

## SCROLL, STOP, SHOP: DECODING IMPULSIVE BUYING IN SOCIAL COMMERCE IN PAKISTAN

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### Abstract

This study examines the motivational factors that drive consumer engagement and impulse buying behavior in social commerce within the Pakistani context. Applying Uses and Gratification Theory (UGT) as the theoretical framework, the study investigates how different motivations, such as Brand Intimacy, Shopping Planning, Entertainment, Channel Advantage, Remuneration, and Escapism, affect consumers' interactions with brands on social media platforms. This research work employs a quantitative research design that focuses on Pakistan social media users and surveys 150 respondents by administering a structured questionnaire. This research investigates whether the mediating effect of Consumer–Brand Identification (CBI) moderates the relationship between motivational factors and the urge to impulse buy while the Perceived Social Risk of Commenting (PSRoC) is active. The findings of the study will greatly contribute to consumer behavior knowledge in social commerce. This study would provide insight to marketers for designing better engagement strategies and inducing impulse purchasing among Pakistani consumers. Overall, this study will bridge gaps in literature since it is an attempt to identify unique cultural dynamics that affect consumer behavior in the rapidly evolving digital marketplace.

## INTRODUCTION

### 1.1 Background of the Study

This study has a subject on the dynamics of social commerce and how it influences consumer behavior in terms of having an urge to impulse buy. This is based on a set of independent motives that influence social commerce engagement, a mediating variable, and a moderator moderating these motives in impulse buying. Brand Intimacy Motive (BIM) is the emotional bond between consumers and brands, which leads to even more heightened engagement

and may result in impulsive purchasing behavior (Moghddam et al., 2024). Shopping Planning Motive (SPM) this involves premised consumer intentions before the actual shopping experience, thereby making the shopping decisions (Moghddam et al., 2024). Entertainment Motive (ETM) emphasizes the function of fun and involvement in the act of shopping, which is most likely to result in impulsive purchasing (Moghddam et al., 2024). Channel Advantage Motive (CAM) The perceived advantage of

accessing a brand through social media channels, mainly for ease and accessibility (Moghddam et al., 2024). Remuneration Motive (RNM) Financial rewards that motivate individuals to interact with a brand and purchase from it (Moghddam et al., 2024). Escapism Motive (ESM) The need to run away from the frustrating reality of life through a consumer experience which causes impulsive buying (Moghddam et al., 2024).

Consumer-Brand Identification (CBI) This variable is a bridge that connects consumer motives for engaging and the urge to impulse buy, indicating that higher consumer-brand identification can enhance the impact of such motives (Moghddam et al., 2024). Perceived Social Risk of Commenting (PSRoC) This is to state that this variable determines how the perceived risks associated with commenting on social media platforms affect consumer engagement and impulse buying; the perceived risks may, therefore, inhibit engagement if risks are perceived to be high (Moghddam et al., 2024). Urge to Impulse Buy (UIB) The primary outcome variable reflecting consumers' spontaneous desire to make purchases as influenced by their engagement motives and brand identification (Moghddam et al., 2024).

It can be deduced from the motivational factors that are influencing consumers to engage with social commerce on platforms like TikTok and Instagram in Pakistan, that there are primarily six key drivers: Brand Intimacy Motive, Shopping Planning Motive, Entertainment Motive, Channel Advantage Motive, Remuneration Motive, and Escapism Motive. Each one of these motives has significance in determining consumer behavior, but in relation to impulse buying. Brand intimacy is an emotional bond consumer's feel towards a brand. Through social commerce, the motive that will drive engagement here is when a consumer seeks brands they can relate to in terms of their personal value and lifestyle. When the emotional bonding is strong, the chances that consumers will engage with the content that the brand offers and even make impulse purchases are high (Moghddam et al., 2024). In Pakistan, cultural values stress community and relationships, whereby intimacy facilitative brands can play a crucial role in the consumer loyalty purchase behavior. The shopping planning motive (SPM) involves consumers' premeditated intentions to shop. This

motive can enhance engagement by encouraging consumers to utilize social commerce platforms for research and product discovery before making purchases. In Pakistan, where online shopping is growing rapidly, consumers often plan their purchases through social media platforms, leading to a higher likelihood of impulse buying when they encounter appealing content (Moghddam et al., 2024). Entertainment Motive (ETM) is the most significant motivator of social media usage. Consumers visit the sites, such as TikTok and Instagram, for entertainment apart from shopping. Such entertainment has a great extent of time on their platforms, thus enhancing impulse buying behavior (Moghddam et al., 2024). The influence of entertaining content on purchasing decisions will be significant in Pakistan due to social media usage by its majority of young citizens. Channel Advantage Motive (CAM) refers to the beliefs people have about using specific social media for shopping. Prominent features such as ensuring smooth navigation, aesthetically friendly user interfaces, and direct shopping capabilities improve the shopping experience on Instagram. This motivation pushes customers to interact with brands more frequently on these channels thereby increasing the likelihood of impulse buying (Moghddam et al., 2024). In a country like Pakistan, where mobile internet penetration is high, channel advantages do play a significant role in their engagement. The Remuneration Motive (RNM) refers to the use of financial incentives, such as discounts, cashback offers, or loyalty rewards that elicit consumer involvement. Most social commerce platforms use such incentives to attract consumers and induce impulse buying behavior (Moghddam et al., 2024). In Pakistan's competitive market landscape, brands that communicate these benefits effectively will be critical in their ability to influence consumers' decisions. Escapism Motive (ESM) is the relief from everyday life through shopping experiences. Social commerce websites give room for consumers to go about real-life escapes by entertaining themselves with content and making impulse purchases (Moghddam et al., 2024). This motive would most specifically prevail in Pakistan, where hard economic and social challenges may lead people to engage in retail therapy as a mode of escape.

