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FACTORS AFFECTING CONSUMERS' BEHAVIOUR TOWARDS SOCIAL MEDIA ENGAGEMENT AND IMPULSIVE PURCHASE INFLUENCE AMONG GEN Y FEMALES IN LIBYA

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ABSTRACT

Despite frequent and obsessive use of the social media, social media retailers have not been able to achieve major sales conversion on social commerce even though ideally it is a compulsive browsing and meeting ground for users. These commercial features prevent the conversion of the browsers to actual customers as they do not motivate the users to shop on social media and make a purchase. Many businesses have not taken steps in this business direction of analysing and manipulating the obsessive use of social media for transaction purposes. Thus, there is a gap between what the new social shopper wants and what features are currently available on social commerce thereby adversely affecting the sales and value of the social commerce retailers. Besides, there are limited studies done in Libya that focuses on this area. As such, this research focuses not only on the purchase intention on social media amongst the rising generation Y females in Libya, but also on the important stimuli that needs to be offered by businesses and retailers in order to woo these online shoppers for committing purchase intention. The main objective of this research is to identify the business model for social commerce that would increase sales conversion for its retailers. The sample of this study was Libyan Y generation social commerce users in Libya. A total of eight variables in

this study and 35 items on the questionnaire and the sample size of the study is 200 respondents. Data were collected using random sampling technique. The findings show that the application of this theory in social media enables to recognize the importance of community feelings and trust elements in social shopping and will pave the way for further research in this area. Also, the study helped to unveil the attitude of Libyan Y generation shoppers on Social Commerce. This research also indicates that a suitable strategy employing the social cues directly affects purchase behaviour on social commerce and identifies an effective business model as the single most important factor that impacts profitability of social media businesses

1. Introduction

Social shopping is related to shopping practices on the internet using social tools and shopping on the social media while socializing with the social media network and friends. Whereas, social commerce is related to the process or system of adding social media tools to online stores in order to commercialize the social media network with the intention of increasing sales, increasing traffic to the store for the sake of increasing sales conversions (Ozawa et al., 2016). Hence, social shopping could be considered as the act of shopping in groups, thinking, selecting, browsing, planning, sharing, reviewing collectively and making decisions in groups as part of a community networking which will enable consumers to make shopping decisions better whereas social commerce will enable sales to grow. Social commerce would therefore indicate the commercial practice of strategizing social networking, word of mouth advertising, trust for social communities, information sharing, community feedback etc., with the commercial intention of improving sales conversions and it involves engaging customers both online as well as offline (Saari, Dietzenbacher & Los, 2015).

The key aspect of the issue being that, through regular and obsessive usage of social networking, social media retailers have not been able to make significant sales conversions to social trading even though, hopefully, it is a compulsive searching and meeting point for consumers (Madahi, A., & Sukati, 2019). According to them, 57 percent-66 percent of Libyan Y generation users spend much of their time searching social media to follow and share their 'likes' of their favourite brands. The Y generation often post images of their favourite product images, apparently using these images as inspirations to purchase them later. Business owners will also expect this segment, or even a greater portion of this population, to spend a considerable portion of their income on social exchange transactions. Unfortunately, about one third of this segment chooses actual sales on social media, while the remaining segment winds up making actual purchases from common e-commerce sites such as Amazon, eBay, etc. Amazon and

ebay are considered the main shopping channel for those of the Libyan Y generation. This also proves that buyers simply view social media as a virtual catalogue to be used as a reference guide before they make real transactions on their daily online markets.

This is partially due to the lack of a competent business model and commercial functionality, such as payment gateways, shopping carts, etc., on social trading. These commercial features discourage the migration of browsers to real consumers since they do not inspire people to shop on social media and make transactions. Most organisations have not taken steps in this market direction to evaluate and exploit the obsessive use of social media for transactional purposes. As a result, there is a disparity in what the modern social shopper wants and what social trade features are available, negatively impacting the revenue and value of social trade retailers. There are limited studies in Libya that concentrate on this area, and therefore the results of this research will add to the findings from a Libyan perspective. Academicians and social commerce retailers will be able to benefit from this research due to the deeper insights provided on social commerce business model prospects.

This research focuses on the unique features of the social media that could be used as cues to motivate users to increase their purchase on social commerce, with a particular highlight on hedonic and social motivations that trigger impulsive shopping. The target segment that would be used for sample is the Libyan Y generation of as they are the segment who spend maximum number of hours on social media. The sample of this study is Libyan Y generation staying in Libya. As mentioned before, the Libyan Y generation spend most of their time on social media and are known to spend most of their income on internet shopping (San, Omar & Thurasamy, 2015). The Libyan Y generation are people that were born between 1978 and 1994 and consist of 49% of the total population in Libya (Libyan Department of Statistics). The Y generation are technology savvy and have high purchasing capacity and thereby tending to shop online. Furthermore, the Y generation are general generally risk takers and hence prone to the attitude of purchasing online with credit cards without worrying about the risks involved either about online security issues. San et al., (2015) details that the Y generations are also very choosy when it comes to product preferences since they have a high lifestyle and high disposable income. They are pampered with several options to choose from and this behaviour can benefit some online retailers to target this segment and take advantage of features and products that can prompt them to shop on impulse.

