and genuineness. Further, the study also found factors like promotional measures, integrated technology and economic well being of the customers as the factors driving impulsive virtual buying of customers.

**Keywords:** Social presence, impulsiveness, virtual buying, trust, intention, confidence, life satisfaction, social capital, technology, mood uplifting.

## INTRODUCTION

Social presence is a theory that explains self involvement in social interactive (Fara, G. M. et al.

2024). It is broadly defined as the extent to which a medium allows users to experience others as being psychologically present (Fulk et al., 1987). Generally social presence theory considers it as an inherent property of a medium to convey a feeling of human contact, sociability and sensitivity (Rice and Case, 1983). Social presence as the perception formed by participants during their online participation which focuses on satisfactory in video conferencing interactions (Mingming Zhang et al., 2022). Shopping has been always a social activity. Consumers tend to be influenced by their social interactions with others when making purchase decision (Godes et al., 2005). E-commerce focused more on maximizing efficiency and the one-way interactions between customers and the system (Huang and Benyovercef, M. 2013). Social presence makes the customers to have social knowledge and experience to support them in better understanding and in making more informed and accurate purchase decision (Dennison et al., 2009). Originally Short et al. (1976) developed the social presence theory from which a tool was developed which allow individuals to experience others as psychologically present (Hassaneim, K. et al., 2007). Social presence seemed to affect the pleasure and users response (Bulu, 2012).

Impulsive buying behavior is a quick and unconscious, unplanned purchase accompanied by strong emotional perception (Weinberge et al, 1982) that can play a dominant role in consumer psychology (Parboteeah et al., 2009). When consumers have a strong combination to purchase on account of product temptation, consumers will struggle with purchasing decisions and reduce their awareness of the product, and when emotion prevails, impulse buying behavior of will occur (Rook, 1987). Impulse buying behavior is influenced by a variety of internal psychological factors as well as external stimulus. Studies have found that impulsive buying behavior is influenced

by gender and age and is more likely to occur in specific groups (Kacen & Lee, 2002). The previous studies reveals that the customers who are influenced by the marketing environment, price discounts and the resulting interactions (Eroglu et al., 2003) and who have more men and resources at hand like time and money to buy goods (Jones et al., 2003) are more likely motivate impulsive buying behavior.

#### Need for the study

Social presence influences the way how social interactions unfolds impulsive online and affects learning and social outcomes. The previous research illustrates that social presence within the learning environment is key to promoting a more engaging and supporting educational experience. Social presence is a necessary condition for generating trust. The need to study social present impacting on impulsive virtual buying emerges from the increasing importance of impulse behavior in consumer decision making and the complex interplay of different factor influencing it. Understanding of important individual differences and advertisement attractiveness on impulsive buying behavior, mediated by social influences is crucial because of the following reasons.

1. Impulsive buying behavior represents a substantial portion of consumer spending.
2. Markets work hard to craft effective advertising campaigns that resonate with target audience and drive sales. Hence the study helps in developing more tailored marketing strategies.
3. A proper understanding impulsive buying behavior businesses can better engage with consumers at the point of purchase.

The previous research studies show that social presence is a strong predictor of satisfaction and that participants with strong social presence use emotion to express non verbal clues to widen their social and emotional experience. Social presence can influence behavior intention by influencing organizations enjoyment perceived usefulness. It has been found that social presence also protects consumer safety perception and purchase attitude in regard to virtual shopping.

#### REVIEW OF LITERATURE

Li, G. et al. (2022) stating their opinion in social presence and social facilitation theory established a research model based on the stimuli organization response (S.O.R.) mood and the motivation theory. It explores how live streamers impact on online impulse buying behaviors under specific social and cultural backgrounds, with celebrity endorsement as a moderating variable. The research combines the SOR model and motivation theory and analyzed related social influence factors. The study found that endorsement factor as a moderate variable and identifies the different affects between live streamers and celebrities in live shopping which is the great significance that the strategy of live shopping.