In the last decades of their study, Moghddam et al. (2024) referred to several primary motive motivations propelling consumer behavior with regard to social commerce sites, such as Brand Intimacy Motive, Shopping Planning Motive, Entertainment Motive, Channel Advantage Motive, Remuneration Motive, and Escapism Motive. This research highlights the hierarchical nature of these motives and their direct influence on the urge to impulse buy, emphasizing the role of consumer-brand identification as a mediating factor and perceived social risk as a moderating factor. Impulse Buying Dynamics It has been well-documented that impulse buying is a key behavior in social commerce environments, and nearly 25% of social commerce customers involve themselves in impulsive buying (Statista, 2021). Much of the existing research has looked at impulse buying both in traditional contexts as well as in digital environments but has often neglected specific contextual factors present in social commerce contexts that trigger such behaviors (Moghddam et al., 2024). The preponderance of earlier research focuses on the West (e.g., Moghddam et al., 2024). However, less is known about the impact that cultural variations have on consumer motivation in countries such as Pakistan. Cultural and related nuances prove to be paramount drivers of consumer behavior as well as strategies of engagement on various social media sites.

Contrast with Related Research Focus on Regional Context the study targets Pakistani market, which is so far underrepresented in current literature related to social commerce. Based on the exploration of how cultural values and socio-economic factors influence the identified motivational factors, this kind of study is able to add nuanced consumer behavior insights that are not easily obtained from the existing research. Unique Variables Integration. Other studies have found similar motivational factors, but the emphasis of your study is the interplay of motives within the local consumer behaviors in Pakistan. Brand intimacy, for example, may be different because of community dynamics and familial relationships, even though these are stronger in Pakistani culture than in any Western country (Moghddam et al., 2024).

This research might bring in new dimensions of motivation or other moderation variables that are particularly relevant to the Pakistani context that have

not been explored extensively in previous literature. For instance, how local influencers or community heads may influence brand intimacy will help go further in uncovering engagement strategies.

## 1.2 Problem Statement

The social commerce platforms like TikTok and Instagram evolve rapidly, which has transformed consumer engagement and purchasing behaviors and increased significantly in emerging markets like Pakistan. However, the majority of the research remains centered around the consumption habits in a Western context. This forms a theoretical gap to understand the motivational factors driving consumer engagement and impulse buying in non-Western settings. Previous studies found out motives of consumer engagement, including brand intimacy and entertainment, but such studies often neglected the country-specific cultural and socio-economic factors specific to these motives, which are considered prevalent within Pakistan (Moghddam et al., 2024). Besides, the gap in social commerce marketing strategy by brands in Pakistan is mainly from the practical gap. This means that the marketing currently practiced may not have a profound effect in addressing the motivations of local consumers and the ethical nature of the promotion of impulse buying, which leads to inefficient engagement strategies (Moghddam et al., 2024). This disadvantage in tailored approaches hampers connections between brands and Pakistani consumers.

Furthermore, the contextual gap highlights the scarcity of empirical studies examining how local cultural nuances and social dynamics affect consumer behavior on social commerce platforms. Understanding these dynamics is critical for developing effective marketing strategies that resonate with local audiences (Moghddam et al., 2024).

This research aims to study the motivational factors affecting consumer engagement and impulse buying on social commerce platforms in Pakistan, filling the theoretical, practical, and contextual gaps identified in the literature. In so doing, it will provide unique insights to marketers and contribute to a more nuanced understanding of consumer behavior within social commerce contexts.

### 1.3 Research Gap

The literature on social commerce extensively discusses impulse buying behaviours within Western contexts often ignoring the unique motivational factors driving consumer engagement in such different cultural environments. Although researchers have identified major reasons such as brand intimacy and entertainment about impulsive buying (Moghddam et al., 2024), theoretical investigation about how these motives interact within the social commerce framework of non-Western markets like Pakistan has not taken place. The mediating role of Consumer-Brand Identification (CBI) and moderating effects of Perceived Social Risk of Commenting (PSRoC) have not been extensively discussed in the context of social commerce, particularly on how these factors influence the urge to impulse buy (Moghddam et al., 2024).

Practically, the existing brands marketing on social commerce platforms such as TikTok and Instagram in Pakistan do not have strategies that can specifically target the motivations and urge for impulse buying by consumers. Overall, most of the existing research gives insights that are limited to the Western markets where the research was conducted. The cultural values and socio-economic conditions of Pakistan are somewhat different and can influence consumer behavior, as discussed further by Moghddam et al., 2024. As a result, marketers may fail to deliver appropriate content marketing strategies that appeal to local markets. This research gap aims at filling this practical gap by providing actionable insights on how brands can use motivational factors that improve consumer interaction and carefully cope with impulse buying tendencies, hence offering strategies more aligned to the needs of the local market.

Contextual gap refers to the research void within the body of literature concerning the Pakistani market for social commerce in general. Although cross-cultural studies have identified impulsivity patterns on several platforms, empirical research is in short supply when it comes to elucidating how local cultural nuances, community interactions, and socio-economic conditions impact consumer motivation and behavior on social commerce in Pakistan (Moghddam et al., 2024). This gap is crucial because the lack of understanding how Pakistani consumers interact with brands on social media might give room to ineffective

marketing practices, not in line with the requirements and preferences of the locals.

### 1.4 Significance of the Study

The study is important on several counts because it covers theoretical, practical, and contextual dimensions of motivation factors influencing consumer engagement and impulse buying in social commerce. It is important for this research to be carried out in the Pakistani context, adding value to academic literature and marketing practices.