Impulsive shopping is generally associated with fashion products since hedonic impulses and emotions are generated mostly from fashion. People look for clothes that are exciting and unique, and this has led to frequent search for the latest fashion looks. It is essential that people keep up with the latest trends and this is seen as being the utmost priority to the fashion savvy shoppers. This has turned buying the latest trend into an adventures

and socialising experience (Grucza, R. A., & Goldberg, 2017). Hence, there is a good scope in focusing this research on fashion shopping due to above association with hedonic motivations. Moreover, fashion is closely associated with self-identity and social-consciousness, sensory motives and impulsive orientation, this research topic revolves around fashion shopping rather than other consumer utility shopping. Since social media shoppers and users are mostly seeking products of hedonic motivations, this research would be mostly targeting female shoppers since its female shoppers who are mostly on the lookout for fashion hunts on social media. Women shoppers are driven more than men, by hedonic desires to track down the latest fashion trends, copy their fashion icons, spread the word around about the latest fashion hunts among their community and present their latest fashion purchases socially. Therefore, this research mainly focusses on women shoppers from the Y generation and examine the cues to stimulate such purchases (Halder, S., Roy, A., & Chakraborty, 2019). The aim of this research is to identify the business model for social commerce that would increase sales conversion for its retailers.

2. Literature Review

Theoretical Review

Theory of Hedonic Motivation refers to the effect of an individual's pleasure or pain receptors towards achieving a goal or avoiding a threat. Hedonic motivation is driven by the quest for fun, adventure and excitement and satisfaction. Hedonic motivation occurs when a user is not acting by need or utility but driven by special desire of the moment to act. In the context of shopping on social media, when users do impulsive shopping driven by last minute desires, it is referred to hedonic shopping. According to Festinger, the theory of social comparison states that "individuals use others to fulfil their own need to gain knowledge about themselves", people have a tendency to compare themselves with other people in order to fulfil self-evaluation and the basic motive to do this comparison is either to understand the self-image or as a means of motivating oneself to improve one's image or status as a way to promote his or her self-ego (Zheng et al., 2019). This theory focuses on the importance of others in the formation of self and the importance of others' opinions in self-evaluation, self-enhancement, and self-improvement. Based on this theory, consumers tend to compare themselves with others around them and therefore get influenced in the process. In order to conduct self-evaluation, people compare themselves to others who are of similar standard whereas in order to do self enhancement, they would compare themselves to those who are of inferior standard to make themselves look superior to others and to do self-improvement, people would compare themselves to those who are of superior standard than themselves so as to feel motivated to improve self (Hong, Charles, Lee, & Lachman, 2019).

Social influence occurs when one's emotions, opinions, or behaviours are affected by others. Social influence takes many forms and can be seen in conformity, socialization, peer pressure, obedience, and leadership, persuasion, sales, and marketing. Social influence is the change in behaviour that one person causes in another, intentionally or unintentionally, because of the way the changed person perceives themselves in relationship to the influencer, other people, and society in general. Three areas of social influence are conformity, compliance, and obedience (Dodoo & Wu, 2019; Husnain & Akhtar, 2020; Lee, 2018). Consumers generally seek the opinion of opinion leaders and get influenced by their ideas and opinions (Chiu, Hsu, & Wang, 2018). Hence the social media networking and interaction helps in disseminating information from opinion leaders to other people in the network that triggers consumers' impulses to make purchases.

Based on the theory of observational learning, people under dubious circumstances, tend to follow the behaviour of others around them and this behaviour is seen among social commerce users when consumers emulate the behaviour of others particularly when in doubt about purchase decisions(Bandyopadhyay, 2019; Bellini et al., 2018; Chih et al., 2019). This type of observational behaviour is explanatory of increased volumes of purchase that succeeds positive observational behaviour. Influenced by online social interactions on social media, when one person performs a purchase, then, others who are influenced positively by this observation, also start making purchases thereby transferring this observational learning to several layers of other observers and this positive effect translates immediately to create a surge of impulsive behaviour of making purchases without actually putting too much thought process into the purchase and making purchases without actually needing the items purchased (Nizam & Lee, 2018). Observational learning from other shoppers also tend to establish the social presence of other users and shoppers and this in turn plays the role of enhancing the perceived value of the online store as well as the perceived experiential nature of the shopping process.

