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**A Survey Study on Consumer
Characteristics and Situational Factors:
Examining Online Impulse Purchases by
Consumers during Pandemic**

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DECLARATION OF AUTHORSHIP

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ABSTRACT

Online shopping has grown highly popular due to the development of e-commerce and e-marketing using information technology. The rise of e-commerce and online purchasing has led to the emergence of the phenomenon known as "online impulse buying." This research attempts to add to the contextual-wide body of knowledge in the area of online impulse purchases. The effective factors that influence consumer impulsive buying are numerous. The survey approach was used to gather a sample of 350 respondents who satisfied the requirements. After distributing the questionnaire, the data were analyzed using the Structural Equation Model (SEM). According to the study, there were initially three widely agreed assumptions regarding the role of customer mood, impulse buying propensity, and merchant motivating actions in promoting online impulse purchases. Second, other elements include the propensity for shopping enjoyment, personal circumstances, website quality, and product attributes. Online impulse is a behavioral concept from the field of perception and marketing; it investigated how it affected both company and individual experience. Results reveal that impulse buying tendency, shopping buying tendency, website quality, motivational activities by sellers, and product attributes impact positively and significantly; on the other hand, consumer mood and person's situation, although impacting positively, however, their relation with online impulse buying is insignificant. Age, gender, and income hold significant relations except for gender both age and income negatively affect online impulse buying. According to the demographics, participants of different gender, age, and incomes hold dissimilar online buying behavior.

Keywords: Situational factors; Traits; Impulse Buying; Behavior; Online purchasing; Pandemic.

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LIST OF ABBREVIATIONS

e-IB	electronic- Impulse Buying
e-commerce	electronic Commerce
e-shoppers	electronic Shoppers
e-IBT	electronic Impulse Buying Tendency
e-Shopping	electronic Shopping
e-money	electronic Money
CA	Cronbach Alpha
CR	Composite Reliability
E-Retailers	Electronic Retailers
AVE	Average Variance Extracted
CFA	Confirmatory Factor Analysis
CMV	Common Method Variance
SEM	Structural Equation Modeling
SPSS	Statistical Package for the Social Sciences
VIF	Variance Inflated Factor
PKR	Pakistani Rupees
OIB	Online Impulse Buying

CHAPTER 1 INTRODUCTION

With the advent of the novel Corona Virus (COVID-19), Consumer behavior has been reshaped and transformed to higher engagement in e-shopping. As a result, those consumers, who preferred physical shopping over e-shopping, were compelled to switch to e-shopping (L'opez-Cabarcos et al., 2020). When social isolation was made mandatory in several nations in March 2020, customers were left with little choice except to purchase food and other essentials online. (Xiao et al., 2020). Because of the social isolation brought on by the virus and the rise in digital technology, which reached 50% before the COVID pandemic and 90% to 95% during it, consumer behavior has also changed (Chamakiotis et al., 2021; De et al., 2020; Donthu & Gustafsson, 2020; Dwivedi et al., 2020; Shirish Al-Omoush et al., 2021). In addition to the usual internet shoppers, some ongoing happenings in the world have compelled customers to jump on bandwagon. As Naeem (2021) iterated "...going outside's risk, Impulsive shopping was brought on by the COVID-19 epidemic among local retail store personnel and the advice of medical specialists to stay at home. (Naeem, 2021, p.377). Consumer purchases that are unplanned, unexpected, undertaken on the spur of the moment, unreflective, and unintentional are referred to as "impulse buying" (IB) (Luo, 2005; Vohs & Faber, 2007). Some of the hallmarks of impulse buying are spontaneous/unintentional buying, instant on spot purchase without prior preparation, purchase made out of the need or prior mind set for buying. The other three features are of a buyer who has a strong urge to acquire the product on the spot, who is dauntless in buying, never takes consequences or need into account, gets inspired too quickly, and responds to stimulus accordingly. (Abdelsalam et al., 2020). IB might also be seen in online buying because of the expansion of e-commerce. (Akram, Hui, Khan, Yan et al., 2018). According to a group of academicians or scholars, customer is more prone to impulsive buying on internet than in-store shopping experience, reason being that these days prospects are not worried about the inconvenience of the location and timing of the store. This eventually gives them ample time to decide on their product while sitting in couch. (Chan et al, 2017; Liu et al., 2019).

Only decade and half ago, emphasis was paid to scientifically researching the causes and consequences of e-impulse purchasing, which had not previously received the same level of attention as IB (offline or in-store) for more than five decades. (e-IB) (Akram, Hui, Khan, Yan et al., 2018; Park et al., 2012; Punj, 2011; Verma & Singh, 2019; Wu et al., 2020; Zhao et al., 2021).

Technology advancements, the Internet, social media use, and shifting consumer preferences toward convenience were some factors contributing to the rise in online shoppers. (Kim & Eastin, 2011). The most recent study demonstrates a fundamental shift in customer behavior. (Zhang et al., 2021). For example, apropos e-commerce, Shareef et al (2019), according to study, customers' decision-making is largely influenced by their level of trust. In addition to their regular or pre-planned purchases, internet-based shopping (IB) is becoming popular among e-shoppers. E-retailers draw clients with special offers, the announcement of new items, discounts, etc. after realizing the constantly growing number of online shoppers. The time savings and convenience were significant elements that affected impulse buy decisions, according to research that has been done on the e-shopping behavior of customers. (Abdelsalam et al., 2020; Chen & Wang, 2016; Wolfenbarger & Gilly, 2001; Yang et al., 2021). E-retailers use social networks to acquire data about potential clients in order to reach out to them and market new items on their websites.

Even though e-IB research was just begun two decades ago, it has achieved significant strides by separating "impulse purchasing tendency" (IBT) from "impulse purchase decisions." IBT was previously referred to as "impulse buying behavior." (Rook & Fisher, 1995). Impulsive Buying is typically considered to be a "trait," and Impulsive Buying is "application of buying choice". Researchers assert that IB characteristics like IBT may not always be associated with IB. (Sun & Wu, 2011). Researchers in the past looked at how e-shoppers behaved and recommended that marketers alter their tactics by widening the selection of goods available on websites. (Akram, Hui, Khan, Yan et al., 2018; Ganesh et al., 2010; Parsons, 2002). Before the advent of the novel Corona Virus in 2019, a lot of research on e-IB was published. 68 Studies had already been done on e-IB in last decade and half before COVID-19, with the majority of these studies concentrating on the preconditions (factors related to marketing, socialisation, consumer characteristics, website) (Abdelsalam et al., 2020). The anxiety of repeated lockdowns, bogus news on social media about the lack of supplies and necessities on stores, as well as social estrangement, have all been linked to IB during COVID-19, according to much research (Ahmed et al., 2020). The anxiety of repeated lockdowns, bogus news on social media about the lack of supplies and necessities on stores, as well as social estrangement, have all been linked to IB during COVID-19, according to many research. (Koch et al., 2020; Loxton et al., 2020). The absence of earlier research focusing on customers' intentions to engage in e-IB and their post-purchase behavior served as the impetus for the current study. Numerous research concentrated on the primary components that influence e-IB,

including as situational conditions, impulsive traits in people, and marketing stimuli. (Dawson & Kim, 2010; Huang, 2016; Lee & Johnson, 2010) Whereas, other researches investigated how social networking and social media affect impulsive online activity. (Luo, 2005; Prashar et al., 2015). Numerous research has therefore sought to examine post-purchase behavior and customer's willingness and commitment for the future to participate in Impulsive e-Buying. (Deng et al., 2020; Li et al., 2020). Additionally, little or no study/research has highlighted how well the e-IBT and e-IB are affected by websites, marketing, stimulants, and satisfying motivations. This study takes into account the impact of COVID-19 and aims to minimize the void through its focus on e-IB, specifically in Pakistan with Research Questions (RQ) to follow. RQ1: What are the functions that e-IB performs to serve as a bridge between CS & e-IBT? RQ2: What influences how e-IB and e-IBT are tied to one another in terms of website features, stimulants, and promotions? RQ3: What factors hedonic motivations have on the way that e-IB and CS interact?

This study makes five important additions to the body of literature. First, this research expands our understanding of impulsive online purchasing by relating consumer e-IB behavior to impulsivity characteristics and contextual triggers. Second, in addition to directly influencing consumer happiness, e-IBT also indirectly fuels the rise of online impulsive shopping. The multi-layered moderated mediated model, which emphasises a three-way interaction among e-IBT, expounds the effectiveness of websites, its interface, content and promotions, is another aspect of this study that can be found in its literature. Fourth, customer satisfaction motives' involvement in e-ability IBs' potential to raise consumer satisfaction has been well researched. Fifth, this study underlines the complex relationships between e-IBT, buyer happiness, how satisfied customers want to continue using i-IB.

Following is how the remaining portions of the papers develop: The evolution of IB historically within the context of Pakistan is detailed in Section 2. The theoretical framework, the conceptual model's general layout, and the creation of hypotheses are all presented in Section 2. Section 3 will detail the approach, and Section 4 will provide the analysis and outcomes. The talks in Section 6 are followed by theoretical contributions, practical consequences, limits, and suggestions for further research.

A paradigmatic change has occurred consequently with the realization of e-commerce, where more and more individuals are choosing to purchase online instead of going to physical stores. Since 2015, more people have been shopping online globally, surpassing 1.7 billion (2018)

and surging to 1.92 billion by 2019. Predictions and anticipations of the future indicate that it will keep growing significantly. (iimedia, 2021). The trend of Online buying expanded drastically, especially during pandemic, and that's not all. It is surging ever since the inception of that novel corona virus in 2019 (Tamara et al. 2020). Customers are often prone to making illogical purchases online, such impulse purchasing. (Chen & Zhang, 2015). Online shopping is where impulsive purchasing, which is described as spontaneous, unplanned purchases by customers (Rook, 1987), occurs more frequently. According to earlier research, impulsive purchases comprise 40% of consumers' online spending and it has also been seen in one study that it (Impulsive Buying) is more likely to happen online rather than in-store (Nielsen, 2017; Liu et al., 2013).

After seeing the development, researchers compare offline and internet buying. (Gilly & Celsi, 2000; Levin et al., 2005; Sarkar & Das, 2017; Wang et al., 2018). Major differentiation points in online and in-store purchases are the techniques used to obtain product information, the accessibility of comparable goods for buyers to select from and perceived risk (2017) Sarkar and Das. Addendum to this, in comparison to in-store (Offline) purchasing, the online buying proposes more appropriate, favorable and feasible conditions for impulsive buying (Eroglu et al., 2001), including a user-friendly search option for the product and ease of buying (for example, ordering at one-click) (Verhagen & Dolen, 2011). Using human-computer interactions during the purchasing process, the impulse focuses more on encouraging customers to make purchases. (Nielsen, 2017).

The Stimulus-Organism-Response (SOR) theory, which has been used extensively in the studies that are now available, states that online impulsive purchase is largely investigated in terms of its antecedents. This is because it is believed that exposure to a stimulus causes it (Mehrabian & Russell, 1974; Piron, 1991). According to earlier studies, three primary categories may be used to classify the key antecedents (stimuli) of impulsive internet purchasing: websites, marketing, and emotional factors. First and foremost, website stimulation is the main elements that set online impulsive purchase apart from offline impulsive buying. The key function of any website that is serving as an e-commerce website is to function as a middleman between customers and items. Since customers must engage with the website during the online purchasing process, this increases the chances of impulsive buying (Wells et al., 2011). For instance, berg and Kurdieh (2013) proposed that by highlighting aspects related to interaction, shopping websites for grocery might successfully induce customers' impulsive e-purchases. Researchers have examined online stimuli

by examining factors such as website interaction, visual appeal, security, usability, and navigability. Information technology and web only make all of these characteristics possible. The second factor that significantly affects online impulsive purchase is marketing stimulation. Some marketing cues, such as a promotion and a discounted price, are comparable to offline impulse purchase causes (Iyer et al., 2019). Facilitated through Information Technology, the overall online shopping experience might increase the effect of impulsive purchases, hence the online context has some unique benefits (Wu et al., 2020). Online retailers, for instance, may highlight the impact of scarcity by displaying real-time inventory availability data. Field testing on Amazon shows that one hour after the increase of prior claims by 10%, a 2.08% surge of cart add-ons has been noticed (Cui et al., 2019). Next, a lot of previous research on impulsive internet shopping looked at emotive inputs as internal trigger indicators. Online impulsive purchase behavior among consumers is proven to be influenced by their emotional condition (Dawson & Kim, 2009). For instance, scholars hypothesized that online impulsive purchase is favorably influenced by both pleasure and arousal (Liu et al., 2020). Some of the most extensively researched facets of impacting stimuli include urging, positive and negative emotions and inclination. Researchers have conducted meta-analyses on impulsive buying, this being a topic that has been the subject of several empirical studies. (Amos et al., 2013; Iyer et al., 2019). Nonetheless, there prevails a shortage and absence of systematic study on e-impulsive buying and impact of IT hasn't been examined, despite the fact that the online setting has its peculiarities and needs additional exploration. The reasons why people buy impulsively varies across the online and offline paradigms because customers' shopping behavior differs from that of merchants in physical stores compared to that of consumers who shop online. In addition to the antecedents of conventional offline impulsive buying, a range of factors, notably website-related traits, impact impulsive purchases made online. Websites are essential to the online purchasing process because they operate as a bridge between customers and products, fostering relationships with them, facilitating their support, and converting visitors into buyers (Ghose & Dou, 1998). Despite extensive empirical investigation, the findings are contradictory. Take the navigability of online stores as an instance, While Floh and Madlberger (2013) proved through a study that the impact of navigation at an online store is minimal, whereas Zou (2018) observed that navigation at an store possesses a high affirmative association with regard to online impulsive buying. It is crucial to combine these contradictory results and continue to research the phenomena. Information systems research has regularly used meta-analysis to

measure outcomes' consistency across investigations (Ismagilova et al., 2020; Tamilmani et al., 2020; Trang & Brendel, 2019).