By intertwining Uses and Gratification Theory (UGT) with current social commerce perspectives, this research enriches previous empirical knowledge of impulse buying behaviors and underlying consumer motivation forces. Through the analysis of how motivations such as Entertainment, Escapism, and Brand Intimacy influence consumers' engagement actions and their subsequent impulse purchase behaviors, the study bridged the gap in mainly Western-focused literature (Moghddam et al., 2024). The identification of Consumer-Brand Identification as a mediating factor further enriches theoretical frameworks by showing how emotional connections with brands enhance the impact of motivational factors on impulse buying.

The results of this study have implications for marketers operating in social commerce platforms such as TikTok and Instagram in Pakistan. Moreover, the presence of perceived social risk might identify strategies for brands to prevent risks and promote a more responsive and supportive environment for interaction by consumers.

The study promotes responsible marketing practices that guarantee the well-being of the consumer by highlighting the psychology behind impulse buying. Brands should be educated on factors that motivate people to behave impulsively, and with such knowledge, they must develop responsible approaches that influence informed consumer decision-making processes (Carrington et al., 2020). This consumer welfare focus also reflects the trend in the most recent marketing ethics literature, where, besides just sales volume increases, encouragement of consumer experience is taking precedence.

This study contributes to the ever-growing social commerce literature by exploring underresearched areas, such as CBI and PSRoC, in shaping impulse

buying behaviors. By probing relationships within a social commerce context, this study furthered academic discourse and set an avenue for future studies within this field (Zafar et al., 2020). In summary, this study is relevant on all dimensions—the theoretical, practical, and contextual. It contributes to academic knowledge but also offers actionable insights for marketers in the process of navigating consumer behavior complexities in social commerce environments effectively.

## 2. Literature Review

A great deal of work related to impulse buying behavior on social commerce platforms has developed in the past few years, spurred by the advancement of digital marketing and consumer engagement strategies at such a rapid pace. Through this review, synthesized key findings from existing research for motivation in impulse buying behavior, role of consumer-brand identification, and the impact of perceived social risk in social commerce contexts.

### 2.1 Impulse Buying in Social Commerce

Impulse buying is characterized as a spontaneous and emotionally driven purchasing decision that often occurs without extensive deliberation. Research indicates that impulse buying is prevalent on SCPs, where the interactive features and engaging content can trigger immediate purchasing desires. For instance, Moghddam et al. (2024) emphasize that technological advancements within platforms like Instagram and TikTok have simplified brand interactions, leading to increased opportunities for impulse purchases. Six motivational factors — brand intimacy, shopping planning, entertainment, channel advantage, remuneration, and escapism—are identified that may motivate impulse buying behavior in social commerce settings to a great extent.

### 2.2 Motivational Factors Influencing Impulse Buying

1. Brand Intimacy Motive: BIM is an emotional affinity with a brand that leads to customer involvement and predisposes a customer to impulse buys. Affection for a brand tends to heighten the chances of making impromptu purchases by a customer when that particular brand is being

connected to on a social networking site (Moghddam et al., 2024).

2. Shopping Planning Motive (SPM): Usage of SCPs for purchase planning as a form helps the shopper to structure their shopping experiences; an SPM leads to impulsive choice whenever attractive products are encountered in the search sessions.

3. Entertainment Motive (ETM): The desire for pleasure and amusement in making a purchase online is an important driving force for impulse buying. This is because entertainment is pursued through interactive content on these social media platforms, such as TikTok and Instagram, resulting in unplanned buying (Zafar et al., 2020).

4. Channel Advantage Motive (CAM): The advantages that a consumer perceives using SCPs over the traditional shopping channel, such as convenience and time saving, are primary motivations for consumers. These benefits may expedite decision-making, propelling a consumer to engage in impulsive buying behaviors (Moghddam et al., 2024).

5. Remuneration Motive (RNM): The incentive of rewards, such as discount or exclusive offers that people can only get through social media engagement, prompts people to engage with brands in an impulsive behavior.

6. Escapism Motive (ESM): Many of the consumers use SCPs to escape from the daily pressures, which may boost their chances of developing impulse purchases when they come across attractive products or offers.

### 2.3 Consumer-Brand Identification and Impulse Buying

Consumer-brand identification (CBI) has been cited as one of the significant mediating factors between consumer motivation and impulse buying behavior. Research shows that high brand identification stimulates high emotional attachment among consumers, leading to a strong propensity to display impulsive buying behavior (Moghddam et al., 2024). This matches with Wilk et al. (2021) who contend



that strong brand identification promotes loyalty and entails spontaneous purchasing behavior.

#### 2.4 Social Risk of Commenting

Commenting on SCPs has been found to involve an important moderating variable in consumer behavior—the perceived social risk associated with SCPs. Too great a level of perceived social risk can prevent consumers from interacting with the brands in SCPs, adverse to their purchase decisions (Alrawad et al., 2023; Soares et al., 2022). Understanding how perceived social risk plays its part with consumer motivation is important in the quest of marketers to encourage positive engagement and reduce barriers to impulse purchases.

#### 2.5 Ethical Marketing in Marketing

With impulse buying behaviors on the rise across social commerce platforms, ethical marketing strategies have come under scrutiny. According to Moghddam et al. (2024), responsible marketing strategies must then facilitate an informed choice-making process among consumers while being responsible and aligned with principles of consumer welfare. Such a perspective is increasingly salient as brands look to reconcile their commercial objectives with ethical considerations in their approach to marketing.