Empirical Review

Impulsive Purchasing

Impulsive purchasing is associated with unplanned purchase decisions whereby consumers purchase items impulsively without having any prior intentions to make purchases and this is more frequent when users spend more time on the social media, Hence impulsive decisions generally need consumers to spend lot of time on the media concerned in order for them to make unplanned purchases, and since consumers spend a major number of hours on social media, it is only natural that they end up doing impulsive purchases on social commerce. With the growing surge of mobile phones and integration of social media on mobile devices across desktops and all other devices, consumers have a tendency to be exposed to tempting images and sites of online social media across all devices, that increases the

frequency of exposure to such products on sale and thereby giving persistent urge and hedonic stimulation to consumers to lead to impulsive purchase with little consideration for consequences of the unplanned purchase (Kwon, O., & Wen, 2019). Impulsiveness involves cognitive and emotional response and is a lifestyle characteristic of individuals. Different consumers have varying experience in impulsive purchase and the capacity to resist impulsive purchase also varies with different individuals. Since impulsive purchasing that occurs as a consequence of hedonic motivation generating pleasure, excitement, is an impromptu forceful, urgent act, there does not exist an intermediate phase of contemplation, thereby leading to the direct responsive action of impulsive purchase (Dodoo & Wu, 2019; Zheng et al., 2019).

Hedonic Motivation

As hedonic motivation is regulated by sensory feelings, it is also observed that sensory environment in the virtual shopping sites gives the opportunity for consumers to engage in experiential shopping that explains the positive relationship between hedonic motives and purchase intentions (Kotler, Kartajaya & Setiawan, 2019). Compulsive intention to shop on social commerce sites such as Facebook, being attracted by the micro blogging communities on the social media as well as the experiential shopping experience provided by the social media shopping are typical situations of hedonic shopping behaviour. Hedonic Motivation is the motivation derived from the positive or negative emotions in the direction of achieving something or avoiding a threat and this is manifested in the form of different behaviours expressing various explicit feelings or state of mind. These emotional experience motives have influence on the desire culminated in the process (Amarnath & Jaidev, 2020; Dodoo & Wu, 2019; Lai & Turban, 2018).

Consumer Empowerment

Consumers are exposed to various information online and they have complete control of the information generated including the freedom on ways to disseminate the information gathered by them and this empowerment gives them a sense of total control on the various online activities that they perform on the social commerce. Social media also provides environments for simulated games and activities that induces a sense of playfulness rendering the consumption process extremely experiential because of which they feel completely (Parboteeah et al., 2019). While people usually compare themselves with others in a community to fulfil their self-perception and evaluate their self-image, consequently asserting their self-worth, it is interesting to see how their self-evaluation changes with respect to the person with whom they perform their comparison; comparing with similar category of people would lead to a positive re-affirmation of their image whereas comparing with those who are below their perception level, would assure them a positive self-worth and finally a comparison with someone above their status level, would lead

to a lowering of their self-worth. Based on this theory, users of Facebook constantly find ways to compare themselves, preferably, with like-minded people and those who are similar to themselves, in order to raise their self-worth and promote themselves in the social community (Blythe, 2018).

Perceived Personalization

Perceived Personalization is synonymous with 'customization' and 'individualization'. Personalization refers to the customer-centric process of providing products and services that are tailor-made to fulfil the needs and demands of the customer and thereby based on the preferences and different behavioural patterns of the customers (Dodoo & Wu, 2019; Chow, W. S., & Chan, 2018; Husnain & Akhtar, 2020). Personalization is mainly done with the aim of maintaining good customer relationship, by providing services and products that are suited to the specific needs of the customers. Perceived Personalization would in other words explain the extent to which the retailer or firm can understand the need of the customers to fulfil their needs and demands (Cho & Auger, 2017). Perceived Personalization therefore leans towards customization enabling e-tailors to provide products and services by understanding the customers' needs and preferences and providing them what they really want. Perceived Personalization leads to customers' loyalty since they appreciate the retailers' ability to provide them services tailored around their needs (DeYoung, 2019).

Trust Elements

Trust elements refer to online word of mouth recommendations, referrals, online reviews and any such activities that raise the trust towards these online shops. Trust elements are very crucial for social media shoppers. While considering the influence of Trust Elements, it is worth considering the relationship between message reception and receiver reaction. When consumers use their knowledge and reflect on facts and values to reach a slow and deliberate decision by liking the selected product, they do not indulge in impulsive purchasing. However, when they are influenced by motivational forces through a fast and intuitive process, they indulge in purchase intention. These two different types of behaviours are due to the different types of neural system response, namely, the reflective and the impulsive systems that occurs based on the cognitive capacity of the individuals. The reflective system is based on cognitive capacity and involves deliberate decision making whereas the impulsive system is based on non-cognitive capacity and involves pure mimicry without consciousness of the potential product consumption (Akram et al., 2019; Rook, 2020).

Normative social influence

Normative social influence is a type of social influence leading to conformity. It is defined in social psychology as the influence culminating from that of other people that leads to conforming behaviour with a view to get acceptance in the community or society (Lee & Gan, 2020). Normative social influence refers to the influence of others in the same community and the basic need for people to conform and adjust to others in the society.

