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# Driving Forces of Impulse Buying Behaviour: The Influence on Social Commerce among Youths of Chitwan

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## ABSTRACT

Social commerce integrates e-commerce and social media such as Facebook, Instagram and Tik Tok allowing users to browse, interact with, and buy products directly within this apps. With the upsurge of the social commerce, impulse buying behaviour-especially among youths has become a common issue. This behaviour often results in issues such as low quality products, unwanted purchases and falling victim to fraud. However, there has been limited research exploring the core emotional triggers, social media influence, ease of using social commerce platforms and promotional strategies factors driving such Behaviour in Chitwan. This study aims to examine the opinions and experiences of youths aging (18-40) years in Chitwan regarding social commerce purchases. It aims to add new insights into what drive impulse buying behaviour in Chitwan, addressing gaps in existing literature on buying behaviour factors. Quantitative approach was employed to collect data on youths' attitudes and experiences about consumer buying behaviour. Primary data was collected through survey questions distributed among two hundred (N=222) participants. The results anticipates the clear association between the impulse buying behaviour and driving forces of Chitwan youths. The findings could be valuable to marketers, investors and future researchers for a deeper understanding of what influences youth impulse purchase in social commerce.

**Keywords:** *Emotional triggers, ease of using social commerce, impulse buying behaviour, promotional strategies, social commerce, social media influence*

# 1. INTRODUCTION

The field of E-commerce has also undergone a massive evolution leading to the emergence of a novel phenomenon known as Social commerce (S-commerce)(Moon et al., 2019). With the rapid growth of web 2.0, social media has provided a huge potential to transform e-commerce from a product-oriented environment to a social and customer-centered one (Akram et al., 2018). S-commerce makes use of social media like Facebook, Instagram and Tik Tok and enables consumers to share their knowledge regarding the products and their online shopping experience to help them make better purchase decisions. Furthermore, Social media has now evolved into a commercial, advertising and educational hub. According to The Kantipur Post, Facebook has the largest number of 13.5 million users and 3.6million users in Instagram whereas, Tik Tok has about 2.2 million active users in Nepal. This indicates that Nepal has huge market in social commerce.

The consumers of modern era are significantly focusing on a hedonic and experimental style such as impulse buying (Novak et al., 2003). Youths, particularly those from Generation Z and Millennials, are known for their extensive use of social media, making them a key demographic in the evolving landscape of online shopping. They are motivated to enjoy shopping more than buying what they really need (Beatty & Elizabeth Ferrell, 1998). Hence there occurs the phenomenon of impulse buying. Iyer et al. (2020) perceived that Impulse buying, defined as episodes in which "a consumer experiences a sudden, often powerful and persistent urge to buy something immediately". Another researcher Pandey et al. (2024) studied that Impulsive purchases is different from unplanned purchases. Impulse buying occurs when consumers make unplanned purchases after seeing a product or related information, driven by the product's appeal and utility. Xiang et al. (2016) said that, According to a study by User Interface Engineering (2001), 40% of the money spent online is attributed to impulse purchases.

Some driving forces behind impulse buying behaviour among youths in social commerce includes emotional triggers, social media influence, ease of using social commerce platforms and promotional strategies. The main focus of S-commerce is the social aspect, which differentiates it from other context hence, s-commerce enables social interaction among consumers; thus, the social-related factors play a significant role in consumer behaviour in this interactive platform(Abdelsalam et al., 2020). The result shows that perceived over-simulation (higher than desired) has a positive impact on impulse buying. Moreover, the two social factors jointly influence consumers' unplanned purchases (Mattila & Wirtz, 2008). According to Mijoska belshoska et al. (2023), the effect of perceived ease of use and convenience, perceived added value and usefulness, impulse buying tendency as internal factors and website quality as external factor on online impulse buying of generation. Since social commerce has become a crucial part of our daily life, understanding them and these factors that drive impulse buying behaviour in youths has also become essential topic to research on. Social media platforms create a sense of community and belonging which can encourage youths make purchases as a form of self – expression or status enhancement.

