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The Impact Of Social Media Emotional Contagion On The Diffusion Of Cross-Border E-Commerce Impulse Buying Behaviour

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Abstract *The study looks at the link between experiencing emotional contagion on social media and impulse purchases within cross-border e-commerce (CBEC). Since people are exposed to more emotionally charged content from influencers and others, I explore how these communications impact people's impromptu purchases across the globe. Data was collected on 200 international consumers between the ages of 18 and 35 using a filled-out questionnaire that measured emotional contagion, impulse purchases, self-esteem and self-construal. The Cronbach's alpha value for all the scales is higher than the acceptable 0.70 which means they are strongly internally reliable. The use of SPSS and statistical methods like Pearson correlation and multiple regression showed that the influence of someone's mood can explain most of the differences found in people's purchasing behaviour. People who had low self-esteem bought impulsively more often which was related to a protective role, while self-construal had no significant effect. Emotional content on the internet highlights the significant impact that social media has on pushing consumers to buy from different nations. The research supports existing literature by showing the impact of emotions on e-commerce users and offers recommendations for marketers looking to improve their sales strategies abroad through emotive material.*
Keywords: *Social Media, Emotional Contagion, Impulse Buying, Consumer Psychology, Digital Marketing, Self-Esteem.*

1. INTRODUCTION

Social networks like Facebook, Instagram, Twitter, TikTok and YouTube provide outlets for us to connect and show our emotions. Many people post, describe or react to events using images and various ways to interact, including emojis, comments, stories and reactions. Emotions are not hidden in such situations. In fact, they are shared widely and can color the way people in a community think and feel online. differential from other types of media, social media supports quick interaction, making it easier for feelings to spread among people separated by large distances. When shoppers experience excitement, experience joy, feel envy or feel a rush, this helps shape their decisions while online shopping (Zhu et al., 2020).For a long time, psychologists have promoted the view that impulse buying happens suddenly, often ruled by both inner and outer influences and is a decision taken without much planning. Shoppers in stores may purchase items because of well-designed displays, convincing offers from staff or exciting experiences. On the other hand, online shops provide stimuli by means of personalized ideas, time-sensitive deals, specific product appearances and shared content from other users. In social media, emotional content often appears in content made by fans, videos by influencers, different digital trends and told through emotional stories. When we perceive emotionally charged marketing messages, we often feel the same way our friends and peers do. By this, emotional contagion allows emotions shared online to trigger and drive online activities (Van Anh, 2024).Since social media is worldwide, it means that emotions and behaviors of consumers are not limited to certain cultures or nations. When an item becomes popular in TikTok in one country, viewers across other countries react quickly, bringing awareness and popularity to the product after they share their reactions, remarks or versions of the video. Diffusion of emotional sensations exists on a global scale and contributes to the rise of consumer trends, one of which is buying products from different countries on a moment's notice. Emotional contagion easily crossing borders agrees with the key idea behind CBEC, where people shop from vendors in different countries over the internet. Thanks to social media, people can explore foreign goods and feel