By conducting a meta-analysis of the most relevant studies, this study aims to advance this area of study and fill in a knowledge gap caused by the fact that website stimuli have not yet been thoroughly studied from a scientific perspective and that there isn't a comprehensive overview of online impulsive purchase. Addendum to this, this meta-analysis not only highlights the website stimuli but also synthesises the conflicting findings of other researchers, hints the factors impacting Impulsive buying done online as well allures to the effects at micro and macroeconomic level. As far as we know, this is the first study to take website cues into account when analysing impulsive online purchases. Prior to the meta-analysis, 1354 sample articles were carefully vetted and retrieved from academic databases using a combination of keywords. Finally, the study employed 54 linked empirical research. These papers were published between 2006 and 2020, which is congruent with how e-commerce research has developed from the field's foundation to the present. Year 2004 witnessed the second wave of E-commerce whereas its third wave came to the show in 2010 Schmidt (2017). Electronic commerce saw significant growth and received a lot of attention in 2006. The growth of information technology comes after the quick rise in ecommerce, that augmented and extended impulsive buying behavior on online platforms.

In conclusion, time interval set for the study starts from 2006 and ends at 2020, encompassing all available studies on impulsive internet purchasing from its origin to the present. The results are comprehensive, and the time frame encompasses the most recent phases of Internet commerce development. With the exception of website security, novelty, price and negative emotion, the results showed that all 13 of the key qualities were highly and favorably related with online impulsive purchases. Aside from that, the relationship between a variety of elements—including website aesthetics, cost, usability, pleasure, advertising, and positive emotions and e-IB is considerably modified due to surge in the rate of economic growth. This study, in three ways mainly, contributes to the body of knowledge on online impulsive buying: firstly, it fills the gap in literature by integrating competing findings from earlier studies on the subject conveying the significance of website stimuli; secondly, it provides a framework backed by a theory, for a subsequent research and study on the subject by incorporating websites offering e-shopping, marketing aspect, and affective stimuli; and third, it offers inferences for ensuing study on the subject. With the analysis's findings in hand, businesses may take the necessary steps to improve

consumers' online shopping experiences and employ marketing techniques to encourage online impulse purchases.

The expansion of Indonesia's e-commerce market cannot be denied. (Agus et al., 2020; Tayibnapi et al., 2018). According to some researchers, this significant commercial development will serve 39.2 million subscribers by 2020 (Annisa, 2019; Humbani & Wiese, 2018; Verkijika, 2020). According to those research, there have been five major patterns in Indonesian online consumer behavior during the past ten years that are thought to have dominated the market (Azis, 2019). First, people used cellphones more to access product details through the Internet (Salehan & Negahban, 2013). Even more than 90% of clients, who are also consumers of clients, prefer to browse and purchase through mobile devices while sitting at home (Tayibnapi et al., 2018). The second in trend concerns Indonesian cities where internet purchasing is being spread out more equitably (Beldad & Kusumadewi, 2015). Men are the third trend among consumers who purchase online after women (Bhatnagar & Ghose, 2004; PereayMonsw'e et al., 2004). The subsequent trend is connected to customer behavior that involves detailed product research (Joines et al., 2003; Shankar et al., 2010). The rising usage of e-money for buying is the final one (Widayat et al., 2020). (See According to the aforementioned patterns, Indonesian internet shoppers exhibit smart traits and exercise extreme caution when buying (Das et al., 2016, pp. 1–28; Lestari, 2019; Rita et al., 2019). When opting to purchase anything online rather than in-person, they work to reduce the dangers that can arise (Sinha, 2000). Even yet, they typically plan carefully, research the product first, and are seen as more knowledgeable buyers (Agarwal & Prasad, 1998; Delafrooz et al., 2011; Lu, 2014). On one hand, these results indicate that consumers who base their judgments on product attributes do so because they believe such attributes to be of high quality, but on the other hand, they do not seem to have an impact on consumers' decisions to make impulsive purchases. However, businesses use a variety of promotional attempts to draw customers. However, according to Fauzia's research from 2019, just 35.4% of consumers—particularly women between the ages of 49 and 55—plan and research the brands and items they want to purchase. Therefore, it may be inferred that more than 60% of female customers use certain e-commerce platforms and the internet only for pleasure before making an unintentional purchase, a practice is said to be impulsive buying (Akram, Hui, Khan, Tanveer, et al., 2018, Akram, Hui, Khan, Yan, et al., 2018; Moser, 2020). According to Olivia's research (2019), most young women with student status who earn between Pakistani Rupee (PKR) 2,000,000 and Pakistani Rupee (PKR) 4,000,000 are highly

impulsive, unprompted shoppers who give little thought to their purchases. Another study found that rather than just browsing products, way greater than 80% of online buyers from Indonesia had precise preferences for the items they want to purchase. (Hidayat, 2019). To put it another way, this argument aims to show how uncommon impulsive purchasing inclinations are and that not all Indonesian buyers engage in impulsive behavior. Data from Nielsen Indonesia supports the results that impulsive buyers make up just around 13% of the total buyers who are frequent shoppers from an online store or source. (2016, 2020). In order to determine whether Indonesian consumers react impulsively or not when purchasing online and what influences their impulsive behavior, it is critical to investigate these questions (Badgaiyan et al., 2016; Iyer et al., 2020). The COVID-19 outbreak has caused uncontrollable online buying behavior phenomenon, which results in an abrupt change in how customers purchase and consume items (Butu et al., 2020; Donthu & Gustafsson, 2020; Shafi et al., 2020; Sheth, 2020). (Biswas, 2020; Diebner et al., 2020; Lowe, 2020). To put it other way, conventional curfews and lockdowns in Corona have made it difficult for people to satisfy their necessities, internet shopping has taken over as the main way to purchase and sell goods, which has changed how people shop (Crispell, 2020; Deloitte Monitor, 2020; Kim, 2020; Sheth, 2020). Thus, by studying the impact of internal (customer qualities) and external (situational circumstances) elements of impulsive buying at online businesses, this study inquires the systematic approach and the empirical void regarding this subject matter. The analysis looked at both elements and created seven research questions to fill the gaps. The qualities of the customer were impulsive buying propensity, inclination to enjoy shopping, and consumer mood. Situational variables, meanwhile, were influenced by a person's circumstances, the effectiveness of a website, the motivating tactics used by merchants, and product characteristics.

This study made three contributions. First of all, it provided pertinent and current insights on the recent phenomenon of impulsive internet shopping, which is rather scarce with regard to of emerging markets. Second, it provided a fresh framework for study that combined external and internal elements to look at the impact of impulsive internet purchasing during pandemic. Lastly, it expanded the discourse & inundation of information on consumer behavior issues, particularly with regard to online impulsive purchases, which were previously quite pervasive in developed nations and offline retailers. The variance-based SEM, the advanced analytic technique used, provided a significantly more rigorous study of the outcomes.

After researchers' long-running love affair with defining and redefinition of impulsive

buying behavior (Bellenger et al., 1978; Kollat and Willet, 1967; Stern, 1962), attention progressively switched from the "what" of impulsive buying to the "why," then to the "how." The impulsive purchase literature has had a horizontal as well as vertical rise, hopping from the taxonomical approach to a cognitive one (Hoch and Loewenstein, 1991; Rook and Fisher, 1995) and subsequently to a trait orientated methodology (Bratkoetal., 2013). It is unnecessary to mention that, on the one hand, there have been several research conducted in different parts of the world to determine the effects of situational (Belk,1975; Chavoshetal., 2011; Foroughietal., 2012) and factors that are driven by market (Stern,1962; Karbasivar and Yarahmadi, 2011; Lifu,2012; Mehta andChugan,2013). New theoretical models and frameworks have, nevertheless, continually being created. Although there have been significant advances in our knowledge of the psychological components of the phenomena, there are still many unanswered questions. One of these literature gaps is the failure to consider the concurrent influence of intrinsic characteristics on impulsive purchase behavior.

Critics could argue that internal factors affecting impulsive buying, such as consumer's personal traits, are subject to various studies (e.g. Chavoshetal., 2011) and almost none of the relevant studies have highlighted the accumulative impact of inherent factors and no one has studied it in the same approach apropos to consumer's internal traits, its culture and the tendency to buy spontaneously. The relationship between personality traits and impulsive buying behavior has thus been the subject of a small number of studies (Verplanken and Herabadi, 2001; Herabadietal., 2009 (Jalees, 2009), but these researches that are quiet less in numbers, did little to evaluate the aggregate influence of all other persistent and innate characteristics. It appears so, partially, reason being that few researchers have examined the underlying causes of either the shopping enjoyment tendency or materialism as well as personality traits (Verplanken and Herabadi, 2001; Herabadietal, 2009), cultural aspects (Kacen and Lee, 2002; Jalees, 2009), and impulsive buying tendency concept (Chavoshetal., 2011; Foroughietal., 2013; Rook and Gardner, 1993). Therefore, despite the fact that many people would agree that hedonist beliefs (Pieters, 2013) and the intensity to seek satisfaction and joy while shopping can be referred to as consumer's intrinsic features (Beatty and Ferrell, 1998) that are not meant to be changing on regular basis, yet no research/study has attempted to consider the factors like cultural triats and personality traits. However, This dissertation takes into account such significant structures as an integral component of an individual hallmarks, attempts to analyse theinfluence of such factors on impulsive buying

behavior. This would be done in a similar manner as tendency to buy instantly, culture and personality have been integrated in studies. As a result, attempts have been made to explore not just the combined effect of personality characteristics, culture, and impulsive buy inclination on impulsive purchasing behavior, but also other persistent intrinsic factors such shopping enjoyment proclivity, culture & materialism.

The study is particularly essential because of Pakistan's large retail setting. It is crucial to increase awareness of the practical implications of a fascinating and significant phenomenon like impulsive buying given the ever-increasing significance of the Pakistani market in the liberalized global environment and the optimistic future outlook for a rising retail sector too. The study's findings might spark further analogous initiatives in various geographical parts of this enormous country because there one finds little or no literature on the subject matter (Impulsive Buying Behavior) in Pakistan's context. In light of the foregoing context, this study aims to investigate the kind and degree of relationships that exist among impulsive buying behavior, cultural aspects and consumer's personality traits, a predisposition to like shopping, materialism, and impulsive inclination.

The term "impulse buying" refers to an impromptu and spontaneous buying that is prompted by stimuli produced by retailers through impressive experiential marketing stunts, such as catchy in-store or online product display, outlet's design and aesthetics, plausible pricing, beneficial promotional schemes, compact packaging, and sales activities across product range (Rook, 1987; Beatty and Ferrell, 1998). According to research (Jones et al., 2003), shoppers who make impulsive purchases do so without planning, thinking it through, or considering the implications. In contrast to impulse purchasing, which occurs when a consumer makes a purchase without participating in the assessment process, unintentional buying occurs when a prospect suddenly feels a need of a certain product, especially after seeing it while shopping for something else (Rook and Fisher, 1995). These customers are more concerned with enjoying the goods now and are likely to make impulsive purchases without giving other options or potential consequences. Due to the effect of reference groups and the propensity for impulsive buying, the majority of consumers were found to make impulsive purchases (Luo, 2005) (Park and Lennon, 2006; Sharma et al., 2010; Badgaiyan and Verma, 2014). Consumers make good feeling (Chang et al., 2014), are involved (Dholakia, 2000), perceive environmental cognitions, and produce them in order to gain profit, claim Newman and Patel (2004). Studies have detailed the impact of innate variables, such

as personality, culture, the propensity to love shopping, consumerism, and the propensity for impulse purchases (Herabadi et al., 2009; Amos et al., 2014). Sharma et al. (2014) reveals that consumer's precipitateness is a three faceted theory made up of cognitive, emotional, and behavioral component. Whereas, in different studies on the impact of 4 Marketing P's, internal and external elements influencing and stimulating impulsive buying behavior are succinctly discussed. (Jones et al.,2003; Dawson and Kim,2009; Chavosh et al., 2011; Floh and Madlberger (2013) study the role of the retail setting with regard to online impulsive behavior, where impulsiveness, satisfaction of the buying experience, and in-store visit surveying play a role as a mediating variables. Few studies see materialistic beliefs and the inclination to love shopping as innate consumer features, whereas the majority view the tendency to make impulsive purchases as a part of ones personality trait (Dhaundiyaal and Coughlan, 2016; Beatty and Ferrell, 1998). Formerly, research demonstrated the impact of situational factors on impulsive purchasing (Amos et al., 2014; Badgaiyan and Verma, 2015), including a person's financial and time situation (Chavosh et al., 2011), store environment factors like music (Dubé and Morin, 2001; Jha and Singh, 2013; Chang et al., 2014; Badgaiyan and Verma, 2015), lighting (Summers and (Kacen et al., 2012; Muratore, 2016). The subject of all of these research is the practice of impulsive shopping in the United States and other nations. Only Badgaiyan and Verma's (2014, 2015) research was discovered to concentrate on the influence of intrinsic and situational variables on impulsive purchasing in the national capital area of Pakistan.