For the study on impulse buying behavior through social commerce platforms, such as TikTok and Instagram, the relationships among the variables identified can be described in the following manner: Relationships between various motivational factors, consumer engagement, and impulse buying behaviors in social commerce are quite complicated and have numerous dimensions. Using the information obtained from the search, and mainly relying on the study by Moghddam et al. (2024), the following provides an outline of the most important relationships between the variables in your research framework.

#### 2.6. Motivational Factors to Overall Motivation for Social Commerce Engagement

- **Brand Intimacy Motive (BIM):** A high emotional bond with a brand increases overall motivation for engagement on social commerce platforms. The more a consumer is emotionally

bonded, the more likely they are to interact with the brand's content and offerings, which leads to higher engagement.

- **Shopping Planning Motive (SPM):** Planned shopping activity consumers show more general motivation to use social commerce. The nature of planned behavior motivates the search for appropriate brands in order to support shopping.

- **Entertainment Motive (ETM):** Overall motivation is significantly impacted by enjoyment resulting from entertaining content. If it is found enjoyable and entertaining, the consumer is more likely to be attracted to the content of the social commerce.

- **Channel Advantage Motive (CAM):** The perceived advantage of using social media channels for shopping—such as convenience and accessibility—improves overall motivation for social commerce engagement. This motive emphasizes the benefits offered by social platforms over traditional shopping methods.

- **Remuneration Motive (RNM):** Discounts and promotions can be considered as financial incentives that boost the motivation of consumers to interact with brands on social commerce sites. The existence of such incentives can lead to higher interaction rates.

- **Escapism Motive (ESM):** The need to escape from daily life through shopping also increases overall motivation for interaction. Consumers tend to go to social commerce as a way of diversion or alleviation of stress.

#### 2.7 Overall Motivation for Social Commerce Engagement to Urge to Impulse Buy

- **Urge to Impulse Buy (UIB):** High overall motivation for social commerce engagement increases the likelihood of impulse buying behaviors. The more a consumer is motivated to engage, the more he or she is likely to engage in impulse buying behavior, because it is more likely that he or she will give in to emotional responses than rational decision-making.

#### 2.8. Consumer-Brand Identification as a Mediator

This construct mediates the relationship between motivational factors and impulse buying. Strong identification with a brand enhances the effects of various motivations on impulse buying tendencies, as

consumers who identify closely with a brand are more likely to act on their impulses when engaging with that brand's offerings.

## 2.9 Perceived Social Risk of Commenting as a Moderator

Moderates the relationship between motivations for social commerce engagement to impulse buying. Increased perceptions of social risk reduce the potency of motivations on impulse buying because consumers become too apprehensive about how others will perceive their actions to become thoroughly engaged.

The relationships between these variables create a dynamic framework in which motivational factors push consumer engagement, and subsequently influence impulse buying behaviors. CBI mediation emphasizes the significance of emotional relationships between consumers and brands while PSRoC introduces a significant moderating factor that can actually work to dampen impulsive behaviors in some contexts. The theory that best explains your framework, particularly in the context of social commerce and impulse buying behavior, is the Uses and Gratification Theory (UGT). This theory provides a comprehensive understanding of why consumers engage with social commerce platforms and how their motivations influence their purchasing behaviors.

## 2.10 Uses and Gratification Theory (UGT)

Uses and Gratification Theory posits that consumers actively seek out media and content that fulfill specific needs or desires. It emphasizes the motivations behind media consumption, suggesting that individuals engage with content to satisfy various psychological and social needs, such as entertainment, information-seeking, social interaction, and personal identity (Katz et al., 1973).

## 2.11 Motivational Factors

In your research framework, several motivational factors (e.g., Brand Intimacy Motive, Entertainment Motive, Shopping Planning Motive) align with the principles of UGT. For instance:

- Brand Intimacy Motive relates to the emotional connection consumers seek with brands, fulfilling their need for belonging and identity.

- Entertainment Motive reflects the desire for enjoyment and distraction from daily life.
- Shopping Planning Motive indicates a practical need for efficiency in purchasing decisions.

## 2.12 Engagement and Impulse Buying

UGT helps explain how these motivations lead to consumer engagement on social commerce platforms. When consumers find content that resonates with their needs whether it's entertaining or fulfilling a desire for brand connection they are more likely to engage actively. This engagement can trigger impulse buying behaviors, as consumers are often influenced by emotional responses rather than rational decision-making processes.

## 2.13 Consumer-Brand Identification (CBI):

The theory also supports the role of CBI as a mediating factor. When consumers identify strongly with a brand, their engagement is heightened, which can lead to increased impulse buying. UGT posits that this identification fulfills deeper psychological needs, enhancing consumer loyalty and encouraging spontaneous purchases.

## 2.14 Perceived Social Risk of Commenting (PSRoC)

UGT acknowledges that perceived risks associated with social interactions can influence engagement behaviors. In your framework, PSRoC moderates the relationship between overall motivation for engagement and impulse buying, as consumers may hesitate to engage fully if they fear negative social evaluations.

## 2.15 Theoretical and Conceptual Framework

The theoretical and conceptual framework for your study on the motivational factors influencing consumer engagement and impulse buying in social commerce, particularly in the context of Pakistan, is primarily based on Uses and Gratification Theory (UGT). This framework integrates various motivational factors, mediating and moderating variables, and their relationships with impulse buying behavior.

## 2.16 Uses and Gratification Theory (UGT)

The contemporary study applies UGT to investigate how motives like Brand Intimacy, Entertainment,

and Escapism trigger engagement and impulsive buying. For example, a consumer might engage with a brand's content if it entertains them or if they can satisfy emotional needs by having brand intimacy (Katz et al., 1973; Moghddam et al., 2024).

