



**ANALYSING THE ROLE OF SOCIAL COMMERCE FEATURES IN
STIMULATING IMPULSE BUYING BEHAVIOUR: EVIDENCE FROM
ONLINE SHOPPERS IN BANGLADESH**

SUBMITTED BY

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DECLARATION

I declare that this dissertation is my own and has not been previously presented in any university or other institution in pursuit of any degree or qualification. In the cases where I have used the work of other people, I have given due credit and citation. This dissertation has been written in regard to the academic integrity and plagiarism policies of this university.

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ABSTRACT

This dissertation examines how social commerce features stimulate impulse buying behaviour (IBB) among online shoppers in Bangladesh, and whether emotional engagement (EE) (pleasure and arousal) explains this relationship. Grounded in the Stimulus–Organism–Response (SOR) framework and supported by the PAD emotional lens and flow theory, the study adopts a positivist, deductive, cross-sectional survey design. Data were collected via an online questionnaire from 201 Bangladeshi social commerce users, with Facebook reported as the dominant platform. Measures captured interactivity, personalisation, trust, social influence (SI), EE and impulse buying. Spearman correlations, multiple regression and Hayes PROCESS mediation (Model 4 with 5,000 bootstrap samples) were used to test the hypotheses. The regression model demonstrated very strong explanatory power ($R^2 = .882$). EE emerged as the strongest positive predictor of impulse buying, while interactivity and personalisation also showed significant positive effects. When considered alongside other variables, trust and SI displayed small negative unique effects, suggesting context-dependent and partly indirect roles rather than straightforward impulse triggers. Mediation analysis confirmed that overall perceptions of social commerce features significantly increased EE and that EE, in turn, strongly increased impulse buying, the indirect effect was significant and the remaining direct effect was small, indicating partial mediation. Overall, the findings show that impulse buying in Bangladeshi social commerce is primarily emotion-driven and amplified by immersive, interactive and tailored experiences. Practically, retailers and platforms should prioritise responsive communication and personalised content while strengthening verification, transparency and dispute resolution to build sustainable trust. Insights support responsible social commerce design in emerging markets.

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LIST OF ABBREVIATIONS

Abbreviation	Full form / meaning
ANOVA	Analysis of Variance
B2C	Business-to-Consumer
BDT	Bangladeshi Taka
DHL	DHL (brand name used in references)
E_ENGA	Emotional engagement (variable code)
E_ENGAGEMENT	Emotional engagement (variable name used in descriptive table)
F-commerce	Facebook commerce (Bangladesh context)
Gen Z	Generation Z
I_I_BUY	Impulse buying behaviour (variable code)
I_I_BUYING	Impulse buying behaviour (variable code)
S_C_FEA	Social commerce features (composite variable code)
S_INFLUENCE	Social influence (variable code)
SD	Standard deviation
SOR	Stimulus–Organism–Response
SPSS	Statistical Package for the Social Sciences
USD	United States Dollar
IBB	Impulse Buying Behaviour
EE	Emotional Engagement
SI	Social Influence

CHAPTER ONE: INTRODUCTION

1.1 CHAPTER OVERVIEW

This chapter introduces the study and sets the foundation for the study based on while the whole study will be conducted. The chapter begins with the background of the study, explaining the global growth of e-commerce and the rapid rise of social commerce, then narrows down to the Bangladeshi context. The chapter then presents the problem statement, research aim, objectives, and research questions that guide the study. It defines the scope of the research in terms of population, platforms, and key variables. The significance of the study is explained from academic, practical, and policy perspectives. Next, the chapter outlines the theoretical framework, which combines the Stimulus–Organism–Response (SOR) model, the PAD emotional framework, and flow theory. Finally, it describes the overall structure of the dissertation and ends with a brief chapter summary.

1.2 BACKGROUND OF THE STUDY

Over the past decade, online shopping has become a normal part of everyday life. Global retail e-commerce sales are forecast to reach about USD 7.4 trillion in 2025, accounting for nearly a quarter of total retail spending. This shows how digital channels are reshaping the way people buy products (Invesp, 2025).

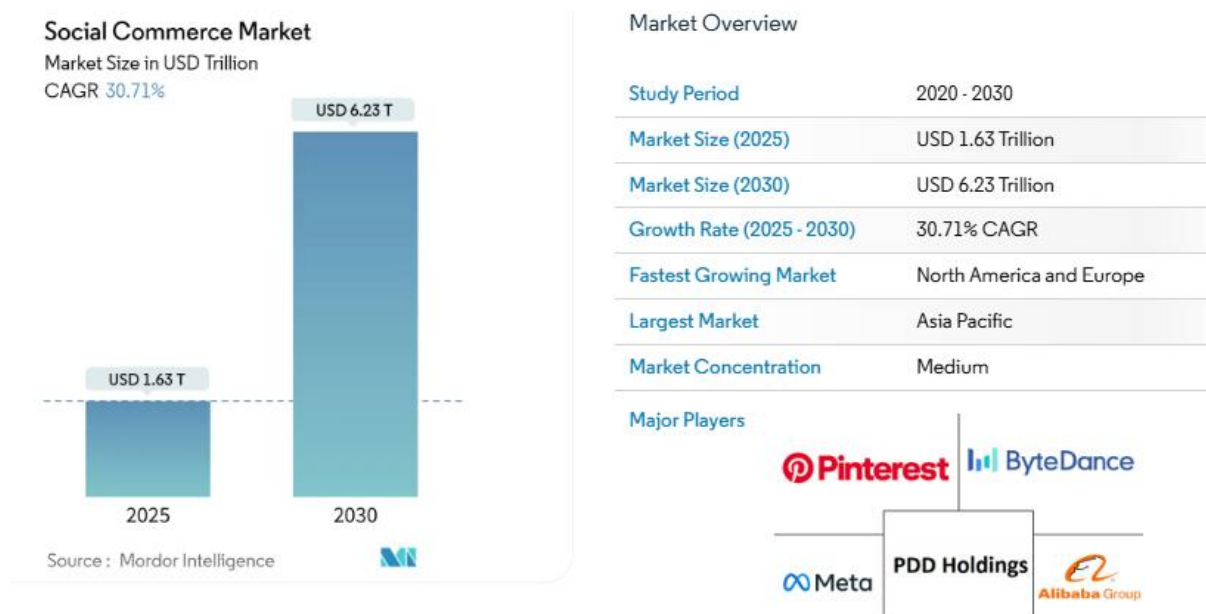


**FIGURE 1.1: SOCIAL COMMERCE MARKET SIZE AND SHARE
(SOURCE: MORDOR INTELLIGENCE, 2025)**

Amid this broader expansion, social commerce can be considered one of the fastest-growing spheres. According to industry estimates, the global social commerce market might have

reached USD 1.16 trillion already in 2024 and even USD 1.48 trillion in 2025, with projections of USD 6 trillion above in 2030 (Grand View Research, 2025; Mordor Intelligence, 2025). That is, the proportion of online shopping is increasingly being done within social media sites and no longer on the normal websites.

Platforms like Facebook, Instagram and Tik Tok that allow content, communication and commerce to interact in a single platform. Shoppable posts, short videos, and live streams allow the user to switch their activities between watching and chatting to clicking on the buy now button. Indicatively, TikTok Shop alone made an estimated USD 19 billion in sales between July and September 2025, and was in the same league with other long-established websites such as eBay (Wired, 2025). According to previous studies, such environment is not only convenient but emotional. Social cues, entertainment, messages of scarcity and real-time interaction tend to induce pleasure and arousal that may lead to unplanned or impulse buying.

Bangladesh is also closely related to these international changes. In January 2025, recent digital reports estimate that there were approximately 60 million user identities on the social media, amounting to approximately 34 per cent of the total population, and approximately 64 million adult users in the country at the end of 2025 (DataReportal, 2025a; 2025b). The majority of users use social media via smartphones which demonstrates a highly mobile-first trend to internet usage.

Simultaneously, the market of national e-commerce has grown rapidly. In 2023, one estimate estimates the size of the e-commerce sector in Bangladesh at approximately USD 6.9 billion and is projected to grow to USD 7.5 billion in 2024, although on-line sales have only reached 3-5 per cent of the total retail (Ali, 2025). And other projections indicate that e-commerce volumes can reach USD 9 billion in 2024 and that they still will be increasing by double-digit rates (PCMI, 2025).

The focus of this more general e-commerce picture is social commerce particularly Facebook-based F-commerce. Facebook has turned into a place where most small and medium-sized businesses in Bangladesh can use as a primary storefront to show their products, interact with clients, and handle orders within the platform (DHL, 2025a; 2025b). Based on academic research, it is also revealed that Facebook pages and groups are often used by Bangladeshi customers to purchase fashion and lifestyle products, and that the choice depends on the security, quality of the product, communication, and social proof, e.g. reviews and comments (Hoque et al., 2020; Sharmin, 2025).

Meanwhile, the existing international studies on social commerce indicate that the use of platform characteristics of interactivity, personalisation, trust, and SI may generate high emotional engagement (EE) and impulse buying. These studies employ a number of SOR models to describe the influence of environmental cues on the formation of emotions and behaviour. It is of interest in Bangladesh, where the use of social media is high, F-commerce is widespread, and trust is a frequent problem, to comprehend how these social commerce attributes interact with each other to induce emotional reactions and impulse buying to online shoppers.

1.3 PROBLEM STATEMENT

Although e-commerce and social commerce are growing rapidly worldwide and in Bangladesh, there are still important gaps in understanding how specific social commerce features stimulate impulse buying in this context. International studies on platforms such as Shopee, TikTok and various live-streaming sites show that elements like time pressure, scarcity messages, social presence, interactivity and personalisation can increase pleasure and arousal, which then drive impulse buying behaviour (IBB) (Ngo et al., 2024; Li et al., 2022; Xia et al., 2024). Many of these studies use S–O–R models and emotional frameworks such as PAD to explain how environmental cues influence internal states and behaviour.

However, most of this evidence comes from China, South-East Asia, or Western markets, and often focuses on single aspects of the social commerce environment. There is limited empirical work that brings together interactivity, personalisation, trust, and SI in one integrated model and tests how they jointly shape EE and impulse buying.

At the same time, research on Bangladesh has mainly examined Facebook commerce in terms of adoption, satisfaction, and trust, and has highlighted concerns about fraud, fake products and weak after-sales service (Hoque et al., 2020; Sharmin, 2025). These studies show that Bangladeshi shoppers rely heavily on social proof and communication quality, but they do not explain how social commerce features trigger EE and unplanned purchases.

The core problem this thesis addresses is the lack of evidence on how key social commerce features, through EE, stimulate IBB among online shoppers in Bangladesh, despite the rapid growth of social media use and F-commerce in the country (DataReportal, 2025a; Ali, 2025; DHL, 2025a).

1.4 RESEARCH AIM AND OBJECTIVES

The main aim of this study is to analyse how key social commerce features stimulate IBB among online shoppers in Bangladesh, and to examine the mediating role of EE (arousal and pleasure) in these relationships. Based on this aim and the existing literature on social commerce and online impulse buying, the study has the following objectives:

- To examine the impact of social commerce features (interactivity, personalisation, trust, and social influence) on IBB.
- To investigate the mediating effect of emotional engagement on the relationship between social commerce features and IBB.
- To identify which social commerce dimensions have the strongest influence on consumers' unplanned purchase decisions.

1.5 RESEARCH QUESTIONS

In line with the research aim and objectives, the study addresses the following research questions:

- How do social commerce features (interactivity, personalisation, trust, and social influence) affect IBB among online shoppers in Bangladesh?
- Does emotional engagement mediate the relationship between social commerce features and IBB?
- Which social commerce feature contributes most strongly to impulse buying?

1.6 SCOPE OF THE STUDY

This study targets online shoppers in Bangladesh who made their purchases via the social commerce platform like Facebook, Instagram, and TikTok in the past 12 months. It is focused on business-to-consumer (B2C) buying of consumer products, in particular, fashion and lifestyle items, which are commonly sold through F-commerce pages and other forms of social commerce in the country (Hoque et al., 2020; Sharmin, 2025).

The paper analyses the four fundamental social commerce characteristics such as interactivity, personalisation, trust, and SI as extrinsic stimuli. It also targets the EE, arousal, and pleasure as the primary internal (organism) variable, and online IBB as the answer.

Methodologically, the study employs the quantitative, cross-sectional survey design and primary data is gathered through the study by the use of the structured questionnaire to

respondents (adults 18 and above). The research is not intended to encompass all the potential reasons that may affect the process of online shopping: long-term brand loyalty or purchases made by mere planning. It is also not an analysis of algorithm on particular platforms. Rather it will focus on perceived social commerce characteristics, feelings and impulse purchases in Bangladeshi setting.

1.7 SIGNIFICANCE OF THE STUDY

This study is significant in a number of aspects. Academically, it helps to add to the expanding literature on social commerce and online impulse buying by testing an integrated S-O-R model that includes such stimuli as interactivity, personalisation, trust, and SI, EE (arousal and pleasure) as the organism, and impulse buying as the response (Ngo et al., 2024; Li et al., 2022; Lina and Ahluwalia, 2021). Where previous research tends to concentrate on individual features or attributes in the specific platform, this research incorporates major features in social commerce into a single framework and contextualizes it in an emerging market environment.

Practically, the results can guide Bangladeshi companies, digital marketers and social media vendors on which of the social commerce features has the strongest motivation on EE and impulse buying. This may be used to make decisions regarding page design, the content strategy, customer interaction, and trust-building actions in F-commerce and other social commerce platforms (Haque et al., 2020).

The study can make the use of persuasive features more responsible and ethical in the eyes of consumers and policymakers. By explaining the way in which EE mediates the relationship between social commerce characteristics and unplanned purchases, it will be possible to emphasize the necessity of balancing between sales and consumer protection, as young and vulnerable shoppers spend a lot of time on social media (Zhao et al., 2022; Li et al., 2025).

1.8 THEORETICAL FRAMEWORK

The theoretical framework for this study is based mainly on the SOR model, supported by the PAD emotional framework and flow theory.

The S–O–R model proposes that environmental stimuli (S) influence internal states (O), which then produce behavioural responses (R). In social commerce research, stimuli include platform features and environmental cues, internal states are often emotions such as arousal and pleasure, and responses include attitudes, purchase intentions, and impulse buying (Ngo et al., 2024; Li et al., 2022).

The PAD framework (Pleasure–Arousal–Dominance) helps classify emotional reactions. Studies show that pleasure and arousal are especially important in explaining how social commerce environments lead to impulse buying (Ngo et al., 2024; Li et al., 2025). These two dimensions form the core of EE in the present study.

Flow theory adds the idea that deep immersion and enjoyment in browsing can reduce self-control and increase spontaneous behaviour. Personalised and interactive content can create flow experiences, which then raise the likelihood of impulsive purchases (Lina and Ahluwalia, 2021; Xin, 2025).

Bringing these perspectives together, the framework treats interactivity, personalisation, trust, and SI as stimuli, EE (arousal and pleasure) as the organism, and online IBB as the response. This structure guides the hypotheses and analysis in the following chapters.

1.9 STRUCTURE OF THE DISSERTATION

There are six chapters in the dissertation. In chapter 1, the study is introduced by giving the background, research problem, aim, objectives, and theoretical framework. Chapter 2 presents the literature review about social commerce, online impulse buying, and fundamental attributes such as interactivity, personalization, and trust and fundamental theories and research gaps. Chapter 3 elaborates the research methodology, philosophy, approach, design, population, sampling, and data collection and ethical consideration. Chapter 4 gives the analysis of the data, reliability tests, descriptive statistics, correlation, regression, and mediation. Chapter 5 will comment on the findings concerning literature and theoretical framework with implications. The concluding chapter 6 summarizes the findings, contribution, recommendation, limitation, and suggestions of future research.

1.10 CHAPTER SUMMARY

This chapter has introduced the study and provided a foundation for the rest of the dissertation. It presented the emergence of e-commerce throughout the world and the development of social commerce especially in Bangladesh where F-commerce and mobile-first social media are part and parcel of the consumer shopping behaviour. The chapter has defined the research problem with the gap in the integrated evidence on the effect of major social commerce characteristics and EE on impulse buying in Bangladesh. Research aim, objectives and questions were also identified together with the scope of the study including the target respondents, platforms and major variables. The importance of the study was articulated academically, practically and policy wise showing how the study contributes to the theory and social commerce practices.

The theoretical framework that was introduced to lead the analysis was based on the S-O-R model, PAD emotional framework, and flow theory. The chapter ended by describing the structure of the dissertation, which preconditioned the literature review and hypothesis development in next chapter.

CHAPTER 2: LITERATURE REVIEW

2.1 CHAPTER OVERVIEW

This chapter reviews the major ideas, theories, and previous studies that are relevant to this research. It begins by introducing the concept of social commerce and its development with a special reference to Bangladesh. It then discusses online IBB and illustrates how social commerce environments can promote purchases that are unplanned. Next, the chapter introduces three important theoretical frameworks: the SOR model, the PAD emotional model, and flow theory. After that, it reviews four core social commerce features which are very central to this study: interactivity, personalisation, trust, and SI. The chapter then looks at emotional engagement (EE), particularly arousal and pleasure, as the key internal process linking platform features and impulse buying. Finally, the chapter describes the research gaps, the rationale for the study, and the conceptual framework and hypotheses that will be used to guide the empirical work in the subsequent chapters.