The quick development of supermarkets and hypermarkets as organized retail formats is accelerating that sector's expansion in the Pakistani market. The ease of shopping under one roof in a hypermarket or supermarket, together with the delight of shopping (Holbrook and Hirschman, 1982), encourages consumers to make purchases (Arnold and Reynolds, 2003; Amos et al., 2014). These masive retail establishments that follow the self-service model and sell a wide range of consumer goods, mostly food, home, and grocery products. Both of these retail formats have a sizably wide floor space, provide a distinctive choice of goods in a competitive and low price range, and do so in a pleasant and arousing setting (Babin et al., 1994; Wakefield and Baker, 1998), which leads to impulsive purchasing. The growing number of tier-2 and tier-3 cities increases the space for both of these formats in the nation, as evidenced by the hypermarket and supermarket formats' networks of nearly 319 stores, covering an area of more than ten million square feet, according to the Statistics. Due to its vast market potential, rapid economic development, urbanisation, growing

middle class, and rising income and spending power of customers in tier-2 and tier-3 cities, Pakistani came in average on the Global Retail Development Index (AT Kearney, 2016). The ordinary Pakistani consumer become richer, younger, and more focused on buying experiences as a result of the country's fast consumer transformation (Atulkar and Kesari, 2016). For comparable product categories, competitive pricing, promotional events, fun shopping experiences, and emotional connection, they frequently visit hypermarket and supermarket stores in order to save time and energy (Sharma et al., 2010). It has been seen that more customers visit these two businesses on weekends and holidays, increasing the likelihood that they'll make impulse purchases because they're spending time with their families while shopping (Atulkar and Kesari, 2017). Because of its increasing importance, the study is crucial for comprehending the impulsive purchase phenomena. However, considering the combined impact of consumer attributes and situational circumstances on impulsive purchase, there is still a significant gap. The main goal of this study is to determine the combined impact of consumer traits and situational factors on impulse buying. As a result, this research paper offers an integrated framework to close this gap by focusing on a few specific variables of consumer traits and situational factors, particularly in hypermarket (Jahan and Ramakrishnan, 2009) and supermarket retail stores of big cities.

Therefore, the study's findings may aid in improving merchants', academics', and researchers' comprehension of Pakistani customers' impulse buying behavior.

1.1 Technical Road Map

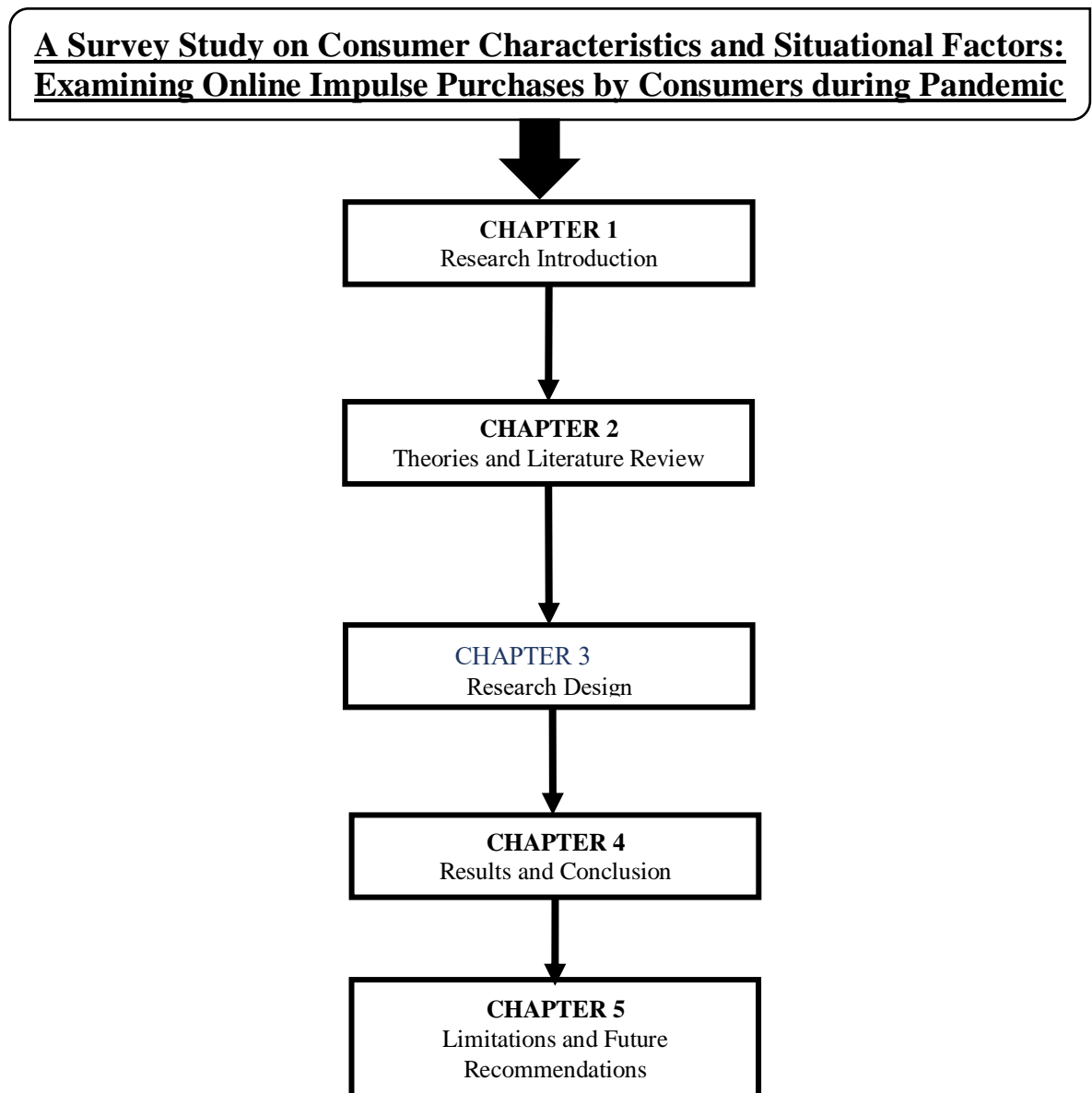


Figure 1 Technical Road-map

CHAPTER 2 THEORETICAL FOUNDATION AND LITERATURE

REVIEW

2.1 Introduction

The section delivers a philosophical framework for this research. Peer reviewed articles covering past study within the field of impulse buying are utilized in order to institute an apprehension concerning the topic.

2.2 Impulsive Buying Behavior

About 60 years ago, scholars began to pay attention to consumer impulse buying (Li & Jing 2014). Research at the time concentrated on defining impulse purchasing behavior. Researchers started looking into the variables that affect customers' impulsive purchases in the 1990s. Stern (1962) determined impulse purchasing as an unintended buy that happens when a customer enters a store intending not to buy anything and leaves with one or more items in their cart. According to Bellinger et al. (1978), there are two kinds of impulse purchasing: planned purchases and purchases undertaken on the spur of the moment (Duarte et al., 2013).

Rousseau (2008) asserts that planned purchases happen when decisions are made before visiting a store, and then impulse purchases happen there due to in-store stimulation (Duarte and To. 2013). The three key elements that separate this phenomenon are situational circumstances, psychological qualities, and external environmental stimulus (Rook 1987). Recent research on this behavior aims to explain the various psychological perspectives that drive such purchases and the underlying mechanisms of impulsive buying (Li and Jing 2014).

When someone selects a package of gum or candy whereas standing in line at the checkout counter at the grocery store, it is considered an impulse purchase (Mossberg & Sundström 2011). Although many people identify impulsive buying with this kind of purchase, it can also take many different forms. According to Evans, Jamal, and Foxall (2009), activities taken before making a purchase impact impulse buying. However, depending on the nature of impulse buying, some phases in the conventional buying process may be skipped. Therefore, Evans, Jamal, and Foxall (2009) indicate that some degree of prior knowledge and involvement is required for impulse buying.

Following Rook (1987), customers participate in impulse purchasing behaviors when they receive an immediate, strong, and persistent need to acquire a particular product being presented immediately without considering their decision's implications. Typically, the decision is made on the spur of the moment. Weinberg and Gottwald (1982) described the components of impulsive purchasing as emotive, cognitive, and reactionary. Contrary to popular belief, impulsive buying

can also occur when purchasing high-value, high-engagement products, according to Rook (1987), Bayley, and Nancarrow (1998). Such behavior is frequently connected with low-value, low-commitment purchases.

According to Rook (1987), impulse buying is thrilling in our minds, is more likely to be interpreted negatively than positively, and is more likely to be emotional than rational behavior. Thompson et al. (1990) add that people can reinforce their identities through impulsive purchases, as seen when clothing and other items have symbolic meanings, giving people the chance to feel in control of their lives. The value is an impulsive purchase. According to Evans, Jamal, and Foxall (2009), impulse purchasing is a hedonistic action (i.e., the pursuit of pleasure) as it results in the sense of adventure and excitement as well as the product that is purchased.

People with impulsive traits are more probable to involve in impulse purchasing since these factors make them more responsive and open to experience. The amount of effort each individual puts out for excitement and adventure depends on personal traits. It, in turn, prompts the buyer in an impulsive, careless, quick, and dynamic style. (1995, Torre and Fisher).

There are several environments, according to Crawford and Melawar (2003), which are more possible to promote impulse purchasing. Airports, for instance, are recommended to lower stress levels, anxiety, and regulatory tendencies. The presence of so many individuals waiting for flights in an atmosphere with restaurants and stores in every direction raises the likelihood that they will make a purchase (IBID).

Since the early 1990s, impulse shopping has significantly grown, claim Evans, Jamal, and Foxall (2009) is more typical to purchase without a shopping list; thus, the risk is accepted because it is likely that impulse purchases will save time.

2.3 Types of Impulse Buying

Although Stern (1962) identified four distinct categories of impulse buying behavior, many studies have described it as simply unplanned purchasing. The first is pure impulse buying, where the client completely deviates from customary purchasing behavior and just chooses to purchase that specific object, driven by stimulus or escapism. Second, the model suggests that there are instances where consumers make impulsive purchases as a result of recall, when they recognize a particular offer or the item itself. Resultantly, the consumer is prompted of the necessity for the product or brand as well as the long-forgotten desire to demonstrate the brand's value or the long-disremembered need for the item, which prompts a buying.

Third, Stern (1962) describes a sort of irrational purchasing called irrational purchasing on the suggestion, where the client initially purchases the item after recognizing it. Therefore, the

consumer has never seen or used the product before making a purchase. Quick evaluation of factors like price and quality encourages customers to make purchases by satisfying their needs. According to Stern (1962), the fourth category of impulsive buying is planned impulse buying. Because consumers wait for sales offers or just inspiration for what to buy for dinner or dessert that evening, the author intends for these purchases to happen when consumers have planned to buy both certain products and unknown items. Earlier, Bayley and Nancarrow (1998) discussed in favor of their four distinct impulse-buying types, accelerated impulse, compensating impulse, blind impulse, and breakthrough impulse. Accelerated impulse purchasing is motivated by a wish to stock up for a future requirement. The model claims that compensatory impulsive buying happens when a person has poor self-esteem and tries to avoid it, or when they utilize the purchase as a surprise reward after finishing a task or as a reward for accomplishment dull or challenging. The reward element is frequently used in commercials for cookies or candies to persuade consumers to purchase a particular kind of product.

Third, breakthrough momentum is used by Bayley and Nancarrow (1998) as a justification for an immediate buy. High-value items like homes and cars frequently fall under this category of impulse purchases. Blind impulse buying is the final category of impulse buying and maybe what most people believe to be ordinary impulse buying (Mossberg & Sundström 2011). It is a buying made to fulfill a practical, social, or psychological need without overarching goals (Bayley & Nancarrow 1998).

2.4 Motivation and Needs

2.4.1 Decision-Making Process

The procedure from realization to how a customer views purchased goods, and the impact those sentiments will have on consumer behavior towards that product are covered by various models that are frequently used to explain consumer behavior or this brand going forward. One of the most popular models for attempting to explain the various steps a consumer takes typically during the purchasing process is consumer decision-making (Solomon et al., 2013). Consumers often go through five steps in the process before, during, and after a purchase. According to Kotler and Keller (2012), the stages include problem identifying, alternative solution seeking, alternative evaluation, and purchase and post-buy behavior.

Kotler and Keller (2012) assert that the approach starts with identifying the issue. Here, an issue, a need, or an internal or external stimulation that prompts the notion of buying is presented to the buyer. In accordance with the concept, the second stage starts when the consumer starts looking for answers to the needs they have identified. Starting with prior experiences and referrals from friends and family can help you find knowledge. The usage of outer sources, like marketing

communications, and mass media, is taken into consideration if the client requires more information to make their decision.

The third step is sometimes mentioned as the "evaluation phase" by Kotler and Keller (2012). After that, the customer thinks about the information he has gained and the possibilities his quest for knowledge has provided. Purchase and post-purchase are the model's final two phases. After making a purchase, the consumer starts to assess the item. Consumers are happier and more likely to repurchase a product if satisfaction exceeds expectations (Söderlund & Rosengren 2004).

The consumer decision-making process has been questioned; for example, Kacen and Lee (2002) and Evans, Jamal, and Foxall (2009) claim that it leaves out crucial factors, particularly concerning impulsive purchases. This argument is predicated on the idea that buying on impulse bypasses several phases in the decision-making process (Evans, Jamal, and Foxall 2009).

According to Kacen and Lee (2002), spontaneous purchases do not involve gathering information or considering numerous options. Evans, Jamal, and Foxall (2009) offer the "hierarchical communication model," which comprises seven stages: attention, exposure, perception, attitude, learning, action, and post-purchase. This model aims to assess customer response to marketing communications. People choose to engage in marketing activities, such as watching certain TV shows and avoiding commercials, which reduces their exposure to marketing messages.

People may be exposed to some marketing messages, but it does not mean they will necessarily concentrate it. Thus, marketers need to develop strategies for getting consumers to notice the advertisement so they can process and understand it. Consumers identify, choose, form, and interpret the message during the "perception phase," according to Harrell (1986). Possibly not in the manner that marketers would prefer. The learning phase, in which the consumer retains the content in memory and develops a more or less favorable posture toward the marketing communication, is still ongoing, according to Harrell (1986).

This mindset may lead to an action, which may be followed by a phase after the purchase during which the purchase is assessed (Harrell 1986). All of the many marketing messages that try to affect consumer behavior, according to Peck and Childers (2006), rely on the five senses that help people become aware of their environment. Such senses include smell, touch, taste, hearing, and, sight. Colors and logos are perceived by sight, while music played in stores or on television commercial soundtracks might affect how sounds are perceived (Peck & Childers 2006).