This study examine the research question like "which factor strongly predict the impulsive buying among youths in social commerce environment?" The main goal of this research is to determine various influencing factors for driving impulse buying behaviour among youths in social commerce. Moreover, the significant of the study is that, it helps to deepen our understanding on why and how different factors impact on youths' impulse purchases in social commerce settings. Bhakat & Muruganantham (2013) stated that proper combination and synergistic effect of the various factors influencing impulse buying could lead to

more sales turnover hence benefiting the marketers and retailers.

Many companies have started using the internet with the aim of cutting marketing cost, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. By a single click of our choice, many items can be viewed on the screen without the need to go to the market physically to choose the products or services. Research into this phenomenon is crucial, as it provides insights into the intersection of consumer behaviour, social media, and online shopping, shedding light on both the psychological and social dynamics that influence youths' purchasing decisions in the digital age.

## 2. LITERATURE REVIEW

Different researchers have given different viewpoint on various research articles which is available online based on driving forces of impulse buying behaviour among youths in social commerce are reviewed. The range of the study is from 2011 to 2024.

Karim et al. (2021) discusses primary objectives to examine the factors influencing impulse buying behaviour (IBB) on e-tailing sites by apply the Stimulus-Organism-Response (S-O-R) model in the online retail context and to test how website stimulus, marketing stimulus, and product variety affect perceived enjoyment and IBB. The study uses quantitative survey-based study and data analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The key findings are: Marketing stimulus and product variety significantly increase perceived enjoyment which has a strong positive effect on impulse buying behaviour. Website stimulus does not directly affect IBB but has an indirect effect through perceived enjoyment. The main objectives of the study by Abdelsalam et al. (2020) is to systematically review the existing literature on online impulse buying behaviour (IBB) in the context of social commerce. It aimed to identify the key factors influencing impulse buying, classify them into a conceptual framework, and evaluate the role of mediators and moderators in shaping consumer behaviour. Additionally, the study sought to highlight gaps in current research and provide future directions for scholars in e-commerce and consumer behaviour fields. The study followed a systematic literature review approach, analyzing published research between 2005 and 2019. A total of 68 articles were reviewed, with 24 specifically focusing on impulse buying in social commerce. The authors categorized the findings using an input-moderator-mediator-output (IMMO) framework, while also examining the research designs, sample contexts, product types, and theoretical models employed most notably the Stimulus-Organism-Response (SOR) framework. The review revealed that most studies relied on survey methods with samples largely drawn from Asia, particularly China, and often from students. Four main antecedent categories were identified: social-related factors (eWOM, social presence), website-related factors (visual appeal, navigation), consumer traits (impulsiveness, personality), and marketing stimuli (scarcity, promotions). The paper concluded that while website factors have been widely studied, social and marketing aspects remain underexplored, and future research should focus on diverse populations, mixed methodologies, and clearer distinctions between urge to buy impulsively and actual purchase behaviour.

Xiang et al. (2016) explored how parasocial interaction (PSI), the one-sided psychological bond between users and influencers, affects impulse buying on social commerce platforms. Their study on Mogujie, a Chinese platform, found that social commerce features like interactivity and social presence enhance PSI, which in turn increases impulse buying tendencies. PSI, along with perceived usefulness and enjoyment, directly influences impulsive purchases. The results highlight the importance of hedonic aspects, especially enjoyment from parasocial connections, in driving impulse buying on social commerce platforms.

Moon et al. (2019) examined factors influencing impulse buying in mobile social commerce, focusing on personal traits (e.g., consumer innovativeness, past purchase experience) and message attributes (e.g., scarcity). Their study found that consumer innovativeness and past purchase experience significantly increase impulse buying, while scarcity messages (limited time or quantity) were a strong trigger for impulsive purchases. Other message attributes showed varied or non-significant effects, underscoring the role of message framing in driving impulsive buying behaviour.