Junlan Mang et al. (2021) studied about how presence of live streaming platform affects the customers trust and flow state, thus impacts on impulse buying behaviors, personal sense of power as moderator. The study found three dimension of social presence i.e., the social presence of live streaming platform of viewers of live streamers, and tele-presence have a positive and significant influence on consumer trust and flow state, this triggering consumer's impulsive buying behavior.

Fara., Q. M. Hartono, A. (2024) study confirms that consumer confidence has a positive influence on impulsive purchases. Therefore marketers must be more active in managing consumer trust in order to create long term relationship with the consumers in order to reach a mutual agreement. Further, the researcher expressed that impulse buying can be profitable for the company. Consumer satisfaction is most important so that the consumers feel an intimate relationship with the company so as to eliminate consumer doubts. Furthermore, the study reveals that consumers like warm interactions, and need an atmosphere of lively and real interaction in live streaming shopping so that they feel an intimate relationship with the company.

According to Sofi (2020) emotional stability has greater credibility in determining the degree of affection followed by pleasure seeking characteristic and other variables.

Dawood et al., (2022) stated that predicting consumer behavior completely is highly complex phenomenon, however, new research approaches,

such as consumers neuroscience have shed light on how consumers make their decisions.

A research by Sejal Reddy et al. (2022) reveals and although impulsive buying has increasingly been deemed as unethical pitch to consumers, marketers feel it as a source of cash rather than blame. Further, they have stated that as per consumers point of view, it should not be a significant disadvantage since with purchasing power only spend their money as they like. Further, they expressed that after reviewing different models, it can be stated that impulsive buying is a sensitive behavior which is influenced by a number of internal and external circumstances.

### RESEARCH METHODOLOGY

The present study gathered data both from primary and secondary sources. From different researches by researchers social presence factors influencing impulsive buying behavior was gathered and further e-journals, books and internet also consulted to collect necessary data. Research methodology helps to navigate successfully in attaining required data and consequently the stated objectives may be successfully fulfilled.

Study location, questionnaire and sample : The data collection for the current study was greatly supported by a well drawn previously known questionnaire. Convenient sampling technique was followed and the study pertain to different 4 areas of Bengaluru Urban. The questionnaire was administered as schedule. The survey was completed mainly by social people. The sample respondents belongs to public sector, private sector, business doing, self employed, professionals and startup entrepreneurs.

Method of analysis : To measure the socio-economic characteristics and their relationship with social presence and impulsive virtual buying,  $\chi^2$ , contingency co-efficient, social presence on impulsive buying behavior of online consumers Index (SOIBI), and Weighted Arithmetic Quantitative techniques were performed.

Impact of social presence on impulsive buying behavior of online Index.

SPOIBI was framed for the purpose of rating the bipolar opinions of respondents. The Index is presented below.

$$SPOIBI = SPOIBI_{SA} + SPIBI_A + SPOIBI_{SWA}$$

Where  $SPOIBI_{SA}$  = The total number of respondents expressing strongly agree.

$SPOIBI_A$  = The total number of respondents expressing agree.

$SPOIBI_{SWA}$  = The total number of respondents expressing somewhat agree.

### OBJECTIVES OF THE STUDY

1. To study the impact of demographic profile of respondents on how social presence impacts on impulsive online buying.
2. To analyze the impact of social presence on impulsive buying behavior of online customers.
3. To analyze the factors driving, impulsive online buying.

Hypotheses :

1. There exist no significant variation in the meditating variables of respondents.
2. There is no impacts of social presence on online impulsive buying behaviour.
3. There are no factors driving impulsive online buying.

Research questions :

1. What are the reasons behind the meditating variable not impacting on the study?
2. What are the social presence factors impacting on the impulsive virtual buying of customers?
3. What are the factors driving impulsive online buying behavior.

Limitations

1. The sample is small and any dependence on the study requires further in depth study.
2. Only 4 areas of Bengaluru Urban covered.
3. Financial, time and transportation constraints were felt.