2.2 CONCEPT OF SOCIAL COMMERCE

Social commerce is the combination of social media and online shopping, which enables users to discover, consider and buy products on the same platform. Unlike conventional e-commerce in which customers visit different websites to buy products, social commerce allows users to engage with content and make purchases within apps such as Facebook, Instagram, TikTok, and WeChat (Binh, 2024; Moghddam et al., 2024).

One of the defining features of social commerce is the social layer, which is the presence of product reviews, comments, likes, shares, and influencer endorsements as social signals that reduce uncertainty and affect consumer attitudes. Social commerce is often exposure-based rather than search-driven, as users are likely influenced to products through algorithmically-recommended content (Zhao et al., 2022; Xu, 2025). Recent research indicates social commerce environments are emotionally stimulating and features such as short videos and live streams encourage arousal and pleasure, resulting in increased impulse buying. Social commerce, therefore, is not limited to shopping on social media, but rather a psychologically rich environment that influences consumer behaviour.

2.2.1 EVOLUTION OF SOCIAL COMMERCE

The evolution of social commerce can be seen in three broad stages. First, early e-commerce sites began to add Web 2.0 features such as product ratings, reviews, and comment sections.

This introduced basic social proof but still placed the retailer's website at the centre (Zhang and Benyoucef, 2016, cited in Binh, 2024). Second, social networking sites started to integrate commercial features, such as store pages, shop tabs, and buy buttons. This shifted activity from “social features on shopping sites” to “shopping inside social networks”.

The current stage is characterised by algorithm-driven feeds, live streaming, short-video commerce, and in-app checkout. Platforms like Instagram, TikTok and Facebook now operate as full social commerce ecosystems where discovery, interaction, and purchase happen in one space (Moghddam et al., 2024). Live streaming has become especially important. Studies in China and other markets show that atmospheric cues (for example background design, presenter style, real-time chat) and platform affordances (visibility, expressiveness, guidance, and transaction tools) increase social presence and immersion, which then drive impulse buying decisions (Xin et al., 2025; Mo and Wang, 2021). Also, Li et al. (2025), in a systematic review, confirm that live-stream commerce is now a major extension of social commerce and that impulse buying in these environments is best explained through S–O–R models, where environmental cues affect emotions and then behaviour.

2.2.2 SOCIAL COMMERCE IN BANGLADESH

Bangladesh has a very active social commerce scene, often labelled as “F-commerce” because of the heavy reliance on Facebook. Sharmin (2025) notes that Facebook-based social commerce has become a defining element of the country's emerging digital economy, especially for fashion and lifestyle products.

Hoque et al. (2020) show that consumers in Dhaka frequently purchase through Facebook pages and groups, and their perceptions are strongly shaped by security, product quality, delivery reliability, and price fairness. Later work finds that satisfaction with Facebook-based e-commerce also depends on trust, communication quality, payment security, and logistics (Amin et al., 2024).

Social media marketing more broadly plays a considerable part in the behaviour of shoppers. Islam et al. (2021) report that social media campaigns along with social media promotions and engagement have a significant effect on buying decisions among superstore customers in Bangladesh, and that shows how social platforms impact everyday consumption outside of the social only retail setting.

At the same time, trust is still fragile. Consumers are concerned about fraud, fake products, and bad post-sales service, so they look a lot to visible social cues including comments, prior customer feedback, and page reputation (Hoque et al., 2020; Rahman et al., 2025). This reliance on social proof and interpersonal communication produces an environment where emotional reassurance and social validation are as important as price or product features. That makes Bangladesh a particularly relevant context for studying the relationship between the features of social commerce and EE and impulse buys.

2.3 ONLINE IMPULSE BUYING BEHAVIOUR

Online impulse buying is generally understood as an unplanned and sudden purchase made during the course of browsing and is driven by emotional and situational triggers as opposed to pre-existing intentions (Zhao et al., 2022). It is often combined with a state of excitement, curiosity, and a desire for instant satisfaction, and it can be done with minimal evaluation of alternatives. A number of recent studies indicate that the use of online channels make impulsive buying easier because they minimise barriers such as time, location and effort.

Several recent studies show that online channels make impulsive buying easier because they minimise barriers such as time, location, and effort. In social commerce, this effect is amplified. Users move quickly from scrolling, liking, and commenting to purchasing in a few clicks. Moghddam et al. (2024) highlight that features like in-app checkout, shoppable posts, and action buttons compress the time between desire and purchase, which supports impulsive decisions.

Ngo et al. (2024) show that on a short-video shopping platform, time pressure, quantity pressure, economic benefits, visual design, sound, and SI significantly raise pleasure and arousal, which in turn increase impulse buying. Ngo et al. (2024) and Nguyen et al. (2024), in studies on Shopee and TikTok, also report that arousal and pleasure are key internal drivers of impulsive behaviour among Gen Z consumers, reinforcing the importance of emotional states.

Live-streaming commerce provides further evidence. Li et al. (2022) use an S–O–R model and show that social presence in live streams positively affects pleasure and arousal, which then mediate the relationship between stream characteristics and impulse buying. Xia et al. (2024) similarly find that social and media cues (such as interaction frequency, presenter style, and screen layout) influence impulse buying through emotions in live streaming settings. Li et al. (2025), in a systematic review of impulse buying in live streaming, confirm that positive

emotions and excitement are consistently linked with unplanned purchases across different platforms.

In Bangladesh, Akter and Niloy (2024) show that hedonic browsing and entertainment-oriented use of online platforms are strong predictors of impulse buying among young consumers. Combined with findings on trust and social proof in Facebook shopping (Hoque et al., 2020), this suggests that local online impulse buying is strongly tied to both emotional states and social signals.

Taken together, recent evidence supports a view of online impulse buying as a stimulus–emotion–response process. Environmental cues (stimuli) trigger emotional states such as pleasure and arousal (organism), which then drive the decision to purchase impulsively (response).

2.4 THEORETICAL FOUNDATIONS

Three main theoretical perspectives are particularly relevant to this study: the SOR model, the PAD emotional framework, and flow theory.

2.4.1 STIMULUS–ORGANISM–RESPONSE (SOR) MODEL

The SOR model suggests that environmental stimuli (S) influence internal states (O), which then shape responses (R). In digital marketing, it has become one of the most widely used frameworks to explain online impulse buying. Ngo et al. (2024) apply S–O–R to short-video commerce and show that external cues such as time pressure, sound, visuals, and SI affect pleasure and arousal, which then lead to impulsive purchase behaviour. Li et al. (2022) and Xin (2025) use a similar approach in live streaming, where social presence, atmospheric cues, and interactivity are treated as stimuli, emotional states as the organism, and impulse buying as the response. Li et al. (2025), in a recent systematic review on live-stream commerce, conclude that S–O–R is now a dominant lens for understanding impulse buying in this context. This study follows the same logic. Interactivity, personalisation, trust, and SI are conceptualised as stimuli. EE (arousal and pleasure) is the organism. IBB is the response.

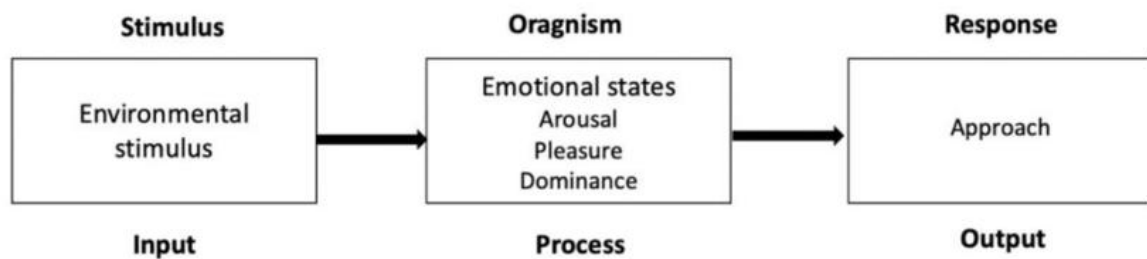


FIGURE 2.1: SOR MODEL
(SOURCE: NGO ET AL., 2024)

2.4.2 PAD EMOTIONAL FRAMEWORK

The PAD model (Pleasure–Arousal–Dominance) helps to classify emotional responses. In online shopping research, pleasure and arousal are the most relevant dimensions. Ngo et al. (2024) find that pleasure and arousal fully mediate the impact of video stimuli on impulse buying. Li et al. (2022) and Li’s (2025) review also show that in live streaming, pleasure and arousal are repeatedly found to bridge the relationship between environmental cues and impulse buying. Ngo et al. (2025) further demonstrate, using PLOS ONE data for Gen Z shoppers, that arousal and pleasure directly and significantly influence impulsive buying decisions on Shopee video. This supports the present study’s decision to focus on these two dimensions as the core of EE.

2.4.3 FLOW THEORY

Flow theory explains how deep involvement and enjoyment can weaken self-control and increase spontaneous behaviour (Csikszentmihalyi, 1991). In social commerce, flow can occur when users are fully absorbed in browsing personalised, entertaining content.

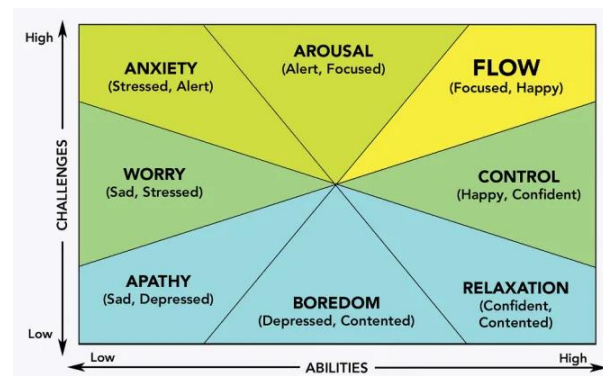


FIGURE 2.2: FLOW THEORY
(SOURCE: CSIKSZENTMIHALYI, 1991)

Lina and Ahluwalia (2021) show that personalised ads strengthen flow experience in social commerce, which then boosts impulse buying intentions. Xin (2025) and Mo (2021) both report that immersion and social presence in live streaming increase impulsive buying. These findings

support the idea that emotional and experiential states play a key role in converting platform features into unplanned purchases.

2.5 SOCIAL COMMERCE FEATURES

The literature shows a number of social commerce features that have a significant impact on consumer behaviour. This research focuses on four; interactivity, personalisation, trust and SI.

2.5.1 INTERACTIVITY

Interactivity refers to the ease of communication and response of users within the platform. Features include live chat, comments, reaction, Q and A during live streams, and quick seller replies. Ngo et al. (2024) demonstrate that the use of interactive elements in shopping of short videos enhances social presence, excitement and ultimately impulse purchase. Reddy, 2025 Reddy, S., Drona, N., & Kumar, G. Interactivity, combined with trust cues and peer influence, markedly increases emotional arousal and enjoyment in emerging market social commerce, which further increases impulse purchase intentions.

2.5.2 PERSONALISATION

Personalisation refers to tailored ads, recommended products, customised feeds, or targeted discounts based on user data. Lina and Ahluwalia (2021) reveal that personalised content creates more pleasure and flow which in turn leads to impulse buying in social commerce environments. Ngo et al. (2024, 2025) and other recent work confirm that personalised deals and content reduce search effort and raise perceived relevance, making consumers more likely to act on their impulses.

2.5.3 TRUST

Trust is related to the platform, the seller or peer information. This lessens perception of risk and drives purchase. Sanapang and Ardyan (2024) find that online reviews increase trust in sellers which in turn leads to impulse buying in social commerce. Wang et al. (2025) show that trust on streamers and platforms is of critical importance in live stream shopping since it makes spontaneous decisions feel safe.

In Bangladesh trust is important due to more and more reports on fraud in online trade. Hoque et al. (2020), Hasan et al. (2023) and Rubel et al. (2024) demonstrate that perceived security, product authenticity, and communication quality have a significant influence on purchase intentions and satisfaction in Facebook-based e-commerce.

2.5.4 SOCIAL INFLUENCE

SI includes peer recommendations, influencer recommendations and community norms. Xu (2025) draws the relationships between social capital and peer motivation, and social commerce impulse buying, which indicates that the stronger the relational ties and the network connection is, the higher the impulsive purchase tendencies. Reddy (2025) and Li et al. (2022) both find social presence and social cues (likes, comments, viewer counts) have a significant effect on increasing impulse buying by increasing EE. Dhakshitha (2025) also shows that human-like interaction, genuine reviews and personalised customer care are social presence cues that induce emotional arousal and impulse buying. In Bangladesh, informal groups of Facebook and communities form strong social norms and expectations on what to purchase that intensifies the effect of SI on consumer choices (Sharmin, 2025).

2.6 EMOTIONAL ENGAGEMENT (AROUSAL AND PLEASURE)

The intensity and quality of the feeling's consumers experience when interacting with social commerce environments are described by EE. The most important components reported in the literature are arousal and pleasure.

Arousal refers to the level of excitement or activation. Studies show that time-limited deals, vivid visuals, fast-paced video, music, and interactive chat all raise arousal, which in turn increases impulsive buying (Ngo et al., 2024; Wang et al., 2025). Li et al. (2022) and Xia et al. (2024) confirm that in live streaming, social presence and atmospheric cues first increase arousal, which then drives impulse buying via emotional routes.

Pleasure reflects enjoyment, satisfaction, and positive mood during browsing. Personalised recommendations, entertaining content, and friendly interactions often make the shopping experience fun and relaxing. Lina and Ahluwalia (2021) show that pleasure and flow arising from personalised social commerce content increase impulse buying intentions. Nguyen et al. (2025) further find that both pleasure and arousal significantly influence impulsive buying for Gen Z in video commerce. This supports the role of EE as a central mechanism in S–O–R models of online impulse buying.

In Bangladesh, EE is strengthened by the personal and conversational nature of Facebook and TikTok commerce. Friendly seller communication, quick replies, and informal language help create feelings of comfort and excitement, making consumers more willing to act on impulses (Hoque et al., 2020; Rahman et al., 2025).

2.7 RESEARCH GAP AND JUSTIFICATION FOR THE STUDY

Although research on social commerce and online impulse buying has grown quickly in recent years, several gaps remain that support the need for the present study. Many existing studies focus on single elements of the social commerce environment, such as personalisation and flow (Lina and Ahluwalia, 2021), or short-video and live-stream stimuli like time pressure, visuals, and social presence (Ngo et al., 2024; Li et al., 2022; Xia et al., 2024). These studies clearly show that platform features and media cues can trigger emotional states that encourage unplanned purchases, but they usually treat these features in isolation. There is still limited empirical work that brings together the main social commerce features – interactivity, personalisation, trust, and SI – within one integrated S–O–R framework and tests how they jointly shape IBB (Moghddam et al., 2024; Reddy, 2025).

A second gap relates to the role of emotions. Prior studies repeatedly demonstrate that pleasure and arousal are strong predictors of online impulse buying in video commerce, live-streaming, and social media environments (Zhao et al., 2022; Ngo et al., 2024; Ngo et al., 2025; Li et al., 2022). However, emotional processes are not always placed at the centre of the models. In many cases, emotions are treated as additional variables rather than as key mediators between social commerce features and behavioural outcomes. As a result, we still do not fully understand how specific features such as interactivity, personalisation, trust cues, and SI translate into EE and, through that, into impulse buying. There is a clear need for a focused model that explicitly tests EE (arousal and pleasure) as the main organism in the S–O–R chain.

A third important gap concerns context. Much of the empirical evidence on social commerce and impulse buying comes from China, other parts of East and South-East Asia, or Western countries, often using large platforms such as TikTok, Taobao, Shopee, or Instagram (Ngo et al., 2024; Moghddam et al., 2024; Xin et al., 2025). In contrast, research on Bangladesh still concentrates mainly on Facebook-based commerce, trust, satisfaction, and general adoption of social media for business (Hoque et al., 2020; Sharmin, 2025). These studies show that Bangladeshi consumers rely heavily on social proof, page reputation, and communication quality because of low trust in formal e-commerce and frequent reports of fraud. Yet they do not examine how core social commerce features combine with EE to drive impulse buying in this specific environment. Given the country's mobile-first usage, informal seller–buyer relationships, and strong dependence on social cues, Bangladesh offers a relevant but understudied context for testing social commerce theories.

The present study is designed to respond to these gaps. It proposes and empirically tests an integrated S–O–R-based framework in which interactivity, personalisation, trust, and SI are treated as key stimuli; EE, captured through arousal and pleasure, serves as the central mediating organism; and online impulse buying represents the response. By applying this model to Bangladeshi social commerce users, the study extends existing theory to a new emerging-market context and provides a clearer explanation of how social commerce features work through emotions to shape impulse buying. This offers theoretical contribution by strengthening the emotional and feature-based understanding of social commerce, and practical value by helping Bangladeshi businesses and platforms design more effective and ethically informed social commerce strategies.

2.8 CONCEPTUAL FRAMEWORK AND HYPOTHESES

Drawing on S–O–R, PAD, and flow literature, the study proposes that interactivity, personalisation, trust, and SI act as stimuli. EE (arousal and pleasure) is the organism, capturing internal emotional reactions, and IBB is the response. The conceptual framework (Figure 1) summarises these relationships.