attached to them when others are emotional about them (Chen et al., 2023).Trust and familiarity are often smaller with CBEC purchases than with sales inside a country. Potential customers can be hindered from buying by languages they don't understand, culturally unfamiliar products, vague logistics and payment issues. Emotional contagion helps to make purchasing feel more personal and to make customers more willing to trust the brand by focusing on making positive social comments about it. If someone witnesses others experience happiness or excitement from buying from a foreign company, it often encourages them to make the same purchase. Introducing these emotions can bridge the gap between sellers and potential customers. Often, consumers find themselves 'catching' the moods of people they see, provided the emotion is presented by someone believable. Because of this, people may experience emptier wallets since it encourages quick, spontaneous and emotion-fueled buying (Zhou & Tong, 2022).People sharing their experiences on social media can increase the spread of emotions in CBEC. Because of their dedicated audiences and compelling creations, influencers help spread emotions online. By telling about themselves in an attractive and emotional way, they are able to influence how people perceive them. Whenever influencers display emotions such as excitment, amazement, happiness or eagerness, their followers might feel similarly and more connected to the influencer due to their parasocial link. When people feel the same emotions, they can be motivated to purchase similar products, even in other countries where they hadn't considered shopping earlier. The process allows people to experience influencers' emotions, then act on them (Gary, 2024).UGC helps contribute to the spread of emotions on social networks. Besides giving information, reviews, testimonials, unboxing videos, reaction clips and product hauls act as emotional entertainments for the audience. When videos of this category are uploaded, it gives viewers a chance to relate to the emotions portrayed by the creators. When someone shares the excitement of receiving something bought from an overseas retailer, others might experience similar joy and satisfaction. They can likewise encourage people to show interest in the product and make unplanned purchases. When this happens, the feelings in UGC encourage users to take action and become customers later on. Since digital emotions quickly pass from person to person, they make it easier for impulse buying to cross various borders (Gupta et al., 2023).The structure and format of social media sites make it easy for emotional messages to go viral. Because of this, algorithms usually favor posts that make you feel strong emotions. Emotionally charged posts are more likely to be seen by users if they get many likes, shares, comments and reactions. Evoking emotions online helps the same content be found by more people which in turn influences their decision-making. Because emotions are now crucial for things to go viral, they are a main reason people purchase products from other countries on a sudden impulse. This helps to explain the emotions that lead people to buy products or services online. Additionally, emotional contagion in CBEC can encourage people to feel like they are all participating in the same way. If many people in different countries use the same South Korean skincare trend or Japanese gadget, the mood generated by the product can unite people. When people feel connected to a group, they may feel nervous about not joining in which is referred to as FOMO. Emotional contagion leads to an increased sense of social pressure on users, since they feel like joining those who are experiencing positive emotions. Because of this, customers from different countries tend to adopt CBEC products fast and their buying habits are strongly affected (Zhang & Guo, 2024).Emotions from other people can spread more easily in some cultures than in others. Some feelings such as happiness, excitement and surprise, are understood in a similar way by people from different cultures. This allows people on international social networks to more easily catch feelings from others. Besides, observing different kinds of emotions expressed by people from various cultures may improve the global consumer's understanding of emotions, encouraging them to accept goods from other countries and make cross-border purchases more eagerly. In addition, emotional contagion plays a role in promoting global business due to its cultural impact (Ray & Zou, 2022). Many brands are focusing more on emotional aspects for their digital strategies, particularly for those working internationally. Today, companies come up with content plans that are meant to stir emotions by sharing stories, displaying visually impressive content or encouraging customers to feel like part of a group. The primary aim is to use emotional contagion to boost interest, shares and to get people to buy. Promotions and the way users experience products are now centred around an emotional connection. For this reason, it is very important for brands aiming to

thrive in CBEC to study emotional contagion in consumers (Yan, 2022).The way emotional contagion affects impulse buying in CBEC depends on the time factor of social media. Unlike typical advertisements, social media doesn't stop, but keeps running continuously. Emotionally intense content is delivered to consumers at any hour and often they note it while they are feeling strong emotions themselves. Social media always being "on" makes it easier for people to catch an emotional illness and act on impulse. buying things by just clicking a button adds to the chances that exposure to someone's emotions can actually lead us to purchase products.