### SURVEY FINDINGS

Table - 1 Let fall data regarding socio economic characteristics of respondents of impulsive online buying. There are 41 males and 9 female respondents and out of 50 respondents 39 are married, 8 remained as single and 3 are divorcees, 25 respondents belongs to the age group of 40-49 followed by 9, 30-39, 7, 50-59 and 5>59 years and 4 <29 years. The qualification data reveals that 20 are degree holders, 9 post graduates, 7 professionals, 6 ITI certificate holders, 5 completed PUC and 3 studied up to 10<sup>th</sup> standard. Occupation details reveals that 19 are employed in private sector, 7 each doing business and professionals, 6 each in government service, and self employed, 5 are startup entrepreneurs, 35 are regular impulsive buyers, 8 not regular, 3 occasional and 4 decided to buy online. The category of products purchased reveal that 20 buy fashionable dress, impulsive online, followed by 8 purchase movies, music and video, 10 buys tablets and accessories, 5 buy electronic items, 4 mobile and 3 footwear. The preferred website data reveals that 22 prefer Amazon, 6 Myntra, 10 Twitter, 5 Misho, 4 Flipkart and 3 Snapdeal. The frequency of buying data reveals that 28 buy annually between 1 to 5 times, 11 between 5 to 10, 6, 10 times and above and 5, 0 time. The source of payment is clearly expressed by respondent that includes 24 self, 10 parents, 7 spouse, 5 relations and 4 friends. All the demographic profiles show significant variation in data and show high degree of relationship.

Table - 2 reveals data about impact of social presence on impulsive buying behavior of online customer. To measure the same social presence Social Presence of Impulsive Buying Behavior of Online Customer i.e., SPOIBI Index was performed. The bipolar opinion of respondents presented in the form of 3 point Likert scale with corresponding weights of 3, 2 and 1. The opinions are multiplied corresponding weights i.e., - 3, 2 and 1 'c' obtained by dividing the total by the sum of  $3 + 2 + 1 = 6$ . As per the study the chief social presence factors which are impacting on customers buying behavior after ranking were promotes users purchase intention the first rank, and it influences very much on the formation of emotional condition the second rank and the third ranked factor of social presence was impact on trust worthiness on some goods and services. The remaining factors of social presence were ranked as per the SPOIB Index. All the factors

are significantly varying with high degree of relationship between the two related variables.

Table - 3 reveals data about factors driving impulsive online purchase by the respondents. In order to measure the factors driving impulsiveness 'weighted arithmetic mean' was performed. 3 point Likert scale and concerned weights 3, 2 and 1 were considered. The opinions expressed were defined as 'f' and 'fw' obtained by multiplying 'f' and 'w'. Depending upon the highest 'WA' ranking was performed. Accordingly the first rank was awarded to promotional measures second rank was given to integrated technology and the third rank was assigned to economic well being of the respondent customers. The remaining factors were ranked as per their highest.

### SURVEY DISCUSSION

Previous research by Badgaiyan et al. (2016) found that on the influence of the presence of friends and children consumers decide to buy a product. The presence of friends and children can have a positive influence on the emotional state of consumers in deciding to buy a products. Research by Barros et al., (2019) state that emotional state have a positive influence on impulsive purchases. Bandyopadhyay et al. (2021) research found that impulsive consumption was a way of inducing an emotionally satisfying sensation for consumers who sought spontaneous gratification or pleasure in their buying acts and this kind of research supports the fact that tendency towards immediate consumption has transformed the lives of today's consumption. Further, the research by Mingming et al. (2022) found that social presence can improve consumers safety perception and purchase attitudes in regard to virtual shopping. The present study shed light on how social presence impacting on the consumer impulsive online buying, when there are no empirical studies in direct impact of social presence on impulsive buying. The study found that all the demographic profiles of respondents showing greater variation with high degree of relationship. Further, the research reveals that factors like social presence promotes users purchase intention, influences very much on the formation of emotional conditions and it impacts on trust worthiness and genuineness. Furthermore, the study found factors like promotional measures like price discounts and special offers, integrated technology and economic

well being of the customers impacts on consumers virtual buying. There is increase in the both social presence impacts and online buying after Covid-19 pandemic.