The objectives of the Akram et al. (2018)'s study is to investigates the drivers of online impulse buying within the Chinese social commerce environment. It aims to analyze how factors such as social interaction, convenience trust and product availability shape consumers' unplanned purchasing behaviour. The authors focus on extending impulse buying research from traditional retail to the fast-growing social commerce context. The study used a questionnaire survey to collect data from Chinese social commerce users. Structural equation modeling (SEM) was employed to test the relationships among multiple influencing factors and impulse buying behaviour. This quantitative approach allowed the researchers to validate their proposed model and assess the strength of each determinant. Results show that social interaction and convenience significantly influence consumers' online impulse buying. Trust and product availability also play positive roles, reinforcing consumer confidence and encouraging unplanned purchases. The findings highlight that social commerce platforms can trigger impulse buying by fostering interaction, providing convenient shopping experiences and ensuring trustworthiness.

Huang (2024) targets to identify and explore the factors behind impulsive buying behaviour in adolescents in today's digital environment. It seeks to understand how lack of financial literacy, lack of social experience, the influence of digital media and attraction to luxury spending contribute to impulsive purchase decisions among young people. Also, it considers what role parents and regulation might play in moderating these behavioural tendencies. The research appears to be qualitative or exploratory (though full methodological detail isn't in the open abstract), investigating adolescents' behaviour through literature review or possibly survey-based observation. It examines the interrelations among variables like financial literacy, social experience, digital media exposure and attitudes toward luxury consumption. The study also seems to analyze implications for regulation and education. Key findings are that adolescents' impulsive buying is strongly associated with low financial literacy and limited social experience, which make them more liable to be influenced by digital media. The allure of luxury spending increases impulsivity, and digital media strategies can amplify these effects. The study suggests that better financial education, parental guidance and regulation of commercial tactics on social platforms could help foster more responsible spending among adolescents.

The objectives of the Iyer et al. (2020) is to integrate existing research to identify what internal (consumer traits, motives, resources) and external (marketing stimuli) factors most strongly drive impulse buying. It also seeks to uncover the mediating psychological processes (like self-control, mood/emotion) that explain how these antecedents affect impulse buying. Additionally, the authors want to examine moderating effects e.g. how context or industry or study methods change the strength of these effects. They conducted a meta-analysis of 231 samples with data on more than .They coded effect sizes for antecedents (traits, motives, resources and stimuli), mediators (self-control, positive/negative emotion) and studied moderators (industry/product context, demographic, measurement etc.). Traits like impulsivity/impulse-buying tendency and motives (hedonic, utilitarian) are strong predictors of impulse buying. Marketing stimuli (promotions, advertising

etc.) also significantly foster impulse purchases. Psychological mediators matter: self-control tends to suppress impulse buying, while moods/emotions (especially positive ones) amplify it. The effects are moderated by context: for example, industry/product type, price level and product identity influence how strong certain antecedents are. Some effects are weaker or stronger depending on these moderators.

Chen et al. (2016) investigates what drives impulse buying behaviour in C2C (consumer-to-consumer) Facebook "buy and sell" groups. In particular, it seeks to identify which factors of the social commerce environment (such as social presence, product attributes, etc.) most strongly influence users to make unplanned purchases in these informal online groups. It also tries to compare how social vs. product-/transaction-related drivers differ in this context. The researchers collected survey data from members of Facebook buy-and-sell groups. They used statistical analysis (likely including regression or structural equation modelling) to test hypothesized relationships between social commerce antecedents (social presence, etc.) and impulse buying behaviour. The sample is drawn from actual users of those Facebook groups so it reflects real social commerce participation. The study found that social presence in Facebook buy & sell groups significantly increases impulse buying when users perceive others are present, interacting, or visible, that intensity tends to drive impulsive behaviour. Product attributes (e.g. how a product is presented) also play a positive role but the social factors tend to be strong predictors in this setting. Trust or perceived risk moderates some of these effects: where trust is lower, the influence of social presence or product cues may be dampened. The results suggest that for C2C social commerce, designing for social engagement and transparency is crucial if one wants to encourage impulse purchases.