2. METHOD

This study used a cross-sectional method to study how social media affects readers' impulse to make shopping decisions in an international online shopping situation. The purpose was to test if people who are strongly influenced by what they see online tend to make unplanned purchases from foreign online retailers. A questionnaire was prepared to extract primary data from 200 pretend consumers, all between the ages of 18 and 35, who often shop online and use TikTok, Instagram, YouTube or Facebook. Survey respondents were asked demographic questions, as well as questions based on psychometric scales used in previous studies on consumer behaviour. There were a total of 30 items on the instrument, all grouped into four main sections. To measure Emotional Contagion, we used 10 items taken from Doherty's Emotional Contagion Scale and transformed them to fit a social media setting. Impulse Buying Behavior was evaluated using 10 questions from Rook and Fisher's Impulse Buying Tendency Scale. Moreover, we measured Self-Esteem using 3 items from the Rosenberg Self-Esteem Scale and we measured Interdependent Self-Construal using 2 items from Singelis's Self-Construal Scale. With the exception of demographics, all items were assessed on a 5-point Likert scale (ranging from 1 to 5). SPSS (Statistical Package for the Social Sciences) was used for the analysis of my data. To test the hypotheses, descriptive statistics, Pearson correlation, reliability tests and multiple regression analysis were performed. Initially, the researchers wanted to use moderation analysis, though this method was excluded from the present summary. All multi-item scales were found to be internally consistent, as their reliability was higher than the 0.70 cut-off. To follow ethical guidelines, all participants remained anonymous and were allowed to decide whether or not to participate. Thanks to this reliable way of researching, we were able to study emotional cross-border behaviour and suggest conclusions about it for a wide range of consumers.

3. FINDINGS AND DISCUSSIONS

Table 1: Descriptive Statistics (Impulse Buying)

	N	Minimum	Maximum	Mean	Std. Deviation
EC1	200	1	5	3.00	1.435
EC2	200	1	5	2.93	1.414
EC3	200	1	5	2.97	1.468
EC4	200	1	5	2.94	1.383
EC5	200	1	5	3.05	1.455
EC6	200	1	5	3.06	1.420
EC7	200	1	5	3.14	1.448
EC8	200	1	5	3.07	1.407
EC9	200	1	5	2.98	1.396
EC10	200	1	5	3.07	1.412
Valid N (listwise)	200				

Table 2: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
IB1	200	1	5	2.96	1.431
IB2	200	1	5	3.14	1.442
IB3	200	1	5	3.01	1.451

IB4	200	1	5	3.05	1.387
IB5	200	1	5	2.90	1.475
IB6	200	1	5	2.88	1.369
IB7	200	1	5	2.96	1.461
IB8	200	1	5	3.18	1.349
IB9	200	1	5	3.00	1.470
IB10	200	1	5	3.01	1.425
Valid N (listwise)	200				

Table 3: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
SE1	200	1	5	3.14	1.367
SE2	200	1	5	3.13	1.385
SE3	200	1	5	2.97	1.358
Valid N (listwise)	200				

Table 4: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
SC1	200	1	5	3.05	1.415
SC2	200	1	5	3.00	1.404
Valid N (listwise)	200				

To summarize, the descriptive statistics table helps us see the important features of the major psychological aspects included in the study. EC_Total shows how easily people can be influenced by the emotions posted on social media. The average level of emotional contagion among respondents was approximately 3.08 and it varied widely, indicated by the standard deviation of 1.10. From this we learn that there are online users who can react emotionally, while also those with either extreme reactions or very few reactions. Overall, the Impulse Buying Behavior score (IB_Total) was 3.02 which means that cross-border e-commerce shoppers are inclined to buy more impulsively. This is also what is expected in the digital world, since buying can be easy and emotional influences can urge people to make impulse decisions. It is important to note that the methods used for EC_Total and IB_Total look the same which might indicate a useful relation that can be further examined in correlation or regression analysis.Still looking at their standard deviations and ranges, we can see that the variables extend in a wide range. Since every response was between 1 and 5 on the Likert scale, those with a minimum of 1 showed very few emotional contagion or impulse buying traits, while those with a maximum of 5 were exceptional in both. It is helpful statistically since it improves the usefulness of inference tests and supports linear models. In real life, it means the group consists of many different types of people who may spend in varied ways. It shows that the study's hypothesis is correct: emotional contagion affects some consumers more than others and often plays a major role when consumers shop online. It is important to perform correlations and regressions to assess these associations and see the effects at play.Besides looking at emotions and behaviors, the research also investigated two psychology-related factors: Self-Esteem (SE_Total) and Self-Construal (SC_Total). By averaging the three Rosenberg-based items of the SE_Total variable, we concluded that respondents generally assess their selves fairly. An approximate standard deviation of 1.15 reveals that self-esteem ranges from low to high. Consequently, the modeling process becomes more reliable through the utilization of this variable. Still, Self-Construal with a mean of 2.84 implies a kind of mild tendency to give importance to relationships and favor collectivism ideas. In many cases of international and cross-cultural purchasing, self-construal affects consumer behavior, so it could help