**CONCLUSION**

There is an increase in virtual buying at Bengaluru. The reasons are plenty and includes the impact of Covid-19 pandemic, heavy traffic at weekends etc. Virtual buying with social presence has become a common phenomenon at Bengaluru. Social presence directly contributing towards making the consumers buying impulsively. It has become a convenience so that at weekends the consumers remain in their

houses and prefer impulsive virtual buying. The impulsive buying is unplanned and instant and wanted to satisfy the internal urge of consumers. The study found that all the socio-economic characteristics are significantly varying with high degree of relationship. The study found further that social presence factors like promoters users purchase intention, influences very much on the formation of emotional conditions and impacts on trustworthiness and genuineness. Also the study found factors driving impulsive online purchase. These factors include promotional measures, integrated technology and economic wellbeing of the customers.

Table-1: Socio economic characteristics of Respondents

Demographics	x <sup>2</sup>	TV @ 0.05	df	Result of x <sup>2</sup>	"c"	Result of "c"
Gender	20.48	3.841	1	Significant	0.53	High Degree
Marital Status	45.61	5.991	2	Significant	0.69	High Degree
Age in years	29.60	9.488	4	Significant	0.60	High Degree
Qualification	21.99	11.070	5	Significant	0.57	High Degree
Occupation	21.99	11.070	5	Significant	0.50	High Degree
Products purchased	23.67	11.070	5	Significant	0.57	High Degree
Preferred online website	30.40	11.070	5	Significant	0.61	High Degree
Frequency of buying Annual (basis)	27.28	7.815	3	Significant	0.59	High Degree
Sources of payment	24.60	9.488	4	Significant	0.57	High Degree

Source: Field Survey

Note :  $x^2 = \text{Chi-square}$       'c' =  $\sqrt{(x^2 / x^2 + N)}$

Where 'c' = Contingency Co-efficient, N = Number of Observations

When the value 'c' is equal or nearer to 1, it means that there is high degree of association between attributes.

Contingency co-efficient will always to be less than 1. High degree is considered here if 'c' is 0.50 and above.

Table-2: Impact of social presence on impulsive buying behavior of online customers.

Social presence and buying behavior of online consumers	Extent of S.P. impact on online impulsive buying			SPOI BI	R	x <sup>2</sup>	Result of x <sup>2</sup>	"c"	Result of "c"
	SA	A	SW A						
SP influences impulsive online decision making	42	4	4	50	X	57.73	Significant	0.73	High Degree
	126	8	4	138					
SP impacts on trustworthiness and genuineness	46	4	-	50	III	127.89	Significant	0.78	High Degree
	138	8	-	146					
Strongly impacts customers trust on some goods and services	46	2	2	50	V	77.40	Significant	0.77	High Degree
	138	4	2	144					
SP impacts inter activity and vividness	43	4	3	50	IX	62.40	Significant	0.74	High Degree
	129	8	3	140					
Impacts on customers	44	5	1	50	VI	67.68	Significant	0.76	High

attitude and impulsive behavior of online trend	132	10	1	143					Degree
Promotes users purchase intention	49	1	-	50	I	94.09	Significant	0.80	High Degree
	147	2	-	149					
The presence of friends and relatives will influence online customers to decide and to buy a product	45	2	3	50	VIII	72.20	Significant	0.76	High Degree
	135	4	3	142					
Insist on sense of confidence	39	6	5	50	XI	44.89	Significant	0.68	High Degree
	117	12	5	134					
It influences very much on the formation of emotional conditions	47	3	-	50	II	83.05	Significant	0.79	High Degree
	141	6	-	147					
Family members and friends decide together what to buy in online	46	3	1	50	IV	77.52	Significant	0.77	High Degree
	138	6	1	145					
Social presence impacts very much on the formation of emotional conditions	44	5	1	50	VI	67.68	Significant	0.76	High Degree
	132	10	1	143					
SP Makes website capacity to rapidly address their complements and offer satisfactory resolution	35	8	7	50	XII	30.26	Significant	0.61	High Degree
	105	16	7	128					