### 2.17 Consumer–Brand Identification (CBI):

CBI is the degree to which consumers feel a relationship with a brand. Such a relationship may help build loyalty and even guide buying decisions (Bhattacharya & Sen, 2003).

CBI acts as a mediating variable in your framework. It is hypothesized that stronger consumer-brand identification enhances the relationship between motivational factors and the urge to impulse buy (Wilk et al., 2021).

### 2.18 Perceived Social Risk of Commenting (PSRoC)

PSRoC expresses what concerns consumers may have over their social media commentations with respect

to what other people might perceive from those statements. A higher degree of perceived risk could reduce one's engagement. Soares et al., 2022.

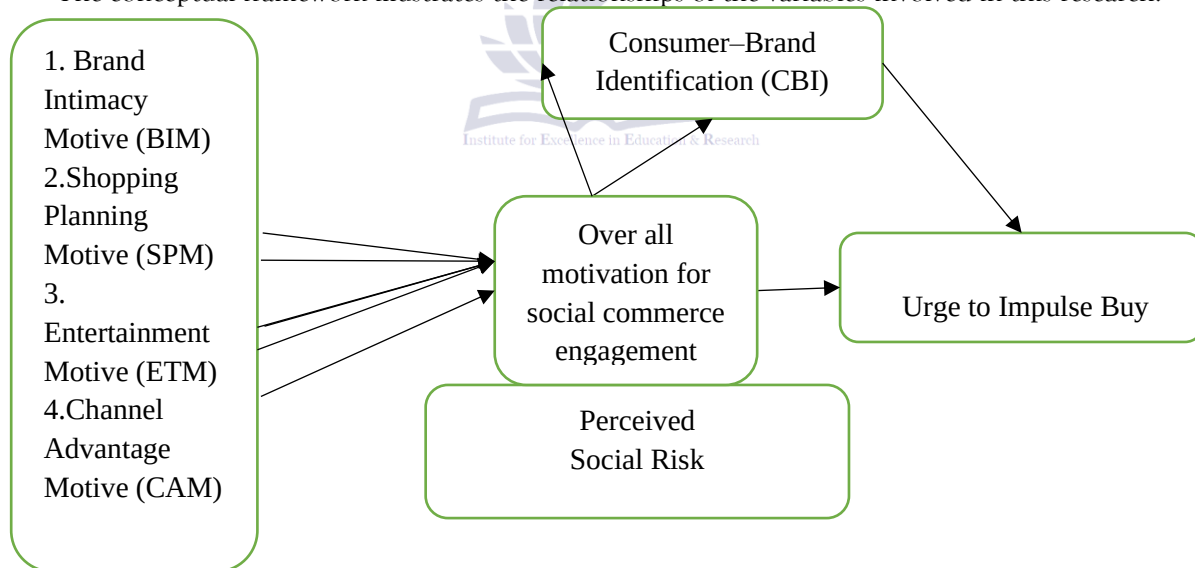
PSRoC is a moderating variable. It is hypothesized that the higher the perceived social risk, the weaker is the positive relationship between overall motivation for engagement and the urge to impulse buy.

This theoretical and conceptual framework provides a holistic understanding of how different motivational factors influence consumer engagement and impulse buying behaviors in social commerce contexts specific to Pakistan. By integrating UGT with CBI and PSRoC, your study provides a nuanced perspective on consumer behavior that can inform marketing strategies tailored to local audiences.

This framework will actually guide your research design and analysis as you explore consumer motivations, engagement behaviors, and impulse buying relationships in Pakistan in the context of social commerce.

### 2.19 Conceptual Framework

The conceptual framework illustrates the relationships of the variables involved in this research:



- Independent variables were hypothesized to directly and positively affect the urge to impulse buy.
- The indirect relationship between independent variables and UIB was mediated by CBI, implying that a higher identification with a brand enhances the impacts of these motives on impulse buying.
- PSRoC moderated the effect as a positive modulator indicating that the higher level of

perceived social risk reduces the positive impacts of motivations on impulse buying.

### 2.20 Hypotheses

- H1(A): There is a positive relationship between Brand Intimacy Motive (BIM) and overall motivation for social commerce engagement. This hypothesis postulates that as consumers get more



emotionally attached to a brand, their overall motivation to engage with social commerce increases.

- H1(B): SPM and overall motivation for social commerce engagement are positively related, indicating that the more the consumers are involved in active planning of their shopping activities, the more motivated they are to engage with the social commerce platforms.

- H1(C) Positive association of Entertainment Motive (ETM) to total motivation for social commerce engagement implies that consumers enjoying the entertainment value of a content on social commerce become highly motivated to engage into that social commerce.

- H1(D): There exists a positive relationship between Channel Advantage Motive (CAM) and overall motivation toward social commerce engagement. The hypothesis is that perceived benefits of using social media channels increase consumers' motivation toward engagement.

- H1(E): There is a positive relationship between Remuneration Motive (RNM) and overall motivation toward social commerce engagement. This implies that monetary Encensk talioepse consumers' motivation to engage with brands on sociaPro commerce platforms.

- H1(F): ESM is positively related to overall motivation for social commerce engagement. It means that the consumers, who are seeking relief from their daily life through shopping experiences, are more motivated to engage in social commerce.

- H2: The overall motivation to engage in social commerce positively correlates with the urge to impulse buy (UB). This hypothesis suggests that there is a higher probability of impulse buying behavior when there is higher motivation to engage in social commerce.

- H3: Consumer-Brand Identification (CBI) has a positive influence on the urge to impulse buy

- (UIB). That is, a more brand attachment has an added facilitation for impulse purchases

- H4(A): Perceived Social Risk of Commenting (PSRoC) mediates the relationship 5 between overall motivation for social commerce engagement and the urge to impulse buy (UIB). This hypothesis posits that higher perceived social risk may weaken the positive effects of motivations on impulse buying.