Verplanken (2001) asserts that, from the perspective of the corporation, it is advantageous to appeal to the consumer's many senses concurrently. A stronger customer experience produced by such success raises the likelihood of differentiating the brand and developing a product that

appeals to customers. Furthermore, Peck and Childers (2006) contend that allowing a customer to touch a product would improve the likelihood of a sale. Additionally, a customer's perception of the music, product look, and general store atmosphere might influence how they perceive an in-store experience (Peck & Childers 2006). As earlier studies have emphasized the significance of channels and these channels have been used to acquire consumer insights, the research evaluates consumers' online intent.

2.4.2 Consumer Behavior during Crisis

Changes in consumption are a response to life events, financial strains and psychological stressors, argues Mathur et al. (2008). Consumers modify their consumption in response to the environment, which reduces materialism and largely spending (Rindfleisch, Burroughs & Denton 1997; Roberts, Manolis & Tanner Jr 2003; Sneath, Lacey & Kennett-Hensel 2008). In a broad-spectrum, the crisis holds a more significant influence on the consumption of luxury products than it does on purchasing everyday essentials. Consumers also have a tendency to be less materialistic, switch from name brands to generic ones, and purchase in bulk during uncertain times (Ang, Leong, & Kotler, 2000). They also prefer to perform their own repairs and maintenance rather than hiring a professional or purchasing a new item product (Milanova 1999).

Consumption habits portray the urge to save resources to preserve economic equilibrium, as economic resources are crucial to people's quality of life and well-being (Krause, Jay & Liang 1991; Prawitz et al. 2006). Szmigin (2003) asserts that consumers require financial resources to meet their basic bodily demands and their attraction to the market's temptations. According to Kennett-Hensel et al. (2012), those who have higher degrees of disaster anxiety are more inclined to acquire things only for hedonic reasons throughout the crisis. Fear is a strong feeling that has been intentionally created to significantly affect perceptions, thoughts, and behaviors (Izard 1991). These feelings have the effect of making many consumers prioritize making planning purchases. Therefore, during a crisis, elements like a store's accessibility and the simplicity of transactions will significantly impact consumers (Izard 1991).

2.5 Factors Influencing Impulsive Buying

2.5.1 Impulse Buying Tendency

A tendency for impulsive behavior, which includes the impulsive trait, reveals a consistent propensity to act impulsively in a certain consuming situation. This widely accepted idea captures an enduring consumer behavior that results in a genuine desire or incentive to make an impulse purchase (Rook and Fisher 1995).

The extent to which a person is susceptible to "make an unintended, immediate, and

irresponsible purchase (e.g., impulse purchase)" is known as their "impulse buying propensity" (Weun et al., 1998, p. 1124). Following Beatty and Ferrell (1998), p.170, the term "impulse purchase" refers to "a spontaneous and quick purchase without prior purchasing intention, neither to acquire the specific category of products nor to undertake a specific purchase action." In other words, the term "impulse buying" states to situations in which a person experiences a sudden temptation to make a purchase (de Kervenoael et al., 2009). Lim and Yazdanifard (2015) point out many traits that can demonstrate the idea of impulse buying. First of all, impulsive purchases are frequently unforeseen. Second, impulse purchasing is a propensity or habit brought on by outside factors. Third, impulsive purchases are made at the moment with little thought given to gathering information or weighing available possibilities. In the literature, impulse purchasing is acknowledged as a personal characteristic that defines typical reactions to outside stimuli (Park and Lennon, 2006). As a trait, impulsive purchasing tendencies can be strengthened in social media settings, such as an online social setting where people can have individualized experiences. Because researchers believe that impulse buying tendencies can be substantially correlated with impulse buying, this is particularly essential (Dholakia, 2000; Rook and Fisher, 1995; Park and Lennon, 2006).

The setting of the internet encourages impulsive purchases. LaRose (2001), for instance, contends that e-commerce can undercut customer purchasing limitations by committing to providing features like attractive product incentives, points programs, and discussion forums, which encourage users to make impulsive purchases. Online factors like product pictures, banner marketing, low prices, and special offers might influence impulse purchases (de Kervenoael et al., 2009).

2.5.2 Shopping Enjoyment Tendency

Despite the impact of personality traits and culture, it is imperative to focus on the link between the propensity to love shopping and impulsive purchases. According to Goyal and Mittal (2007), the individual trait of a consumer that shows the propensity to discover shopping more enjoyable and go through greater shopping desire than others is known as shopping pleasure. This description draws attention to the somewhat unsettling truth that the propensity to like shopping may be described as a particular and enduring internal propensity of the person to love the purchasing process. The fact that some people derive intrinsic pleasure from the purchasing process due to their purchasing behavior (Jung and Lim, 2006; BongSoeseno, 2010) deserves to be regarded as a significant intrinsic component. According to Chavoshetal (2011) and BongSoeseno (2010), someone who enjoys shopping a lot will likely spend more time there and consequently have a high want to buy something on impulse.

In contrast, a customer who does not love the act of buying tends to hurry through the store's aisles and is less likely to make an impulse buy (Beatty and Ferrell, 1998; BongSoeseno, 2010). Interestingly, several studies (Mohane et al., 2013, Chavoshetal., 2011, Sharma et al., 2010, BongSoeseno, 2010, Beatty and Ferrell, 1998) discovered a positive relation between the tendency of constructed shopping pleasure and impulse purchasing behavior, finding that shoppers who enjoy shopping are more impulsive. Therefore, the following hypothesis might be developed based on the data from earlier investigations.

2.5.3 Consumer Mood

According to Gountas & Gountas (2007), the mood is the primary component of each person's personality and emotional experience, and it considerably impacts attitudes and behaviors. According to Nordfält (2007), the emotional component significantly impacts impulsive purchases. Although past research on the topic has produced varied results, their findings vary about the emotion that most motivates impulsive purchases. Rook and Gardner (1993) contended that a happy mood, like exhilaration, enhances impulse purchase, whereas Beatty and Ferrell (1998) claimed that a positive mood had been demonstrated to facilitate impulse purchasing.

On the other side, Lucas (2013) acknowledged that people are inclined to make impulsive purchases, even when feeling down, to lift their spirits or escape from their daily routine. Shakeel and Fayaz (2017) contend that the significance of internal inputs, such as personality, and their impact on impulsive purchasing behavior has received less attention. Pelau et al. (2018) claim that extroverted or outgoing personalities are also represented in their propensity to purchase new goods and their susceptibility to the simpler temptation of making new purchases. However, introverts are less likely to purchase new things because they find them less enticing.

Consumers who receive information about the outside world instinctively also have a tendency to purchase new goods out of temptation because purchasing new goods is a matter of intuition (Dittmar 2005). The author goes on to say that extroverts who base their decisions on perception and feelings engage in more frequent impulse purchases while shopping. Consumers who are outgoing and intuitively based are also more likely to be open to trying new things and to have a materialistic outlook, which makes them more inclined to make impulsive purchases (Japutra, Ekinci & Simkin 2017). Being less joyful and less pleased with life is a tendency that Richins (2013), Segal and Podoshen (2013), and others have identified.

Five types of personal traits were established by Rook and Fisher (1995): "sudden and overpowering impulse to buy," "feeling powerless," "feeling wonderful," "purchasing in reaction to emotions," and "feeling guilty." Through these characteristics, they were able to identify five factors that lead to impulsivity: (1) a spontaneous, sudden urge to act; (2) psychological imbalance;

(3) psychological conflicts, and struggles; (4) a decrease in the cognitive evaluation of the item; and (5) disregarding potential repercussions.

These causes of impulsive purchase are supported mainly by Shahjehan et al. (2012), who found a high correlation between impulsive buying and emotional instability. A conclusion drawn from the study and corroborated by Tauber (1972), Lejoyeux et al. (2005), Sneath, Lacey, and Kenneth-Hensel is that those who feel emotional lability, anxiety, mood swings, anger, or melancholy are more prone to engage in impulsive purchase activities (2008).

2.5.4 Person's Situation

This is explained by Šeinauskienė et al. (2015), who claim that impulse buying is generally linked to chronically depressed mood and low self-esteem; it may be used to escape unfavorable psychological states. As a result, the authors hypothesize that customers in financial difficulty are more likely to purchase purchases that are seen as gifts or rewards actively. Therefore, consumers who want to lessen the disappointment and melancholy brought on by stressful events may engage in impulse buying, with the purchase resulting in a positive emotional shift.

On the other side, emotional instability results in a lack of self-control, which makes people act impulsively, as stated by Vohs and Faber in 2007. According to Solomon et al. (2010), impulse buy is sometimes used as a tool to construct or express a personality as well as to satisfy the urge to acquire, possess, and consume things. Therefore, Evans, Jamal, and Foxall (2009) contend that young adults and adolescents are typically more prone to making impulsive purchases than older adults. According to Dittmar (2000), who understands this as a characteristic of young people in general, those who exhibit tendencies of materialism and thrill-seeking are more prone to make impulsive purchases because they are more aware of how others perceive them. It fuels the drive to mold its personality and appearance.

Numerous researchers have investigated additional internal elements, including the propensity to make impulsive purchases, the propensity to enjoy shopping, feelings, attachments, and mood (Atulkar & Kesari, 2018; Bahrainizad & Rajabi, 2018; Chang et al., 2014; Dawson & Kim, 2009). ; Mohan et al., 2013; Leong et al., 2017; Dhaundyal and Coughlan, 2016). This early research indicated that psychological aspects connected to emotions were essential variables in a person's decision-making process. The following four assumptions are made in this analysis based on data from both online and physical stores:

H1: Online Impulse Buying is affected by the Impulse Buying Trend

H2: The propensity to love shopping influences online impulse purchases.

H3: Online impulse purchases are impacted by consumer mood

H4: Situational factors influence online impulse purchases.

H5: Situational Determinants/Factors influence online impulse purchases.

2.6 Situational Factors/Determinants

2.6.1 Product Characteristics

According to Keller (2009), brand equity—the intangible value that a brand contributes to an organization—is taking on more significance. Consumers are less prone to price gouging when a brand has a solid reputation since it tends to boost brand loyalty, response to marketing efforts, and brand response. Additionally, Keller (2009) suggests that developing strong brand equity includes the importance of renown and brand image. While the brand image is the impressions and connections that consumers hold with a particular brand, brand recognition indicates the possibility that buyers will recognize the brand (IBID).

According to YiHsin and Chris (2016), the way a brand is expressed through the product itself, the company's employees, and the marketing messages is crucial. Communication should clearly demonstrate distinctive qualities to minimize confusion, which could affect the company's status and reputation. Seinauskiene et al. (2015) found a connection between brand loyalty and the likelihood of making impulsive purchases. Brand loyalty is the profound commitment to consistently and repeatedly purchase customer preferred brand, notwithstanding the influence of other circumstances.

The key factors that influence impulsive buying include factors that retailers can use when presenting products to customers, including product pricing, attributes, and quality (Nsairi, 2012). According to studies (Rook, 1987; Dittmar et al., 1995), if a product category is given at a lower price point, consumers will acquire it on impulse. McGoldrick (1982) claimed that as today's consumer seeks a balance between quantity and quality with a competitive price, price is not the primary driver of impulsive purchases. Therefore, low-cost items are less likely to be bought on a whim in both planned and unforeseen buying circumstances (Kacen et al., 2012; Kinney et al., 2012). The buyer connects with the purchase's overall benefits as well as the fact that they received a high-quality item, experienced it in person, or received it at a discount (Nsairi, 2012; Bagdare and Jain, 2013). ; Verma and Badgaiyan, 2015).), encourages impulsive purchasing. Consumers are known to carefully consider their purchases of costly goods, but they are more prone to acting impulsively when making purchases of comparatively inexpensive goods (Jones et al., 2003). Asian consumers today are searching for a better balance between price, quality, and quantity rather than just the product's price (Badgaiyan and Verma, 2014).

Oliver (1999) discovered that materialistic consumers are less gratified and develop close

relationships with their brands because they require the symbolic stability that these relationships can offer. However, Ang, Leong, and Kotler (2000) point out that customers frequently only move from well-known brands to generics once to find the lowest pricing during emergencies and natural catastrophes.

2.6.2 Online Presence

Mobile commerce has previously been described as "wireless commerce" and "mobile commerce" (Schwartz, 2000). A broad definition of mobile commerce is that it is "any form of mobile communication with the customer" (Frolick & Ch). Marketing has been described as "the process of planning and executing the design, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that meet individual and organizational goals" (American Marketing Association, 1985). (Jimenez, 2002).

According to Sharl et al., 2005 description entails, mobile marketing is "the use of a wireless medium to provide consumers with personalized time- and location-sensitive information that promotes goods, services, and ideas, for the benefit of all interested parties." A more recent definition emphasizes that mobile marketing is two-way or multi-way communication used to promote consumer offers using mobile technology (Shankar & Balasubramanian, 2009).

Web design elements like frames, text graphics, search engine criteria, pop-up windows, checkout or one-stop shopping procedures, clickable links, web dimensions, media (such as text, graphics, color, audio, and streaming video), and site design elements (such as product organization and grouping) can all influence online impulse purchases. Childers et al. (2001) proposed the term "webmospherics" to describe these elements in an online context.

As stated by Loiacono et al. (2007), these website features exemplify the numerous facets of quality for website. Each website exhibits such appearances at different levels; in this sense, a website that offers such features (at least some of them) at a high degree of quality establishes a quality online interface. Parboteeah et al. (2009) suggested that activity-related cues (e.g., navigability) and mood-related cues positively affect consumer impulse buying.

2.6.3 Motivational Activities

Targeted initiatives, such as free samples, gift cards, coupons, points of sale, displays, live entertainment, and salespeople, are known as retailer incentives (Arnold and Reynolds, 2003; Amos et al., 2014). Consumers are more impulsive when they receive discounts and offers on a genuine product or service, according to Lia et al. (2009) (Muratore, 2016). Retailers saw price promotion as a crucial marketing strategy that encouraged customers to make impulsive purchases of goods and put them in the proper displays (Dittmar et al., 1995). In addition, skilled salespeople offer exceptional services by answering inquiries from customers, educating them on products and

alternatives, and motivating and involving them in the purchasing process (Badgaiyan and Verma, 2014, 2015). Supporting consumer ease of use during the purchasing process might lessen their negative feelings and motivate them to make frequent purchases. Events, deals for regular customers, advertising campaigns, and information support are all examples of motivating activities that boost consumer purchasing confidence (Richins, 2011).