Source : Field Survey

Note: T - Total, WA - Weighted Arithmetic Mean, WA = Efw / Ew

Table-3: Factors driving impulsive online purchase

Variables	Weight	3	2	1	T	WA
	Likert Scale	SA	A	SWA		
Personality traits	f	41	4	5	50	XIII
	fw	123	8	5	136	22.67
Sensory experiences, store atmosphere product layout, brand loyalty, physical environment	f	42	4	4	50	VIII
	fw	126	8	4	138	23.00
Sales promotion which causes changes in consumer perception	f	43	4	3	50	IV
	fw	129	8	3	140	23.33
Psychological factors	f	39	6	5	50	XVII
	fw	117	12	5	134	22.33
Sudden and strong emotional desire	f	40	7	3	50	X
	fw	120	14	3	137	22.83
Life satisfaction, self esteem and emotional state of consumer	f	40	5	5	50	XVI
	fw	120	10	5	135	23.00
Interaction between the person and point of sale environment	f	42	3	5	50	X
	fw	126	6	5	137	22.83
Simplicity in process	f	41	4	5	50	XIII
	fw	123	8	5	136	22.67
Communication style	f	40	4	6	50	XVII
	fw	120	8	6	134	22.33
Electronic word of mouth	f	34	8	8	50	XXVII
	fw	102	16	8	126	21.00
Social capital	f	38	5	7	50	XXIII
	fw	114	10	7	131	21.83

Information quality	f	40	3	7	50	XXI
	fw	120	6	7	133	22.17
Mood uplifting	f	40	4	6	50	XVII
	fw	120	8	6	134	22.23
Serendipity - Finding valuable things unintentionally	f	39	5	6	50	XXI
	fw	117	10	6	133	22.17
Browsing	f	41	4	5	50	XIII
	fw	123	8	5	136	22.67
Trustworthiness	f	42	4	4	50	VIII
	fw	126	8	4	138	23.00
Homophile - Individuals Tend to form connections with others similar to themselves	f	43	3	4	50	VI
	fw	129	6	4	139	23.17
Scarcity	f	38	8	4	50	XVII
	fw	114	16	4	134	22.33
Product availability	f	42	3	5	50	X
	fw	126	6	5	137	22.83
Shopping enjoyment	f	43	3	4	50	VI
	fw	129	6	4	139	23.16
Integrated technology	f	47	2	1	50	24.33
	fw	141	4	1	146	II
Positive emotion caused by exciting, enthusiasm etc.,	f	44	2	4	50	IV
	fw	132	4	4	140	23.33
Facilities available	f	38	5	7	50	XXIII
	fw	114	10	7	131	21.83
Situational factors in relation to the individual and store	f	37	5	8	50	XXVI
	fw	111	10	8	129	21.50
Promotional measures - price discounts special offers	f	48	2	-	50	I
	fw	144	4	-	148	24.66
Economic well being of the customers	f	45	3	2	50	III
	fw	135	6	2	143	23.10
Family influence	f	37	6	7	50	XXV
	fw	111	12	7	130	21.67
Quick delivery	f	32	11	7	50	XXVIII
	fw	96	22	7	125	20.80