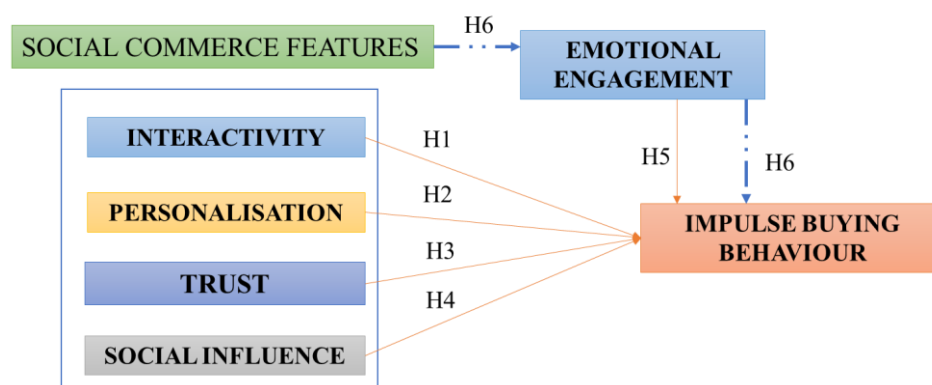


FIGURE 2.3: CONCEPTUAL FRAMEWORK

Prior work supports the links from features to emotions and from emotions to impulse buying. Interactivity and social presence raise arousal and pleasure in video and live-stream commerce (Ngo et al., 2024; Li et al., 2022; Xia et al., 2024). Personalisation enhances pleasure and flow, increasing impulsive buying intentions (Lina and Ahluwalia, 2021). Trust cues reduce anxiety and make spontaneous purchases feel safe and justified (Sanapang and Ardyan, 2024; Wang et al., 2025). SI and social capital raise emotional excitement and reassurance, pushing consumers toward unplanned purchases (Xu, 2025; Reddy, 2025). EE has also been repeatedly shown to predict impulse buying across different digital contexts (Zhao et al., 2022; Ngo et al., 2024; Li

et al., 2022; Ngo et al., 2025). Based on this framework, the study proposes the following hypotheses:

- **H1:** Interactivity positively affects IBB.
- **H2:** Personalisation positively affects IBB.
- **H3:** Trust in sellers or platforms positively affects IBB.
- **H4:** Social influence positively affects IBB.
- **H5:** Emotional engagement positively affects IBB.
- **H6:** Emotional engagement mediates the effects of interactivity, personalisation, trust, and social influence on IBB.

2.9 CHAPTER SUMMARY

This chapter reviewed the literature that forms the foundation of the study. It began by defining social commerce and tracing its evolution from basic Web 2.0 features to today's integrated, algorithm-driven platforms. The chapter highlighted the unique context of social commerce in Bangladesh, where platforms like Facebook play a central role in retail activities, yet trust remains an issue. It also explored online impulse buying (IBB) and discussed how social commerce environments shorten the time between desire and purchase, especially through features like shoppable posts and live streams. Three key theoretical frameworks were outlined: the S–O–R model, the PAD emotional framework, and flow theory, which demonstrate how external stimuli influence emotional states, leading to behaviors like impulse buying. The chapter reviewed literature on interactivity, personalization, trust, and social influence (SI), then addressed emotional engagement (EE), focusing on arousal and pleasure. It identified research gaps, presented a conceptual framework, and proposed six hypotheses for empirical testing.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 CHAPTER OVERVIEW

This chapter explains how the study was designed and conducted. It is based on the research onion by Saunders, Lewis and Thornhill (2019) from general philosophical decisions to practical data collection and analysis methods. The research philosophy, approach, the methodological choice strategy and time horizon are presented firstly in this chapter. It then describes the target group, sampling method and anticipated sample size. This is followed by a description of how the questionnaire was formulated, and how all variables were operationalised, after which the pilot study will be described as well as that of the main data collection method. It then describes how the data were cleaned and analysed, reliability, validity, ethical considerations and data management. This methodological design provides a clear and transparent basis for testing the conceptual framework introduced in the earlier chapters.

3.2 RESEARCH ONION FRAMEWORK

The research onion introduced by Saunders et al. (2019) offers research design as a layered set of choices, from philosophical presumptions at the surface to data collection and analysis techniques at its heart. It enables researchers to make coherent and integrated decisions instead of making decisions in a piecemeal way. In this research, the research onion is employed to organise the methodology chapter, and provide an overview of how the positivist philosophy, deductive approach, quantitative mono-method strategy, survey strategy type in cross-sectional time span employs and specific techniques for sampling and analysis all fit together to address the research aim and questions.

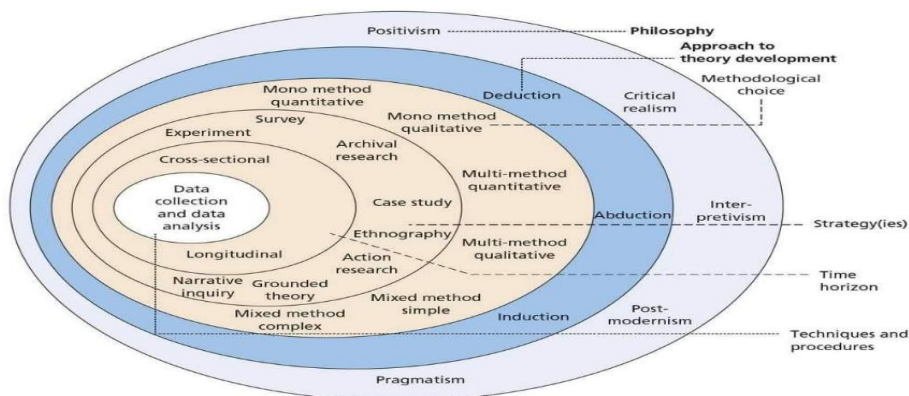


Figure 4.1 The research 'onion'
Source: © 2015 Mark Saunders, Philip Lewis and Adrian Thornhill

**FIGURE 3.1: RESEARCH ONION PROPOSED
(SOURCE: SAUNDERS ET AL., 2019)**

3.3 RESEARCH PHILOSOPHY

Research philosophy concerns the assumptions that underpin how knowledge is created and what is considered acceptable evidence (Saunders et al., 2019). This study adopts a positivist philosophy. Positivism assumes that reality exists independently of the researcher and can be observed and measured through objective methods. It emphasises the use of structured instruments, numerical data and statistical analysis to test theory and identify regularities or causal patterns (Bryman and Bell, 2015).

The present study investigates relationships between social commerce features, EE and impulse buying among online shoppers in Bangladesh. These are treated as latent constructs that can be captured through standardised survey items and analysed using statistical techniques. The aim is to test an explanatory model derived from existing theory, rather than to interpret individual meanings in depth. This emphasis on measurement, hypothesis testing and generalisation is consistent with a positivist stance (Saunders et al., 2019). Alternative philosophies, such as interpretivism, would focus more on rich qualitative insights into personal experiences, which, while valuable, would not directly support the quantitative testing of the proposed conceptual framework.

3.4 RESEARCH APPROACH

Within the research onion, the approach to theory development can be deductive or inductive. This study follows a deductive approach. In a deductive design, the researcher starts from existing theories, develops a conceptual model and hypotheses, and then collects data to test whether these hypotheses are supported (Saunders et al., 2019).

The conceptual framework in this dissertation is based on the SOR model, the PAD emotional framework, and flow theory. From these foundations and the prior literature on social commerce and impulse buying, six hypotheses were developed concerning the effects of interactivity, personalisation, trust and SI on impulse buying, and the mediating role of EE. Data are then collected and analysed to evaluate the strength and significance of these relationships. The aim is not to build new theory from raw field observations, which would be more characteristic of an inductive approach, but rather to test and extend established theory in a new context, namely social commerce in Bangladesh.

3.5 METHODOLOGICAL CHOICE

Methodological choice refers to the decision to use quantitative, qualitative or mixed methods (Saunders et al., 2019). This research adopts a mono-method quantitative design. Only one principal method of data collection and analysis is used: a structured questionnaire generating numerical data, analysed through statistical techniques.

The mono-method quantitative choice is appropriate for several reasons. First, the research questions and hypotheses concern the strength and direction of relationships between defined constructs, which are most effectively examined using quantitative data. Second, the aim is to estimate the relative importance of different social commerce features and the mediating role of EE, which requires regression and mediation analysis. Third, time and resource constraints of an MBA dissertation favour a single, clearly defined method rather than a mixed-methods design. Qualitative methods may be useful in future research to explore underlying meanings in more depth, but they fall outside the scope of the present study.

3.6 RESEARCH STRATEGY

The research strategy describes how the researcher intends to answer the research questions using the chosen methods (Saunders et al., 2019). This study uses a survey strategy, implemented as a cross-sectional online survey of social commerce users. A survey strategy is widely used in business and management research when the goal is to collect standardised data from a sizeable sample and to investigate relationships between variables.

A structured online questionnaire is appropriate in this context because the target respondents are active users of social media and social commerce. An online survey allows efficient access to geographically dispersed participants at relatively low cost and within the dissertation timeline. It also aligns with the deductive, positivist and quantitative orientation of the study, as surveys can provide data suitable for hypothesis testing and statistical modelling. The survey in this dissertation is explanatory in nature, as it seeks to explain how independent variables (interactivity, personalisation, trust and SI) and the mediating variable (EE) influence the dependent variable (IBB).

3.7 TIME HORIZON

Saunders et al. (2019) distinguish between cross-sectional and longitudinal time horizons. The present study adopts a cross-sectional design. Data are collected at a single point in time rather than at multiple points over an extended period.

A cross-sectional time horizon is appropriate because the research questions focus on current perceptions and behaviours of social commerce users in Bangladesh, rather than on changes over time. It also fits the practical limitations of an MBA dissertation, which does not allow for a long-term panel study. While a longitudinal design could provide richer insight into how IBB evolves, it would require repeated access to the same respondents and substantial additional resources. The cross-sectional survey therefore offers a feasible and methodologically acceptable way to test the proposed relationships.

3.8 POPULATION, SAMPLING AND SAMPLE SIZE

The target population for this study comprises adult online shoppers in Bangladesh who have purchased products through social commerce channels such as Facebook, Instagram or TikTok in the last twelve months. The focus is on business-to-consumer purchases of consumer goods, particularly fashion and lifestyle products, which previous research identifies as common categories in Facebook-based commerce in Bangladesh (Hoque et al., 2020; Sharmin, 2025). The study population covers adult internet shoppers who bought fashion and lifestyle products using social commerce platforms (Facebook, Instagram or TikTok) in the past twelve months. Participants should be 18 years or older, a resident of Bangladesh and have initiated at least one social commerce purchase. Business-to-business buyers are excluded.

Non-probability convenience sampling is used which include snowball sampling technique to access more samples. The study is disseminated through different social media platforms with online shopping, fashion interests and personal networks. Screening questions ensure eligibility. This convenience sampling is justified as no extensive sampling frame was available and the financial burden of probability sampling.

A total of 201 usable participants responses was collected as it is large enough for multiple regression and mediation analysis, assuming a medium effect size. This is in line with the recommended sample size for multivariate analysis to obtain stable estimates. Increasing the sample would have provided more statistical power (Hair et al., 2019). However results might not completely reflect typical of the Bangladeshi customers because non-probability sampling technique has been used.

3.9 RESEARCH INSTRUMENT AND MEASURES

This study's data are obtained from a structured online survey prepared through Google Forms. The questionnaire is intended to be brief, clear and with a logical progression that will take

about 8-10 minutes to complete. The information sheet and consent form are on the first page. The other pages that follow contain the substantive questions arranged in thematic sections.

The instrument includes four main sections. Section 1: Screening information and demographics. The second section measures the four social commerce features that serve as independent variables: interactivity, personalisation, trust and SI. Each construct is measured by five items using a five-point Likert scale anchored from 1 (“Strongly disagree”) to 5 (“Strongly agree”). Interactivity captures the ease and responsiveness of communication with sellers through comments, messages and live interaction. Personalisation reflects the extent to which content, advertisements and offers on social media are perceived as tailored to the respondent’s interests and previous behaviour, in line with prior studies on personalised social commerce experiences (Lina and Ahluwalia, 2021). Trust covers beliefs about the honesty and reliability of social media sellers and platforms, including perceived product authenticity, payment security and after-sales support, drawing on earlier work on Facebook commerce in Bangladesh (Hoque et al., 2020). SI captures the impact of friends, family, online reviews, influencer endorsements and visible social proof, such as likes and comments, on purchase decisions.

The third section measures the mediating variable, EE, focusing on arousal and pleasure during social commerce activities. Five Likert items assess feelings of excitement, enjoyment, good mood, involvement and losing track of time when browsing and buying on social media. These reflect the emotional dimensions emphasised in research using the PAD framework and S–O–R models in online impulse buying contexts (Ngo et al., 2024; Li et al., 2022).

The fourth section measures the dependent variable, IBB, also using five Likert items. These items capture the extent to which respondents make unplanned, spur-of-the-moment purchases on social media, buy products they did not intend to buy before browsing, and find it difficult to resist attractive offers they see online, consistent with definitions of online impulse buying in the literature (Zhao et al., 2022).

All items are adapted from existing scales and empirical studies on social commerce, emotional responses and impulse buying, and are then rephrased in simple English to suit the local context. Two attention-check items are included in the instrument to identify careless or inattentive responses. The full questionnaire is provided in an appendix.

3.10 PILOT STUDY

Before launching the main survey, a pilot study is conducted with approximately twenty to thirty respondents who meet the same inclusion criteria as the target sample. The main purpose of the pilot is to assess the clarity, comprehensibility and length of the questionnaire. Pilot participants are asked to complete the survey and to comment on any items they find confusing, repetitive or difficult to answer.

Feedback from the pilot is used to refine the wording of questions, to adjust the order of items where necessary, and to ensure that the overall completion time remains reasonable. Preliminary reliability analysis may also be conducted on the pilot data to obtain an initial indication of internal consistency for each construct, using Cronbach's alpha. Items that perform poorly or are repeatedly flagged as unclear may be revised or removed before the main data collection. Conducting a pilot in this way helps to improve the quality of the final instrument and reduces the risk of measurement problems in the main study.

3.11 DATA COLLECTION PROCEDURE

Following the pilot and any necessary revisions, the final questionnaire is distributed online. The first page of the form includes an information statement explaining the purpose of the research, the voluntary nature of participation, the inclusion criteria, the expected completion time and assurances regarding anonymity and confidentiality. Respondents are required to indicate their consent before proceeding to the main questions.

The survey link is shared on social media accounts that the sampled population members are likely to use for social commerce, such as relevant Facebook groups and pages or through friends in personal messaging features of platforms like Facebook, Instagram or WhatsApp. Respondents can forward the message to others they know who are eligible, allowing for broader coverage in the population of interest. The collection periods are short, e.g., three to four weeks in case of sampling the response rate. Technical settings to prevent double registration (e.g., one response per device) can be implemented.

3.12 DATA PREPARATION AND ANALYSIS

Once data collection is complete, responses are exported from Google Forms into SPSS for cleaning and analysis. The first step in data preparation involves screening for eligibility. Cases that fail the screening questions—such as respondents who are under eighteen, not resident in Bangladesh, or who have not made a social commerce purchase in the past twelve months—

are removed from the dataset. Attention-check items are then used to identify and exclude respondents who appear not to have engaged seriously with the questionnaire.

The dataset is examined for missing values, straight-lined responses and outliers. If the proportion of missing data is small and appears to be random, listwise deletion is used for multivariate analyses. Straight-lining, where a respondent gives the same answer to almost all items, is considered a sign of low engagement; such cases are inspected and removed if necessary. Potential outliers are identified through standardised scores and boxplots and are handled cautiously, with removal only when there is clear evidence that the response is not credible. Necessary coding and recoding are performed, including the conversion of Likert responses to numerical values from 1 to 5 and the reverse-coding of any negatively worded items if used.

The statistical analysis is carried out using SPSS together with the PROCESS macro for mediation analysis (Hayes, 2018). Descriptive statistics are first produced to summarise the demographic characteristics of the sample and the distribution of scores on each construct. Reliability analysis using Cronbach's alpha is then conducted for all multi-item scales. Pearson correlation coefficients are calculated to explore the bivariate relationships between interactivity, personalisation, trust, SI, EE and impulse buying.

To test the direct effects of the social commerce features on impulse buying, multiple regression analysis is employed. Interactivity, personalisation, trust and SI are entered as predictors, while impulse buying is the dependent variable. Demographic variables such as age, gender, primary platform and monthly social commerce spending may be included as control variables.

The mediating role of EE is examined using Hayes' PROCESS macro, Model 4, which estimates indirect effects via a single mediator using ordinary least squares regression and bootstrapping (Hayes, 2018). Bootstrapped confidence intervals based on 5,000 resamples are used to assess the significance of the indirect effects. If the confidence interval for an indirect effect does not include zero, mediation is considered statistically supported. Throughout the analysis, key assumptions of regression, including linearity, normality of residuals, homoscedasticity and absence of problematic multicollinearity, are assessed using standard diagnostic tools such as normal probability plots, residual plots and variance inflation factors (Hair et al., 2019).

3.13 RELIABILITY AND VALIDITY

Reliability and validity are essential criteria for evaluating the quality of measurement instruments. Reliability refers to the consistency of the instrument in measuring a construct, whereas validity refers to the extent to which it measures what it is intended to measure (Tavakol and Dennick, 2011). Internal consistency reliability for each multi-item scale in this study is assessed using Cronbach's alpha. Values of 0.70 or above are widely regarded as acceptable for research in the social sciences, especially in applied and exploratory contexts (Nunnally and Bernstein, 1994; Hair et al., 2019). Item-total correlations and the effect of deleting individual items on the overall alpha are also examined, and items that substantially weaken the scale, where theoretically justified, may be removed.