The study by Ju and Ahn (2016) inspects how social presence and ambient factors, such as music tempo, influence impulse purchasing behaviour in social commerce environments. Utilizing the stimulus-organism-response (S-O-R) framework, the research aims to understand how these factors affect consumer emotions and subsequent buying decisions on social commerce platforms. The authors conducted an experiment involving 300 social commerce users who participated in nine different social commerce deals. Data were analyzed using partial least squares (PLS) modeling to test the proposed hypotheses and examine the relationships between social presence, ambient factors, emotional responses, and impulse buying behaviour. Key findings include: Social Presence where a higher sense of social presence on social commerce sites, akin to shopping with others, significantly increases impulse buying behaviour. Ambient Factors where music tempo was identified as a crucial ambient factor; faster tempos enhanced pleasure and arousal, leading to higher impulse purchases. Scarcity Effects which the perception of deal scarcity negatively moderated the relationship between music tempo and pleasure suggesting that while urgency can drive purchases it may also reduce the enjoyment of the shopping experience.

Chen et al. (2019) explores how product recommendations on social media, particularly within WeChat's social commerce environment, impact impulse buying behaviour. Grounded in signaling theory, the research identifies key factors such as trust in the recommender and affection toward the product that mediate this influence. Using structural equation modeling (SEM), the study analyzes how recommender-related signals (e.g., information quality, similarity) and product-related signals (e.g., aesthetic appeal) affect emotional responses, which in turn drive impulse buying. The findings emphasize the significance of crafting credible and emotionally engaging product recommendations to enhance impulsive purchasing in social commerce.

## 2. METHODOLOGY

### 2.1 Research Design, Sample and Population

This research employed Quantitative Research and Descriptive Research Design. It describes the

phenomenon of impulse buying behaviour with the key factors influencing this behaviour among youths in social commerce. A total of 222 respondents were selected to participate in the study.

### 3.2 Method of data collection and analysis

This study used primary data source for the data collection. Well- structured questionnaires was provided to the respondents in Five point Likert scale and multiple choice questions. Printed Form as an offline medium and Google Form as an online medium was send to the respondents and where they gave answers to the structured questionnaires. The questionnaire consists of 25 questions related to different variables of impulse buying behaviour. The link was shared on social media via Facebook and Instagram for timely data collection. For the analysis, SPSS software was used. Correlation and logistic regression are used to analyze the data.

### 3.3 Theoretical background

This study investigates different driving forces like emotional triggers, social media influence, ease of using social commerce platforms, promotional strategies which are found responsible for impulse buying behaviour based on different theories.

Based on Affect-as-Information Theory (Hoch & Loewenstein, 1991), emotions like excitement and happiness drive impulse buying. On social platforms, emotional appeals from content and advertisements prompt spontaneous purchases. The Social Cognitive Theory (Bandura, 1986) and Theory of Planned Behaviour (Ajzen, 1991) suggest that youths are influenced by peers, trends, and social comparisons, making them more susceptible to impulse buying through social media exposure. The Technology Acceptance Model (TAM) (Davis, 1989) and UTAUT (Venkatesh et al., 2003) highlight that user-friendly platforms increase engagement and reduce barriers to impulse buying, as easy navigation and quick purchases encourage spontaneous decisions. Behavioral Decision Theory (Tversky & Kahneman, 1974) and Scarcity Effect Theory (Cialdini, 2001) explain that promotions and time-limited offers create urgency, triggering impulsive buying by enhancing the perceived value of products.