On the other hand, some academics contend that external factors, such as store ambiance (for example, lighting, design, and music), display and product layout, product features, product advertising, and sales, play a role in a person's impulse buying. These variables caused customers to make impulsive purchases they had not planned to make, instead choosing to roam around and "refresh their eyes" (Santini et al., 2019; Akram, Hui, Khan, Tanveer, et al., 2018). Leong et al., 2017; Chang et al., 2014; Mohan et al., 2013; Dawson and Kim, 2009; Atulkar and Kesari, 2018; Chang et al., 2017). Some studies consider additional environmental aspects, such as the availability of resources and time, social influence, and hedonistic and utilitarian incentives (Atulkar & Kesari, 2018; Barakat, 2019; Hashmi et al., 2020; Parsad et al., 2018).

Consumers may finally decide to purchase something different than they initially believed they were buying due to the external variables described above (Yu & Bastin, 2010). These studies serve as the foundation for the following research, which examines the impact of situational circumstances on consumer impulse buying.

H5: Online Impulse Purchases affected by Website Quality

H6: Retailer motivational strategies impact online impulse purchases

H7: Product Specifications affect Online Impulse Purchasing.

2.7 Demographics Characteristics

2.7.1 Consumer Age

Several studies show that the search for one's own identity and social integration, which is frequently reflected by the act of consumption, marks the transition from adolescence to adulthood (Yang et al., 2008). (Niu and Wang, 2009). Young people, in our opinion, are looking for things that correspond with the references and fashions of their target demographics, which increases their willingness to purchase. Young people can be continually judged by their peers, which would cause them to increase their purchases in order to meet their classmates' judgments, unlike adults, who do not necessarily need to establish themselves in a group (Ladeira et al., 2016). According to Davis and Havighurst (1946), impulsive traits are learned and formed in the early years of life. Recent investigations have empirically supported this claim (Niu and Wang, 2009). As an outcome, the study by Lai displays that impulse purchases are higher in younger age groups (2010).

2.7.2 Consumer Income

Both planned and impromptu purchases may rise due to income concentration in some households (Tifferet and Herstein, 2012). According to Jeon and Vonfurstenberg (1990), more financial resources lead to a tendency to buy, which raises consumption. Given that impulsive buying occurs without any self-control, which is considered dysfunctional (Jones, 2003), and that income concentration enhances the likelihood of acquisition, it is projected that the more the income, the more likely a purchase will be. Impulse purchase.

2.7.3 Consumer Gender

Male vs. female sexual segmentation has long been the focus of communication and market segmentation tactics (Schmitt et al., 2008), mostly as women and men have dissimilar social and personality qualities in some societies. (Tifferet and Herstein, 2012) that have an impact on how we consume (Dholakia, 2000). Studies show that women spend more time shopping than men (Fischer and Arnold, 1990). In addition, women analyze information from commercial advertisements with greater detail (Kempf et al., 2006). Women should therefore be more inclined to make purchases than men. According to research, women (against me) enjoy shopping more and spend more time and energy doing it (Dholakia, 2000), making them more susceptible to input stimuli that could trigger impulse purchases (Rook and Hoch, 1985). 2003; Coley and Burgess). These traits may be why women are more likely to make impulsive purchases to increase their appeal and sense of fulfillment.

FDO Santini (2019) claims that demographic traits may be the means through which factors like money, gender, and age tend to be more susceptible to impulsive purchases, aiming to increase the charm and personal happiness;

H8: Online impulse purchases are influenced by consumer income.

H9: Influence of consumer gender on online impulse purchases

H10: The age of the consumer affects online impulse purchases.

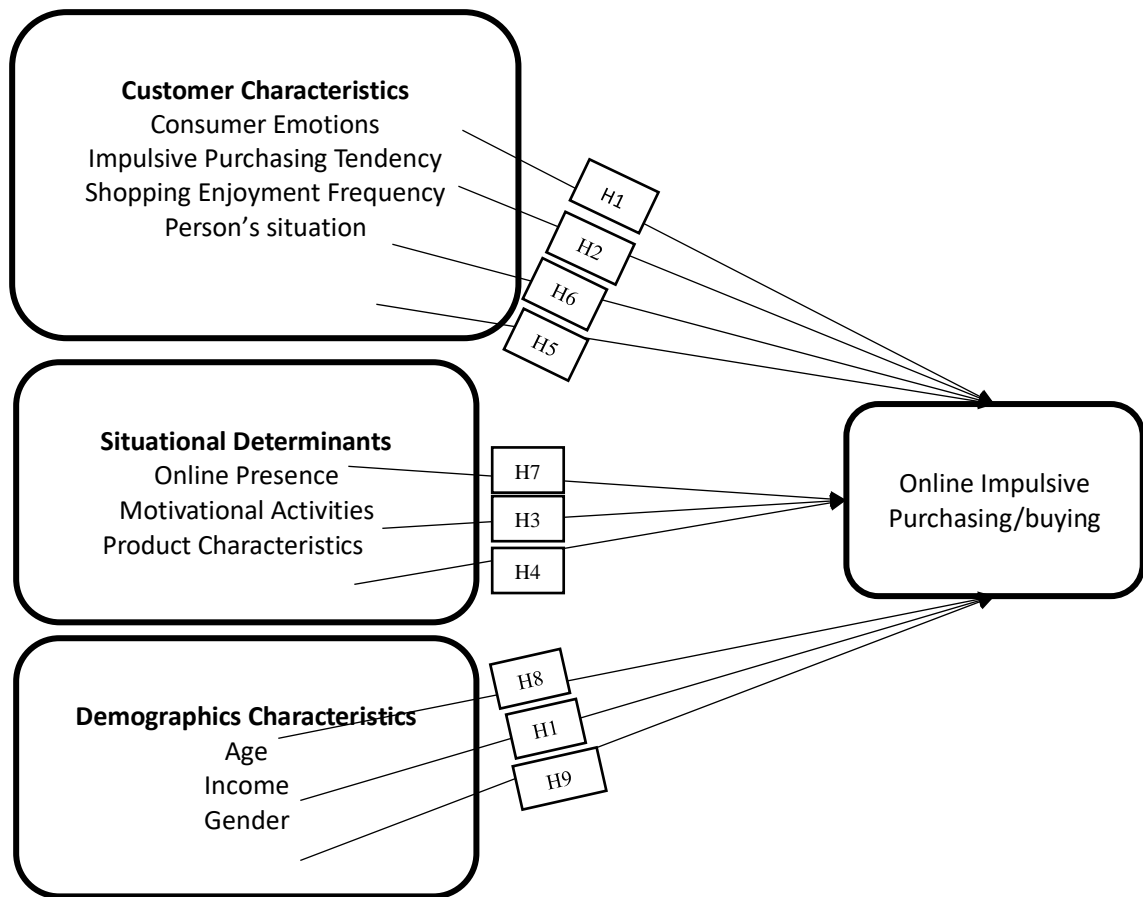


Figure 2 Theoretical Framework

CHAPTER 3 RESEARCH DESIGN

3.1 Introduction

This segment refer to the methodology part and contains ten fragments. 1) Research Idea 2) Research strategy, 3) Population, 4) Sample, 5) Sample Size and Calculation, 6) Sampling Method, 7) Instruments, 8) Data Collection Procedures and 10) Pilot Study.

3.2 Research Idea

There is an account of the relationship between social sciences and philosophy (Hughes & Sharrock, 2016). The paradigm, also known as the research philosophy, was first put forth by Kuhn in 1962 and refers to the ideas that inform research questions, methods, and conclusions (Bryman and Bell, 2011; Bryman, 1988). D. L. Morgan (2007) described a paradigm as "systems of beliefs and practices that impact how researchers choose both the research questions and the research methodologies they use." There are two primary sorts of paradigms: positivism and interpretivism. According to the positivist paradigm, also known as the scientific paradigm (Mack, 2010), social sciences can use natural sciences methodologies. However, interpretivism makes the opposite claim by dispelling that social science approaches may be applied to the natural sciences (Bryman and Bell, 2011). The social sciences have used the positivist paradigm, according to Neuman (2011). They think social factors can be quantitatively expressed with experimentation or correlations to establish a causal relationship (Creswell, 2009). Deductive theory testing is incorporated into the positivist paradigm (Tashakkori & Teddlie, 1998). E. Weissinger Deductive inquiry, according to (1995), is characterized by having pre-formulated research questions from a systematic explanatory study—a theory. Hypotheses and conceptual and operational definitions are drawn from theory, and outcomes are interpreted in light of the context. Additionally, the deductive approach seeks to reach generalizable conclusions (Bryman & Bell, 2007).

Contrarily, in contrast to positivists, the interpretivism paradigm presupposes that social life should be studied qualitatively rather than quantitatively using interviews, observations, case studies, and other methods (Neuman, 2011). In order to understand certain events from the perspective of the researcher, its proponents hold that social reality can be subjective and is socially formed with the interaction of participants and the researchers (Creswell, 2009).

According to Saunders et al. (2007), all surveys must have a philosophical foundation since this explains the type of research that the researcher has done before leaving with the findings. Every researcher can comprehend the social reality and the current state of knowledge. For example, the object believes that all knowledge exists; hence it can only be discovered without the researcher adding anything previously learned (Ziman, 2000). On the other hand, subjectivists and

buildings believe that knowledge is formed by researchers' actions and interactions with the environment. As a result, there are a variety of philosophies or research paradigms, and this study was carried out using a positive research philosophy (Creswell, 2003)

Positivism uses a scientific study process to gather and analyze evidence that has been objectively collected. The researcher does not allow his own viewpoint to influence the outcome or meaning of the data during the analysis process. On the contrary, the idea of "res ipsa," which states that "facts speak for themselves" (Denzin and Lincoln, 2000), applies, ensuring that the data obtained is objective. Positive philosophy's strength is its objectivity, because another individual, given the identical knowledge, will draw the same logical deductions as the researcher did in any case (even if with a reasonable margin error). This strategy was chosen because it can eliminate study conflicts about the legitimacy of their findings. In the case of adopting other ideologies, the capacity to duplicate a scientific procedure is more significant because it improves the survey results' reliability and validity. On the other hand, other theories are dependent on how the researcher chooses to interpret evidence in particular. In this sense, two researchers can interpret the same facts in different ways due to their differing perspectives, which is why they cannot be scientifically evaluated (Patton, 2002).

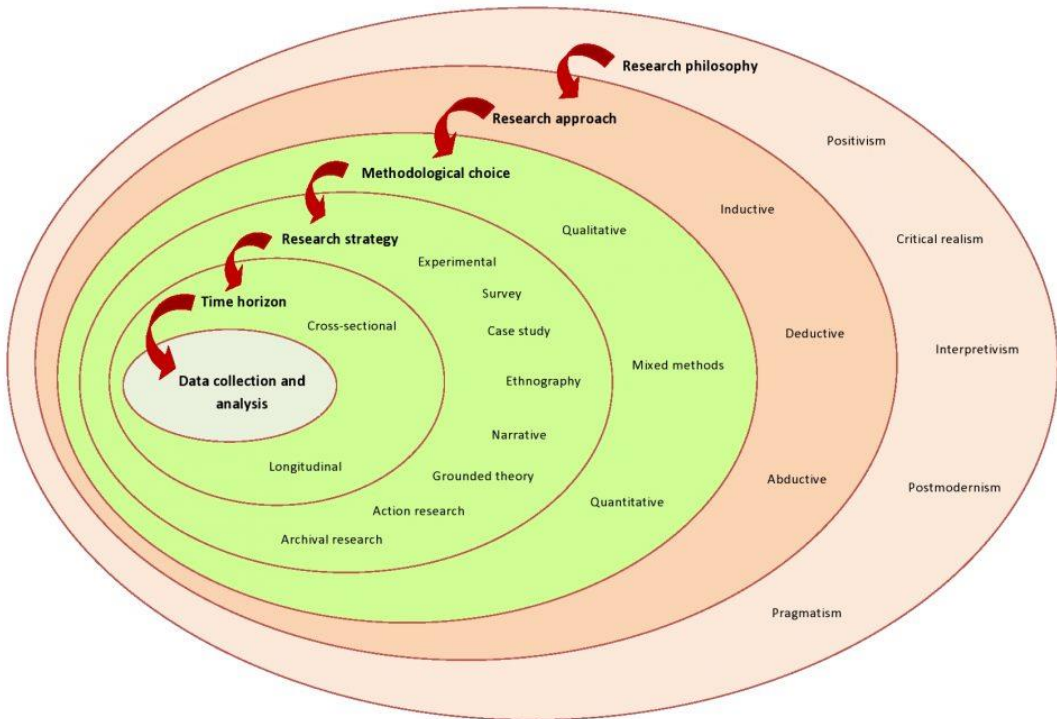


Figure 3 Research Process (Research Onion picture)

3.3 Research Strategy

The systematic, purposeful, and methodical process of seeking novel insights and information to provide solutions to predetermined issues or questions is known as research (Jonker & Pennink 2010). Different kinds of study are required since the challenges vary from subject to subject.

There are two categories of research at the academic level. There are two categories—qualitative and quantitative—and third, mixed methods, has just been added.