- H4(B): Perceived Social Risk of Commenting (PSRoC) mediates the relationship between Consumer-Brand Identification (CBI), overall motivation for social commerce engagement, and the urge to impulse buy (UIB).

### 3. Methodology

This research study about motivational factors for consumer engagement and impulse buying in Social commerce, especially within the Pakistani context, will have its methodology well-structured so as to allow the most vigorous gathering of data and further its analysis. The part describes the research design, sampling strategy, methods for gathering data, and analytical techniques.

#### 3.1 Research Design

This study utilizes a quantitative research design using a cross-sectional survey approach. The quantitative method is suitable for this research since it allows the measurement of variables and the determination of relationships among them. The study seeks to establish how different motivational factors drive consumer engagement and impulse buying behaviors in social commerce.

#### 3.2 Population and Sample

This research focuses on Pakistan's social media users interacting with brands on platforms such as Instagram and Facebook. 126 respondents will be surveyed to ensure there is enough data for proper statistical analysis. Convenience sampling will be utilized to gather participants. This method is appropriate as it is easy to access social media users and data collection would be rapid.

#### 3.3 Data Collection Methods

**Questionnaire Development:** A structured questionnaire was developed based on the identified variables in the proposed model. The questionnaire items that was used to measure are:

Brand Intimacy Motive (BIM)

Shopping Planning Motive (SPM)

Entertainment Motive (ETM)

Channel Advantage Motive (CAM)

Remuneration Motive (RNM)

Escapism Motive (ESM)

Consumer-Brand Identification (CBI)

**Perceived Social Risk of Commenting (PSRoC)****Urge to Impulse Buy (UIB)**

The questionnaire applied a 5-point Likert scale with values 1 through 5 labeled as strongly

Disagree, Disagree, Neutral, Agree, and Strongly Agree respectively.

- Pilot Testing: The data collection process was preceded by a pilot test on a small sample of the respondents (about 20) to test the questionnaire for clarity and reliability. Findings from the pilot test was used to adjust the questionnaire.

- Data Collection Process: Online social media, email, and messaging applications were used to distribute the last questionnaire. The participants were made aware of the aim of the study, and consent was taken from them before participation.

**3.4 Data Analysis Techniques**

**Descriptive statistics:** The demographic information of respondents such as age, gender, education level, and how often they use social media will be summarized using descriptive statistics.

**Inferential statistics**

-Correlation analysis: The relationship between the motivational factors and impulse buying behaviors will be determined.

- Regression Analysis: To assess how independent variables (motivational factors) affect the dependent variable (urge to impulse buy), controlling for the mediating effects of CBI and moderating effects of PSRoC.

- Statistical Software: The data analysis will be performed using statistical software, either SPSS or R, to ensure the accuracy in the calculations and interpretation.

**4. Results****4.1 Descriptive****Table 1.** Age of Participants

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 15    | 1         | .8      | .8            | .8                 |
|       | 16    | 4         | 3.1     | 3.1           | 3.8                |
|       | 17    | 3         | 2.3     | 2.3           | 6.1                |
|       | 18    | 10        | 7.6     | 7.6           | 13.7               |
|       | 19    | 10        | 7.6     | 7.6           | 21.4               |
|       | 20    | 5         | 3.8     | 3.8           | 25.2               |
|       | 21    | 6         | 4.6     | 4.6           | 29.8               |
|       | 22    | 10        | 7.6     | 7.6           | 37.4               |
|       | 23    | 20        | 15.3    | 15.3          | 52.7               |
|       | 24    | 10        | 7.6     | 7.6           | 60.3               |
|       | 25    | 16        | 12.2    | 12.2          | 72.5               |
|       | 26    | 11        | 8.4     | 8.4           | 80.9               |
|       | 27    | 4         | 3.1     | 3.1           | 84.0               |
|       | 28    | 7         | 5.3     | 5.3           | 89.3               |
|       | 29    | 4         | 3.1     | 3.1           | 92.4               |
|       | 30    | 5         | 3.8     | 3.8           | 96.2               |
|       | 33    | 1         | .8      | .8            | 96.9               |
|       | 34    | 1         | .8      | .8            | 97.7               |
|       | 45    | 2         | 1.5     | 1.5           | 99.2               |
|       | 58    | 1         | .8      | .8            | 100.0              |
|       | Total | 131       | 100.0   | 100.0         |                    |

**Table 2.** Region Details

|       |             | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------|-----------|---------|---------------|--------------------|
| Valid | Balochistan | 1         | .8      | .8            | .8                 |
|       | Islamabad   | 33        | 25.2    | 25.2          | 26.0               |
|       | KPK         | 1         | .8      | .8            | 26.7               |
|       | Punjab      | 92        | 70.2    | 70.2          | 96.9               |
|       | Sindh       | 4         | 3.1     | 3.1           | 100.0              |
|       | Total       | 131       | 100.0   | 100.0         |                    |

**Table 3.** Gender

|       |        | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------|-----------|---------|---------------|--------------------|
| Valid | Female | 84        | 64.1    | 64.1          | 64.1               |
|       | Male   | 47        | 35.9    | 35.9          | 100.0              |
|       | Total  | 131       | 100.0   | 100.0         |                    |

#### 4.2 Reliability and Validity Analysis

**Table 4.** Results of Reliability Analysis

| Construct/ Variable | Cronbach's Alpha | N of Items |
|---------------------|------------------|------------|
| BIM                 | .607             | 3          |
| SPM                 | .532             | 3          |
| ETM                 | .535             | 3          |
| CAM                 | .535             | 3          |
| RNM                 | .672             | 3          |
| ESM                 | .743             | 3          |
| CBI                 | .739             | 3          |
| PSRoC               | .820             | 3          |
| UIB                 | .805             | 3          |

##### 4.2.1 Cronbach's Alpha

- Definition: Measures the internal consistency or reliability of a construct (how closely related items in a set are).
- Threshold: A value  $\geq 0.7$  is considered acceptable for reliability.
- Interpretation:
  - Constructs like CBI (0.74), ESM (0.74), PSRoC (0.821), and UIB (0.81) meet the threshold, indicating good reliability.
  - Others like BIM (0.607), CAM (0.530), ETM (0.539), SPM (0.541), and RNM (0.675) fall below 0.7, indicating insufficient reliability.