Source know-how, similar demographic make-up, influence of reference groups and emotional affinity, and influence of opinion leaders, have been identified as measures of normative social influence or social influencers having the ability to influencing others in the social communities. Users indulge in purchase behaviour in order to show off their desire for fashion or to show their affinity in a particular community or group and this attitude of buyers are used by retailers to attract their prospective targeted consumers (Schiffman, L. G. & Kanuk, 2017).

Frequency of Browsing

The Y generation in Libya is the main segment that spends its maximum time on the internet and consequently happen to spend most of its income on internet shopping (San, Omar & Thurasamy, 2015). Most of the Libyan population spend their time browsing frequently on social media and end up discovering interesting products on social media through social sharing and opens the ground for indulging in impulsive buying habits. The social media with its social sharing and social 'like' features encourage users to browse the platform more frequently while playing a persuasive role of engaging with the products in the virtual catalogues and this is what generates a cue to buy impulsively (Labrecque, 2019).

Engagement

Brands on social media particularly Facebook have helped them to get engagement from users by enabling users to share company information to others and post brands' information in the form of messages, logos, videos etc. on their wall that assists in promoting the respective brands (Liu et al., 2019). Engagement is referred to the level of commitment to the brand and is mainly achieved through active frequent interactions between the brand and the customers and it would lead to an emotional bond between the customers and the brand or product consumed. Engagement could be achieved through Reactive Consumption and Proactive Contribution. Reactive Consumption involves becoming a fan or follower of the brand by reading the respective brand's news, posts, product reviews, images, videos, liking the page and joining the brand group. Proactive Contribution refers to getting involved in conversations between the brand and the company, such as sharing brand posts on the consumers' walls, publishing video, advertisements, on the consumers' walls and pages, commenting and answering consumers' queries and uploading updated product images, videos etc. for sharing with the targeted consumers.

Conceptual Framework

The conceptual framework of this research is presented in Fig. 1. The arrows represent relationship between the different variables as stated in the hypotheses.
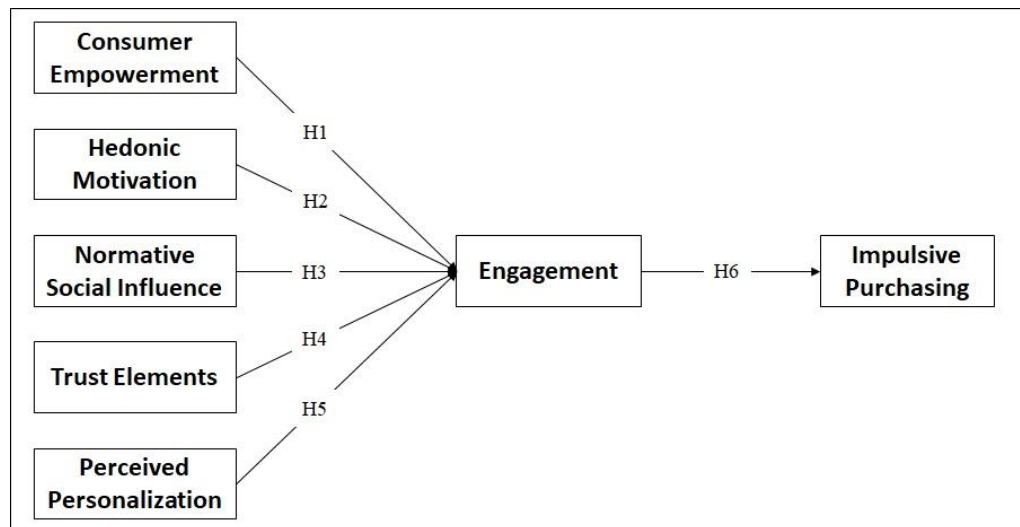
Fig. 1.: Conceptual Framework

3.   Research Methodology

The Research Design Process provide details of the data required. For the purpose of this current study, the research design process would involve primary data and surveys of the sample population, the hypotheses are developed and empirical results are processed by quantitative statistical analysis to come up with un-biased research findings. This research uses the cross-sectional questionnaire survey –Self-Administered Survey and Online Survey (WhatsApp, Facebook). Study Population is the target segment that the research is focussing on. For this study, the study population is the Libyan Y generation. Unknown population or as known as the role of thumb and 5 observations per question was carried out. For this study, simple random sampling is used as this method is reliable when the population in uniformed. The sample of this study was Libyan Y generation social commerce users in Libya. A total of 200 questionnaires were distributed to the respondents. 50 questionnaires were physically distributed to the sample respondents, while 150 questionnaires were distributed via the WhatApp platform, and other social media platforms such as Facebook, Twitter and Google Plus. The questionnaire was prepared using the new Google Form that has several technological features enabling easy distribution on all the social media sites as well as posting on websites and blogs, it is ideal for online distribution to get quicker response than had it been distributed manually among respondents. The analysis of data using SPSS. All the assumptions would be first tested out prior to determining the Pearson's correlation coefficient between all the pairs of variables in the hypotheses.