According to Hair et al. (2010), qualitative data refers to visual or written information, whereas quantitative data measures something's attributes using numbers. According to Strauss and Corbin (1998), a definition of qualitative research was provided. Statistical methods or other quantification techniques cannot replicate results from qualitative research. The mixed method, however, uses both qualitative and quantitative research methods. Although they are infrequently employed in organizational research, mixed approaches are more rigorous and have a bigger impact (Gibson, 2016). In order to generalize these results and primarily address the "what?" Questions, the quantitative technique aims to evaluate the predetermined hypothesis. While complex psychological problems are investigated and better understood using a qualitative method, these inquiries mostly revolve around "why" and "how." Marshall (2000). However, the relationship between organizational training, organizational commitment, employee empowerment, and employee well-being will be assessed using quantitative project research in this thesis. The social exchange theory-based hypothesis will be validated by means of the partial least squares method for path modeling with Smart-PLS 3.0. (J.T Wootton, 2005).

This thesis also adopted a cross design for data collecting, which will be done and statistically evaluated and interpreted. Conclusions about the population will be drawn based on the sample's findings. Time and resources are saved by the process of cross-cutting data analysis (K.C Ling et al., 2010).

Dialogues and questionnaires are used in survey research to get information from participants (Ary et al., 2018). Self-administered questionnaires are used in this study's survey research approach to collect data. Due to its utility in acquiring data from enormous populations that cannot be directly viewed, researchers believe this strategy is appropriate (J.N Druckman, 2005). Our target market is the provincially distributed sales force in Sindh. As a result, the survey approach ought to be applied. Compared to open surveys, closed questionnaires have grown in popularity. They have both benefits and drawbacks. Vos, S. C. et al, (2018). Closed questionnaires will be among the ones utilized in this study. Because words better convey the meaning of scales than words, Krosnick and Berent (1993) hypothesized that reliability and validity rose when words

rather than questions were used in questionnaires. When the scale is divided into equal perceived units using these verbal labels, the questionnaire's validity is increased (Klockars & Yamagishi 1988).

Comparison of quantitative and qualitative methods		
	Quantitative	Qualitative
Philosophical foundation	Deductive, Reductionist	Inductive, holistic
Aim	To test pre-set hypothesis	To explore complex human issues
Study plan	Step-wise, predetermined	Iterative, flexible
Position of researcher	Aims to be detached and objective	Integral part of research process
Assessing quality of outcomes	Direct tests of validity and reliability using statistics	Indirect quality assurance methods of trustworthiness
Measures of utility of results	Generalizability	Transferability

Figure 4 Comparison in Methods; Adapted from (Marshall, 1996).

3.3.1 Population and Sample

A population collection of definable items, such as places, people, instances, and objects, for which a researcher intends to draw conclusions is described by Sutrisna, M. (2009, May). Population A collection of goods or objects essential to the study (Hair et al. 2010). Employees in the all sectors, particularly those working in renowned Pakistan's region spend more money on buying goods and services, comprise the study's population. The Pakistan Association website (<https://ahgroup-pk.com/blog/online-shopping-websites-in-pakistan/>) was specifically targeted for a list of renowned online shopping in the three major cities of Pakistan. See Appendix 01 for a list of these companies.

The participants in this study are all general public, households, professionals and who frequently do shopping in Pakistan. Workers are also regarded as high-quality employees who understand marketing industry, hospital staff both clinical and non-clinical personnel also love shopping. Educational personnel frequently take interest and a demanding environment for shopping.

3.3.2 Sample Size and Calculation

In survey research, choosing the right sample size is crucial (Bartlett, Kotrlik & Higgins, 2001). The outlays linked to sampling error are decreased with the use of an adequate sample size. In order to determine if the null hypothesis—which asserts that there is no significant link between the variables—will be rejected even when it is false—a statistical test known as the power of the test is used (Faul, Erdfelder, Lang, & Buchner, 2007; 2009). The researchers claim that a bigger

sample size increases the statistical test's power and reduces the random sampling error (Snijders, 2005; Kelley & Maxwell, 2003; Borenstein, Rothstein & Cohen, 2001).

The sample size of the study was calculated using a mathematical model formulated by Miller and Brewer (2003).

The mathematical model is as follows: $n = \frac{N}{1+N(\alpha^2)}$

Where:

N=Sample Frame

N= Sample Size

α = Confidence Interval

The confidence level of this study is set as 95% and 5% error margin. Therefore, in order to control the possibility of introducing Type I error (α), the significance level of 0.05 was selected. Setting the significance level to 0.05 means that the decision to reject the null hypothesis is made if the probability of less than 5 in 100 may be due to observed differences or relationships due to sampling errors.

By the Model, N=900 and $\alpha = (0.05)^2$

Therefore $n = \frac{900}{1+627(0.05)^2}$

$$n = \frac{900}{2.5675}$$

Therefore, $n = 350.19$

Based on the result of the calculation above, the sample size of the study was supposed to be approximately 350. However, the study targeted a sample size of 350. So, in all, 350 individuals (both buying goods and services) were targeted for this study. In order to improve the diversity and universality of the sample, the study includes individuals' attributes from different sectors (industries) and professions ensure their representations.

3.3.3 Sampling Method

The sampling methodology engaged in quantitative study differs from that in qualitative investigations. The non-probabilistic sampling technique is used in quantitative research to expand

the applicability of theoretical information to the sample population (Sandelowski, 2000). Simple, systematic, non-random methods include convenience, snowball or benchmark, judgment, and elevation (Hair et al., 2010). We choose the straightforward non-random approach for our study. Non-probabilistic sampling aims to select a representative sample of the population so that the findings can be applied to the whole population (Marshall, 1996). Every element in this method has the same selection options. We allocate an allocation to each of the five cities that make up our population because they have different geographies and populations, and we then select a city at non-random based. According to our reasonable assumption, we pick Karachi, which received 40% of the divisions, as the largest city in Sindh, followed by Lahore, which received 30% of the divisions, and Faisalabad, which received 20% of the divisions, Faisalabad and Sargodha 5 and 5 percent were divided as per the population.

The researcher used both the convenient and snowball sampling methods to select respondents. The different demographic categories are identified in different professions in sampling procedure. Each of these groups of people is given a percentage as an example. A simple non-random sample method, on the other hand, was utilized to pick a total of 350 respondents to whom the questionnaire was delivered. A convenient sample is a subset of individuals (a sample) selected from a bigger set in statistics (a population). Each person is chosen by chance and by accident; therefore, any person has the same chance of being chosen at any point during the sampling process, and each subset of people holds the same probability of being selected for the sample as any other subset. The ease of usage and precise representation of the greatest population are two advantages of convenient sampling. The hybrid model was created using an essential, complete list of the population of the various categories in the study population.

Furthermore, initially 13 surveys were conducted because the key rating requirements had been completed or reincorporated for pilot study. The pilot study helps the scholars to identify the questionnaire reliability and validity as reported in the following part of pilot study.

3.4 Scale Acquisition and Measurements

3.4.1 *Impulse Buying Tendency*

Impulse buying tendency is a measure consists of 9-items scale originally formed by Atulkar and Kesari (2018) and Mohan et al. (2013). The scholar employed this scale as adoption and similar meaning of the concept carries forward. A sample item “I have strong feelings for buying the product” attempted by respondents and all 6 questions were presented in the form of a questionnaire. This sub-division of instrument was ranked on a five-point likert scale, indicated 5

= strongly disagree and 1 = strongly agree.

3.4.2 Shopping Buying Tendency

Shopping buying tendency construct was measured through 6-items scale originated by Atulkar and Kesari (2018); Mohan et al. (2013) and this was adoption for this research. “Shopping is a very fun activity for me” is shown as sample question. This sub-part of questionnaire shared with respondents as a questionnaire to record their response. The scale is built on 5-points rating started from 1 as strongly disagree and 5 as strongly agree. These 6 questions formed a concept that measure shopping buying tendency according to scholars.

3.4.3 Consumer Mood

Consumer mood is a variable that described sentiment and emotions of a consumer, this scale was used to investigate the behavior. The scale was adopted from the Bahrainizad and Rajabi (2018) constructed the tool for measuring the term. Respondents recorded their valuable answers in a close-ended questionnaire. An exemplary question “When shopping, I can be very happy and enthusiastic, but I can also feel sad” shown question type. Similar rating based on 5 opinions began as 5 indicated strongly agree to 1 indicated strongly disagree were responded of this part through a questionnaire.

3.4.4 Person’s Situation

Person’s situation construct measurement was based on the scale developed by Atulkar and Kesari (2018) and Chang et al. (2014). Current study adopted the instrument containing 8 items and investigated through the scale. A sample question “It seems, I will not make unplanned purchases” presented the questions nature. Respondents provided their best insights concerning the situational purchases on a five-point rating scale comprising 5 to 1, strongly agree to strongly disagree correspondingly.

3.4.5 Website Quality

Online presence on a website platform attracts customers by keeping a suitable quality. This measurement construct developed by scholars Rezaei et al. (2016) and Ashraf et al. (2019), many studies have used this scale, hence, considering the validity of this scale the existing research adopted the measurement items. 6 questions were used to demonstrate the variable, an illustration “I like shopping on websites that provide reliable information” indicated the measuring term. Similarly, six items were reported on a five-choices Likert scale stated 5 for strongly agree to 1 for strongly disagree.

3.4.6 Motivational Activities

The construct motivational activities illustrated attractive influence by sellers e.g. service

providers and online material that catch customer intention towards product or service. The measurement scale was developed by two scholars Atulkar and Kesari (2018); Dawson and Kim (2009), they designed multiple questions regarding the concept, and therefore, the current study adopted 11 items from these two studies explaining motivational activities. A sample item “I chose a particular store or website to shop because it gave a promo “Buy 1 Get 1 Free”.” portrayed the kind of questions which were presented to respondents to gain their responses on the 11 questions. These questions were rated on five point likert scale initiated 5 to 1 showed strongly agree to strongly disagree respectively.

3.4.7 Product Attributes

Qualities in product fascinate customers, this construct measurement recently developed by Atulkar and Kesari (2018) defining the characteristics within a product. The current study adopted 6 items scale from the Atulkar’s scale explaining features. A sample item “I love buying high quality products at a low price” depicted a sample question which was presented to respondents to capture their responses and all 6 questions were recorded simultaneously. These all 6 questions were rated on five point likert scale instigated 5 to 1 exhibited strongly agree to strongly disagree individually.

3.4.8 Online Impulse Buying

The construct presents a behavioral decision towards buying, the construct measurement scale was developed by Atulkar and Kesari (2018); Rezaei et al. (2016), this research also adopted the scale (from Atulkar and Rezaei) containing seven items present the concept. Respondents entered their valuable responses in a close-ended form. A model question “Before visiting this website/online store, I had no plans to purchase this product” shown sample question. Similar score based on 5 points began as 5 indicated strongly agree to 1 indicated strongly disagree were reported of this part through an inquiry form.

According to Hair et al. (2010) data examination includes systematically looking for patterns in recorded observations and establishing ideas for interpreting them. Smart-PLS (v.3) and SPSS (V.23) were used to analyze the data. Data analysis was organized according to the specific objectives of the study. Descriptive and inferential statistics were applied to report respondents’ demographics, mean and standard deviation. See the next chapter for details.

3.5 Pilot Study

The selection of search data for analysis is the next phase in the exploration process. According to the literature on social research, the data can be qualitative or quantitative. The quantity is the inquiry at the macro level, which aims to produce generalized statements and

observations through a statistical description process. At the same time, the qualitative data examines how to interpret the causes for human activities at the individual or macro-level (Fischer 2005). As a result, analysis trends, response frequencies, contacts, and other quantitative factors that generally help the differences between health care services and factors such as how the differences in work commitment can be admired in an organization as a health services sector, the limitations of existing models to exit with this difference in employee satisfaction and submit proposals on how a quantitative research method was used to conduct this study. It seeks to assess the general approaches of the methods used to measure employee happiness and the strengths and shortcomings of each of these approaches to make a broad request (Boccagni, P., & Schrooten, M. 2018).

Second, the data analyzed in the study is based on preliminary research findings. These are field-collected facts, not information from people who have already learned. Because the early search data is more trustworthy and depicts the actual situation on the ground, with so many objectives, it was chosen. This is especially true when the information is gathered through the use of a standardized questionnaire that cannot be changed. However, the study looked at secondary education that has previously produced other people. These are mostly compared to material from the theoretical and empirical literature collected by others to provide a research context.

To confirm clearness of questions, the tool was pre-tested twice, using 50 key informants (20 for the first pilot study and 30 for the second). Users for the pilot study comprised individuals, purchasers, shoppers, academic colleagues and Doctorate students with similar interesting in shopping. Their response was employed in organizing the concluding questionnaire, which was managed for this data evaluation.

3.6 Demographics Characteristics

Respondents' Characteristics

Demographics Statistics		
Gender	Frequency	Percent
Male	280	80
Female	70	20
Total	350	100
Age		
20-30 years	147	42
31-40 years	126	36
41-50 years	35	10
51 or greater	42	12
Total	350	100
Career level		
Entry	105	30
Intermediate	175	50
High	70	20
Total	350	100
Education		
Intermediate	126	36
Baccalaureate	158	45
Master or higher	66	19
Total	350	100
Experience		
<1 year	98	28
1-5 years	161	46
6-10 years	56	16
>11 years	35	10
Total	350	100

Figure 5 Demographics Stats

Participants provided a sample of 350 cases, and all 350 responses were used to conduct the study's analysis. This study included 280 males and 70 females, or 80 and 20 percent, respectively. Ages of key informants ranged from 20 to 30 (147), 31 to 40 (126), 41 to 50 (35), and 51 to 60 (42), with corresponding percentages of 42, 36, 10, and 12. Similar to education level, participants had 36, 45, and 19 percent of intermediate (126), baccalaureate (158), and master's or higher (66) degree holders, respectively. Entry-level 105 (30%), Intermediate level 175 (50%) and High level 20 (20%) career levels were represented in this study. Table 1 shows the percentages of informants who participated in the study with varying exposures: less than a year (98), one to five years (161), six to ten years (56), and eleven or greater (35) with percentages of 28, 46, 16, and 10 respectively.