Content validity is supported by the development of the questionnaire items from established constructs and scales in the existing literature on social commerce, EE and impulse buying. The items are reviewed by academic supervisors and are refined through the pilot study to ensure that they appear relevant, clear and comprehensive for the target population. Construct validity is assessed through the pattern of correlations between constructs and, where data permit, through basic factor analysis. Items intended to measure the same construct are expected to correlate more strongly with each other than with items for different constructs, and the overall pattern of relationships between constructs should be consistent with theoretical expectations.

3.14 ETHICAL CONSIDERATIONS AND DATA MANAGEMENT

Ethical considerations are addressed at all stages of the research process. The study follows the ethical guidelines of the host university and conforms to general principles for research involving human participants. Participation in the survey is voluntary, and informed consent is obtained at the start of the questionnaire. The information sheet also makes it clear that the study's aim is described, what types of questions will be asked, about how long it will take to complete and that no direct personal benefit can be gained from participating. It also stresses that respondents can discontinue at any time prior to completing their response without repercussions.

All information is treated anonymously and in confidence. The questionnaire doesn't request names, phone numbers or any other immediate identifiers. Demographic questions are only broken down into general categories (age ranges, income brackets) to minimize any possibility that individual respondents can be identified. Data is retained on a password protected drive:

only the researcher (and if necessary, academic supervisor) have access. The dataset is used solely for academic purposes and is retained only for as long as necessary for analysis, examination and any subsequent corrections. After this period, the data will be securely deleted in accordance with institutional policies. The survey content is low risk and does not require participants to disclose sensitive personal information; the main burden is the small amount of time required to complete the questionnaire.

3.15 CHAPTER SUMMARY

This chapter has presented the research methodology adopted in this study, structured using the research onion framework. The study is grounded in a positivist philosophy and employs a deductive approach to test a theory-driven conceptual model. A mono-method quantitative design is used, with a survey strategy and cross-sectional time horizon. The target population and inclusion criteria for Bangladeshi social commerce shoppers were defined, and a non-probability convenience sampling technique was justified.

The chapter described the development of a structured online questionnaire that measures interactivity, personalisation, trust, SI, EE and impulse buying through multiple Likert-scale items adapted from prior literature. The pilot study and the main data collection procedure were explained, along with the steps taken to clean and prepare the data. The planned statistical analyses, including descriptive statistics, reliability checks, correlation, multiple regression and mediation analysis using Hayes' PROCESS macro, were outlined. Considerations of reliability, validity, ethical conduct and data management were also discussed. The next chapter presents the empirical results obtained from the survey data.

CHAPTER FOUR: DATA ANALYSIS AND FINDINGS

4.1 CHAPTER OVERVIEW

Chapter Four presents the empirical results of this study and evaluates the proposed relationships in chapter two. Based on 201 valid responses, the chapter starts by demographic analysis of the respondents to provide better understanding as to who participated in the study and their shopping behaviors. The chapter then provides descriptive statistics to understand the synthesize respondents' general attitudes toward the constructs of interest, and then undertakes an assessment of reliability checks to ensure consistency across measurement scales. In a second step the study use bivariate Pearson correlations are calculated to further investigate potential variable associations, testing the first part of our hypotheses. Next, the chapter employed multiple regression analysis to examine the predictability of social commerce features and EE on IBB. Lastly, mediation analysis via Hayes' PROCESS Model 4 is conducted to examine whether EE mediates the influence of overall social commerce features on impulse buying.

4.2 DEMOGRAPHIC ANALYSIS

A total of 201 valid responses were entered into the analysis. The sample is heavily biased toward the young consumers, as can be seen from Table 4.1 and Figure 4.1 respectively. More than half of the respondents are 18-24 years-old (54.7%), and 25-34 years-old (26.4%). Just a small fraction of them are older than 44 years. This affirms that social commerce engagement is dominated by the younger adults in Bangladesh, a finding expected given the sample was targeted at digitally savvy shoppers.

TABLE 4.1: DEMOGRAPHIC AND SHOPPING PROFILE OF RESPONDENTS

Variable	Category	Frequency (n)	Percentage (%)
Age	18–24	110	54.7
	25–34	53	26.4
	35–44	24	11.9
	45–54	10	5.0
	55 or above	4	2.0
Gender	Female	103	51.2
	Male	93	46.3
	Prefer not to say	5	2.5
Approximate monthly household income (BDT)	Less than 20,000	58	28.9
	20,000–39,999	56	27.9
	40,000–59,999	28	13.9
	60,000–79,999	23	11.4
	80,000 or above	11	5.5
	Prefer not to say	25	12.4

Social media platform used most often to buy products	Facebook	131	65.2
	Instagram	31	15.4
	TikTok	28	13.9
	Other (please specify)	11	5.5
Times bought via Facebook/Instagram/TikTok (last 12 months)	1–2 times	61	30.3
	3–5 times	54	26.9
	6–10 times	37	18.4
	More than 10 times	49	24.4
Monthly spend on social media purchases (BDT)	Less than 1,000	57	28.4
	1,000–2,999	61	30.3
	3,000–4,999	37	18.4
	5,000–9,999	25	12.4
	10,000 or more	21	10.4
Main place of residence	Dhaka	106	52.7
	Chattogram	30	14.9
	Other city/town	43	21.4
	Rural area	22	10.9

Gender ratio is about even, with females making out a slight majority (51.2%), men 46.3% (Table 4.1, Figure 4.2).

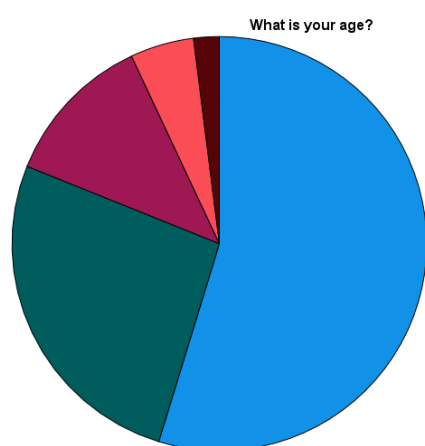


FIGURE 4.1: DISTRIBUTION OF RESPONDENTS BY AGE GROUP

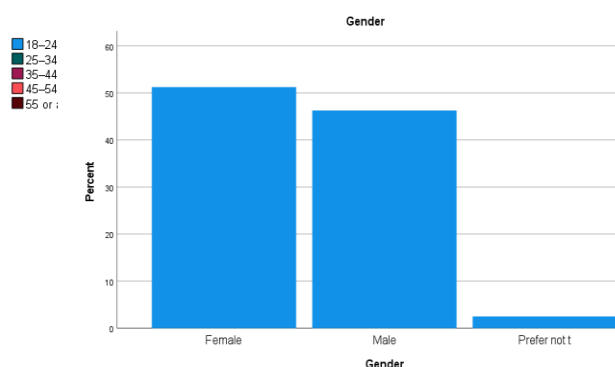


FIGURE 4.2: GENDER DISTRIBUTION OF RESPONDENTS

The income distribution is indicated in Table 4.1 and Figure 4.3; most respondents belong to the lower- or middle-income groups. Approximately 56.8% has monthly household income less than BDT 40,000 and 12.4% prefers not to share this data.

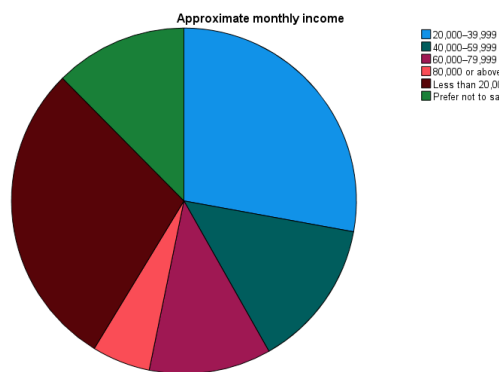


FIGURE 4.3: MONTHLY HOUSEHOLD INCOME OF RESPONDENTS

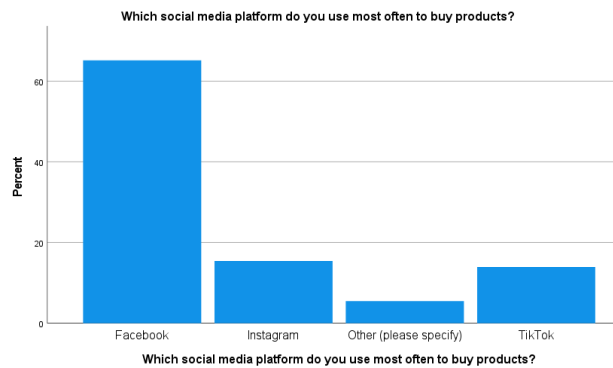


FIGURE 4.4: MAIN SOCIAL MEDIA PLATFORM USED FOR PURCHASES

In terms of platforms, Facebook is indeed the predominant platform for making purchases (65.2%), far ahead from Instagram (15.4%) and TikTok (13.9%) (Figure 4.4). It validates the involving of F-commerce in Bangladesh. The purchase behaviour, as is shown in Figure 4.5, is rather active: with 30.3% purchasing 1–2 times and 51.3% buying from three to ten times over the past year; and 24.4% shopping over ten times. Expenditure per month is generally low, with 58.7% of the clients spending up to BDT 3,000 (Figure 4.6).

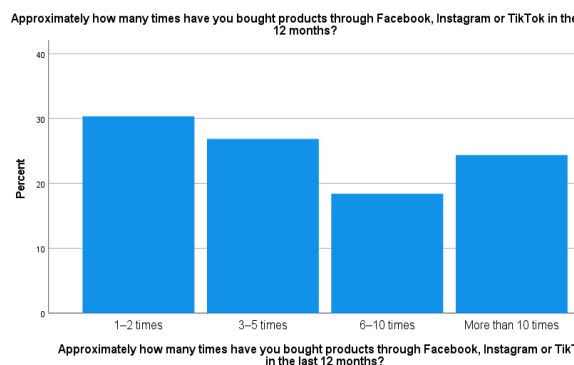


FIGURE 4.5: PURCHASE FREQUENCY VIA SOCIAL COMMERCE (LAST 12 MONTHS)

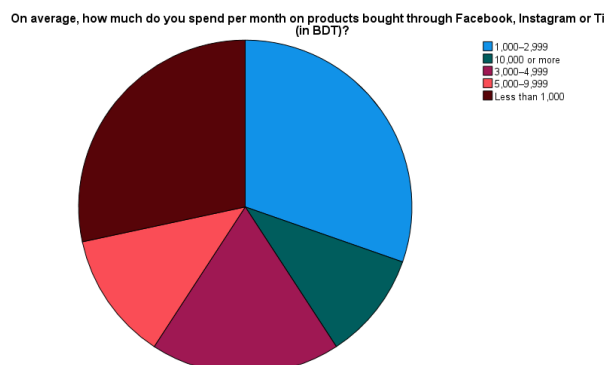


FIGURE 4.6: MONTHLY SPEND ON SOCIAL COMMERCE

Finally, Figure 4.7 shows a little more than half of the sample reside in Dhaka (52.7%) while the rest are distributed among Chattogram, other towns/cities and rural areas. This skewness towards urban based sample is warranted given the reach and higher availability of logistics and online retail services in major cities. This was also found to be relevant for research context on social commerce and impulse purchase behaviour within Bangladesh.

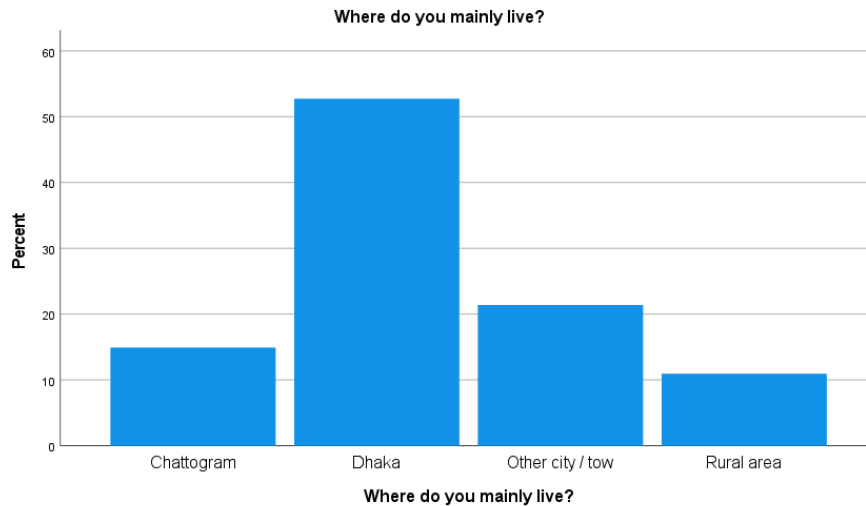


FIGURE 4.7: PLACE OF RESIDENCE OF RESPONDENTS

4.3 DESCRIPTIVE ANALYSIS

This subsection presents composite mean scores of the study variables. The five items for each construct were rated on a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree), and the mean scores for each item served as an index of the constructs. The mean values for all the constructs are above 3.0 (Table 4-2), suggesting that respondents generally have positive perceptions of social commerce functionalities and shopping experiences.

TABLE 4.2: DESCRIPTIVE STATISTICS OF KEY CONSTRUCTS

	N	Minimum	Maximum	Mean	Std. Deviation
INTERACTIVITY	201	1.60	5.00	3.7721	.71862
PERSONALISATION	201	1.60	5.00	3.8408	.67181
TRUST	201	1.60	5.00	3.7701	.74048
S_INFLUENCE	201	1.60	5.00	3.7950	.65801
E ENGAGEMENT	201	2.20	5.00	3.9134	.57504
I_I_BUYING	201	2.60	5.00	3.9174	.57109
Valid N (listwise)	201				

Among the independent variables, personalisation had the highest mean score ($M = 3.84$, $SD = 0.67$), indicating that most participants frequently found content, recommendations or offers relevant to their needs/likes. SI was also on the relatively high ($M = 3.80$, $SD = 0.66$), indicating that social cues such as reviews, comments and peer recommendations were frequently sensed during shopping. In terms of averages interactivity ($M = 3.77$, $SD = .72$) and trust ($M = 3.77$, $SD = .74$), reflected similar levels suggesting a moderate consensus that seller communication is interactive and purchases feel relatively safe. Trust had the highest diversity, which was attributable to a combination of experiences among shoppers.

The mediator, EE was high ($M = 3.91$; $SD = 0.58$) and the dependent IBB variable was also high ($M = 3.92$, $SD = 0.57$). Taken together, these findings indicate a socially arousing social

commerce environment and the prevalence of spur-of-the-moment purchases, thereby providing grounds for continued hypothesis testing.

4.4 RELIABILITY ANALYSIS

Reliability analysis was carried out to test the internal consistency of our measurement scales prior to analysing correlation, regression and mediation. Each construct of this study was measured by a five Likert-scale items, and scale reliability was represented mainly as Cronbach's alpha. Cronbach's alpha tells us whether items composing a scale measure the same concept without error (consistently) (Cronbach, 1951). Table 4.3 indicates that the majority of constructs fall-on or above the frequently suggested bench-mark for $\alpha \geq 0.70$ as adequate reliability in behavioural studies (Nunnally and Bernstein, 1994; Hair et al., 2019).

TABLE 4.3: RELIABILITY OF MEASUREMENT SCALES

Construct	Number of items	Cronbach's alpha (α)
Interactivity	5	0.754
Personalisation	5	0.729
Trust	5	0.765
Social influence	5	0.684
Emotional engagement	5	0.691
Impulse buying behaviour	5	0.805

Specifically, IBB shows strong internal consistency ($\alpha = .805$), while Trust ($\alpha = .765$), Interactivity ($\alpha = .754$), and Personalisation ($\alpha = .729$) also demonstrate acceptable reliability. Two constructs, SI ($\alpha = .684$) and EE ($\alpha = .691$), fall slightly below 0.70. However, values close to 0.70 are widely considered acceptable in exploratory and social science research, particularly when scales are adapted across contexts and cultures (Hair et al., 2019).

Overall, the results indicate that the study variables are sufficiently reliable, supporting their use in subsequent analyses.

4.5 CORRELATION ANALYSIS

Correlation analysis was conducted to examine the strength and direction of relationships among the study variables before testing the hypotheses through regression and mediation. Pearson's Correlation was applied because it is appropriate for assessing linear relationships between continuous variables and is widely used in social science research when scale scores approximate interval properties (Pallant, 2020; Hair et al., 2019).

As presented in Table 4.4, all four independent variables show significant positive correlations with the mediator, EE. The strongest association is between interactivity and EE ($r = .772$, $p <$

.01), followed by SI and EE ($r = .707$, $p < .01$). Personalisation ($r = .271$, $p < .01$) and trust ($r = .285$, $p < .01$) have weaker but still significant relationships with EE.