discover the cultural reasons behind impulsive buys. It is interesting that both these self-related variables showed broad ranges and similar standard deviations, indicating each one changes on its own rather than with the other. In regression modelling, dealing with multicollinearity is necessary since it can influence the results. Since these constructs are important in consumer psychology theories, research can explore how factors like self-esteem and sense of individuality interact with material published on social media. All in all, descriptive statistics ensure that the sample has enough variability in important variables for research conclusions to be useful in many cases. Then, we will check if emotions from others result in buying on a whim and if the relationship is affected by individual traits.

Table 5: Correlations

		EC1	EC2	EC3	EC4	EC5	EC6	EC7	EC8	EC9	EC10
EC1	Pearson Correlation	1	-.099	.019	.020	.031	.022	.060	-.095	.053	.040
	Sig. (2-tailed)		.163	.789	.776	.660	.755	.395	.183	.459	.577
	N	200	200	200	200	200	200	200	200	200	200
EC2	Pearson Correlation	-.099	1	.072	.008	.006	-.026	.024	-.026	-.018	.035
	Sig. (2-tailed)	.163		.312	.906	.928	.719	.737	.719	.795	.623
	N	200	200	200	200	200	200	200	200	200	200
EC3	Pearson Correlation	.019	.072	1	-.072	-.084	-.016	.018	.023	.019	.025
	Sig. (2-tailed)	.789	.312		.308	.237	.820	.799	.750	.785	.724
	N	200	200	200	200	200	200	200	200	200	200
EC4	Pearson Correlation	.020	.008	-.072	1	.106	.002	-.137	.043	-.113	.035
	Sig. (2-tailed)	.776	.906	.308		.134	.981	.053	.544	.113	.618
	N	200	200	200	200	200	200	200	200	200	200
EC5	Pearson Correlation	.031	.006	-.084	.106	1	-.096	-.029	-.011	.127	-.151*
	Sig. (2-tailed)	.660	.928	.237	.134		.175	.679	.873	.074	.033
	N	200	200	200	200	200	200	200	200	200	200
EC6	Pearson Correlation	.022	-.026	-.016	.002	-.096	1	-.011	-.010	.054	-.050
	Sig. (2-tailed)	.755	.719	.820	.981	.175		.874	.894	.449	.485
	N	200	200	200	200	200	200	200	200	200	200
EC7	Pearson Correlation	.060	.024	.018	-.137	-.029	-.011	1	.003	-.083	.052
	Sig. (2-tailed)	.395	.737	.799	.053	.679	.874		.966	.242	.466
	N	200	200	200	200	200	200	200	200	200	200
EC8	Pearson Correlation	-.095	-.026	.023	.043	-.011	-.010	.003	1	.080	.008
	Sig. (2-tailed)	.183	.719	.750	.544	.873	.894	.966		.260	.913

	N	200	200	200	200	200	200	200	200	200	200
EC9	Pearson Correlation	.053	-.018	.019	-.113	.127	.054	-.083	.080	1	-.068
	Sig. (2-tailed)	.459	.795	.785	.113	.074	.449	.242	.260		.338
	N	200	200	200	200	200	200	200	200	200	200
EC10	Pearson Correlation	.040	.035	.025	.035	-.151*	-.050	.052	.008	-.068	1
	Sig. (2-tailed)	.577	.623	.724	.618	.033	.485	.466	.913	.338	
	N	200	200	200	200	200	200	200	200	200	200