CHAPTER 4 ANALYSIS AND RESULTS

4.1 Introduction

The data analysis and presentation of the study's findings are presented in this chapter. Initially, the study employed SPSS (v. 23) to report data screening and descriptive analysis. The validity and reliability of the data were evaluated before the hypothesis analysis, which was carried out in Smart-PLS (v.3.2.7) using the structural equation modeling (SEM) approach. The central problems in research are those of validity and reliability. As a result, this study took various precautions to guarantee that the final findings were supported by accurate and trustworthy data and a sound methodology. Confirmatory factor analysis (CFA) is anticipated as part of the SEM to guarantee the precision of the route estimates. Additionally, the discriminative validity and reliability were examined.

4.2 Descriptive Analysis

Consistent with the mean value of 3.277, the average IBT is followed. The standard deviation of 1.11 validates this deviation, ranging from answers agreement to disagreement. A minimum of 1 and a maximum of 5 reported by respondents from the smallest to highest scale ratings. The skewness is sloped to the left; the value -0.116 indicates majority falling data for strongly agree to disagree.

The mean value for the SBT is 3.131, and the standard deviation is 1.144, showing that this deviation ranges. This advocates that responses fall agree to disagree on scale. The variable is asymmetric, SBT was scaled from 1 to 5 from the lowest to the highest ranked. The total of 350 responses, mostly agreed with agreement indications, skewness -0.193 showed.

The average value (mean) of 3.333 indicates CM is understood by respondents. The standard deviation of 1.083 demonstrates this deviation, ranging in an interval from agreement to disagreement from the statements. A minimum of 1 and a maximum of 5 points likert scale showing the smallest to the highest grades. The skewness is tilted to the left; the value -0.148 indicates one-sided falling data presenting agreed statements.

Regarding the PS, the mean value of 3.516 shows that, on average, respondents acknowledged with the closed-ended questions. Additionally, the standard deviation of 1.173 shows this deviation, which ranges from agreed to disagreed. PS with a minimum value of 1 and a maximum value of 5 was recorded from the smallest to the highest responses, respectively. The figure of -0.666 the left-sided data inclination.

The standard deviation (1.091) and mean value (3.484) indicate that an average amount of respondents answers for WQ. The deviation range is displayed as from agree to disagree with

statements. The value -0.515 denotes left-skewed and one-sided subsiding responses. From lowest to greatest, WQ was answered on Likert-scale 1 to 5.

Following the mean value of 3.3743, the average MAbS is realized. The standard deviation of 1.053 demonstrates this deviation, ranging from accepting to not accepting. A minimum of 1 and a maximum of 5 reported by key informants from the smallest to highest scale ratings. The skewness is leaned to the left; the value -0.428 indicates mostly falling data cases for agree to disagree.

The mean as base value for the PA is 3.743, and the standard deviation is 0.789, presenting that this deviance ranges. This supports that cases fall agree to disagree on scale. The variable is distorted, PA was scaled from 1 to 5 from the lowest to the highest ranged. The total of 350 responses, mostly agreed with agreement suggestions, skewness -0.785 showed leftward sloped data.

Regarding the OIB, the mean value of 3.526 illustrates that, on average, respondents acknowledged with the closed-ended questions. Additionally, the standard deviation of 1.183 shows this abnormality, which ranges from agreed to disagreed. OIB with a minimum value of 1 and a maximum value of 5 was documented from the smallest to the highest responses, correspondingly. The figure of -0.846 the left-sided data tendency.

4.3 Reliability and Validity Analysis

The model is made up of eight observed variables: Impulse Buying Tendency, Shopping Buying Tendency, Website Quality, Consumer Mood, Person's Situation, and Motivational Activities by Sellers, Product Attributes, and Online Impulse Buying. Several model fit metrics were employed to evaluate the overall goodness of fit. The goodness of fit statistics produced satisfactory results. It is claimed to be challenging to obtain a significant p-value because of the items employed and the sample size all achieved the necessary threshold set forth by Hair et al (2010). Values of (normed fit index) NFI = 0.82 was found and it should be at least 0.8. (Hair et al., 2010).

Table 1 Model of Fitness

Table 4.1				
Model fitness and Predictive relevance				
Constructs	R-square	f-square	Q-square	SRMR
Age	0.860	0.020	1	0.0744
CM		0.000	0.515	
Gender		0.013	1	
IBT		0.118	0.582	
Income		0.011	1	
MAbS		0.010	0.544	
OIB		-	0.690	
PA		0.183	0.515	
PS		0.001	0.657	
SBT		0.472	0.530	
WQ		0.017	0.551	

Similarly, the permissible limit of no more than 0.08 was met with SRMR = 0.0744 (Hair et al., 2010). The criteria set forth by Hair et al. (2010) for the fit indices were satisfied. This outcome illustrates a fair fit between the acquired data and the proposed model measurement. In light of this, the psychometric qualities of the instrument were evaluated in terms of "discriminant validity" (DV), "convergent validity" (CV), and reliability. Table 4.2 displays the findings of the mean and standard deviation data. Similar to that, it displays the outcomes of the variances, CA, CR, and AVE, which assess the suitability of the sampling.

Table 2 Descriptive Statistics

Table 4.2						
Constructs	Mean	S. Dev.	Skewness	AVE	CR	CA
IBT	3.277	1.111	-0.116	0.716	0.958	0.950
SBT	3.131	1.144	-0.193	0.684	0.927	0.902
CM	3.333	1.083	-0.148	0.680	0.924	0.894
PS	3.516	1.173	-0.666	0.788	0.967	0.962
WQ	3.484	1.091	-0.515	0.692	0.929	0.901
MAbS	3.376	1.053	-0.428	0.664	0.956	0.948
PA	3.743	0.789	-0.785	0.683	0.928	0.906
OIB	3.526	1.183	-0.846	0.824	0.970	0.964

4.3.1 Reliability Analysis

When a reliability test is conducted, the measurement model's quality and consistency are attained. Internal reliability, composite reliability, and extracted mean variances are all examples of reliability measurements. When evaluating various builds, internal reliability tests demonstrate

how well the measurement components fit together. The internal consistency test known as Cronbach's alpha (CA) measures how closely linked a set of items is. The reliability of each measure is related to the degree to which it is a measure reliable of a definition, and Cronbach's alpha is another way to assess the strength of this coherence. Cronbach's alpha is a measure to evaluate a set of dimensions or test items for their reliability or internal consistency. Cronbach's alpha is used to determine reliability, and a value of more than 0.7 is required.

On the other hand, composite reliability demonstrates a latent construct's dependability and internal consistency. The construct's internal consistency is measured by the composite reliability test. Composite dependability of 0.7 or above is required (Hair et al. 2010). The smallest CA from Table 4.2 is 0.894, which is greater than the 0.7 cutoffs. The study's lowest composite reliability, which is also above the 0.7 standards, is 0.894. This demonstrates that the information was suitable for the estimate shown in Table 4.2.

4.3.2 Validity Analysis

Utilizing AVE and DV, the construct validity of the current study was evaluated. With appropriate convergent validity (CV) and discriminant validity, Fornell and Larcker (1981) proposed that the standard AVE number exceeds 0.5 and is larger than any square correlation (DV). Table 4.2 shows that the measures' average variance (AVE) ranged from 0.664 to 0.842, exceeding the threshold value ($AVE > 0.5$) (Fornell and Larcker, 1981). This demonstrated a notable CV, which is regarded as a critical requirement for an acceptable DV (Hair et al., 2010).

The analysis revealed that all AVE values were more outstanding than every square correlation, proving the precise DV shown in Table 4.4 (the square root of AVE), which was demonstrated with the help of (Hair et al., 2010). Data collected for this investigation had sufficient CA, CR, and DV.

4.4 Confirmatory Factor Analysis (CFA)

The data were subsequently examined using CFA surpassed the corresponding levels, as shown in Table 4.2. The normalized factor loads for each measurement variable must be at least 0.4, much like the CFA. This was accomplished for all measurements, showing that they significantly defined the suggested hidden variables. The CR for each item was significant at the 1% level of statistical significance. All variables' Cronbach's alpha (CA) coefficients exceeded the minimum predicted value of 0.7, demonstrating the measurement variables' good internal consistency. According to the CFA results, the lowest load for relationship governance was 0.615, the lowest load for contract governance was 0.716, the lowest load for proximity was 0.619, the lowest load for opportunistic behavior was 0.693, the lowest load for company coordination was 0.762 (for business process coordination), and the lowest score for perceived performance risk was

0.776.

The model fit indices state that SRMR must be less than 0.08 (Hair et al., 2010). The study indicates that our data appropriately match the created model because Table 4.3 shows that the findings met these standards. According to Fornell and Larcker (1981), composite reliability (CR) and Cronbach's alpha (CA) must both be at least 0.7 in order for convergent validity to be achieved. The schematic presentation of the CFA output is shown in Figure 4.1.

Table 3 Confirmatory Factor Analysis (CFA)

Table 4.3		
Constructs	FL	Inner VIF
Impulse Buying Tendency		
		1.864
IBT1	0.839	
IBT2	0.743	
IBT3	0.875	
IBT4	0.901	
IBT5	0.840	
IBT6	0.896	
IBT7	0.824	
IBT8	0.838	
IBT9	0.848	
Shopping Buying Tendency		
		2.717
SBT1	0.592	
SBT2	0.775	
SBT3	0.907	
SBT4	0.921	
SBT5	0.855	
SBT6	0.868	
Consumer Mood		
		2.712
CM1	0.790	
CM2	0.900	
CM3	0.917	
CM4	0.911	
CM5	0.882	
CM6	0.444	
Person's Situation		
		1.536
PS1	0.856	
PS2	0.837	
PS3	0.885	
PS4	0.904	
PS5	0.899	
PS6	0.904	
PS7	0.919	
PS8	0.895	

Website Quality		3.256
WQ1	0.493	
WQ2	0.926	
WQ3	0.933	
WQ4	0.916	
WQ5	0.893	
WQ6	0.738	
Motivational Activities by Sellers		3.646
MTAS1	0.735	
MTAS2	0.707	
MTAS3	0.858	
MTAS4	0.830	
MTAS5	0.900	
MTAS6	0.872	
MTAS7	0.890	
MTAS8	0.887	
MTAS9	0.884	
MTAS10	0.681	
MTAS11	0.670	
Product Attributes		2.829
PA1	0.846	
PA2	0.844	
PA3	0.860	
PA4	0.864	
PA5	0.817	
PA6	0.716	
Online Impulse Buying		3.893
OIB1	0.923	
OIB2	0.872	
OIB3	0.918	
OIB4	0.882	
OIB5	0.920	
OIB6	0.937	
OIB7	0.900	

* FL: Factor Loading; VIF; Variance Inflated Factor.

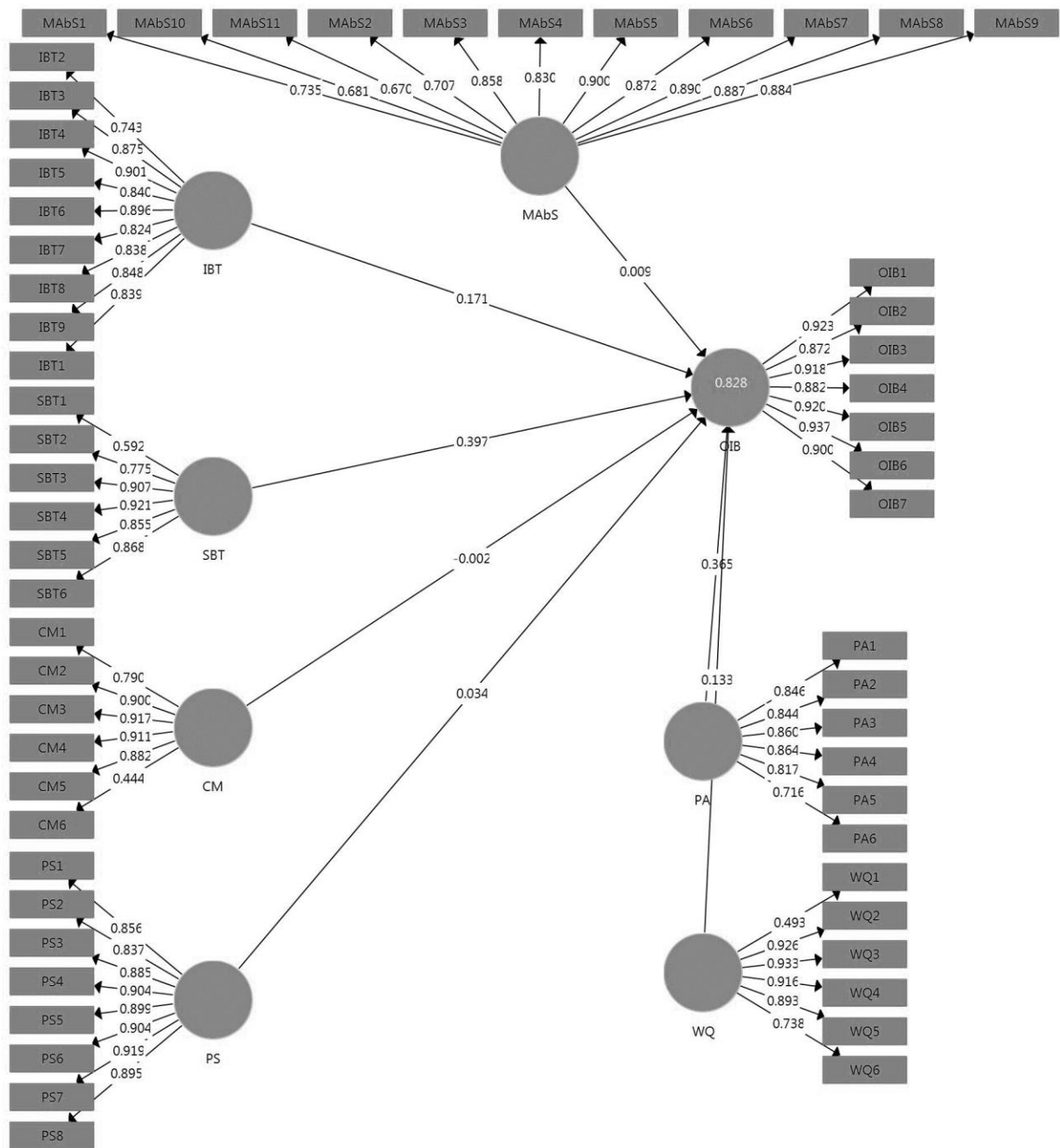


Figure 6 Diagrammatic Presentation of CFA

4.4.1 Discriminant Validity

The study evaluated discriminant validity through contrasting the square root of the extracted mean variance (AVE) with the corresponding intercorrelation coefficients. To assert discriminant validity, the AVE must be bigger than the corresponding cross-correlation coefficients, as stated in Table 4.4. The lowest correlation score, 0.386, was greater than the smallest AVE, 0.815. Multicollinearity, a high correlation between two predictive variables, is another issue in model estimation. 0.95 is typically regarded as a high coefficient, which might have confounding effects on model estimation. However, the higher coefficient score of 0.791 shows that multicollinearity does not affect the calculated model's validity. The study then concludes that the

data were reliable for a model estimate from the CFA analysis.