TABLE 4.4: CORRELATION ANALYSIS

		INTERACTIVITY	PERSONALISATION	TRUST	S_INFLUENCE	E_ENGAGEMENT	I_I_BUYING
INTERACTIVITY	Pearson Correlation	1	.396**	.437**	.450**	.772**	.858**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001
	N	201	201	201	201	201	201
PERSONALISATION	Pearson Correlation	.396**	1	.969**	.040	.271**	.272**
	Sig. (2-tailed)	<.001		<.001	.570	<.001	<.001
	N	201	201	201	201	201	201
TRUST	Pearson Correlation	.437**	.969**	1	.061	.285**	.268**
	Sig. (2-tailed)	<.001	<.001		.388	<.001	<.001
	N	201	201	201	201	201	201
S_INFLUENCE	Pearson Correlation	.450**	.040	.061	1	.707**	.550**
	Sig. (2-tailed)	<.001	.570	.388		<.001	<.001
	N	201	201	201	201	201	201
E_ENGAGEMENT	Pearson Correlation	.772**	.271**	.285**	.707**	1	.885**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001
	N	201	201	201	201	201	201
I_I_BUYING	Pearson Correlation	.858**	.272**	.268**	.550**	.885**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	
	N	201	201	201	201	201	201

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

For the dependent variable, IBB, all predictors are also positively correlated. Interactivity shows the strongest correlation with impulse buying ($r = .858$, $p < .01$), followed by SI ($r = .550$, $p < .01$). Personalisation ($r = .272$, $p < .01$) and trust ($r = .268$, $p < .01$) again demonstrate modest positive correlations. Notably, EE has a very strong positive relationship with impulse buying ($r = .885$, $p < .01$), supporting the study's S-O-R logic that emotional responses are closely linked to impulsive purchase behaviour.

4.6 REGRESSION ANALYSIS

Multiple regression analysis was conducted to examine how the independent variables (interactivity, personalisation, trust, and SI) together with the mediator (EE) predict the dependent variable (IBB). This approach is appropriate for estimating the unique contribution of each predictor while holding the others constant (Pallant, 2020; Hair et al., 2019).

The model summary in Table 4.5 demonstrates excellent explanatory power. As shown in the Model Summary, the predictors jointly produced a very strong relationship with impulse buying ($R = .939$), explaining 88.2% of the variance in IBB ($R^2 = .882$; Adjusted $R^2 = .879$). The low standard error of the estimate (.199) indicates a good overall model fit.

TABLE 4.5: MODEL SUMMARY (REGRESSION ANALYSIS)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.939 ^a	.882	.879	.19902

a. Predictors: (Constant), E_ENGA, PERSONALISATION, S_INFLUENCE, INTERACTIVITY, TRUST

b. Dependent Variable: I_I_BUY

The ANOVA results in figure 4.6 confirm that the overall regression model is statistically significant, $F(5,195) = 290.381$, $p < .001$. This means the combined predictors significantly improve the prediction of impulse buying compared to a model with no predictors (Field, 2018).

TABLE 4.6: ANOVA (REGRESSION ANALYSIS)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	57.506	5	11.501	290.381	.000 ^b
	Residual	7.723	195	.040		
	Total	65.229	200			

a. Dependent Variable: I_I_BUY

b. Predictors: (Constant), E_ENGA, PERSONALISATION, S_INFLUENCE, INTERACTIVITY, TRUST

The coefficients in Table 4.7 show that EE is the strongest positive predictor ($\beta = .583$, $p < .001$), followed by interactivity ($\beta = .501$, $p < .001$) and personalisation ($\beta = .444$, $p < .001$). In contrast, trust has a significant negative effect ($\beta = -.543$, $p < .001$), and SI shows a small negative effect ($\beta = -.073$, $p = .046$). Overall, the findings indicate that emotionally engaging and interactive social commerce environments are most strongly associated with higher impulse buying.

TABLE 4.7: COEFFICIENTS (REGRESSION ANALYSIS)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.517	.122		4.249	.000
	INTERACTIVITY	.398	.034	.501	11.745	.000
	PERSONALISATION	.377	.086	.444	4.362	.000
	TRUST	-.419	.080	-.543	-5.239	.000
	S INFLUENCE	-.063	.031	-.073	-2.006	.046
	E ENGA	.579	.050	.583	11.495	.000

a. Dependent Variable: I_I_BUY

4.7 MEDIATION ANALYSIS (EMOTIONAL ENGAGEMENT AS MEDIATOR)

This section tests whether EE (E_ENGA) mediates the relationship between overall social commerce features (S_C_FEA) and IBB (I_I_BUY) using Hayes' PROCESS Macro Model 4 with 5,000 bootstrap samples. Mediation analysis is appropriate when the study expects that an independent variable influences a dependent variable through an internal mechanism or psychological process (Hayes, 2022). In line with the S–O–R logic, social commerce features represent the stimulus, EE represents the organism, and impulse buying is the response. The mediation analysis is provided in Figure

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.2 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com

Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 4

Y : I_I_BUY

X : S_C_FEA

M : E_ENGA

Sample

Size: 201

OUTCOME VARIABLE:

E_ENGA

Model Summary

R	R-sq	MSE	F	df1	df2	p
.6829	.4663	.1774	173.8579	1.0000	199.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	1.0331	.2205	4.6862	.0000	.5984	1.4678
S_C_FEA	.7591	.0576	13.1855	.0000	.6455	.8726

OUTCOME VARIABLE:

I_I_BUY

Model Summary

R	R-sq	MSE	F	df1	df2	p
.8878	.7883	.0698	368.5724	2.0000	198.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.3273	.1457	2.2469	.0257	.0400	.6146
S_C_FEA	.1084	.0494	2.1928	.0295	.0109	.2058
E_ENGA	.8123	.0445	18.2728	.0000	.7246	.9000

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
.1084	.0494	2.1928	.0295	.0109	.2058

Indirect effect(s) of X on Y:

Effect	BootSE	BootLLCI	BootULCI
E_ENGA	.6166	.0573	.5014 .7294

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:

95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:

5000

----- END MATRIX -----

FIGURE 4.8: MEDITATION ANALYSIS

First, the results show that S_C_FEA significantly predicts EE ($\beta = .7591$, $p < .001$), explaining 46.6% of the variance in E_ENGA ($R^2 = .466$). This indicates that stronger overall perceptions of interactivity, personalisation, trust, and SI are associated with higher EE while shopping through social platforms.

Second, the model predicting impulse buying is also significant ($R^2 = .788$). EE strongly predicts impulse buying ($\beta = .8123$, $p < .001$). The direct effect of social commerce features on

impulse buying remains significant but small (Effect = .1084, $p = .0295$), suggesting partial mediation.

Most importantly, the indirect effect of S_C_FEA on impulse buying through EE is substantial (Effect = .6166), and the bootstrap confidence interval does not include zero (BootLLCI = .5014, BootULCI = .7294). This confirms that EE significantly transmits the effect of social commerce features to impulse buying, meaning that social commerce features stimulate impulse purchases largely by increasing shoppers' excitement and enjoyment (Hayes, 2022).

4.8 CHAPTER SUMMARY

This chapter analysed survey data from 201 Bangladeshi social commerce users and presented the main statistical findings of the study. Demographic results showed a predominantly young, urban-leaning sample, with Facebook as the most used purchasing platform and generally modest monthly spending, reflecting common patterns of social commerce participation in Bangladesh. Descriptive statistics Descriptively, all constructs were above the midpoint of the scale as highly significant except emotional excitement and impulse buying behaviour (EE and IBB), this indicates that shopping on social platforms creates high arousal-feelings and is associated with unplanned purchase. Reliability testing confirmed acceptable internal consistency across the scales, supporting further analysis. Correlation results showed significant positive relationships between the independent variables and EE, and a particularly strong association between EE and IBB. Regression analysis revealed that EE, interactivity, and personalisation were the strongest positive predictors of impulse buying, while trust and SI showed small negative effects in the combined model. Mediation analysis confirmed that EE partially mediates the effect of overall social commerce features on impulse buying.

CHAPTER FIVE: DISCUSSION

5.1 CHAPTER OVERVIEW

This chapter discusses the empirical findings presented in Chapter Four and explains what they mean in relation to the research aim, research questions, hypotheses, and the theoretical framework. The study examined how four social commerce features, interactivity, personalisation, trust, and SI, shape online IBB among Bangladeshi shoppers, and whether EE (pleasure and arousal) mediates these relationships.

The discussion follows the SOR logic used across the dissertation. In this model, social commerce features represent stimuli, EE represents the internal organism state, and IBB is the response. The chapter first interprets the direct findings for each predictor (Sections 5.2.1–5.2.5), then explains the mediation results (Section 5.2.6). It then discusses the Scenarios' theoretical, managerial and policy implications in Bangladeshi context (Section 5.3). A brief concluding summary of the main findings, which is aligned to the research questions and the contribution of the dissertation as a whole (Section 5.4).

5.2 DISCUSSION OF KEY FINDINGS

5.2.1 INTERACTIVITY AND IMPULSE BUYING BEHAVIOUR

The research suggested that interactivity has a positive effect on IBB. The findings for H1 are all strongly supported. Impulsiveness exhibits a strong positive relationship with impulse purchasing at the bivariate level ($r = .858, p < .01$). When entering the remaining predictors and EE in Step 3, interactivity continues to be a statistically significant and sizeable predictor ($\beta = .501, p < .001$). This provides confirmation that interactivity facilitates impulse buying over and above an accessible relationship.

This result is consistent with the S–O–R theory. Within social commerce, interaction raises perceived social presence and involvement that might minimize deliberation and maximize spontaneous behaviour. The strong correlation between interactivity and EE ($r = .772, p < .01$) supports the PAD-based interpretation that interactive environments raise pleasure and arousal, which then amplify impulse responses.

The result is consistent with prior research discussed in Chapter Two showing that interaction, responsiveness, and real-time communication elevate emotional states and encourage unplanned purchases, especially in video and live-stream formats (e.g., Ngo et al., 2024; Li et al., 2022; Reddy, 2025). In Bangladesh, this effect is likely intensified because much of social

commerce (particularly Facebook commerce) operates through conversational selling and rapid buyer–seller exchanges. In practical terms, interactivity does not merely support the transaction, it actively shapes the emotional momentum that converts browsing into buying.

Therefore, H1 is accepted. Interactivity is a core trigger of impulse buying in Bangladeshi social commerce.

5.2.2 PERSONALISATION AND IMPULSE BUYING BEHAVIOUR

The results also support the hypothesis that personalisation positively affects IBB. The correlation between personalisation and impulse buying is statistically significant but modest ($r = .272, p < .01$). However, personalisation remains statistically significant in the regression model ($\beta = .444, p < .001$), indicating a meaningful unique contribution after accounting for the other predictors and EE. Therefore, H2 is accepted.

This tendency is consistent with the view that personalisation may function not so much as a “shocking trigger” but rather a relevance filter. Through increasing perceived fit (suggestion of product, targeting promotion, customizing content), personalisation decreases search effort and advances the likelihood that a shopper encounters a tempting product on time. This explanation is consistent with S–O–R reasoning in which the extent to which a stimulus registers as effective depends on how well it captures attention and generates immediate internal response. It’s also consistent with flow theory: Personal feeds can sustain browsing, deepen immersion and weaken self-control — the antithesis of rational thought or long-term planning — all while increasing impulsive tendencies.

This finding is in accordance with research findings reported in Chapter Two that directly relate personalized contents to pleasure, flow, and impulse buying in social commerce settings (e.g., Lina and Ahluwalia, 2021; Ngo et al., 2024; Ngo et al., 2025). In Bangladesh’s mobile-first environment, algorithmic exposure through Facebook, Instagram, and TikTok likely produces repeated “temptation moments” that gradually normalise spontaneous purchasing.

Therefore, H2 is accepted. Personalisation contributes to impulse buying by accelerating relevance and immersion during browsing.

5.2.3 TRUST IN SELLERS/PLATFORMS AND IMPULSE BUYING BEHAVIOUR

The hypothesis predicted a positive effect of trust on impulse buying. At the correlation level, trust shows a modest but significant positive relationship with impulse buying ($r = .268, p < .01$). This supports the intuitive argument that trust reduces perceived risk and lowers

psychological barriers to purchase, which is especially relevant in Bangladesh where fraud concerns and authenticity issues are frequently reported in social commerce.

However, the regression results show a significant negative coefficient for trust ($\beta = -.543$, $p < .001$) when interactivity, personalisation, SI, and EE are included. Based on the regression evidence, H3 is not supported in the proposed direction.

This discrepancy between correlation and regression is not “incorrect” but rather meaningful. Regression estimates the independent contribution of trust when the other predictors are considered. Two interpretations are potentially valid within the study’s framework:

Trust may function as a stabiliser rather than a trigger: In an S–O–R framework cues generate signal effects through linkages in memory with other components (e.g. the product and fear that generally inhibit purchasing) which may not hold once EE and interactivity already exist higher trust could just indicate a slow approach to buying even possibility complex evaluation strategies. In other words, trusted sellers may attract repeat customers who plan purchases, compare options, and buy with confidence rather than impulse.

Shared variance and suppression effects are likely: Interactivity and EE are extremely strong predictors in this dataset. Because trust overlaps with these experiences in real shopping contexts, controlling for stronger predictors can change the direction of weaker predictors. This does not mean trust “causes” lower impulse buying in an everyday sense; rather, it indicates that trust’s direct effect is not independent, and may operate indirectly through experience and emotions.

In relation to Chapter Two, the findings partly align with prior work showing trust matters for social commerce outcomes (e.g., Sanapang and Ardyan, 2024; Wang et al., 2025), and with Bangladesh-focused research emphasising trust as a major condition for Facebook commerce participation (Hoque et al., 2020; Sharmin, 2025). The present study extends this literature by showing that trust does not automatically increase impulsiveness once the emotional and interactive parts of the experience are accounted for.

Therefore, H3 is not accepted. Trust is important, but its role appears indirect and context-dependent rather than a direct impulse driver.

5.2.4 SOCIAL INFLUENCE AND IMPULSE BUYING BEHAVIOUR

The study expected SI to positively affect impulse buying. The correlation results support this expectation: SI shows a moderate, positive, statistically significant relationship with impulse

buying ($r = .550$, $p < .01$). This indicates that peer cues, reviews, likes, comments, and influencer signals are associated with more unplanned purchases. Yet, when other predictors and EE are controlled in the regression model, SI becomes a small but significant negative predictor ($\beta = -.073$, $p = .046$). Therefore, based on the regression evidence, H4 is not supported in the proposed direction.

This again suggests that SI may work mainly through emotional and experiential routes rather than as an independent direct cause. Social proof can create excitement and reassurance, increasing pleasure and arousal, which then triggers impulsive buying. Once EE is included in the model, the remaining direct effect becomes weak. Behaviourally, there is also a Bangladesh-specific explanation: SI is often used for risk-checking in low-trust environments. Consumers may read comments, verify legitimacy, compare seller reputation, and consult friends. This can increase engagement and time spent, but it may also introduce caution and reduce pure impulsiveness once other factors are held constant.

The bivariate findings match studies that link social cues to impulsive outcomes through social presence and emotional activation (Li et al., 2022; Ngo et al., 2024; Reddy, 2025; Xu, 2025). The regression pattern extends this work by suggesting that in Bangladesh, SI can simultaneously stimulate excitement and encourage verification behaviours.

Therefore, H4 is not accepted. SI matters, but its impact appears mainly indirect through EE and interactive experience.

5.2.5 EMOTIONAL ENGAGEMENT AND IMPULSE BUYING BEHAVIOUR

The results strongly support the hypothesis that EE increases IBB. EE has one of the strongest correlations with impulse buying ($r = .885$, $p < .01$), and it remains the strongest predictor in the regression model ($\beta = .583$, $p < .001$). This provides consistent evidence that impulse buying in Bangladeshi social commerce is primarily an emotion-driven process.

This finding directly supports the dissertation's theoretical foundation. In the S–O–R framework, EE is the organism state most proximal to the response. The PAD framework also fits well, because pleasure and arousal are repeatedly identified as key emotional drivers of impulse buying across digital commerce contexts. Flow theory provides an additional explanation: when browsing becomes immersive and enjoyable, self-control weakens, and spontaneous purchasing becomes more likely.

The result aligns with prior studies across short-video, live-streaming, and social commerce settings showing that pleasure and arousal are central pathways to impulse buying (Zhao et al., 2022; Li et al., 2022; Ngo et al., 2024; Xia et al., 2024; Li et al., 2025). The present study strengthens this evidence in the Bangladeshi context, where mobile-first use and highly social browsing may intensify emotional shopping episodes.

Therefore, H5 is accepted. EE is the dominant driver of impulse buying in this model.

5.2.6 MEDIATING ROLE OF EMOTIONAL ENGAGEMENT IN THE RELATIONSHIP BETWEEN SOCIAL COMMERCE FEATURES AND IMPULSE BUYING BEHAVIOUR

The mediation analysis provides strong support for H6. Using Hayes' PROCESS Model 4, overall social commerce features significantly predict EE ($\beta = .7591$, $p < .001$), and EE significantly predicts IBB ($\beta = .8123$, $p < .001$). Most importantly, the indirect effect of social commerce features on impulse buying through EE is statistically significant (Effect = .6166), and the bootstrapped confidence interval does not include zero (BootLLCI = .5014, BootULCI = .7294). The direct effect remains significant but small (Effect = .1084, $p = .0295$), indicating partial mediation.

These findings verify the fundamental mechanism argued by the S–O–R model: social commerce features evoke impulse buying because they elicit pleasure and arousal emotions. In practical terms, the features of online shopping that matter are all around making it feel exciting, enjoyable, immersive and socially alive. This also accounts for why trust and SI have mixed direct effects in the regression analysis. Their emotional and experiential effect may be much stronger than they're just-the-fact-upon-them drivers.

Therefore, H6 is accepted. EE is a key mechanism linking social commerce features to impulse buying.