## 3. RESULTS

### 3.1 Reliability Analysis

**Table 1:** *Reliability Analysis*

| Variables | Cronbach's Alpha | No. of Items |
|---|---|---|
| Emotional Triggers | 0.781 | 6 |
| Social Media Influence | 0.833 | 6 |
| Ease of using Social Commerce Platforms | 0.838 | 6 |
| Promotional Strategies | 0.803 | 6 |

The Table 1 summarizes the reliability of four variables under investigation: emotional triggers, social media influence, ease of using social commerce platforms and promotional strategies.

All the variables achieved Cronbach's Alpha value above 0.717, means it meet the accepted threshold for acceptable reliability in the research according to the university criteria. It denotes strong internal consistency. This demonstrates the items within each scale efficiency to measure the intended concepts, ensuring to measure reliability of the data.

### 3.2 Descriptive Analysis

The demographic profile of the respondents in this study reflects variables like age, gender, and employment status, main source of income, monthly income, products group purchases and social media uses.

In the Table 2, among 222 respondents, 73 (32.9%) was from 18-22 years, 92 (41.4%) was from 23-27 years, 22 (9.9%0) was from 28-32 years and 35 (15.8%) was from 33-40 years. For gender, 128 (57.7%) respondents were female and 94 (42.3%) respondents were male indicating slightly high number of female participants. Regarding employment status, 93 (41.9%) respondents were

full time student, 49 (22.1%) were full time working, 31 (14%) were part time working, 34 (15.3%) were self-employed and 15 (6.8%) were homemakers. As for main source of income, 65 (29.3%) respondents generate income through salary/wage, 29 (13.1%) generate through business income, 20 (9%) generate through freelancing and 108 (48.6%) generate income through allowance like from family. For monthly income, 98 (44.1%) respondents have no income. They dependent upon their family for allowance. 27 (12.2%) respondents earn below Rs.10000, 47 (21.2) earn Rs.10000- Rs.30000, 30 (13.5%) earn Rs.30000-Rs.50000 and 20 (9%) earn above Rs.50000 through various sources.

**Table 2:** *Demographic Analysis*

| **Demographics** | | **Respondents (%)** |
|---|---|---|
| Age | 18-22 | 73(32.9%) |
| | 23-27 | 92(41.4%) |
| | 28-32 | 22(9.9%) |
| | 33-40 | 35(15.8%) |
| Gender | Female | 128(57.7%) |
| | Male | 94(42.3%) |
| Employment status | Full time Student | 93(41.9%) |
| | Full time working | 49(22.1%) |
| | Part time working | 31(14%) |
| | Self-employed | 34(15.3%) |
| | Homemakers | 15(6.8%) |
| Main source of income | Salary/Wage | 65(29.3%) |
| | Business Income | 29(13.1%) |
| | Freelancing | 20(9%) |
| | Allowance | 108(48.6%) |
| Monthly income | No income | 98(44.1%) |
| | Below Rs.10000 | 27(12.2%) |
| | Rs.10000-Rs.30000 | 47(21.2%) |
| | Rs.30000-Rs.50000 | 30(13.5%) |
| | Above Rs.50000 | 20(9%) |

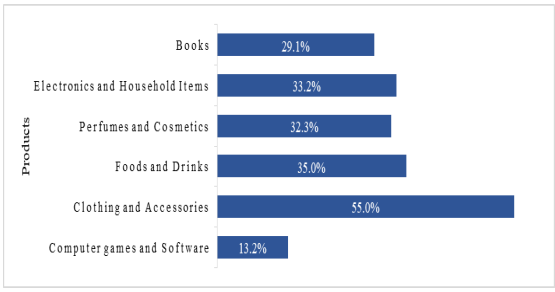


**Figure 1:** *Product group purchases over S-Commerce*

In the Figure 1, the sum of Percent of Cases is 197.7%, which means same respondent might have purchased multiple product types over Social Commerce. Among 222 respondents, Clothing and Accessories (55%) are mostly purchased by the consumers. Computer games and Software (13.2%) are the least purchased products. Electronics and Household Items (33.2%), Perfumes and Cosmetics (32.3%), Foods and Drinks (35%) and Books (29.1%) fall in between showing diverse purchase pattern.