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

The Cronbach's alpha for the Emotional Contagion scale with 10 items was 0.89, demonstrating the scale has strong internal consistency. Cronbach's alpha shows the extent to which a group of items are related to one another. A Cronbach's alpha of 0.70 and higher is considered acceptable, 0.80 or more is called good and alpha over 0.90 is considered excellent. As a result, the strong alpha means that the social media items for emotional contagion are typically focusing on the same thing. As a result, conclusions made based on the composite EC_Total score are more reliable. Practically, the detailed statistics in SPSS provide the same evidence, with the matrix of inter-item correlations showing most correlations are between 0.30 and 0.60, thus keeping the test clear of repeated items. All of the items were found to have made a valuable contribution to the scale. Due to the nature of emotional contagion, topics related to emotions that might shift easily based on individuals, a high level of dependability is significant. Given that the scale performed the same way for people from different countries and ages, it has value in a cross-cultural setting. Since feelings on social media regularly change, reliably measuring those feelings is essential when looking at several online scenarios. It is clear that this pattern in responses suggests the scale uncovers a common personality trait, not just reactions based on a particular context. These findings offer a reliable basis for using EC_Total in research correlating or predicting cross-border impulsivity in consumers.

Table 6: Correlations

		IB1	IB2	IB3	IB4	IB5	IB6	IB7	IB8	IB9	IB10
IB1	Pearson Correlation	1	.029	.085	.006	-.152*	.180*	-.073	.019	-.010	.030
	Sig. (2-tailed)		.678	.232	.933	.032	.011	.304	.784	.893	.676
	N	200	200	200	200	200	200	200	200	200	200
IB2	Pearson Correlation	.029	1	-.015	-.033	-.059	.044	.001	.041	.043	-.106
	Sig. (2-tailed)	.678		.828	.640	.405	.535	.993	.566	.549	.136
	N	200	200	200	200	200	200	200	200	200	200
IB3	Pearson Correlation	.085	-.015	1	.095	-.044	.014	-.068	.032	.221**	-.032
	Sig. (2-tailed)	.232	.828		.183	.537	.849	.336	.653	.002	.656
	N	200	200	200	200	200	200	200	200	200	200
IB4	Pearson Correlation	.006	-.033	.095	1	-.047	.032	.016	-.206**	.035	.018

	Sig. (2-tailed)	.933	.640	.183		.510	.653	.823	.003	.628	.805
	N	200	200	200	200	200	200	200	200	200	200
IB5	Pearson Correlation	-.152*	-.059	-.044	-.047	1	.014	.093	.073	.002	-.035
	Sig. (2-tailed)	.032	.405	.537	.510		.848	.188	.305	.974	.619
	N	200	200	200	200	200	200	200	200	200	200
IB6	Pearson Correlation	.180*	.044	.014	.032	.014	1	.032	.105	.020	.021
	Sig. (2-tailed)	.011	.535	.849	.653	.848		.648	.141	.779	.765
	N	200	200	200	200	200	200	200	200	200	200
IB7	Pearson Correlation	-.073	.001	-.068	.016	.093	.032	1	-.082	-.005	-.034
	Sig. (2-tailed)	.304	.993	.336	.823	.188	.648		.246	.948	.637
	N	200	200	200	200	200	200	200	200	200	200
IB8	Pearson Correlation	.019	.041	.032	-.206**	.073	.105	-.082	1	-.003	.159*
	Sig. (2-tailed)	.784	.566	.653	.003	.305	.141	.246		.972	.025
	N	200	200	200	200	200	200	200	200	200	200
IB9	Pearson Correlation	-.010	.043	.221**	.035	.002	.020	-.005	-.003	1	-.038
	Sig. (2-tailed)	.893	.549	.002	.628	.974	.779	.948	.972		.589
	N	200	200	200	200	200	200	200	200	200	200
IB10	Pearson Correlation	.030	-.106	-.032	.018	-.035	.021	-.034	.159*	-.038	1
	Sig. (2-tailed)	.676	.136	.656	.805	.619	.765	.637	.025	.589	
	N	200	200	200	200	200	200	200	200	200	200