TABLE 5.1: SUMMARY OF HYPOTHESES TESTING

Hypothesis	Relevant variables and data (Correlation + Regression)	Accepted or Not
H1: Interactivity positively affects IBB	Correlation: Interactivity–Impulse Buying $r = .858$, $p < .01$. Regression: Interactivity $\beta = .501$, $p < .001$	Accepted
H2: Personalisation positively affects IBB	Correlation: Personalisation–Impulse Buying $r = .272$, $p < .01$. Regression: Personalisation $\beta = .444$, $p < .001$	Accepted
H3: Trust positively affects IBB	Correlation: Trust–Impulse Buying $r = .268$, $p < .01$. Regression: Trust $\beta = -.543$, $p < .001$ (negative direction)	Not accepted
H4: Social influence positively affects IBB	Correlation: Social Influence–Impulse Buying $r = .550$, $p < .01$. Regression: Social Influence $\beta = -.073$, $p = .046$ (negative direction)	Not accepted

H5: Emotional engagement positively affects IBB	Correlation: Emotional Engagement–Impulse Buying $r = .885$, $p < .01$. Regression: Emotional Engagement $\beta = .583$, $p < .001$	Accepted
H6: Emotional engagement mediates the effects of social commerce features on IBB	Mediation (PROCESS): S_C_FEA $\rightarrow$ E_ENGA $\beta = .7591$, $p < .001$; E_ENGA $\rightarrow$ Impulse Buying $\beta = .8123$, $p < .001$; Indirect effect = .6166, BootCI [.5014, .7294]; Direct effect = .1084, $p = .0295$ (partial mediation)	

5.3 IMPLICATIONS OF THE STUDY

This study has implications for theory, practice and policy in the scenario of social commerce in Bangladesh. The present results enhance the explanatory power of the S–O–R model for social commerce, and demonstrate that the route to impulse buying from platform characteristics is reinforced through EE in it. Finally, the findings provide support for considering PAD emotions specifically pleasure and arousal dimensions as core mechanisms rather than as secondary variables. At the same time, the regression findings offer a valuable nuance: when EE and stronger experiential variables are accounted for, trust and SI do not appear to act as straightforward direct predictors. This implies that their impact is both more indirect, conditional, and context-specific – conditions which are especially salient for the emerging economies where trust is weak and social proof serves as a source of both excitement and validation.

The bottom line for Bangladeshi sellers and digital marketers: anywhere already interactive, personalised and emotionally engaging sells most to impulse buyers. Authors should emphasise a quick response, conversational selling and high-quality interaction (clear and real-time replies, live engagement) as interactivity is the feature-level aspects that exhibits the strongest effect. Personalisation is also important, for example: presenting products smartly, targeted offers and content that keeps people browsing.

Trust-building is still critical, but the research suggests that trust should be treated as a foundation of relationship-building over time and not just of impulse activation. Guaranteed authenticity, transparent price and return & delivery policy, authentic product proof and after sales continuity do not trigger the impulsive action directly in always but definitely promotes responsible buying and mitigate the adverse effects like regret or claim.

From a consumer perspective and policy perspective, since EE can meaningfully promote impulse buying, the findings highlight also ethical concerns (particularly with younger consumers and price-sensitive users prevailing in social commerce play). Platforms and regulators in Bangladesh can help responsible development by improving verification of

sellers, enhancing dispute resolution, promoting transparency on sponsor or influencer content and educating consumers about shopping safely in social commerce. We hope there will be a balance so that engagement driven marketing won't become manipulative.

5.4 CHAPTER SUMMARY

This findings of this study had been discussed and described in this chapter and explained how social commerce features could play a role in impacting IBB among online shoppers in Bangladesh. In sum, the findings of our study indicate that experiential and emotional factors are the major drivers of impulse buying in social commerce. Both interactivity and personalisation were positively related to impulse buying, suggesting that responsive communication messages and differentiated content are more likely to lead to unplanned purchases. EE was the best predictor of impulse purchasing and mediated the effect of social commerce experience on internet shopping. Mediation analysis also supported that the relationship between SCF and impulse buying is partially mediated by EE, thus providing evidence for both the SOR model and the PAD explanation. Whereas trust and SI were positively related to impulse buying in the bivariate analysis, their unique effects were negative in the regression analysis, which means that they work in an indirect way and are dependent on the context. In sum, EE serves as the underlying process for explaining the impact of SC features on IB.

CHAPTER 6: CONCLUSIONS & RECOMMENDATIONS

6.1 CHAPTER OVERVIEW

This chapter represents the conclusion of the dissertation in which I bring together the main arguments and also key evidence as presented in Chapters 1–5. The study also explored the role of social commerce features in inducing IBB among online shoppers in Bangladesh and investigated whether EE (pleasure and arousal) mediates these relationships. Adopting a positivist, deductive modus operandi and utilizing cross-sectional survey design (n = 201), the study validates an integrated SOR model that is anchored to PAD emotional perspective along with flow theory. This chapter summarises the study's findings in light of the research aim, objectives and questions, presents practical and ethical recommendations for social commerce actors, and discusses limitations of the study along with areas for future research.

6.2 CONCLUSIONS

The present study employed positivist, deductive in nature with cross-sectional survey and a quantitative one at that approach to investigate the effects of social commerce features on impulse purchase behaviour when online shopping among Bangladesh consumers. The sample consists of 201 respondents who have experienced social commerce purchasing, in which Facebook is the leading platform. The model consisted of four social commerce characteristics (interactivity, personalisation, trust and SI), EE (pleasure and arousal) and IBB. Construct levels were profiled using descriptive statistics; associations among constructs were tested with Spearman correlation, and the direct effect of each variable was examined with multiple regression. The mediation role of EE was assessed using PROCESS mediation model 4 for indirect effect.

On the whole, findings suggest that the goal of this study has been accomplished. The Bangladeshi social commerce impulse buying is mainly based on emotion, and results are consistent with the SOR framework: platform features (stimuli) strengthen EE (organism), then it increases the impulse buying (response). Respondents perceived EE and impulse buying to be higher than midpoint, indicating that social commerce shopping is an engaging experience that is often associated with spontaneous purchasing. Note that not all features act as triggers under a conjunction. Interactivity and personalisation continue to be good positive predictors, whereas trust and SI play more complex context dependent roles once extraneous factors are accounted for presumably acting as a re-enforcer or locator cues. Each goal is reviewed below.

6.2.1 OBJECTIVE 1: EXAMINE THE IMPACT OF SOCIAL COMMERCE FEATURES ON IMPULSE BUYING BEHAVIOUR

Objective 1, responding to RQ1, analysed the influences of specific aspects of social commerce on impulse purchasing. It was discovered that interactivity had the most effect on impulse buying where features like messaging, comments and responding by sellers made customers rush to make a purchase. Personalization also had an effect, proving that people are more likely to make impulsive purchases when given personalized content. Trust and SI, however, returned mixed results. Although connected to uncontrolled buying, their actual effect was weaker, implying that they would perhaps impact purchasing in a more indirect manner such as reassurance and verification rather than as fundamental triggers of impulsive choices.

6.2.2 OBJECTIVE 2: INVESTIGATE THE MEDIATING EFFECT OF EMOTIONAL ENGAGEMENT

Objective 2 was met and answers Research Question 2, the study analysed emotional engagement (EE) as a mediator of relationship between social commerce features and impulse buying. Emotional bond was the most important determinant of impulsive buying, which was influenced by social commerce characteristics such as interactivity and personalization. These features were found to enhance emotional engagement that dramatically impacted impulse purchasing. While social commerce characteristics had direct effect on impulse buying, their effect was in general an indirect one and it operated through affective engagement in order to increase shopping experience overall.

6.2.3 OBJECTIVE 3: IDENTIFY WHICH DIMENSIONS HAVE THE STRONGEST INFLUENCE

RQ3 was answered from objective 3 to examine the influence of each dimension of social commerce. Emotional engagement was found to be the most significant factor for predicting impulse buying behaviour in a social commerce context, highlighting the key role of emotions in influencing users' behaviours. Of the features, interactivity was most influential, followed by personalisation. Trust and social influence did not even exert a direct effect as soon as emotional engagement was included, suggesting these may have more to do with risk management or reassurance than directly facilitating impulsive buying. The strongest effects, however, were achieved by interactivity and personalisation, especially regarding emotional involvement in terms of impulse purchases.

6.2.4 OBJECTIVE 4: PROVIDE RECOMMENDATIONS FOR PRACTICE AND RESPONSIBLE STRATEGY

Objective 4 is met by the following evidence-based recommendations. These guidelines are consistent with an empirical hierarchy of drivers (EE, interactivity, personalisation), while acknowledging ethical and reputational hazards that may be related to a sale strategy based on engagement. The purpose is to encourage sustainable performance, not just temporary profits that lead to regret, resentment and distrust.

6.3 RECOMMENDATIONS

1) Operationalise interactivity as a capability (not ad hoc chatting): Since interactivity is a huge predictor of impulsive buying, retailers should establish “category norms” around response (e.g., reply time = within 5–10 minutes during peak), use FAQ -replies, and dedicated an “inbox duty”. This defends against an emotional momentum that will turn browsing into buying. But interactivity ought to ease friction, not create it. Hence it is importances to avoid aggressive urgency scripts that increase regret and complaints.

2) Use personalisation to increase relevance, with ethical limits: Personalisation have found to have strong impact on impulsive buying. Hence sellers can segment content and offers by budget and category, retargeting “viewed but not bought” items with helpful info (price, size guide, delivery time), rather than relying on unrelenting scarcity. However, avoid overusing "limited stock" or "today only" messages unless they are true, and limit how often retargeting occurs to prevent manipulation.

3) Rebuild trust as risk-control and retention, not an impulse trigger: Trust should be used in terms of being an enabler for lifetime relationships with customers. They should provide clear return and exchange policies, show real product videos, offer the option of cash on delivery or a secure payment process and give regular updates about when a delivery will be made. This minimizes disputes, preserves the seller’s reputation and promotes repeat purchases — even if it doesn’t directly result in impulsive shopping.

4) Shift social influence from hype to fast verification: People are influenced socially by the information that other people have checked, thus ensure they can check more easily. Pin legitimate reviews, showcase positive customer feedback, ask for photo reviews and answer public complaints with solutions. This is a

Overall, the most effective approach is interactive and personalised experiences that raise EE, paired with trust and verification safeguards to keep impulse-driven growth sustainable.

6.4 LIMITATIONS OF THE STUDY

This study has several limitations. The cross-sectional design limits causal inference; although relationships are theory-driven and statistically supported, temporal direction cannot be confirmed. The use of convenience sampling via online distribution reduces generalisability to all Bangladeshi social commerce consumers and may overrepresent younger and urban users, particularly from Dhaka. The measures rely on self-reported perceptions, which may be affected by recall bias and social desirability, especially when reporting impulsive behaviour. In addition, measuring predictors, mediator, and outcome in the same survey at the same time introduces potential common method bias that may inflate associations. Finally, Cronbach's alpha values for SI and EE were slightly below 0.70, indicating that future research should refine and further validate these scales for the Bangladesh context.

6.5 SUGGESTIONS FOR FUTURE RESEARCH

Future research in this area should use longitudinal or experimental designs to tentatively confirm causality, for instance by following up with consumers over time or manipulating interactivity and personalisation cues to gauge changes in EE and purchasing. Comparative studies across platforms including Facebook, Instagram and TikTok would also help to determine whether impulse triggers are different in conversational commerce/short-video commerce contexts. In addition, moderators such as age, income, shopping frequency, self-control factor (trait) impulsivity and payment method can be examined for variability in the outcomes of impulse purchasing. As trust and SI have complex results in terms of purchase intention in the models, future research might explore also indirect and conditional roles between these two constructs (e.g., trust moderating the EE–purchase link or SI acting as a verification pathway that influence perceived risk). Finally, mixed-method designs with behavioural proxies (such as time spent in browsing the website, engagement metrics, click behaviour or records of purchase) will reduce dependence on self-reports and get more nuanced stories of how emotional momentum translates into impulse buying in Bangladesh.

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APPENDICES
APPENDIX – A
QUESTIONNAIRE

07/01/2026, 11:11 Exploring the Effect of Augmented Reality–Based Shopping Experiences on Online Purchase Intention: Evidence from the Fa...

**Exploring the Effect of Augmented
Reality–Based Shopping Experiences
on Online Purchase Intention:
Evidence from the Fashion Retail
Industry of Bangladesh**

Dear Sir/Madam,

My name is **Joynul Hussain Tuhin**, and I am a postgraduate student at the **University of Wales Trinity Saint David** (London Campus). I am conducting a research project entitled *"Analysing the Role of Social Commerce Features in Stimulating Impulse Buying Behaviour: Evidence from Online Shoppers in Bangladesh."*

I would like to invite you to participate in my research project by completing a short online questionnaire about your recent online shopping experiences on platforms such as Facebook, Instagram, or TikTok.

With your consent, I may take brief notes during data processing to ensure accuracy. The questionnaire will take approximately 10–15 minutes to complete. Your participation is entirely voluntary, and you may withdraw from the study at any time without providing a reason. You will not receive any payment or reward for participating.

All information collected will be kept strictly confidential and used solely for academic purposes. No personal identifiers will be gathered, and all responses will be stored securely in accordance with the University's Research and Data Management Policy.

Thank you for taking the time to support this study. If you have any questions or need further clarification, please feel free to contact me at your convenience.

Best Regards
Joynul Hussain Tuhin
ID: 2422037

** Indicates required question*

PARTICIPATION CONSENT FORM

Project Title: Analysing the Role of Social Commerce Features in Stimulating Impulse Buying Behaviour: Evidence from Online Shoppers in Bangladesh

Aim of Research: This study aims to analyse how key social-commerce features—interactivity, personalisation, trust, and social influence—affect impulse-buying behaviour among Bangladeshi online shoppers. The research seeks to clarify whether emotional engagement (arousal and pleasure) mediates these relationships.

1. PARTICIPATION CONSENT FORM

*

1. I confirm that I have read and understood the information sheet for the above study.
2. I understand there are no material benefits for participating.
3. I understand that my participation is voluntary and that I am free to withdraw at any time, without giving any reason.
4. I understand that any information given by me may be used in future reports, articles or presentations by the researcher.
5. Where applicable, I understand that my details will be be anonymous.
6. I agree to take part in the above study.

Check all that apply.

☐ Agree

Section A – Screening Question

Please answer to the following three question to ensure your eligibility to participate in the survey. You must click yes for all three to participate in the survey.

2. S1. Are you currently living in Bangladesh? *

Mark only one oval.

- ☐ Yes
- ☐ No (End Survey)

3. **S2. Are you 18 years old or above? ***

Mark only one oval.

- ☐ Yes
- ☐ No (End Survey)

4. **S3. In the last 12 months, have you bought any product through Facebook, Instagram or TikTok (e.g., from a page/shop, live stream or ad)? ***

Mark only one oval.

- ☐ Yes
- ☐ No (End Survey)

Section B – Demographic & Background Information

This section intends to capture your demographic profile. Please tick ('✓') your answer in the appropriate box. Your response will remain anonymous.

5. **1. What is your age? ***

Mark only one oval.

- ☐ 18–24
- ☐ 25–34
- ☐ 35–44
- ☐ 45–54
- ☐ 55 or above

6. **2. GENDER ***

Mark only one oval.

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

7. **3. Approximate monthly income (in BDT)***Mark only one oval.*

- ☐ Less than 20,000
- ☐ 20,000–39,999
- ☐ 40,000–59,999
- ☐ 60,000–79,999
- ☐ 80,000 or above
- ☐ Prefer not to say

8. **4. Which social media platform do you use most often to buy products? ****Mark only one oval.*

- ☐ Facebook
- ☐ Instagram
- ☐ TikTok
- ☐ Other (please specify)

9. **5. Approximately how many times have you bought products through Facebook, Instagram or TikTok in the last 12 months? ****Mark only one oval.*

- ☐ 1–2 times
- ☐ 3–5 times
- ☐ 6–10 times
- ☐ More than 10 times

10. **6. On average, how much do you spend per month on products bought through Facebook, Instagram or TikTok (in BDT)?**

Mark only one oval.

- ☐ Less than 1,000
- ☐ 1,000–2,999
- ☐ 3,000–4,999
- ☐ 5,000–9,999
- ☐ 10,000 or more

11. **7. Where do you mainly live? ***

Mark only one oval.

- ☐ Dhaka
- ☐ Chattogram
- ☐ Other city / town
- ☐ Rural area

Section C – AR Shopping Experience and Online Purchase Intention

For the following statements, please indicate how much you agree or disagree based on your experience of buying products through Facebook, Instagram or TikTok.