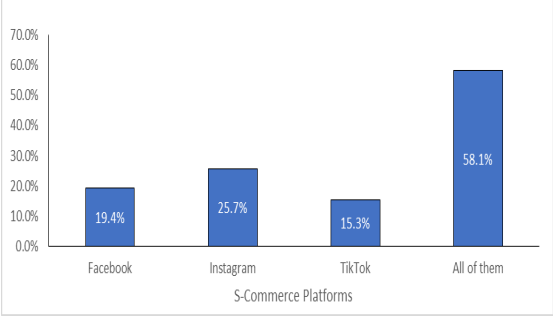


**Figure 2:** *Social Commerce Platforms use for purchases*

In the Figure 2, the Sum of Percent of Cases is 118.5%. Among 222 respondents, all of the apps users are (58.1%) means most of the respondents use all the apps for purchases. Following by Instagram (25.7%), Facebook (19.4%) and the least used app is Tik Tok (15.3%) showing diverse social commerce uses pattern.

**Table 3:** *Crosstab of Impulse Buying Behaviour and Age*

| **Age** | **Selected** | **Percentage** |
|---|---|---|
| 18-22 | 55 | 75.34% |

| | | |
|---|---|---|
| 23-27 | 40 | 43.47% |
| 28-32 | 10 | 45.45% |
| 33-40 | 16 | 45.71% |

In the Table 3, Crosstab shows that impulse buying behaviour is highest among respondents aged 18–22 (75%) compared to 23–27 (43%), 28–32 (45%), and 33–40 (46%). This indicates that younger consumers are more prone to impulse purchases.

**Table 4:** *Crosstab of Impulse Buying Behaviour and Gender*

| Gender | Selected | Percentage |
|---|---|---|
| Female | 62 | 48.43% |
| Male | 59 | 62.76% |

In the Table 4, Crosstab between gender and impulse buying shows that 62.76% of males reported impulse purchases compared to 48.43% of females. This indicates that surprisingly males are more prone to impulsive buying behaviour than females although females are more in numbers.

**Table 5:** *Crosstab of Impulse Buying Behavior and Product Group Purchases in S-Commerce*

| Products | Selected | Percentage |
|---|---|---|
| Computer games and Software | 16 | 55.17% |
| Clothing and Accessories | 68 | 56.19% |
| Foods and Drinks | 43 | 55.84% |
| Perfumes and Cosmetics | 37 | 52.11% |
| Electronics and Household Items | 41 | 56.16% |
| Books | 30 | 46.87% |

The cross-tabulation in Table 5 shows that impulse buying was most frequent in Clothing & Accessories (56.19%) and Electronics (56.16%), followed by Foods & Drinks (55.84%). The lowest rate of impulse buying was observed in Books (46.87%). This suggests that fashion and electronics are highly impulsive product categories while books tend to be more planned purchases.

Cross-tabulation in Table 6 show that impulse buying was highest among respondents who use all social media platforms (57%) and Facebook (56%) and Tik Tok (50%) while Instagram users showed the lowest (47%). This indicates that exposure to multiple platforms may increase the likelihood of impulse purchases.

**Table 6:** *Crosstab of Impulse Buying Behavior and S-Commerce Platforms*

| S-Commerce | Selected | Percentage |
|---|---|---|
| Facebook | 24 | 56% |
| Instagram | 27 | 47% |
| Tik Tok | 17 | 50% |
| All of them | 73 | 57% |

Findings in Table 7 show the highest mean is of Social Media Influence (SMI) and Ease of using Social Commerce Platforms (ESCP) with 3.22, in the middle is Promotional Strategies (PT) with 3.20 and at the bottom is Emotional Triggers (ET) with 3.09. This indicated moderate positive perception within them. The std. responses, implying that while most respondents tended to agree on these deviation ranged from 0.72 to 0.80 indicating moderate level of variability in constructs there were some differences in individual perceptions. Among the variables, Promotional Strategies (SD=0.72) shows slightly less variability suggesting relatively consistent responses compared to the other factors.