4. Findings And Data Analysis

Sample distribution
The descriptive statistics for the seven variables of the study are presented in Tab. 1. The seven variables are Impulsive Purchase (IP), Hedonic Motivation (HM), Normative Social Influence (NS), Customer Empowerment (CE), Engagement (E), Trust Elements (TE) and Perceived Personalization (PP). The measures include Mean, Median, Standard deviation, Skewness and Kurtosis.

Tab. 1 *Descriptive Statistics*

		IP	HM	NS	CE	E	TE	PP
N	Valid	200	200	200	200	200	200	200
	Missing	0	0	0	0	0	0	0
Mean		3.57	3.72	3.70	3.72	3.55	4.05	4.06
Median		3.40	3.75	3.80	3.75	3.60	4.00	4.00
Std. Deviation		.855	.803	.766	.646	.800	.575	.686
Skewness		-.070	-.133	-.317	.053	-436	.089	-.217
Std. Error of Skewness		.172	.172	.172	.172	.172	.172	.172
Kurtosis		-.374	-.535	.249	-.171	.232	-.548	-.505
Std. Error of Kurtosis		.342	.342	.342	.342	.342	.342	.342
Minimum		1	2	2	2	1	3	2
Maximum		5	5	5	5	5	5	5

From the above table, it is noted that the Means of the variables Impulsive Purchase (IP), Hedonic Motivation (HM), Normative Social Influence (NS) and Engagement (E) are close to each other. Based on the table, the mean value Trust Elements (TE) and Perceived Personalization (PP) are slightly higher. The highest Mean is the Perceived Personalization (PP) variable, which is 4.06 while, the lowest mean value is the Engagement (E) variable which is 3.55. The skewness values for all the variables are within ±1 and this indicates that the data is symmetrically distributed. Since the Skewness values are all −ve values, it is noted that the variables are negatively skewed that is skewed to the left. The Kurtosis values are all in the range of ±1, hence, it can be assumed that the data are mesokurtic, that is, close to 0 (packed to the centre).

One-Way ANOVA
One-Way ANOVA is a procedure that compares the means of one or more samples in a study. In this study, this test would be performed to compare the means of Age Group. This is done to examine the behaviour of the dependent variable Impulsive Purchase (IP) between different Age groups.

Tab. 2 Test of ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.450	5	.690	.943	.454
Within Groups	141.893	194	.731		
Total	145.342	199			

Tab. 2 shows that the p-value is 0.454 which is > 0.05. The P value is more than 0.05 and it is concluded that the test score between different age groups does not differ significantly, it is observed that all the groups have confidence intervals that contain '0' and each of the groups have p-value which is more than 0.05. Hence, the test does not differ between different age groups. Thus, this result indicates that Impulsive Purchase does not differ between different age groups of shoppers. In the Homogenous subset table, all the different age groups share the same column, which means that they are not significantly different. Hence the dependent variable Impulsive Purchase does not differ between age groups.

Factor Loadings
Factor loadings represent the extent to which a factor explains a variable in factor analysis. Loadings can range from -1 to 1. Loadings close to -1 or 1 indicate that the factor strongly affects the variable. Loadings close to zero indicate that the factor has a weak effect on the variable. The factor loadings for all the items in the construct are shown in the Tables below. The Factor Matrix for the variable Impulsive Purchase (IP) is as presented in the Tab. 3. can help to explain the variable Impulsive Purchase (IP) very well in the construct.

Tab. 3 Factor Matrix for variable Impulsive Purchase (IP)	
Items	Factor1
IP1	.842
IP2	.922
IP3	.864
IP4	.823
IP5	.837
HM1	.762
HM2	.875
HM3	.729
HM5	.693
NS1	.859
NS2	.886
NS3	.816
NS4	.721

Tab. 3 *Factor Matrix for variable Impulsive Purchase (IP)*	
Items	Factor1
NS5	.714
CE1	.506
CE2	.820
CE4	.831
CE5	.757
E1	.805
E2	.900
E3	.922
E4	.826
E5	.843
TE1	.620
TE2	.825
TE3	.880
TE4	.852
TE5	.797
PP1	.786
PP2	.693
PP3	.813
PP4	.857
PP5	.809

The minimum factor loading is 0.823 and hence it falls in the preferable value above 0.7. Hence this factor can explain the variable Impulsive Purchase very well in the construct. The mean of the 5 items is computed and saved as Impulsive Purchase and used in further analysis. The minimum factor loading is 0.693 which is good since it meets the expectation of the value being at least 0.5 or above 0.5. Hence this factor can explain the variable Hedonic Motivation reasonably well in the construct. The mean of the 4 items is computed and saved as Hedonic Motivation and used in further analysis. The minimum factor loading is 0.714 which is good since it meets the expectation of the value being at least 0.5 or above 0.5. Hence this factor can explain the variable Normative Social Influence well in the construct. The mean of the 5 items is computed and saved as Normative Social Influence and used in further analysis. The minimum factor loading is 0.506 which is good since it meets the expectation of the value being at least 0.5 or above 0.5. Hence this factor can explain the variable Customer Empowerment well in the construct. The mean of the 4 items is computed and saved as Customer Empowerment and used in further analysis.