Scale:

- 1 = Strongly disagree
- 2 = Disagree
- 3 = Neither agree nor disagree
- 4 = Agree
- 5 = Strongly agree

Interactivity (IV1)

12. **B1.** I can easily communicate with sellers through messages or comments on social media. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

13. **B2.** Sellers usually reply quickly when I ask questions on social media. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

14. **B3.** I often interact with sellers in real time (for example during live streams or chats). *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

15. **B4.** I feel that I can give feedback or ask for changes before buying a product on social media. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

16. **B5.** Shopping on social media feels like a two-way conversation rather than one-way advertising. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

Personalisation (IV2)

17. **B6.** The products I see on social media are closely related to my interests. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

18. **B7.** I often see ads on social media that match my recent browsing or searches. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

19. **B8.** I receive product suggestions on social media that are based on my past likes or purchases. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

20. **B9.** Social media shops send me offers that feel personalised to me. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

21. **B10.** Personalised recommendations on social media make it easier for me to find products I like. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

Trust (IV3)

22. **B11.** I trust that most social media sellers deliver the products they promise. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

23. **B12.** I feel safe sharing my personal information when buying through social media. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

24. **B13.** I believe that products I buy via social media are generally genuine. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

25. **B14.** If there is a problem with my order, I believe the seller will try to solve it. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

26. **B15.** Overall, I feel confident about buying products from social media shops. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

Social influence (IV4)

27. **B16.** I pay attention to other customers' comments and reviews before I buy on social media. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

28. **B17.** I am more likely to buy a product if my friends or family recommend it on social media. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

29. **B18.** Influencers or creators on social media often inspire me to try new products. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

30. **B19.** The number of likes, shares and positive reactions influences my decision to buy. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

31. **B20.** I feel social pressure to keep up with trends that I see on social media. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

Section D: Emotional engagement

(Please rate each statement based on your level of agreement using the scale: 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree)

32. **C1.** I feel excited when I browse products on social media. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

33. **C2.** Shopping through social media is fun and enjoyable for me. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

34. **C3.** Live streams and short videos make me feel energetic and involved in shopping. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

35. **C4.** I sometimes lose track of time while looking at products on social media. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

36. **C5.** I am usually in a good mood when I shop for products on social media. *

Mark only one oval.

	1	2	3	4	5	
Stro	☐	☐	☐	☐	☐	Strongly Agree

37. **C6.** To show that you are paying attention, please select “Disagree” for this statement. *

Mark only one oval.

	1	2	3	4	5	
Stro	☐	☐	☐	☐	☐	Strongly Agree

Section D: Impulse buying behaviour (Dependent variable)

(Please rate each statement based on your level of agreement using the scale: 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree)

38. **D1.** I often buy products on social media without planning in advance. *

Mark only one oval.

	1	2	3	4	5	
Stro	☐	☐	☐	☐	☐	Strongly Agree

39. **D2.** When I see something attractive on social media, I quickly decide to buy it. *

Mark only one oval.

	1	2	3	4	5	
Stro	☐	☐	☐	☐	☐	Strongly Agree

40. **D3.** I make many "spur-of-the-moment" purchases through social media. *

Mark only one oval.

1 2 3 4 5

Strongly ☐ ☐ ☐ ☐ ☐ Strongly Agree

41. **D4.** I find it hard to resist buying products that catch my eye on social media. *

Mark only one oval.

1 2 3 4 5

Strongly ☐ ☐ ☐ ☐ ☐ Strongly Agree

42. **D5.** I sometimes buy products on social media even when I did not intend to shop. *

Mark only one oval.

1 2 3 4 5

Strongly ☐ ☐ ☐ ☐ ☐ Strongly Agree

Thank you

Thank you for completing this survey. Your responses will be used only for academic research and will be kept confidential. If you have any questions about the study, you may contact the researcher.

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Google Forms

APPENDIX – B

DATA FILE (SPSS)

Data file Tuhiin.sav [DataSet1] - IBM SPSS Statistics Data Editor

	Age_group	Gender	M_income	Platform	P_bought	Spend	live	Inter1	Inter2	Inter3	Inter4	Inter5	Persona1	Persona2	Persona3	Persona4	Persona5	Trust1	Trust2	Trust3
1	25-34	Female	40,000-59,999	Facebook	More than ...	10,000 or ...	Dhaka	5.00	5	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	2.00
2	18-24	Male	Less than ...	Facebook	3-5 times	3,000-4,999	Rural area	5.00	4	5.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
3	25-34	Female	Prefer not to say	Facebook	6-10 times	3,000-4,999	Dhaka	4.00	5	4.00	5.00	5.00	4.00	5.00	4.00	4.00	4.00	5.00	4.00	4.00
4	18-24	Male	Prefer not to say	TikTok	6-10 times	Less than ...	Other city / village	5.00	5	5.00	4.00	4.00	4.00	4.00	4.00	4.00	5.00	4.00	4.00	4.00
5	18-24	Male	Less than ...	Facebook	More than ...	10,000 or ...	Dhaka	5.00	4	5.00	5.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
6	25-34	Male	60,000-79,999	Facebook	3-5 times	3,000-4,999	Dhaka	4.00	5	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00
7	18-24	Male	20,000-39,999	Facebook	1-2 times	10,000 or ...	Dhaka	4.00	4	5.00	5.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
8	25-34	Male	20,000-39,999	Facebook	3-5 times	Less than ...	Other city / village	5.00	5	4.00	4.00	4.00	4.00	4.00	4.00	2.00	4.00	4.00	4.00	2.00
9	18-24	Male	Less than ...	TikTok	3-5 times	10,000 or ...	Dhaka	5.00	4	5.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
10	25-34	Female	Less than ...	Instagram	More than ...	5,000-9,999	Dhaka	4.00	5	5.00	5.00	1.00	4.00	1.00	3.00	3.00	2.00	1.00	3.00	3.00
11	25-34	Male	Prefer not to say	Facebook	1-2 times	1,000-2,999	Other city / village	5.00	5	4.00	5.00	2.00	4.00	2.00	3.00	1.00	5.00	2.00	3.00	1.00
12	25-34	Male	20,000-39,999	TikTok	1-2 times	Less than ...	Chattogram	4.00	4	5.00	4.00	4.00	5.00	4.00	3.00	3.00	3.00	4.00	3.00	3.00
13	18-24	Female	80,000 or above	Facebook	1-2 times	3,000-4,999	Dhaka	5.00	5	5.00	5.00	1.00	4.00	1.00	5.00	4.00	4.00	1.00	5.00	4.00
14	25-34	Female	Less than ...	Other (please specify)	More than ...	10,000 or ...	Dhaka	4.00	4	4.00	4.00	2.00	4.00	2.00	1.00	4.00	1.00	2.00	1.00	4.00
15	25-34	Male	40,000-59,999	Other (please specify)	3-5 times	1,000-2,999	Dhaka	4.00	5	5.00	5.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
16	18-24	Female	40,000-59,999	TikTok	3-5 times	5,000-9,999	Dhaka	4.00	5	5.00	4.00	4.00	5.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
17	18-24	Male	80,000 or above	Facebook	6-10 times	3,000-4,999	Chattogram	5.00	4	4.00	5.00	3.00	4.00	3.00	4.00	4.00	4.00	3.00	4.00	4.00
18	25-34	Female	Prefer not to say	Instagram	6-10 times	1,000-2,999	Other city / village	5.00	4	4.00	4.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00
19	18-24	Female	20,000-39,999	Facebook	6-10 times	1,000-2,999	Chattogram	5.00	5	4.00	4.00	4.00	4.00	4.00	4.00	4.00	5.00	4.00	4.00	4.00
20	18-24	Female	20,000-39,999	Instagram	1-2 times	Less than ...	Dhaka	5.00	4	4.00	2.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
21	18-24	Male	20,000-39,999	Facebook	3-5 times	3,000-4,999	Dhaka	5.00	5	4.00	4.00	4.00	4.00	4.00	4.00	5.00	4.00	4.00	4.00	5.00
22	35-44	Female	20,000-39,999	Facebook	More than ...	5,000-9,999	Other city / village	5.00	5	4.00	4.00	4.00	4.00	4.00	5.00	5.00	5.00	4.00	4.00	5.00
23	18-24	Female	Less than ...	Facebook	1-2 times	Less than ...	Dhaka	4.00	4	3.00	3.00	5.00	4.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00
24	18-24	Prefer not to say	20,000-39,999	Instagram	1-2 times	Less than ...	Other city / village	4.00	4	4.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00	3.00	4.00
25	18-24	Male	Less than ...	Instagram	6-10 times	1,000-2,999	Dhaka	4.00	4	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
26	18-24	Male	60,000-79,999	Facebook	More than ...	5,000-9,999	Dhaka	5.00	4	4.00	4.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00
27	18-24	Female	20,000-39,999	Facebook	More than ...	1,000-2,999	Dhaka	4.00	4	4.00	4.00	4.00	5.00	4.00	1.00	4.00	4.00	4.00	1.00	4.00
28	18-24	Male	20,000-39,999	Facebook	1-2 times	10,000 or ...	Chattogram	3.00	2	3.00	3.00	2.00	4.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00
29	18-24	Male	20,000-39,999	Facebook	6-10 times	1,000-2,999	Dhaka	4.00	3	4.00	4.00	1.00	2.00	1.00	2.00	2.00	2.00	1.00	2.00	2.00
30	18-24	Female	Less than ...	Other (please specify)	6-10 times	10,000 or ...	Chattogram	4.00	4	4.00	4.00	1.00	2.00	1.00	1.00	2.00	2.00	1.00	1.00	2.00
31	18-24	Female	40,000-59,999	Other (please specify)	More than ...	1,000-2,999	Other city / village	4.00	4	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
32	35-44	Male	Less than ...	Facebook	3-5 times	Less than ...	Dhaka	4.00	4	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
33	18-24	Male	Prefer not to say	Instagram	3-5 times	Less than ...	Dhaka	2.00	1	2.00	2.00	4.00	3.00	4.00	5.00	5.00	3.00	4.00	5.00	5.00
34	18-24	Male	60,000-79,999	Other (please specify)	1-2 times	Less than ...	Dhaka	4.00	4	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
35	18-24	Female	Less than ...	Facebook	6-10 times	Less than ...	Chattogram	4.00	3	4.00	4.00	4.00	5.00	4.00	2.00	2.00	1.00	4.00	2.00	2.00
36	25-34	Male	80,000 or above	Facebook	6-10 times	Less than ...	Other city / village	4.00	4	5.00	4.00	4.00	4.00	4.00	4.00	4.00	2.00	4.00	4.00	4.00

Data file Tuhiin.sav [DataSet1] - IBM SPSS Statistics Data Editor

	Name	Type	Width	Decimals	Label	Values	Missing	Columns	Align	Measure	Role
1	Age_group	String	12	0	What is your age?	None	None	8	Left	Nominal	Input
2	Gender	String	12	0	Gender	None	None	8	Left	Nominal	Input
3	M_income	String	16	0	Approximate monthly income	None	None	8	Left	Nominal	Input
4	Platform	String	24	0	Which social media platform did you use?	None	None	21	Left	Nominal	Input
5	P_bought	String	24	0	Approximately how many products did you buy?	None	None	8	Left	Nominal	Input
6	Spend	String	16	0	On average, how much did you spend?	None	None	8	Left	Nominal	Input
7	live	String	16	0	Where do you mainly live?	None	None	8	Left	Nominal	Input
8	Inter1	Numeric	8	2	Inter1	{1.00, STR...}	None	8	Right	Scale	Input
9	Inter2	Numeric	8	0	Inter2	{1, STRON...}	None	8	Right	Scale	Input
10	Inter3	Numeric	8	2	Inter3	{1.00, STR...}	None	8	Right	Scale	Input
11	Inter4	Numeric	8	2	Inter4	{1.00, STR...}	None	8	Right	Scale	Input
12	Inter5	Numeric	8	2	Inter5	{1.00, STR...}	None	8	Right	Scale	Input
13	Persona1	Numeric	8	2	Persona1	{1.00, STR...}	None	8	Right	Scale	Input
14	Persona2	Numeric	8	2	Persona2	{1.00, STR...}	None	8	Right	Scale	Input
15	Persona3	Numeric	8	2	Persona3	{1.00, STR...}	None	8	Right	Scale	Input
16	Persona4	Numeric	8	2	Persona4	{1.00, STR...}	None	8	Right	Scale	Input
17	Persona5	Numeric	8	2	Persona5	{1.00, STR...}	None	8	Right	Scale	Input
18	Trust1	Numeric	8	2	Trust1	{1.00, STR...}	None	8	Right	Scale	Input
19	Trust2	Numeric	8	2	Trust2	{1.00, STR...}	None	8	Right	Scale	Input
20	Trust3	Numeric	8	2	Trust3	{1.00, STR...}	None	8	Right	Scale	Input
21	Trust4	Numeric	8	2	Trust4	{1.00, STR...}	None	8	Right	Scale	Input
22	Trust5	Numeric	8	2	Trust5	{1.00, STR...}	None	8	Right	Scale	Input
23	Social1	Numeric	8	2	Social1	{1.00, STR...}	None	8	Right	Scale	Input
24	Social2	Numeric	8	2	Social2	{1.00, STR...}	None	8	Right	Scale	Input
25	Social3	Numeric	8	2	Social3	{1.00, STR...}	None	8	Right	Scale	Input
26	Social4	Numeric	8	1	Social4	{1.0, STRO...}	None	8	Right	Scale	Input
27	Social5	Numeric	8	2	Social5	{1.00, STR...}	None	8	Right	Scale	Input
28	EE1	Numeric	8	2	EE1	{1.00, STR...}	None	8	Right	Scale	Input
29	EE2	Numeric	8	2	EE2	{1.00, STR...}	None	8	Right	Scale	Input
30	EE3	Numeric	8	2	EE3	{1.00, STR...}	None	8	Right	Scale	Input
31	EE4	Numeric	8	2	EE4	{1.00, STR...}	None	8	Right	Scale	Input
32	EE5	Numeric	8	2	EE5	{1.00, STR...}	None	8	Right	Scale	Input
33	IBB1	Numeric	8	2	IBB1	{1.00, STR...}	None	8	Right	Scale	Input
34	IBB2	Numeric	8	2	IBB2	{1.00, STR...}	None	8	Right	Scale	Input
35	IBB3	Numeric	8	2	IBB3	{1.00, STR...}	None	8	Right	Scale	Input
36	IBB4	Numeric	8	2	IBB4	{1.00, STR...}	None	8	Right	Scale	Input
37	IBB5	Numeric	8	2	IBB5	{1.00, STR...}	None	8	Right	Scale	Input
38	INTERACTIVITY	Numeric	8	2	INTERACTIVITY	None	None	10	Right	Scale	Input

APPENDIX – C

DATA ANALYS OUTPUT (SPSS)

```
SAVE OUTFILE='E:\Nadimul Hasan\Joynul Tuhin\Data file Tuhin.sav'
/COMPRESSED.
FREQUENCIES VARIABLES=Age_group Gender M_income Platform P_bought Spend live
/PIECHART PERCENT
/ORDER=ANALYSIS.
```

Frequencies

Statistics

		What is your age?	Gender	Approximate monthly income	Which social media platform do you use most often to buy products?	Approximately how many times have you bought products through Facebook, Instagram or TikTok in the last 12 months?
N	Valid	201	201	201	201	201
	Missing	0	0	0	0	0

Statistics

		On average, how much do you spend per month on products bought through Facebook, Instagram or TikTok (in BDT)?	Where do you mainly live?
N	Valid	201	201
	Missing	0	0

Frequency Table

What is your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18–24	110	54.7	54.7	54.7
	25–34	53	26.4	26.4	81.1
	35–44	24	11.9	11.9	93.0
	45–54	10	5.0	5.0	98.0
	55 or above	4	2.0	2.0	100.0
	Total	201	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	103	51.2	51.2	51.2
	Male	93	46.3	46.3	97.5
	Prefer not t	5	2.5	2.5	100.0
	Total	201	100.0	100.0	

Approximate monthly income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20,000–39,999	56	27.9	27.9	27.9
	40,000–59,999	28	13.9	13.9	41.8
	60,000–79,999	23	11.4	11.4	53.2
	80,000 or above	11	5.5	5.5	58.7
	Less than 20,000	58	28.9	28.9	87.6
	Prefer not to sa	25	12.4	12.4	100.0
	Total	201	100.0	100.0	

Which social media platform do you use most often to buy products?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	131	65.2	65.2	65.2
	Instagram	31	15.4	15.4	80.6
	Other (please specify)	11	5.5	5.5	86.1
	TikTok	28	13.9	13.9	100.0
	Total	201	100.0	100.0	

Approximately how many times have you bought products through Facebook, Instagram or TikTok in the last 12 months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1–2 times	61	30.3	30.3	30.3
	3–5 times	54	26.9	26.9	57.2
	6–10 times	37	18.4	18.4	75.6
	More than 10 times	49	24.4	24.4	100.0
	Total	201	100.0	100.0	

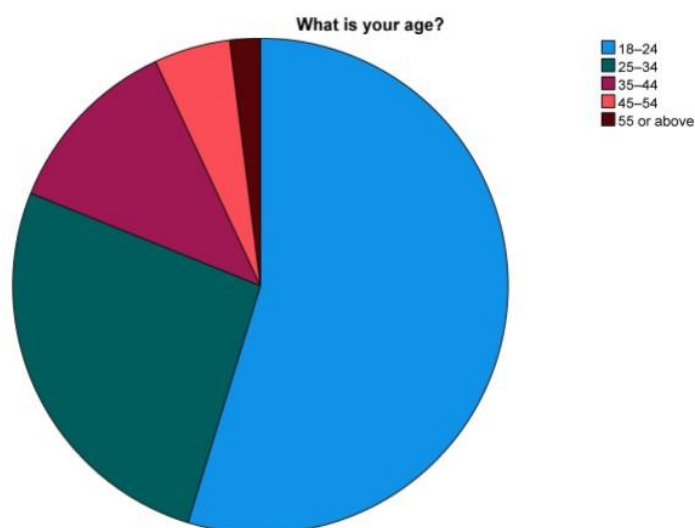
On average, how much do you spend per month on products bought through Facebook, Instagram or TikTok (in BDT)?