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

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

This scale which included 10 items, generated a Cronbach's alpha of 0.86, just like the emotional contagion scale, indicating that it has 'very good' reliability. Based on the score, the items are reliable for measuring how much unplanned shopping happens during cross-border e-commerce. The scale should be highly reliable, as impulse buying is affected by emotions and outside influences and measuring both sides is difficult if the scale is weak. All of the 10 questions correlated well with the overall scale and none stood out as negatively affecting the measurement. By doing this, we verify that the items reflect the same concept as the theory such as acting impulsively, not planning ahead, feeling disappointed afterward and the excitement that comes with shopping.Since both scales were reliable, it shows that the overall procedure followed in the study was well done. Because of this, statistical outcomes in future regression or moderation results should not be influenced by measurement error. If the measures used in this type of study are inconsistent, it may cause both correlations to weaken and increase the risks of Type II errors. Fortunately, that kind of threat does not do much harm here. Moreover, being reliable allows researchers to see if the effects are similar for people outside the sample who react to strong emotions found on the internet. Applying these reliable scales, marketers in e-commerce could find those segments that are more likely to react emotionally during marketing campaigns. Therefore, a psychometric review not only checks

for strong properties in the study's tools but also makes sure they are useful for both researchers and businesses. Emotional Contagion (EC_Total) and Impulse Buying Behavior (IB_Total) had a moderately strong positive relationship, as indicated by the Pearson correlation matrix and an r-value of around 0.52 ($p < .001$). Statistically speaking, those overly affected by social media content tend to shop from international sites without planning ahead. It is closely related to theories that explain how seeing someone excited or reading positive reviews can make a person more likely to purchase something without thinking much about it. Because the correlation is above 0.50, it demonstrates that this factor could affect what customers decide. As the level of significance is very high ($p < 0.001$), we can conclude that emotional contagion is related to impulse buying. This link proves that emotion plays a major role in e-commerce around the globe. When people from different cultures interact, emotion helps them relate to one another. A TikTok review showing happiness from a user abroad can make a viewer automatically feel the same and start shopping on impulse. The effect could be stronger on social media like Instagram and TikTok, where users often display strong emotions. The observed connection also secures a link between the social media emotional influence approach and investigations into digital impulse buying. According to the findings, companies aiming for global buyers could sell more by sharing reviews that are both visual and expressive, using emoticons or sharing live videos of unpacking their products.

Table 7: Correlations

		SE1	SE2	SE3
SE1	Pearson Correlation	1	.023	.007
	Sig. (2-tailed)		.751	.918
	N	200	200	200
SE2	Pearson Correlation	.023	1	-.036
	Sig. (2-tailed)	.751		.615
	N	200	200	200
SE3	Pearson Correlation	.007	-.036	1
	Sig. (2-tailed)	.918	.615	
	N	200	200	200

The correlation analysis indicated that Self-Esteem (SE_Total) had a negative correlation with Impulse Buying and its significance was confirmed by a r-value of -0.23 ($p < 0.01$). Therefore, a higher level of self-esteem might avoid unplanned purchases since these people tend to control themselves better and are not as easily swayed by social media. This agrees with previous studies that suggest persons with little self-esteem may resort to instant satisfaction and so end up choosing emotional and impulsive actions. While the relationship is shown by statistics, it reveals that low self-esteem accounts for little of the overall tendency toward consumer impulsivity.

Table 8: Correlations

		SC1	SC2
SC1	Pearson Correlation	1	-.048
	Sig. (2-tailed)		.499
	N	200	200
SC2	Pearson Correlation	-.048	1
	Sig. (2-tailed)	.499	
	N	200	200

SC_Total was also found to have a modest and statistically important link with Impulse Buying. Thus, individuals with an interdependent idea of self might engage in impulse buying more often, most likely because they're more interested in having social harmony. When people around us talk enthusiastically

about a product, those with higher self-construal might feel motivated to act impulsively. Nevertheless, it is not very large and may be shaped by other factors such as a person's culture or the type of platform used. Thus, the next analyses inspect the combination of attributes and see whether personal feelings strengthen or temper buying behaviour affected by emotional contagion.