The minimum factor loading is 0.805 which is good since it meets the expectation of the value being at least 0.5 or above 0.5., in this case it is > 0.7 and considered good. Hence this factor can explain the variable

Engagement well in the construct. The mean of the 5 items is computed and saved as Engagement and used in further analysis. The minimum factor loading is 0.620 which is good since it meets the expectation of the value being at least 0.5 or above 0.5. Hence this factor can explain the variable Trust Elements well in the construct. The mean of the 5 items is computed and saved as Trust Elements and used in further analysis. The minimum factor loading is 0.693 which is good since it meets the expectation of the value being at least 0.5 or above 0.5., in this case, 0.693 is close to 7 and hence considered a good factor loading. Hence this factor can explain the variable Perceived Personalization well in the construct. The mean of the 5 items is computed and saved as Perceived Personalization and used in further analysis.

Reliability Analysis

Reliability Analysis is performed to measure the total consistency of the items in the questionnaire. The Reliability test was again run on these newly created variables to test the overall reliability for the variables. The final Reliability Statistics for all the variables namely, Impulsive Purchase (IP), Hedonic Motivation (HM), Normative Social Influence (NS), Engagement (E), Trust Elements (TE) and Perceived Personalization (PP) are presented below in the Tab. 4. as provided below.

Tab. 4 Reliability Statistics for all Variables

Variable(s)	Cronbach's Alpha	N of Items
Impulsive Purchase (IP)	0.933	5
Hedonic Motivation (HM)	0.815	5
Normative Social Influence (NS)	0.898	5
Consumer Empowerment (CE)	0.878	5
Engagement (E)	0.933	5
Trust Elements (TE)	0.891	5
Perceived Personalization (PP)	0.891	5
Overall	0.911	35

Pearson's Correlation

The result from the multiple Bivariate Correlation between different pairs of the variables Impulsive Purchase (IP), Hedonic Motivation (HM), Normative Social Influence (NS), Customer Empowerment (CE), Engagement (E), Trust Elements (TE) and Perceived Personalization (PP), are as presented below to show the strength and direction of the relationships between different pairs of the variables in the construct.

Tab. 5 *Pearson Correlations*

		IP	HM	NS	CE	E	TE	PP
IP	Pearson Correlation	1						
	Sig. (2-tailed)							
HM	Pearson Correlation	.729**	1					
	Sig. (2-tailed)	.000						
NS	Pearson Correlation	.466**	.571**	1				
	Sig. (2-tailed)	.000	.000					
CE	Pearson Correlation	.476**	.696**	.658**	1			
	Sig. (2-tailed)	.000	.000	.000				
E	Pearson Correlation	.540**	.705**	.573**	.731**	1		
	Sig. (2-tailed)	.000	.000	.000	.000			
TE	Pearson Correlation	.408**	.506**	.551**	.602**	.481**	1	
	Sig. (2-tailed)	.000	.000	.000	.000	.000		
PP	Pearson Correlation	.316**	.442**	.572**	.533**	.373**	.667**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	

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

According to the Table, the Pearson correlation r between Hedonic Motivation (HM) and Impulsive Purchase (IP) is 0.729 which indicates a strong positive linear correlation between these two variables. The p-value between them is $0.000 < 0.01$ (since correlation is significant at the 0.01 level) hence their correlation is significant. The value of Pearson's r between Normative Social Influence (NS) and Impulsive Purchase (IP) is0.466, hence they have moderate positive linear correlation. The p-value = 0.000 indicating that this correlation is significant. Value of Pearson's r between Impulsive Purchase (IP) and Customer Empowerment (CE) is 0.476, hence there is a moderately positive linear correlation between these two variables. Since the p-value = 0.000, indicating that this correlation is significant. Value of Pearson's r between Engagement (E) and Impulsive Purchase (IP) is 0.540, this value indicates a moderately linear positive correlation between them. The p-value = 0.000 indicating a significant correlation. Value of Pearson's r between Trust Elements (TE) and Impulsive Purchase (IP) is0.408 indicating a moderately linear positive correlation between them since the p-value is 0.000, there is a significant correlation between them. Value of Pearson's r between Hedonic Motivation (HM) and Normative Social Influence (NS) is 0.571 indicating a moderately linear positive correlation between them. Since the p-value= 0.000, this correlation is significant.

Multiple Regression

The Multiple Regression test was conducted using SPSS software, in order to determine the linear relationship of all the variables and draw the final equation between the variables in order to test the exact strength and direction of the relationship between them. The readings and results of the

output of the multiple regression are as interpreted as presented below in Tab. 6.