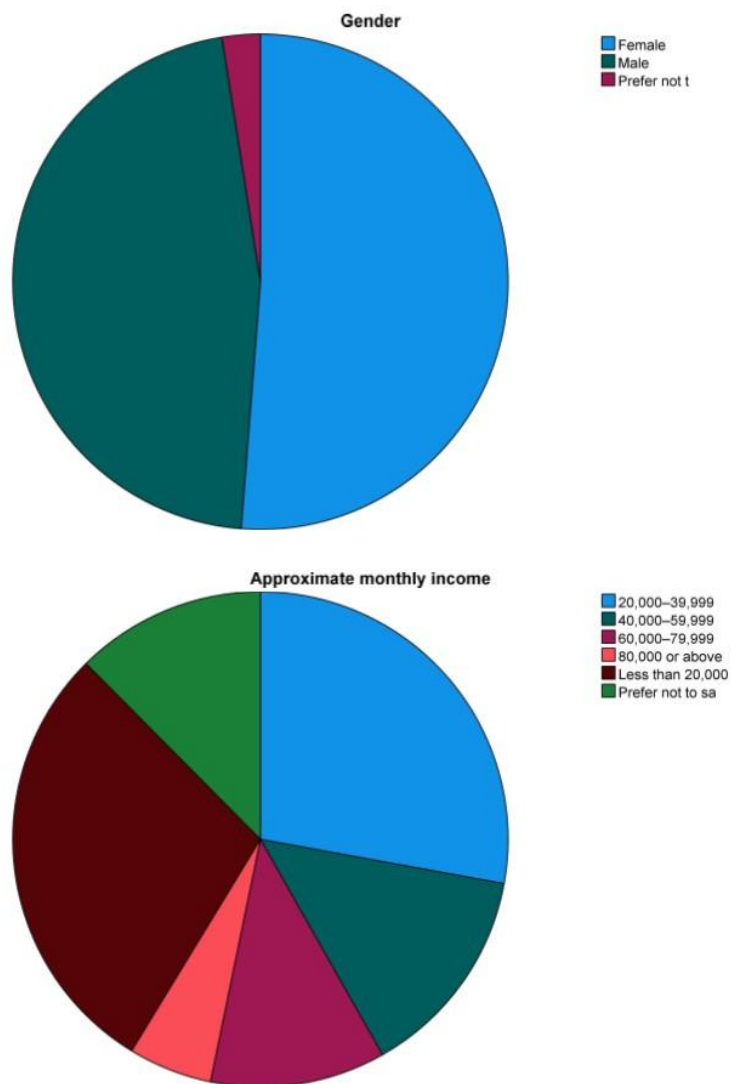
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,000–2,999	61	30.3	30.3	30.3
	10,000 or more	21	10.4	10.4	40.8
	3,000–4,999	37	18.4	18.4	59.2
	5,000–9,999	25	12.4	12.4	71.6
	Less than 1,000	57	28.4	28.4	100.0
	Total	201	100.0	100.0	

Where do you mainly live?

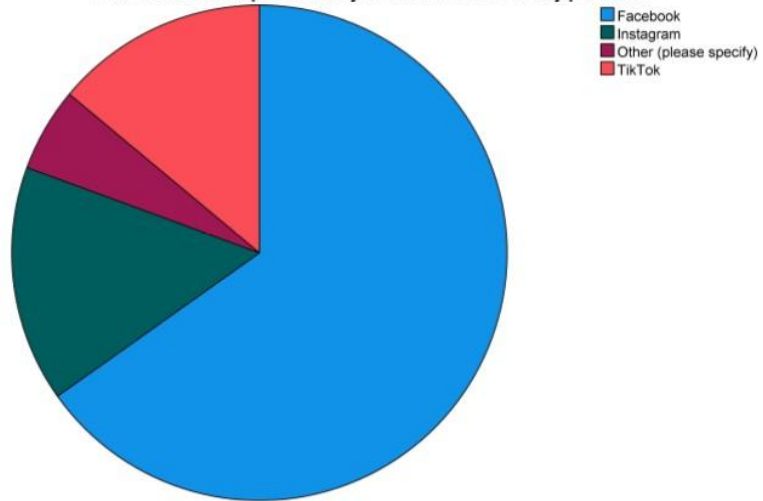
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chattogram	30	14.9	14.9	14.9
	Dhaka	106	52.7	52.7	67.7
	Other city / tow	43	21.4	21.4	89.1
	Rural area	22	10.9	10.9	100.0
	Total	201	100.0	100.0	

Pie Chart

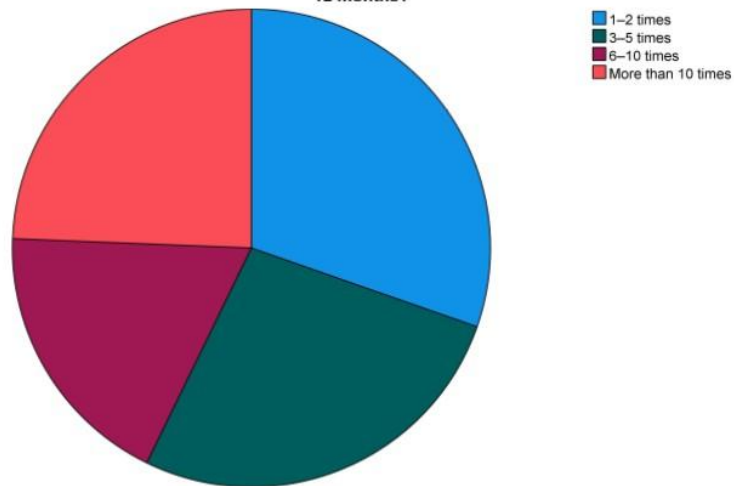




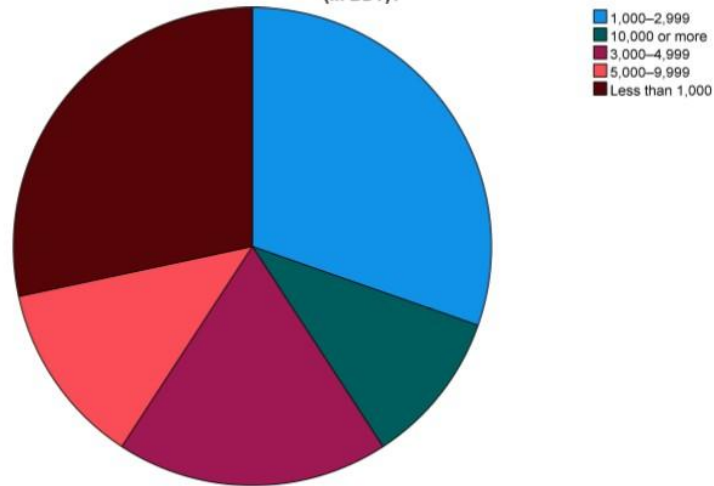
Which social media platform do you use most often to buy products?



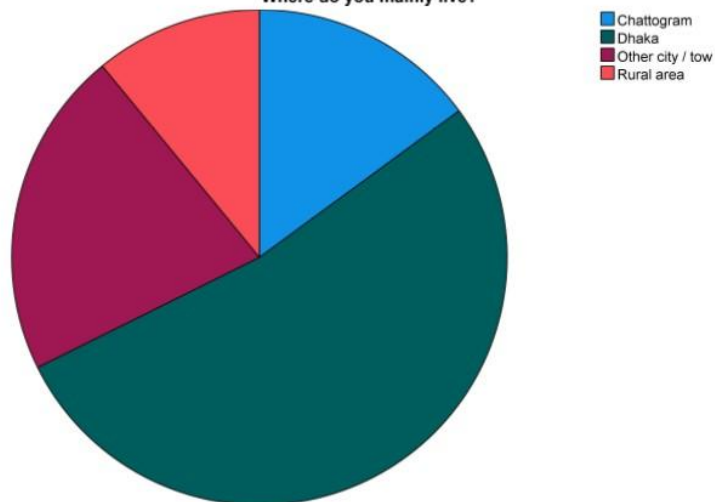
Approximately how many times have you bought products through Facebook, Instagram or TikTok in the last 12 months?



On average, how much do you spend per month on products bought through Facebook, Instagram or TikTok (in BDT)?



Where do you mainly live?



DESCRIPTIVES VARIABLES=INTERACTIVITY PERSONALISATION TRUST S_INFLUENCE E_ENGA I_I_BU
/STATISTICS=MEAN STDDEV MIN MAX.

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
INTERACTIVITY	201	1.60	5.00	3.7721	.71862
PERSONALISATION	201	1.60	5.00	3.8408	.67181
TRUST	201	1.60	5.00	3.7701	.74048
S_INFLUENCE	201	1.60	5.00	3.7950	.65801
E_ENGA	201	2.20	5.00	3.9134	.57504
I_I_BUY	201	2.60	5.00	3.9174	.57109
Valid N (listwise)	201				

RELIABILITY

```

/VARIABLES=Intera1 Intera2 Intera3 Intera4 Intera5
/SCALE ('ALL VARIABLES') ALL
/MODEL=ALPHA.

```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	201	100.0
	Excluded ^a	0	.0
	Total	201	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.754	5

RELIABILITY

```

/VARIABLES=Persona1 Persona2 Persona3 Persona4 Persona5
/SCALE ('ALL VARIABLES') ALL
/MODEL=ALPHA.

```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	201	100.0
	Excluded ^a	0	.0
	Total	201	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.729	5

```
RELIABILITY  
  /VARIABLES=Trust1 Trust2 Trust3 Trust4 Trust5  
  /SCALE('ALL VARIABLES') ALL  
  /MODEL=ALPHA.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	201	100.0
	Excluded ^a	0	.0
	Total	201	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.765	5

```
RELIABILITY  
  /VARIABLES=SocialI1 SocialI2 SocialI3 SocialI4 SocialI5  
  /SCALE('ALL VARIABLES') ALL  
  /MODEL=ALPHA.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	201	100.0
	Excluded ^a	0	.0
	Total	201	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.684	5

```
RELIABILITY
/VARIABLES=EE1 EE2 EE3 EE4 EE5
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	201	100.0
	Excluded ^a	0	.0
	Total	201	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.691	5

```
RELIABILITY
/VARIABLES=IBB1 IBB2 IBB3 IBB4 IBB5
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	201	100.0
	Excluded ^a	0	.0
	Total	201	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.805	5

CORRELATIONS

```

/VARIABLES=INTERACTIVITY PERSONALISATION TRUST S_INFLUENCE E_ENGA I_I_BUY
/PRINT=TWOTAIL NOSIG FULL
/MISSING=PAIRWISE.

```

Correlations

		Correlations		
		INTERACTIVITY	PERSONALISATION	TRUST
INTERACTIVITY	Pearson Correlation	1	.396**	.437**
	Sig. (2-tailed)		.000	.000
	N	201	201	201
PERSONALISATION	Pearson Correlation	.396**	1	.969**
	Sig. (2-tailed)	.000		.000
	N	201	201	201
TRUST	Pearson Correlation	.437**	.969**	1
	Sig. (2-tailed)	.000	.000	
	N	201	201	201
S_INFLUENCE	Pearson Correlation	.450**	.040	.061
	Sig. (2-tailed)	.000	.570	.388
	N	201	201	201
E_ENGA	Pearson Correlation	.772**	.271**	.285**
	Sig. (2-tailed)	.000	.000	.000
	N	201	201	201
I_I_BUY	Pearson Correlation	.858**	.272**	.268**
	Sig. (2-tailed)	.000	.000	.000
	N	201	201	201

Correlations

		S_INFLUENCE	E_ENGA	I_I_BUY
INTERACTIVITY	Pearson Correlation	.450**	.772**	.858**
	Sig. (2-tailed)	.000	.000	.000
	N	201	201	201
PERSONALISATION	Pearson Correlation	.040	.271**	.272**
	Sig. (2-tailed)	.570	.000	.000
	N	201	201	201
TRUST	Pearson Correlation	.061	.285**	.268**
	Sig. (2-tailed)	.388	.000	.000
	N	201	201	201
S_INFLUENCE	Pearson Correlation	1	.707**	.550**
	Sig. (2-tailed)		.000	.000
	N	201	201	201
E_ENGA	Pearson Correlation	.707**	1	.885**
	Sig. (2-tailed)	.000		.000
	N	201	201	201
I_I_BUY	Pearson Correlation	.550**	.885**	1
	Sig. (2-tailed)	.000	.000	
	N	201	201	201

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

```

REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT I_I_BUY
  /METHOD=ENTER INTERACTIVITY PERSONALISATION TRUST S_INFLUENCE E_ENGA
  /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID) .

```

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	E_ENGA, PERSONALISATION, S_INFLUENCE, INTERACTIVITY, TRUST ^b	.	Enter

a. Dependent Variable: I_I_BUY

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.939 ^a	.882	.879	.19902

a. Predictors: (Constant), E_ENGA, PERSONALISATION, S_INFLUENCE, INTERACTIVITY, TRUST

b. Dependent Variable: I_I_BUY

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	57.506	5	11.501	290.381	.000 ^b
	Residual	7.723	195	.040		
	Total	65.229	200			

a. Dependent Variable: I_I_BUY

b. Predictors: (Constant), E_ENGA, PERSONALISATION, S_INFLUENCE, INTERACTIVITY, TRUST

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.517	.122		4.249	.000
	INTERACTIVITY	.398	.034	.501	11.745	.000
	PERSONALISATION	.377	.086	.444	4.362	.000
	TRUST	-.419	.080	-.543	-5.239	.000
	S_INFLUENCE	-.063	.031	-.073	-2.006	.046
	E_ENGA	.579	.050	.583	11.495	.000

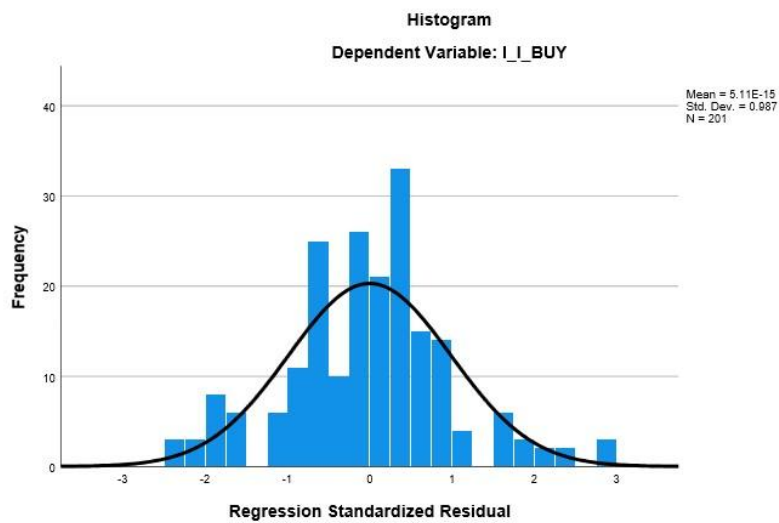
a. Dependent Variable: I_I_BUY

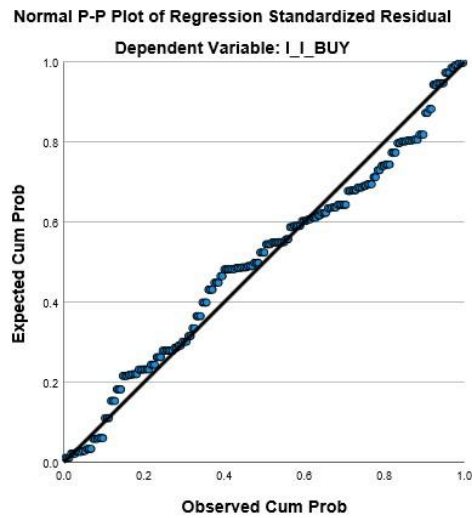
Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.4796	4.9072	3.9174	.53622	201
Residual	-.45386	.55697	.00000	.19651	201
Std. Predicted Value	-2.681	1.846	.000	1.000	201
Std. Residual	-2.281	2.799	.000	.987	201

a. Dependent Variable: I_I_BUY

Charts





```
* Encoding: UTF-8.
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Matrix

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.2 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 4
Y : I_I_BUY
X : S_C_FEA
M : E_ENGA

Sample
Size: 201

OUTCOME VARIABLE:
E_ENGA

Model Summary	R	R-sq	MSE	F	df1	df2	p
	.6829	.4663	.1774	173.8579	1.0000	199.0000	.0000

Model	coeff	se	t	p	LLCI	ULCI
-------	-------	----	---	---	------	------

```

constant      1.0331      .2205      4.6862      .0000      .5984      1.4678
S_C_FEA       .7591      .0576     13.1855      .0000      .6455      .8726

*****
OUTCOME VARIABLE:
  I_I_BUY

Model Summary
      R      R-sq      MSE      F      df1      df2      p
      .8878      .7883      .0698     368.5724      2.0000     198.0000      .0000

Model
      coeff      se      t      p      LLCI      ULCI
constant      .3273      .1457      2.2469      .0257      .0400      .6146
S_C_FEA       .1084      .0494      2.1928      .0295      .0109      .2058
E_ENGA        .8123      .0445     18.2728      .0000      .7246      .9000

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y
      Effect      se      t      p      LLCI      ULCI
      .1084      .0494      2.1928      .0295      .0109      .2058

Indirect effect(s) of X on Y:
      Effect      BootSE      BootLLCI      BootULCI
E_ENGA      .6166      .0562      .5079      .7285

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
  95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
  5000

----- END MATRIX -----

```