Source : Field Survey

Note : T - Total, WA - Weighted Arithmetic Mean, WA = Efw / Ew

## REFERENCES

- [1] Badgaiyan, A.J., Verma, A., & Dixit, S. (2016). Impulsive buying tendency. Measuring important relationship with a new perspective and an indigenous scale. IIMB management review, 28(4). 186-199. Available at <https://www.sciencedirect.com/science/article/pii/S097038961630057x.b>.
- [2] Bandopadhyay, N., Sivakumaran, B., Patro, S., & Kumar R. S. (2021). Immediate or delayed | Whether various types of consumer sales promotions drive impulse buying? An empirical investigation. Journal of retailing and consumer services, 61(April), 102532. Available @ [https://ideasr/repeatorg/a/exe/joreco/v61y2021ics\\_096969892\\_1000\\_989.html](https://ideasr/repeatorg/a/exe/joreco/v61y2021ics_096969892_1000_989.html).
- [3] Bulu, S.T. (2012). Place presence, social presence, co-presence and satisfaction in virtual world, Computers & Education, 58(1), 154-161.
- [4] Chen, C.C. & Lim, Y.C. (2018). What drivers live stream usage intention? The perspectives of flow, entertainment, social interaction and endorsement, Telematic and informatics, 35(1), 293-303.

- [5] Dawod, T.H., Hammad, M.T., & Hammod, M.R. (2022). Towards a new model of consumer purchasing intention of smart products during crisis times: case of Covid-19 pandemic outbreak. An applied study on female employees of the faculty of economic and business administration science. *International Journal of Provisional Business Review*, 7(4), ED7.41, <https://doi.org/10.26668/businessreview/2022.v7i4.3741>.
- [6] Dennison, G., Bourdage, Brawn, S., and Chetuparambil, M. (2009). Social commerce defined. White paper # 23747, IBM Corporation, Research Triangle Park, NC.
- [7] Dhurup, M. (2014). Impulsive fashion apparel consumption. The role of hedonism, fashion involvement and emotional gratification in fashion apparel impulsive buying behaviour in a developing country. *Mediterranean Journal of Social Sciences*, 5(8), 168.
- [8] Eroglu, S.A., Machleit, K.A., & Davis, L.M. (2001). Atmospheric qualities of online retailing. A conceptual model and implications. *Journals of Business Research*, 54(2), 177-184.
- [9] Fara, Q.M. dan Hartono, A. (2024). The effect of social presence in live streaming shopping on Tiktok platform users in impulse buying behaviour. *Ekombis Review: Journal Ilmaiah Ekonomi, Dan Bisnis*, 12(1), doi: <https://doi.org/10.37676/EKumbis.v.12i1>.
- [10] Fulk, J., Steinfeld, C.W., Schmitz, & Power J.H. A. Social information processing model of media use in organisations, *Communication Research* 14(5), 1-70.
- [11] Gefon, D., Straub, D.W. (2024). Consumer trust in B2C e-commerce and importance of social presence experiments in e-products and e-services. *Omega*, 32(6), 407-424.
- [12] Godes, D., Mayzlim., D., Chen. Y., Das, S., Dellarocus, C., Pfeiffer, B., Libai, B, Sen, S., Shi, M. and Verleggh, P. (2005). The firms management of social interactions, *Marketing Letters*, 16(3/4), 415-428.
- [13] Gunawardena. (1995). Social presence theory and implications for interaction and collaborative learning in comoputer conference. *International journal of Educational Telecommunication*, 11(2-3), 147-166.
- [14] Hamari, J., Sjuklint, M., Ukkonen, A. (2016). The sharing economy. Why people participate in collaborative consumption. *Journal of the association for information science and technology*, 67(9), 2047-20250.
- [15] Hassanein, K., & Head, M. (2007), Manipulating perceived social presence through the web interface and its impact on attitude towards online shopping. *International Journal, Human Computer Studies*, 65(8), 681-708.
- [16] Haung, Z., & Benyaucef, M. (2013). From e-commerce to social commerce: A close look at design features. *Electronic Commerce Research and Application*, 12(4), 246-259.
- [17] Jones, M.A., Reynoldgs, K.E., Weun, S.S., Beatty, Business, J.O., & Wooside, A. L. (2003). The product specific nature of impulsive buying tendency. *Journal of Business Research*, Vol. 56.
- [18] Julan Ming, Zeng Jianqiu, Mahammad Bilal, Umar Allzam, Mingyhe Fan. *International Journal of Web Information systems*, 17(4), 300-320. ISCN: 1744-0084. <https://doi.org/10.1125/IJWIS-02-2021-0012>.
- [19] Koyen, J.J., & Lee, J. A. (2002). The influence of culture can consumer impulsive buying behaviour. *Journal of consumer psychology*, 12(2), 163-176.
- [20] Lin, G.Y., Wong, Y.S., & Wong, Y.M., (2021). What drives peoples intention toward stream broadcasting Online information review, 45(7), 1268-1289.
- [21] Lu, B., Fan, W., & Zhou, M. (2016). Social presence trust and social commerce purchase intention. An empirical research. *Computers in Human Behaviour*, 56; 225-237.
- Li L., Kang, K., Zhao, A., & Feng, Y. (2023). The impact of social presence and facilitation factors on online consumers impulsive buying in live shopping celebrity endorsement as a moderating factor. *Information Technology and People*, 36(6), 2611-2631. <https://doi.org/10.1108/ITP-03-2021-0203>.
- [22] Mingming Zhang; Guicheng Shi. (2022) consumers impulsive buying behaviour in online shopping based on the influence of social presence. *Computer intelligence Neuroscience*, 22(1), DOI: 10.1155/2022/6794729.
- [23] Parboteeach, D.V., Valacich, J. B., & Wells; J.D. (2009). The influence of website