Tab. 6 *Model Summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.741	.549	.535	.583	1.886

The R-Square Value Is 0.549, Which Means That 54.9% of the variation in the dependent variable, Impulsive Purchase Can Be Explained by the predictor variables, Normative Social Influence, Perceived Personalization, Hedonic Motivation, Trust Elements, Customer Empowerment and Engagement. The adjusted R Square is 0.535 leading to the revised estimate that after removing the errors from the data, 53.5% of the variation in Impulsive Purchase can be explained by the independent variables namely, Normative Social Influence, Perceived Personalization, Hedonic Motivation, Trust Elements, Customer Empowerment and Engagement. The Standard Error of the Estimate is 0.583 which is the mean absolute deviation, and is quite negligible, being less than 1.0. The Durbin-Watson statistic of 1.886 is not too far from 2 and in the range of $1.5 < d < 2.5$ hence there is no issue of multicollinearity. The results from ANOVA test is as presented in Tab. 7.

Tab. 7 *ANOVA*						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	79.842	6	13.307	39.210	.000
	Residual	65.500	193	.339		
	Total	145.342	199			

The value of F is 39.210 which is quite large and proves the predictive capacity of the model. The P- value of the overall F-test is 0.000 and hence significant. Therefore, this Regression model predicts the response variable well. The results from the Coefficients Table 4.62 from the Multiple Linear Regression between the dependent variable Impulsive Purchase and the predictor variables Hedonic Motivation, Normative Social Influence, Customer Empowerment, Engagement, Trust Elements and Perceived Personalization is as presented in the Tab. 8.

Tab. 8 Coefficients

Model		Un-standardized Coefficients		Standardized Coefficient	t	Sig.	Collinearity Statistics	
		B	Std. error	Beta			~~Tol~~	VIF
1	(Constant)	.593	.309		1.921	.056		
	Hedonic. Motivation	.754	.080	.708	9.472	.000	~~.418~~	2.394
	Normative. Social. Influence	.127	.079	.114	1.614	.108	~~.470~~	2.128
	Customer. Empowerment	-.230	.113	-.174	-2.033	.043	~~.319~~	3.132
	Engagement	.086	.084	.081	1.027	.306	~~.378~~	2.642
	Trust. Elements	.141	.106	.095	1.331	.185	~~.461~~	2.171
	Perceived. Personalization	-.078	.087	-.062	-.898	.370	~~.483~~	2.070

The highest VIF (Variance Inflation Factor) value is 3.132, which is less than the threshold value of 3.6, indicating that there is no problem of Multi-Collinearity. Following the Rule of thumb that VIF in the range of 1 to 5 are moderately correlated, it is noted from the above table that all the values of VIF range from a minimum of 2.070 to a maximum value of 3.132 which lies in the acceptable VIF range of 1 and 5. Hence all the independent variables namely, Hedonic Motivation, Normative Social Influence, Customer Empowerment, Engagement, Trust Elements and Perceived Personalization are moderately correlated with the dependent variable Impulsive Purchase. The tolerance should be >0.1 to avoid multicollinearity. The highest Tolerance is 0.483 and the lowest Tolerance value is 0.319 which are > 0.1. It is also noted that the p-values of Normative Social Influence, Engagement, Trust Elements and Perceived Personalization are all higher than 0.05. Hence, Impulsive Purchase does not depend on Normative Social Influence, Customer Empowerment, Engagement, Trust Elements and Perceived Personalization.

Hypothesis Testing
The results obtained from all the statistical analyses were tested for the hypotheses that had been assumed earlier, to rule out those hypotheses that are not strong in the construct.

Tab. 9. *Final data hypotheses. Table Summary Result of Hypotheses testing*

Hx	Description of The Association	Remarks
H1	Customer Empowerment has a direct relationship with Engagement	Accepted
H2	Hedonic Motivation has a direct relationship with Engagement	Accepted
H3	Normative Social Influence has a direct relationship with Engagement	Rejected
H4	Trust Element has a direct relationship with Engagement	Rejected
H5	Perceived Personalization has a direct relationship with Engagement	Rejected
H6	Engagement has a direct relationship with impulsive purchase	Accepted