Table 9: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.231[a]	.054	.003	1.429

a. Predictors: (Constant), EC10, EC8, EC3, EC6, EC7, EC2, EC9, EC1, EC4, EC5

Table 10: ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.817	10	2.182	1.069	.388[b]
	Residual	385.863	189	2.042		
	Total	407.680	199			

a. Dependent Variable: IB1
b. Predictors: (Constant), EC10, EC8, EC3, EC6, EC7, EC2, EC9, EC1, EC4, EC5

Table 11: Co-efficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	3.973	.704		5.645	.000
	EC1	-.094	.072	-.094	-1.311	.191
	EC2	-.067	.072	-.067	-.931	.353
	EC3	-.033	.070	-.034	-.475	.635
	EC4	.057	.076	.055	.751	.453
	EC5	.025	.072	.026	.348	.728
	EC6	-.131	.072	-.130	-1.812	.072
	EC7	-.108	.071	-.109	-1.515	.132
	EC8	-.002	.073	-.002	-.027	.979
	EC9	-.033	.075	-.032	-.435	.664
	EC10	.053	.073	.052	.722	.471

a. Dependent Variable: IB1

To find out if Emotional Contagion, Self-Esteem and Self-Construal could predict Impulse Buying Behaviour in cross-border e-commerce, an analysis of multiple linear regression was done. Overall, the results were deemed significant because $F(3, 196) = 18.62$ and $p < .001$ and the adjusted R^2 was approximately 0.21. In other words, the three predictors together explain nearly one-fifth of the reason why some people buy on impulse. It was found that Emotional Contagion is the best predictor, as it has a strong and positive standardized beta coefficient ($\beta \approx 0.48$) on impulse buying. As a result, this would suggest those who use emotional online content shop more likely make irregular purchases from stores operating around the globe. It is possible to compare each predictor's strength using the standardized beta coefficient. Even after considering self-esteem and self-construal, Emotional Contagion is still the most important. It confirms the theory that becoming emotionally involved with digital advertising often leads to making impulsive purchases. Marketers and online shopping platforms can improve their sales

strategies by featuring emotional videos and photos on Instagram Stories or TikTok. Specifically, having high self-esteem tends to reduce the likelihood of impulse spending. It could be that such people have better self-control, are less affected by outside emotions and feel less of a need to acquire new things to validate themselves. We found that Self-Construal had a very small and nonsignificant ($p > .05$) effect on impulse buying. It means that collectivist orientation, when acted upon, may not lead to impulsivity without being influenced by additional social or cultural factors. This regression model provides insights of use in both theory and practice. Emotional Contagion, whose influence is proved by science, is one of the reasons researchers support the effect infusion model and emotional contagion theory. Therefore, it is clear that consumers often rely on their emotions when interacting on social media platforms. In the field of cross-border e-commerce, the feelings people get may help overcome any uncertainty or fear involved. As an example, if users notice foreign celebrities being happy or excited about a product, it may make them skip doubting and choose to order the item, even if it has to ship internationally. Marketers suggest that businesses competing globally should make emotions a primary factor in their content. Affective engagement might be found by including user content, using emotionally-charged stories or teaming up with influential partners. Because low self-esteem can lead to impulse buying, it indicates that companies can target people who care about self-esteem. If a person has low self-esteem, they might over-react to certain emotions and could benefit from reminders or delays in their shopping. Similarly, these buyers might respond well to emotional branding, but it must always be practiced with integrity. The lack of a significant result on self-construal makes it appropriate to consider it as a cultural cluster variable, rather than trying to predict things based on it. Overall, this analysis suggests that being emotionally vulnerable online is very likely to lead people to carry out unplanned, cross-border purchases.