**Table 7:** *Mean and Standard Deviation*

| Factors | Mean | SD |
|---|---|---|
| ET | 3.09 | 0.80 |
| SMI | 3.22 | 0.79 |
| ESCP | 3.22 | 0.78 |
| PS | 3.20 | 0.72 |

The results in Table 8 indicate that emotional triggers are positively and significantly correlated with social media influence ($r=0.220$, $p<0.01$) and ease of using platforms ($r=0.262$, $p<0.01$) suggesting that emotionally driven consumers are more influenced by social media and find online platforms easier to use. However, emotional triggers do not show a significant direct relationship with impulse buying

behaviour (r=0.078, p=>0.05), meaning their effect may be indirect. Social media influence is positively associated with ease of using S-Commerce platforms (r=0.303, p<0.01) and with impulse buying behaviour (r=0.142, p<0.05) indicating that social media exposure can slightly increase consumers' tendency to make unplanned purchases. The ease of using social commerce platforms shows the strongest relationship with impulse buying behaviour (r=0.273, p<0.011) highlighting that user-friendly platforms significantly encourage impulse buying (see Table 8).

**Table 8:** *Correlation Analysis*

| | ET | SMI | ESCP | PS |
|---|---|---|---|---|
| **ET** | 1 | 0.220** | 0.262** | 0.078 |
| **SMI** | 0.220** | 1 | 0.303** | 0.142* |
| **ESCP** | 0.262** | 0.303** | 1 | 0.273** |
| **PS** | 0.078 | 0.142* | 0.273** | 1 |

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

Promotional strategies are also positively linked to impulse buying, though their impact appears weaker compared to social media influence and platform usability (see Table 8). These findings suggest that while emotional triggers set the stage, social media influence and ease of platform use play a more direct role in driving impulse buying, with promotional strategies providing additional support.

**Table 9:** *Omnibus Tests of Model Coefficients*

| | Chi-square | df | P-value |
|---|---|---|---|
| Step | 6.39 | 4 | 0.172 |
| Block | 6.39 | 4 | 0.172 |
| Model | 6.39 | 4 | 0.172 |

The Omnibus Test of Model Coefficients in the Table 9 was used to assess whether the set of independent variables like Emotional Triggers, Social Media Influence, and Ease of using Social Commerce Platforms, and Promotional Strategies collectively improved the prediction of impulse buying behaviour compared to a model without predictors. The results show that the model was not statistically significant, $\chi^2$ (4) = 6.390, p=0.172. This indicates that taken together, the predictors do not significantly enhance the model's explanatory power for impulse buying behaviour.

**Table 10:** *Model Summary*

| -2 Log likelihood | Cox & Snell R Square | Nagelkerke R Square |
|---|---|---|
| 296.139 | 0.028 | 0.038 |

In the Table 10, The Cox & Snell $R^2$ (0.028) and Nagelkerke $R^2$ (0.038) values suggest that the independent variables in the model explain only about 2.8% to 3.8% of the variance in Impulse Buying Behaviour. This means that while Emotional Triggers, Social Media Influence, Ease of S-Commerce Platform Uses, and Promotional Strategies do have some impact on impulse buying behaviour, their combined explanatory power is low which suggest that other factors may play a stronger role.

**Table 11:** *Odd Ratio for the Variables in the Equation*

| | B | OR | P-value |
|---|---|---|---|
| ET | 0.143 | 1.154 | 0.431 |
| SMI | 0.397 | 1.488 | 0.038 |
| ESCP | -0.297 | 0.743 | 0.132 |
| PS | -0.029 | 0.971 | 0.884 |
| Constant | -0.992 | 0.371 | 0.276 |

The logistic regression analysis in the Table 7 was conducted with Impulse Buying Behaviour as the dependent variable and Emotional Triggers (ET), Social Media Influence (SMI), Ease of using Social Commerce Platforms (SMP), and Promotional Strategies (PS) as independent variables.