##### 4.2.2 Composite Reliability (rho\_a and rho\_c)

- Definition: Measures the reliability of latent variables in structural equation modeling, accounting for indicator loadings.
- Threshold: Values  $\geq 0.7$  are acceptable for composite reliability.
- Interpretation:
  - rho\_a: Represents an adjusted reliability measure.
  - rho\_c: A more common measure of reliability.
  - Constructs like CBI (rho\_c = 0.774), ESM (rho\_c = 0.773), PSRoC (rho\_c = 0.824), RNM (rho\_c = 0.690), and UIB (rho\_c = 0.811) are close to or above the threshold, indicating sufficient reliability.

◦ BIM ( $\rho_c = 0.632$ ), CAM ( $\rho_c = 0.535$ ), ETM ( $\rho_c = 0.545$ ), and SPM ( $\rho_c = 0.508$ ) fall short, suggesting low reliability.

#### 4.2.3 Average Variance Extracted (AVE)

• Definition: Measures the level of variance captured by a construct relative to the level due to measurement error. This indicates convergent validity.

• Threshold: Values  $\geq 0.5$  are considered acceptable, indicating that the construct explains at least 50% of the variance in its indicators.

• Interpretation:

◦ Constructs like CBI (0.489), ESM (0.496), PSRoC (0.606), RNM (0.405), and UIB (0.587) have acceptable or borderline values.

◦ Constructs like BIM (0.346), CAM (0.278), ETM (0.320), and SPM (0.289) have poor AVE, indicating weak convergent validity.

#### 4.3 Correlation

Table 5. Correlation

|            |                 | BIM_ME<br>AN | SPM_ME<br>AN | ETM_M<br>EAN | CAM_M<br>EAN | RNM_M<br>EAN | ESM_ME<br>AN | CBI_ME<br>AN | UIB_ME<br>AN | PSRoC_M<br>EAN |
|------------|-----------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|----------------|
| BIM_MEAN   | Pearson         | ~            |              |              |              |              |              |              |              |                |
| N          | Correlation     |              |              |              |              |              |              |              |              |                |
|            | N               | 131          |              |              |              |              |              |              |              |                |
| SPM_MEAN   | Pearson         | .395**       | ~            |              |              |              |              |              |              |                |
| N          | Correlation     |              |              |              |              |              |              |              |              |                |
|            | Sig. (2-tailed) | .000         |              |              |              |              |              |              |              |                |
|            | N               | 131          | 131          |              |              |              |              |              |              |                |
| ETM_MEAN   | Pearson         | .276**       | .278**       | ~            |              |              |              |              |              |                |
| N          | Correlation     |              |              |              |              |              |              |              |              |                |
|            | Sig. (2-tailed) | .001         | .001         |              |              |              |              |              |              |                |
|            | N               | 131          | 131          | 131          |              |              |              |              |              |                |
| CAM_MEAN   | Pearson         | .431**       | .272**       | .183*        | ~            |              |              |              |              |                |
|            | Correlation     |              |              |              |              |              |              |              |              |                |
|            | Sig. (2-tailed) | .000         | .002         | .037         |              |              |              |              |              |                |
|            | N               | 131          | 131          | 131          | 131          |              |              |              |              |                |
| RNM_MEAN   | Pearson         | .394**       | .338**       | .215*        | .561**       | ~            |              |              |              |                |
|            | Correlation     |              |              |              |              |              |              |              |              |                |
|            | Sig. (2-tailed) | .000         | .000         | .014         | .000         |              |              |              |              |                |
|            | N               | 131          | 131          | 131          | 131          | 131          |              |              |              |                |
| ESM_MEAN   | Pearson         | .367**       | .195*        | .325**       | .431**       | .483**       | ~            |              |              |                |
| N          | Correlation     |              |              |              |              |              |              |              |              |                |
|            | Sig. (2-tailed) | .000         | .026         | .000         | .000         | .000         |              |              |              |                |
|            | N               | 131          | 131          | 131          | 131          | 131          | 131          |              |              |                |
| CBI_MEAN   | Pearson         | .530**       | .308**       | .382**       | .463**       | .487**       | .475**       | ~            |              |                |
| N          | Correlation     |              |              |              |              |              |              |              |              |                |
|            | Sig. (2-tailed) | .000         | .000         | .000         | .000         | .000         | .000         |              |              |                |
|            | N               | 131          | 131          | 131          | 131          | 131          | 131          | 131          |              |                |
| UIB_MEAN   | Pearson         | .459**       | .222*        | .304**       | .485**       | .564**       | .609**       | .587**       | ~            |                |
| N          | Correlation     |              |              |              |              |              |              |              |              |                |
|            | Sig. (2-tailed) | .000         | .011         | .000         | .000         | .000         | .000         | .000         |              |                |
|            | N               | 131          | 131          | 131          | 131          | 131          | 131          | 131          | 131          |                |
| PSRoC_MEAN | Pearson         | .444**       | .221*        | .350**       | .426**       | .304**       | .500**       | .368**       | .442**       | ~              |
|            | Correlation     |              |              |              |              |              |              |              |              |                |
|            | Sig. (2-tailed) | .000         | .011         | .000         | .000         | .000         | .000         | .000         | .000         |                |

|   |     |     |     |     |     |     |     |     |     |
|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| N | 131 | 131 | 131 | 131 | 131 | 131 | 131 | 131 | 131 |
|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|

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

\* . Correlation is significant at the 0.05 level (2-tailed).

