Consumers Behaviour, Social Media Engagement, and Impulsive Purchase Influence among Libyan Females: Literature Review

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Abstract— 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. The main objective of this research is to identify the business model for social commerce that would increase sales conversion for its retailers. Literature review was conducted to find out the theoretical and empirical review regarding the research topic. 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. The results from this study will contribute to the findings from the Libyan's perspective.

Keywords— Consumer Behaviour; Social Media; Engagement; Impulsive Purchase; Females; Libya.

I. 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 & 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.

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 & 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 (Shephard, 2014). 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, Roy & Chakraborty, 2019). The aim of this research is to identify the business model for social commerce that would increase sales conversion for its retailers.

II. LITERATURE 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 (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). 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.

According to this theory, people identify their inner self-image by associating and relating themselves with others in the community and they usually look for ways to enhance their image in their own view while doing self-identification. In online social committees, people associate themselves with brands to enhance their social image and in order to maintain their identity, they keep promoting their favourite brands that is closely related to their self-concept as they believe that people in the community perceive others based on their consumption patterns that seek to identify the consumer accordingly and their consumption patterns gives them importance and status in the society (John, Naumann & Soto, 2018). Based on the concept of this theory, users participate in social media networking in order to increase their self-status and by indulging in social media, they tend to get positively influenced by centring on a strong self-identity by getting the opportunity to express themselves well through the social media. Expressing one's self - identity truly and boldly is more convenient through social media rather than offline by traditional means and consumers participate collectively in brand promotion and brand identification, with a view to promote their self-concept and self-image and mainly with a view of enhancing self-status (Dholakia, Bagozzi & Pearo, 2018).

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.

This theory proposes that people engage in activities of exchange of favour to achieve mutual benefits and rewards or in other words, people always look out for benefits in return of favours and are inclined to act accordingly. Based on this theory, consumers participate in group committee brand engagement and promotion, mainly with a view to gain personal value from the high value of the brand by associating with the image of the brand and as a consequence, they intend to transfer some of the value of the brand to their own self-image, enabling to raise their self-image and status in the public and the social community in the process of committing oneself for the brand (Vaghefi, & Qahri-Saremi, 2018).

III. RESEARCH METHODOLOGY

This research used the literature review as the main source of data, secondary data is obtained through previous findings on the research topic. For this study, the presented comprehensive explanation on the research topic. Theoretical and empirical review of the literature was performed to develop the study variable, Further discussion will be presented in the next session.

IV. DISCUSSION

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).

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, P., Kartajaya, H. and 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, L.S.L. & Turban, 2018). Most consumers prefer to experience fun and excitement while browsing and searching for their favourite items online and social commerce shopping provides them the much needed adventure that they are seeking (Kwak, H., Jaju, A., & Larsen, 2018). Most shoppers are fascinated by the scope of hunting for bargain finds, discount coupons, promotional offers, discount campaigns etc., and this perception of 'bargain find hunting' lends the motivation for hedonic shopping that leads to engaged customers and enhanced brand loyalty.

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, M., & 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). Perceived personalization of the product or services also come with certain privacy issues in the form of revealing or sharing their private information for the sake of enjoying personalized product consumption (Chen & Yao, 2018; Chiu & Huang, 2020).. Consumers with high level of innovativeness would be willing to part with their private information for the sake of having a high level of personalized experience but those with lower levels of innovativeness would consider parting with private information as a threat to privacy (Kuo, F. Y & Hsu 2018).

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).

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. Facebook has the unique feature of enabling users or consumers to collaborate and participate in the products' growth and publicity through various user generated activities and interactions with the brand making it

very convenient for engaging the targeted customers by enabling the brands to take advantage of the consumers' interest and participation while at the same time, enabling the consumers to have a very exciting consumption process (Ajzen, 1989; Guadagno, R. E., Okdie, B. M., & Eno, 2018; Heinström, 2018).

Brands try to enhance perceived value of the brand by enabling users of social media to enjoy themselves, entertain themselves by getting to know the brand, enabling users to interact amongst themselves and become friends of the brand with a common lifestyle and preferences (Liu et al., 2019). The perceived ease of use of the social media whereby users coming from various geographical locations can get together to navigate similar brands and share information about each other and also about their favourite brands together with the formation of fan pages created by the users of social media enable a sense of co-creation and collaboration enabling them to understand the brand so easily (Hyun, J.L., Cho, H.J., Xu, W.& Fairhurst, 2019). Four Gratification Framework namely, Functional, Hedonic, Co-Creation, Social Value influences customers' brand engagement and purchase intention as well as usage intentions and it is vital to evaluate the influence of external social forces on internal attitude and personality. Hedonic motivation is instigated by the feelings and desire for fun and fantasy and customer satisfaction and this in turn leads to brand loyalty and customer engagement.

Brand Engagement is not merely limited to clicking 'Like' on the social media brand page but also includes deeper involvement with the brand by the consumer, in the process of sharing the brand or product news with others in the media, sharing the updated news and posting videos and images of the product and brand on the social media brand page, coherently exhibiting a shared responsibility towards the brand through seriously active participation and collaboration with the brand (Alarcón-del-Amo, Lorenzo-Romero, & Gómez-Borja, 2019). Brands uses social media sites to engage with the consumers by encouraging them to share the brand posts, comment on the brand posts, expressing likes or dislikes and thereby creating a chain of followers for the brands in the process and increases the commitment from customers towards the brands (Grewal, Monroe & Krishnan, 2018).

Engagement between consumers and the brand occurs through learning, sharing, co-developing, advocating and socializing on the social media and this leads to effective communications between brands and consumers as well as between different consumers having like-minded attitude. Such deep interactions at different levels of the social media influences the fans or consumers to advocate for their favourite brands and this type of impression management for the brand ultimately leads to the popularity of the brands recommended in the process. The resultant relationship with the brand and the community feeling between the different followers sharing common interests of the brand on social media, plays a key role in purchase decisions of online consumers besides turning disloyal customers into loyal customers. The enthusiasm and enjoyment of online communities in partaking of focused attention of brand knowledge, while participating in brand activities via learning,

sharing, liking and endorsing activities based on their level of interest and this engrossment with the brand goes beyond online phase to offline phase as well depicting the intensity of their engagement with the brand, attracting the attention of others outside their circle as well towards their object of interest, in this cases, the brand, multiplying the bandwagon of followers in this manner (Olson, J., & Mitchell, 1981).

Social commerce plays an important role in shaping consumer engagement by responding to consumers in real time and triggering positive cues to disseminate real time word of mouth that have persuasive powers to encourage impulsive buying. By socializing and buying in groups, consumers get the opportunity to identify groups identical to themselves and get influenced by others in the community and businesses could make positive use of this group peer influence to generate brand loyalty and brand engagement. Personalization and various types of gratification, mainly hedonic gratification would play a key role in the impulse buying behaviour of consumers. Demographic feature such as Age of consumers would play an important role in purchase decisions on social commerce due to difference in browsing behaviour and attitude.

V. CONCLUSIONS

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. Hedonic Motivation also deals with the concept of shopping for entertainment and shoppers tend to indulge in impulsive shopping behaviour under such immersive situation where a purchase is more of an adventure seeking journey towards feelings of gratification rather than an intention to buy out of need.

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