In Table11, the logistic regression results indicate that among the independent variables, Social Media Influence was the only significant factor (B=0.397, p=0.038), increasing the likelihood of impulse buying by about 49%. Emotional Triggers (ET) (B=0.143, p=0.431), Ease of using Social Commerce Platforms (SMP) (B=–0.297, p=0.132)

and Promotional Strategies (PS) ($B$ = –.029, $p$ = .884) were not statistically significant predictors of impulse buying behaviour, suggesting that while they may contribute indirectly, they do not directly predict impulse buying in this model. The findings highlight Social Media Influence as the strongest driver of impulse buying behaviour.

## 5. DISCUSSION

The present study provides empirical evidences on driving forces of impulse buying behaviour in social commerce among youths of Chitwan. The result presents that impulse buying behaviour is most dominant among the young group of (18-22) years which has been found consistent with previous studies that emphasize the exposure of younger consumers to hedonic motivations, peer influence and technological adoption (Beatty & Elizabeth Ferrell, 1998); (Iyer et al., 2020). This means younger consumers are more likely to involve in online shopping with self-expression and instant gratification.

The study also shows that male (62.8%) reported higher impulse buying rates than female (48.4%) even though females are more in number which is contrary to assumptions made by previous literature review that females are generally more impulse shoppers than males (Mattila & Wirtz, 2008). This unexpected result could reflect changing consumption patterns in Nepal, where male youths increasingly engage in lifestyle and fashion-related purchases through social media.

Novak et al. (2003) and Pandey et al. (2024) noted that hedonic and high visibility products often triggers unplanned purchases, Likewise, Product category analysis in the study confirmed that clothing and accessories, followed by electronics, are the most impulsively purchased items. Conversely, books showed the least impulse buying suggesting that utilitarian or knowledge-based purchases remain more rational and planned.

Correlation analysis highlighted that social media influence and ease of using social commerce platforms are significantly related to impulse buying which supports Abdelsalam et al. (2020), who argued that social interaction and usability features enhance consumer engagement and purchase intentions. Although emotional triggers correlated with social media and platform usability, did not directly predict impulse buying, it implying that emotions may act as indirect mediators rather than primary drivers.

The logistic regression results further strengthened this view that social media influence act as the only significant predictor of impulse buying behaviour (B=0.397, p=0.038). This finding underlines the powerful role of social platforms in shaping consumer behaviour, particularly through influencer endorsements, peer reviews, and targeted advertisements(Moon et al., 2019). However, the explanatory power of the model was relatively low (Nagelkerke $R^2$ = 0.038), indicating that other factors such as cultural values, financial literacy, and personality traits like self-control (Bhakat & Muruganantham, 2013) may play a critical role and open avenues for further investigation.

## 6. CONCLUSION

This study examined the influence of emotional triggers, social media influence, ease of platform use, and promotional strategies on impulse buying behaviour in social commerce among youths in Chitwan. The findings reveal that although multiple factors contribute to impulse buying, social media influence emerged as the strongest and only significant predictor**.** Younger age groups (18–22 years) and males were more prone to impulsive purchases, while clothing and electronics stood out as the most impulsively purchased categories.

From a practical perspective, the results suggest that marketers and retailers should leverage social media strategies, influencer marketing, and platform design to enhance consumer engagement. However, the limited variance explained by the model indicates that businesses should also consider psychological and socio-cultural variables that were not captured in this study.

For policymakers and educators, these findings highlight the need to promote financial awareness among youths

to mitigate the risks of overspending, fraud, and regret associated with impulsive online purchases.

This research contributes to the growing body of knowledge on social commerce in Nepal by providing localized insights into youth consumer behaviour. Future studies could expand the scope by integrating psychological constructs such as self-control, peer pressure, or materialism, and by conducting comparative research across different regions of Nepal.

## 7. REFERENCES


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