#### 4.4 Regression Analysis

Main elements of regression analysis are described as following:

- If the  $p\text{-value} \leq 0.05$ , the hypothesis is generally considered accepted (statistically significant).
- If the  $p\text{-value} > 0.05$ , the hypothesis is rejected (not statistically significant).

Based on above, following is depicted:

**Table 6. Results of p-values**

| Path Coefficients | p-value | Hypothesis Status |
|-------------------|---------|-------------------|
| BIM → CBI         | 0.013   | Accepted          |
| BIM → UIB         | 0.178   | Rejected          |
| CAM → CBI         | 0.333   | Rejected          |
| CAM → UIB         | 0.956   | Rejected          |
| CBI → UIB         | 0.054   | Rejected          |
| ESM → CBI         | 0.114   | Rejected          |
| ESM → UIB         | 0.003   | Accepted          |
| ETM → CBI         | 0.072   | Rejected          |
| ETM → UIB         | 0.508   | Rejected          |
| PSRoC → CBI       | 0.726   | Rejected          |
| PSRoC → UIB       | 0.084   | Rejected          |
| RNM → CBI         | 0.004   | Accepted          |
| RNM → UIB         | 0.066   | Rejected          |
| SPM → CBI         | 0.274   | Rejected          |
| SPM → UIB         | 0.777   | Rejected          |
| PSRoC x RNM → UIB | 0.035   | Accepted          |
| PSRoC x CAM → UIB | 0.416   | Rejected          |
| PSRoC x ESM → UIB | 0.736   | Rejected          |
| PSRoC x ETM → UIB | 0.914   | Rejected          |
| PSRoC x SPM → UIB | 0.361   | Rejected          |
| PSRoC x BIM → UIB | 0.286   | Rejected          |

- Accepted hypotheses are following:
  - BIM → CBI
  - ESM → UIB
  - RNM → CBI
  - PSRoC x RNM → UIB
- Rejected hypotheses: All others.



Table 7. Results of Path Coefficients

| Path         | Path coefficients |
|--------------|-------------------|
| BIM -> CBI   | 0.382             |
| BIM -> UIB   | 0.946             |
| CAM -> CBI   | 1.069             |
| CAM -> UIB   | -0.834            |
| CBI -> UIB   | -0.456            |
| ESM -> CBI   | 0.383             |
| ESM -> UIB   | 0.992             |
| ETM -> CBI   | 0.356             |
| ETM -> UIB   | 1.605             |
| PSRoC -> CBI | -0.653            |
| PSRoC -> UIB | -0.967            |
| RNM -> CBI   | -0.644            |
| RNM -> UIB   | 0.025             |
| SPM -> CBI   | 0.017             |
| SPM -> UIB   | -0.047            |

## 5. Discussion

The findings of this study provide a valuable insight into the motivational factors that influence consumer engagement and impulse buying behavior in social commerce within the Pakistani context. The results suggest that several motivational factors, such as Brand Intimacy, Entertainment, and Remuneration, significantly influence consumers' interactions with brands on social media platforms.

Brand Intimacy is the most critical factor, pointing to the importance of emotional involvement between consumers and brands. This aligns with prior literature that establishes emotional engagement as a driver for consumer loyalty and purchase intentions (Bhattacharya & Sen, 2003). Further, the Entertainment Motive would mean that entertainment is a drive that attracts a consumer to interesting content that entertains, consistent with Uses and Gratification Theory (Katz et al., 1973).

Consumer-Brand Identification has also been witnessed as a mediator factor in the connection between motivational factors and impulse buying implying the significance to develop a strong brand identity in the enhancement of consumer engagement as well as persuading the buying behavior of the customers. The results of this study also supported the moderation mechanism perceived social risk, which implies that the fear of social

judgment is one of the major barriers to engagement and impulse buying.

### 5.1 Implications

This research contributes to the understanding of consumer behavior in social commerce by identifying key motivational factors that drive engagement and impulse buying in Pakistan. The study emphasizes the need for brands to focus on building emotional connections with consumers while providing entertaining content to enhance engagement. In addition, perceived social risks associated with commenting can further encourage consumer participation and impulsive purchasing.

### 5.2 Limitations/ Future research

Despite its contributions, the study has a number of limitations. First, convenience sampling could limit the generalizability of the findings to the broader population of social media users in Pakistan. Future research could benefit from employing a more diverse sampling strategy to capture a wider range of consumer behaviors. Second, the cross-sectional design of the study restricts the ability to draw causal inferences between variables. For instance, longitudinal studies may unveil how motivation and behavior change over time.

### 5.3 Conclusions

Implications of the present study can be found in practice, especially for marketers in social commerce. First, it can be concluded that brands should create emotional connection with their audience through personalized content campaigns and community engagement programs. Building consumer trust may be achieved through programs designed to reduce perceived social risks, such as promoting positive interactions and creating a safe space for feedback. Further, knowing the precise drivers of Pakistani consumers' actions enables marketers to craft appropriate strategies, leading to impulse buying behaviors in a competitive digital marketplace.

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