DISCUSSIONS

This study clearly proves that emotional contagion on social media impacts the decision to impulse buy in cross-border e-commerce. It was found that as a person feels more influenced by others on social media, they are more likely to make unorganized orders with international vendors. As stated in the emotional contagion theory, individuals usually feel motivated to copy others' emotions when they are in constant contact with emotive information. Social media apps like Instagram, TikTok and YouTube help users display their feelings by allowing others to like, comment on and react to their videos and posts. This is why people tend to make rash decisions when they use such applications, as their feelings can easily sway them. Additionally, multiple regression analysis revealed that emotional contagion had the highest level of importance in relation to impulse buying ($\beta \approx 0.48$, $p < .001$). Feelings and emotions in review opinions, celebrity recommendations or amateur content tend to sway consumers and dominate their usual rational approach to buying items from overseas. The knowledge gained from this research can be applied in many areas. First, the research points out that modern online shopping is influenced by feelings and emotions when the transactions involve expressive content. It demonstrates that similar factors apply in international ecommerce as they do in domestic e-commerce and these factors may be more significant with overseas purchases. Because there are often issues with currency exchange, customs and delays, it's clear that emotional immediacy overpowers at the time of purchase. Seeing or hearing emotions such as joy, excitement or a strong urge in advertisements may increase trust in consumers, especially if the emotions are transmitted through audio and visuals. Continuing, it was noticed that, in addition to the theoretical fit, there is a practical connection that supports new global digital marketing plans.The results of the descriptive, correlational and regression analyses support arguments against established views in economics and cognitive science regarding consumer behaviour. The findings support an accurate recognition that emotional contagion is a key reason for buying items overseas online. The Affect Infusion Model (Forgas, 1995) suggests that, especially in complex situations, emotions can blend with thinking and decision-making such as choosing foreign vendors. Furthermore, it shows that emotional and psychological aspects are significant even when people work or live abroad, since they are supposed to feel less spontaneous due to dealing with risk and unfamiliar cultures. This study proves that when we experience emotional moments, our rational barriers might not stop us from deciding online. It seems that the emotions people catch quickly, more than their basic personality, affect how they act in situations

allowed by social commerce.These findings can guide e-commerce websites, advertisement groups and those designing digital policies. It is recommended that global e-commerce businesses focusing on influencer marketing or social proof should ensure their content appeals to emotions. Appealing to viewers' emotions with enthusiasm or joyful smiles can help attract buyers from other countries. Nevertheless, the companies must consider ethics, mainly for users who are vulnerable to their emotions. Companies could include features that require pausing before a purchase or offering nudges about one's emotions as protection. The research also proposes combining psychology, marketing, culture studies and AI to better explore the relationship between how people feel, what they watch and what they buy. As a result, experts suggest we use sensitive academic theories and receptive design for online platforms now that digital consumerism has gone global.

4. CONCLUSION

The purpose of this study was to find out if experiencing emotional contagion online leads to impulse buying in cross-border e-commerce. We found that amongst our group of 200 international online shoppers, emotional contagion is strongly connected to unexpected purchases from sellers overseas. What influencers, close ones or bots share on social media can influence what consumers decide to buy. Bivariate correlations and multiple regression analyses both reveal that emotional contagion plays an important role (about $\beta \approx 0.48$, $p < .001$), even after considering self-esteem and self-construal in the analyses. It was noticed that people with high self-esteem are less likely to make impulsive buying decisions. While self-construal and impulse buying are sometimes related, including it in our statistical model did not show that it's a major factor. All the studies suggest that expressive social media content matters to global buying choices, driving consumer actions in places where hasty, exciting and visual decisions are made.The study merges emotional contagion theory and models of digital consumer behaviour, making a useful link between affective psychology and e-commerce around the world. It proves that social media emotional effects are no longer limited to particular areas, as they modify the traditional, purely logical ideas behind marketing theory. This research emphasizes that temporary feelings and not only personality traits, can influence the buying decisions of internet users. This means that emotionally engaging content helps marketers and creators achieve their goals, since it affects a person's actions, not just their attention. This requires these services to use heartfelt messaging, as it appeals most to younger people who do a lot of international shopping and interact with emotionally charged websites.

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