After performing the Independent Sample T-Test, One-Way ANOVA, Factor Analysis, Multiple Linear Regression, Bivariate Linear Regression and Pearson and Partial Correlation, it is concluded from the analysis of the data that only two of the eight hypotheses namely H_1, H_2, are supported by data. The variables mentioned in the association and hypotheses are the independent variables, Customer Empowerment (CE), Hedonic Motivation (HM), Normative Social Influence (NS), Trust Elements (TE), Perceived Personalization (PP), Impulsive Purchase (IP), the mediating variable, Engagement (E), the moderating variables, Age, and Frequency of browsing. The resultant conceptual model is prepared again based on the results of the Statistical Analysis and the final conceptual model is presented next in Fig. 2, the arrows show the association between the different variables. The broken arrows show insignificant association.
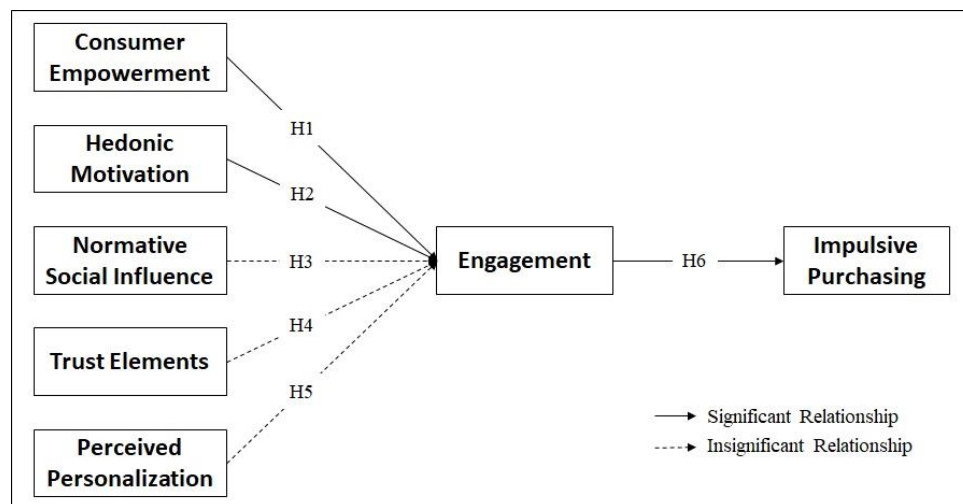

Fig. 2. *Final. Revised Conceptual Framework*

5. Conclusions And Implications

This Research was conducted to fill the gap between social media users' 'likes' and 'unsuccessful sales' on social commerce. According to some researchers' opinion, in the context of Customer Empowerment, it is expected that increased customer empowerment by increasing the overload of information and choices made available to the customer may lead to loss of self-control and increased impulsiveness. Hence, it is expected that increasing the customer empowerment would lead to increased impulsiveness in purchase decisions, based on the perception of shopping that increased empowerment is expected to increase impulsive purchasing without thinking too much of consequences. However, contrary to expectations, this study finds a negative direction in the linear relationship between Customer Empowerment and Impulsive Purchase. The results of this study indicate that an increase in Hedonic Motivation leads to an increase in Impulsive Purchase and the direction is positive which means that increased Hedonic Motivation would result in increased Impulsive Purchase. These results are consistent with those of other studies and suggest that Hedonic Motivation has a direct positive influence on Impulsive Purchase. Hedonic Motivation deals with emotional and social gratification, felt involvement, entertainment, enjoyment, trend discovery, adventure, attraction towards aesthetics etc., it is understood that a shopper experiencing an enjoyable shopping adventure would definitely resort to unplanned purchasing behaviour in his or her quest for emotional or social gratification.

Implications of the Study are possible indirect consequences soon that follow as part of the impact of the research in that field or industry. This study has far reaching effect on small businesses that thrive on social media besides impacting Academia, Policy Makers and Regulators for that matter. In the context of shopping on social media, when users do impulsive shopping driven by last minute desires, it is referred to as hedonic shopping, and, it is a valuable contribution to the researches that investigates the context of hedonic motivation theory in social commerce. This theory has highlighted on the role of the Theory of Social Comparison, in social shoppers' psychology whereby they set their self-evaluation, self-enhancement and self-improvement by comparing themselves with others around them. The results from this study reveal new insights into the social cues that trigger purchase behaviour of Libyan shoppers on social commerce. It testifies the significance of hedonic motivations in terms of aesthetic appeal, product hunt, trend discovery, adventure, perceived enjoyment, emotional gratification, felt involvement, personal gratification, social gratification, entertainment value and emotional social support. Hence, the above insights from this study would prove invaluable for further researchers in studying social commerce trends for the Libyan Market.

Personalization enables the shoppers to perform their shopping faster, thereby leaving less time to linger on the site as many male shoppers prefer to complete their task quickly and conveniently. Female shoppers like social commerce due to their hedonic features whereas male shoppers like social commerce due to their convenient features, personalization, and the ease with which they can conduct any purchase swiftly and perfectly. Hence Hedonic Motivation leads to increased Engagement of the shoppers thereby leading them to perform more Impulsive Purchases on social commerce. The findings of this study reveal that, the more time a shopper spends on social media, the more he or she will be lured into impulsive purchases. Since female users of social media tend to browse online more frequently than the average male user, the former tends to get diverted more by hedonic motivations than male users and end up spending on impulsive purchases. Ideally, it is expected that shoppers of younger age would be prone to Impulsive Purchases compared to the older age group. However, it is observed that Libyan shoppers of all age groups like to indulge in impulsive shopping all the time

Entrepreneurs would be able to apply this knowledge effectively, which eventually generate a successful social commerce model that would also benefit the social media customers in enjoying a unique shopping experience. Hence, by gaining valuable insights into the browsing behaviour of users on social media, it is possible to woo customers by understanding their needs and wants. By gaining this information, entrepreneurs will be able to build successive business models. The term 'Social Commerce' was coined to represent the commercial face of businesses thriving on Social Media. More research is needed to introduce more innovative elements to improve the business model of social commerce will benefit the small entrepreneurs to a great extent.

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