- characteristics on a consumers urge to buy impulsiveness, *Information Systems Research*, 20(1), 60-78.
- [24] Parboteeah, D.V., Valacich, J.S., & Wells, J.D. (2009). The influence of website characteristics on a consumers urge to buy impulsively *Information systems Research*, 20(1), 60-78.
- [25] Perkor, D., & Jurceric, M. (2018). Features of impulsive buying in Croatian retail. *Exonomski Vjesnik*, 31(3), 349.
- [26] Piran. (1991) Defining impulsive purchasing, *Advances in consumer Research*, Vol. 18509 pages.
- [27] Roco, R.E., & Case, A. (1983). Electronic message system in the university, a description of use and utility. *Journal of communications*, 33(1), 131-152.
- [28] Rook, D. W. (1987). The buying impulses, *Journal of Consumer Research*, 14(2), 189-199.
- [29] Sejal Reddy., & Saket Panbude. (2022). A study on factors affecting impulsive buying behaviour. *International Journal of Research Publication and Reviews*, 30(3), 677-688.
- [30] Short, J.A., Williams, E., & Christie, B. (1976). *The social psychology of communications*, John Miley & Sons, New York.
- [31] Sofi, S.A. (2020). Personality as on antecedent of impulsive buying behaviour. Evidence free from Indian Consumers, *Global Business Reviews*, 21(3), 850-868.
- [32] Tran. (2022). Consumer impulse buying behaviour the role of confidence as moderating effect. *Heliyon*, 8(6), e09672.
- [33] Verghan, T., & Dolen, W. (2011). The influence of online store beliefs on consumer online impulsive buying : A model and empirical application, *Information and Management*, 48(8), 320-327.
- [34] Weingberge, P., & Gottwald, W. (1982). Impulse Consumer buying as a result of emotions. *Journal of Business Research*, 10(1), 43-57.
- [35] Wood, M. (1998). Socio economic status delay of gratification, and impulse buying. *Journal of Economic Psychology*, 19(3), 295-320.
- [36] XU, XX, WU, JH, & Li, V. (2020). What drives consumer shopping behaviour in live streaming commerce? *Journal of Electronic Commerce Research*, 21(3), 144-167.
- [37] Yu, E., Jung, C., & Kim, H. (2018) Impact of viewer engagement on gift fiving in the video streaming Telematic and information, S073658531V301011.
- [38] Zhang, Z., Zang, N., & Wang, J. (2022). The influencing factors on impulse buying behavior of consumers under the mode of hunger marketing in live commerce. *Substantially*, 14 41, 2122.