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## International Journal of E-Business Research (IJEBR)

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## Description

The emergence of electronic business is one of the most profound changes that revolutionized the process of buying, selling, and exchanging products and services over the Internet. Organizations and customers have access to vast amounts of data, information, and services that are not limited in time or space. There is a growing demand in electronic business research that will provide insights into issues, challenges, and solutions related to the successful application and management aspects of electronic business.

## Topics Covered

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- Collaborative commerce
- Cryptocurrency
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- Virtual organization
- Web 2.0
- Web advertising
- Web personalization and mass customization technologies

# International Journal of e-Business Research

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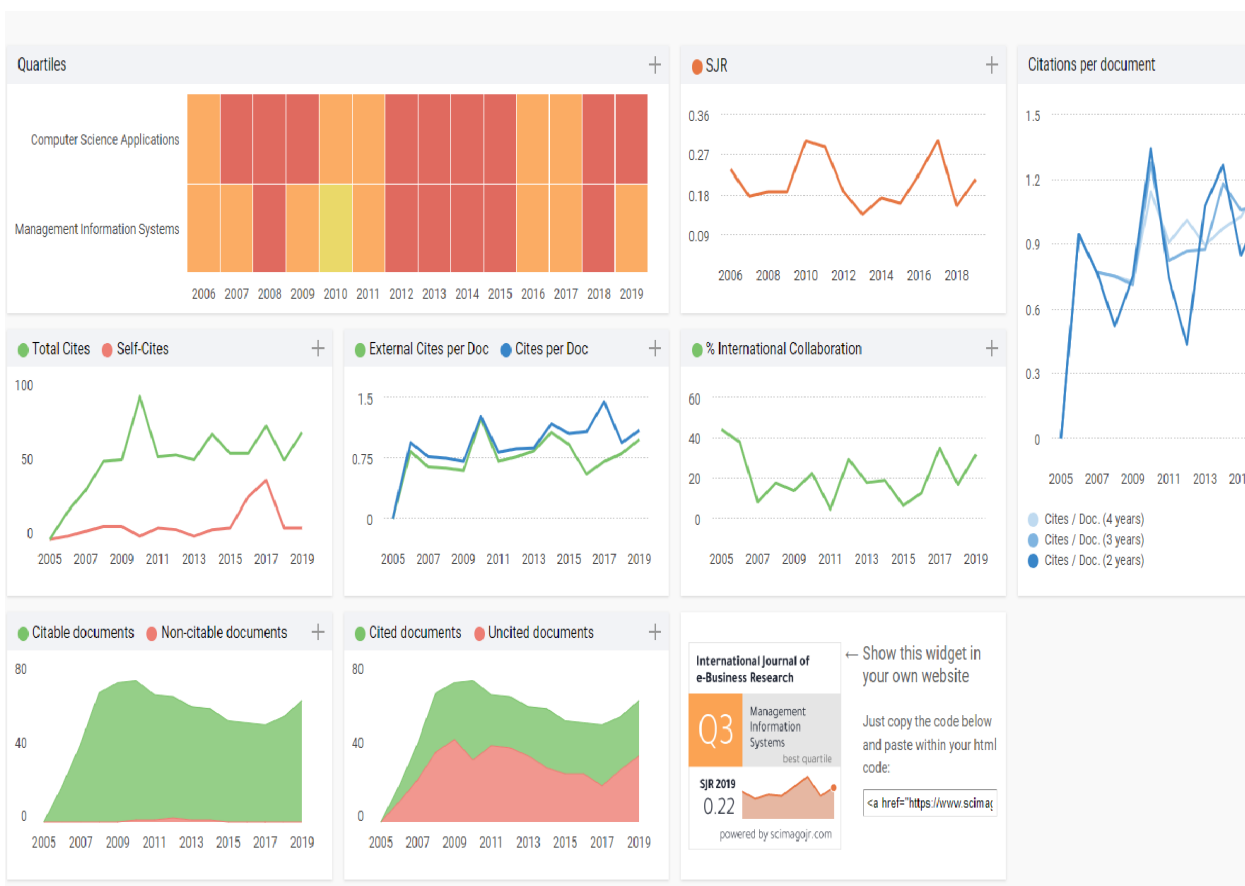
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**Coverage** 2005-2020

**Scope** IJEFR appears quarterly and maintains rigorous review processes. Theoretical, experimental, survey, and case studies are all appropriate. Among topics to be included (but not limited) are the following: •Applications of new technologies to e-business •B2B e-marketplaces •Collaborative commerce •Developing and managing middleware to support e-business •Digital libraries •E-business models and architectures •E-business process modeling and simulation studies •E-business standardizations •E-business strategies •E-business systems integration •E-business technology investment strategies •Economics of e-business •E-CRM •E-finance •E-healthcare

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[Isaac Kofi Mensah](#)

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[Sanjay Dhingra, Shelly Gupta, Ruchi Bhatt](#)

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Article 4

[Sharing Economy for Sustainable Commerce](#) (pages 60-73)

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[How Social Commerce Characteristics Influence Consumers' Online Impulsive Buying Behavior in Emerging Markets](#) (pages 74-88)

[Quyên Phú Thị Phan, Vũ Minh Ngô, Nguyễn Cao Liên Phước](#)

With the rapid development of social commerce, consumers may easily purchase products they did not plan to purchase or do not really need when they surf social netwo...

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# How Social Commerce Characteristics Influence Consumers' Online Impulsive Buying Behavior in Emerging Markets

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## ABSTRACT

With the rapid development of social commerce, consumers may easily purchase products they did not plan to purchase or do not really need when they surf social networking websites and browse posts. However, the literature on social commerce pays little attention to the extant knowledge of online impulse buying behavior (OIBB), especially in emerging markets. This study investigates the role of social commerce characteristics in shaping consumers' online impulsive buying behavior. Data was collected from 240 Vietnamese consumers with experience in online shopping. Using a Partial Least Square 3.0 analysis, the results indicated that socialization and availability of information significantly influence the urge to buy impulsively, but do not influence impulsive behavior. In contrast, personalization and product selection influence both the urge to buy impulsively and impulsive behavior. The findings also indicated that gender and age do not impact online impulsive buying behavior. Study outcomes offer useful insights to both academicians and practitioners.

## KEYWORDS

Emerging Markets, Impulsive Buying Behavior, Information, Personalization, Product Selection, Social Commerce, Socialization, S-R Theory

## INTRODUCTION

Consumers often act impulsively when making online decisions. Online shoppers have easy access to products, ease of purchasing, a lack of social pressures, and an absence of delivery efforts. Therefore, about 40% of all online expenditures occur as a result of impulsive buying (Verhagen & Van Dolen, 2011a). With the rapid development of social commerce, consumers, when surfing social networking websites and browsing posts, such as Facebook, Twitter, and Pinterest, may easily purchase products they had not planned on purchasing or that they do not really need. Consumers can find interesting links to shopping websites on these platforms. Under these circumstances, impulsive buying is unavoidable, especially with regard to social commerce (Huang, 2016). Surprisingly, the literature



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