Table 4 Discriminant Validity

Table 4.4								
Constructs	CM	IBT	MAbS	OIB	PA	PS	SBT	WQ
CM	<u>0.825</u>							
IBT	0.518	<u>0.846</u>						
MAbS	0.542	0.539	<u>0.815</u>					
OIB	0.684	0.678	0.698	<u>0.908</u>				
PA	0.578	0.516	0.751	0.791	<u>0.826</u>			
PS	0.456	0.499	0.490	0.508	0.465	<u>0.888</u>		
SBT	0.760	0.577	0.501	0.776	0.553	0.386	<u>0.827</u>	
WQ	0.487	0.512	0.800	0.696	0.727	0.468	0.472	<u>0.832</u>

\sqrt{AVE} are bold and underlined

Alternative standard is the HTMT (Heterotrait-Monotrait) Ratio. To quantify validity and multicollinearity within the data, a value higher than 0.9 specifies validity concern acclaimed by (Henseler, Ringle, & Sarstedt, 2015), the research is free from validity issue HTMT values elaborated in Table 4.4.

Table 5: HTMT Ratio

Table 4.5 HTMT								
Constructs	CM	IBT	MAbS	OIB	PA	PS	SBT	WQ
CM	-							
IBT	0.566							
MAbS	0.584	0.55						
OIB	0.736	0.699	0.705					
PA	0.637	0.539	0.779	0.837				
PS	0.524	0.52	0.503	0.523	0.492			
SBT	0.843	0.605	0.517	0.824	0.599	0.405		
WQ	0.556	0.558	0.886	0.75	0.801	0.526	0.522	-

4.4.2 Non-Response and Common Method Bias

There is a tendency that non-response or distortion of the common approach may be an issue because distinct respondents filled out the questionnaires for each key informant. Therefore, the study ensured that the conventional method's bias or non-response were not issues. To determine whether there was a non-response bias, the researchers first contrasted early responses with late ones, as Khalid and Larimo (2012) indicated. The researchers discovered no significant differences between early responses (first three weeks) and late replies using a t-test and an ANOVA (last three weeks). This suggests that late responses, like the initial few, were made with care, not haphazardly in response to emails and phone calls reminding people to respond.

Second, it was crucial to test for common method bias (CMB), as suggested by Podsakoff et al., (2003) while conducting enterprise-level analyses in which distinct respondents were chosen from each construct. Respondents often hesitate to answer the questionnaire if they worry that their answers might be used against them. Respondents were given the assurance of anonymity, which researchers widely valued, to help them avoid this unease reaction.

The study reported VIF that measures common method bias and collinearity. (Ringle et al. 2015; Hair et al. 2011) suggested a threshold of inner VIF as a value equal or lower 5 (see table 4.3).

4.5 Test of Hypotheses

4.5.1 Test of Main Effect

The main model was estimated using the SEM technique following the reliability and validity testing using PLS. The model estimation results are demonstrated in Table 4.6 and Figure 4.2.

The study's primary goal was to assess how consumer mood affected the online impulse buying. According to the result for H1; ($\beta = 0.010$; $t = 0.005$, $p = 0.996$), CM insignificantly but minor impacting the OIB. The outcome suggests that consumers' moods while shopping online impact their impulsive purchases. At the time consumers are in a good mood (happy), shopping becomes more enjoyable, improving the likelihood of making a purchase. Similarly, when people feel down, they buy to relieve tension and feel better. This increases the possibility of unforeseen purchases. This hypothesis test's findings are contrary to those of earlier research (i.e., Mohan et al, 2013; Chang et al, 2014; Redine, Aet al, Sarano et al, 2019; Bahrainizad and Rajabi 2018).

Additionally, for H2; it was discovered that impulse buying tendency has significantly increase the online impulse buying ($\beta = 0.181$; $t = 2.246$, $p = 0.025$). According to the correlation coefficient of 0.181, good IBT might boost OIB by 18.1 percent. This implies that consumers who frequently succumb to the urge to make impulsive purchases are more likely to do so. They strongly desire to purchase goods online and would be overjoyed if they could do so. The outcome backs up earlier research (Atulkar & Kesari, 2018; Dawson & Kim, 2009; Dhaundiyal & Coughlan, 2016; Leong et al., 2017; Mohan et al., 2013).

According to the result for H3; ($\beta = 0.010$; $t = 0.005$, $p = 0.996$), Motivational Activities by Sellers significantly and positively impacting the online impulse buying. It can deduce that promotions like discounts, giveaways, "buy one, get one free," coupons, free shipping, and sweepstakes can persuade customers to buy items they had not planned to—consumer impulse buying increases in direct proportion to retailers' amount of promotional engagement. The outcomes of this examination are not aligned with earlier research by Dawson and Kim (2009),

Atulkar and Kesari (2018), Akram et al. (2018), and Ouyang, Het. al, (2021).

Furthermore, for H4; it was discovered that product attributes has significantly increase the online impulse buying ($\beta = 0.281$; $t = 7.215$, $p < 0.01$). The outcome also suggests that product features like price, quality, and product characteristics' comprehensiveness influence impulsive consumer purchases. Even though the choice can alter if the vendor offers a promotion, respondents who think the attribute is significant should be carefully evaluated (as well as the results of previous hypothesis tests). The outcome appears to support earlier research (e.g., Leong et al, 2017; Bahrainizad and Rajabi, 2018; Atulkar and Kesari, 2018).

The study's key aim was to measure how person's situation affected the online impulse buying. According to the result for H5; ($\beta = 0.018$; $t = 0.718$, $p = 0.473$), PS insignificantly, however, slight impacting the OIB. The rejection of H4 marks the hypothesis conclusion. This implies that customer availability, time and financial constraints will not impact impulse purchases. Alternately, even while the buyer had the extra cash and the opportunity to browse around, which does not mean the purchase was something they had not already planned. The present study's findings confirm earlier research by Febrilia, I. and Warokka, A. (2021).

Additionally, for H6; it was discovered that shopping buying tendency has significantly increase the online impulse buying ($\beta = 0.432$; $t = 11.642$, $p < 0.01$). According to the correlation coefficient of 0.432, good IBT lift OIB by 43.2 percent. This suggests that consumers' joyful moods while shopping affects their impulsive purchases. They can take pleasure in viewing the product details in their preferred online retailer, encouraging respondents to make impulsive purchases. The discovery supports earlier research (Atulkar & Kesari, 2018; Leong et al., 2017; Mohan et al., 2013; Ozen & Engizek, 2014).

According to the result for H7; ($\beta = 0.091$; $t = 2.371$, $p = 0.018$), website quality significantly and positively impacting the online impulse buying. Additionally, the online store's website is attractive, well-designed, and offers accurate information, automatically turning the applicant into an impulsive shopper. In other words, the choice to purchase an impulsive item is influenced by the design of a specific online retailer with a website. These findings agree with those of earlier research by Tariq et al., (2019), Akram et al., (2017) and Rezaei et al. (2019). These all results are shown in Table 4.6.

The income, gender, and age were the three variables that were examined in the study (valuated by the amount of employees). The results showed that the three control variables significantly affecting the online impulse buying. In other words, these three categories can better coordinate their efforts within online purchasing behavior.

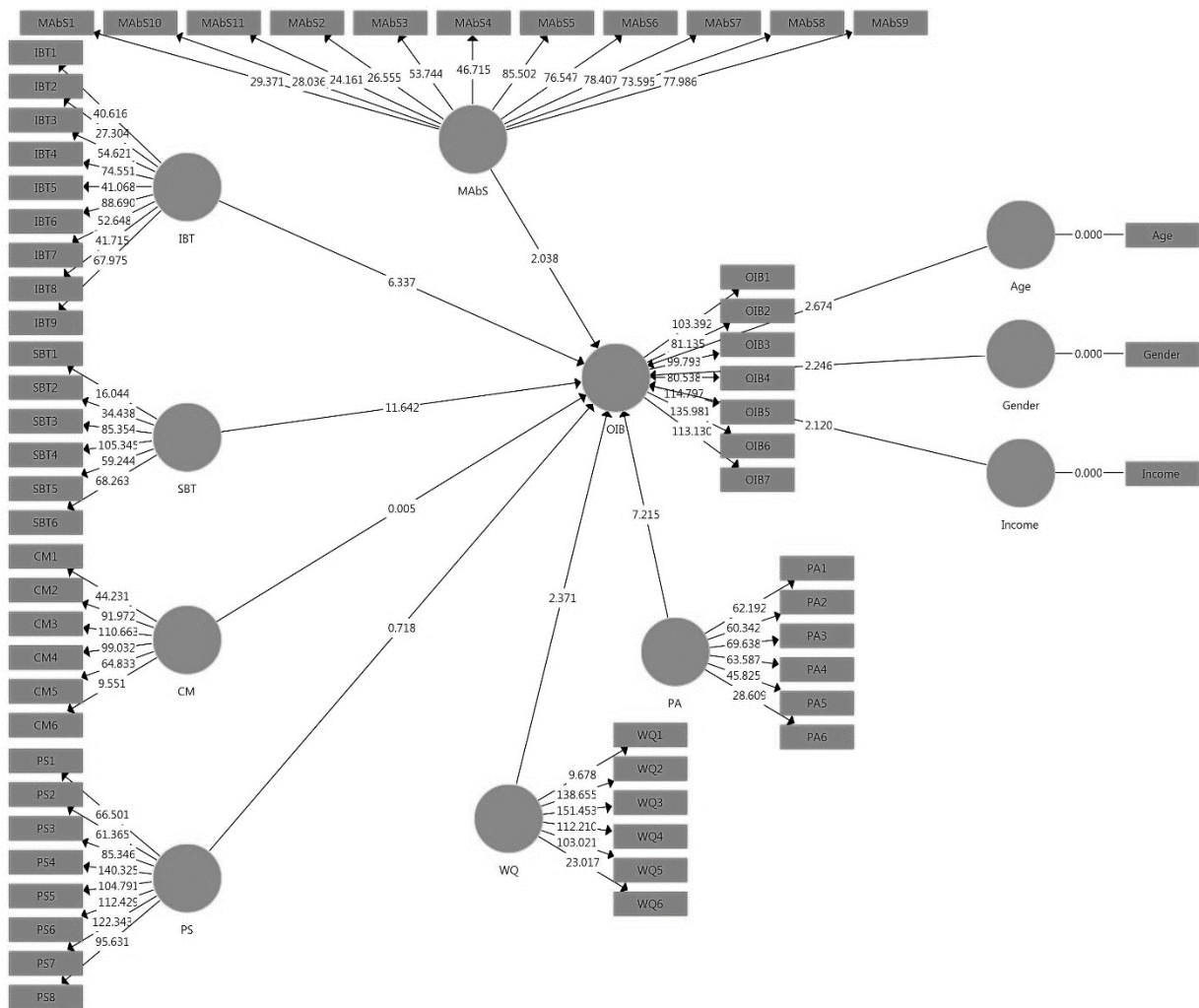


Figure 7 Hypothesis Testing Result

Table 4.6					
Hypothesis	Relationship	Beta Coefficient	Standard Deviation	T Statistics	P Values
H1	CM -> OIB	0.010	0.040	0.005	0.996
H2	IBT -> OIB	0.181***	0.029	6.337	0.000
H3	MABs -> OIB	0.075**	0.037	2.038	0.042
H4	PA -> OIB	0.281***	0.039	7.215	0.000
H5	PS -> OIB	0.018	0.025	0.718	0.473
H6	SBT -> OIB	0.432***	0.037	11.642	0.000
H7	WQ -> OIB	0.091**	0.038	2.371	0.018

*** Sig. at 1%; ** Sig. at 5%

4.5.2 Test of Control variables Effect

The second goal was to ascertain how age affected the relationship for online impulse buying relational. According to the result for H8; ($\beta = -0.163$; $t = 2.674$, $p = 0.008$), age significantly and moderately negative impacting the OIB. A negative tied of the impulse buying with age, when that the early age consumers want additional spending and, therefore, are more experiencing (Santini, F. D. O., Ladeira, W. J., Vieira, V. A., Araujo, C. F., & Sampaio, C. H., 2019),

It discovered that higher the age affected falling the online buying behavior.

Similarly, for H9; it was discovered that gender has significantly increase the online impulse buying ($\beta = 0.086$; $t = 2.246$, $p = 0.025$). According to the correlation coefficient of 0.086, good IBT lift OIB by 8.6 percent.

According to the result for H10; ($\beta = -0.101$; $t = 2.371$, $p = 0.035$), income significantly and negatively impacting the online impulse buying, shown in table 4.7. A less raised income inclines to cause a decrease of the impulse buying, specified the lesser capacity of buying and compensating and vice versa (Tifferet and Herstein, 2012).

Table 6 Hypothesis Testing Result for control variables

Hypothesis	Relationship	Beta Coefficient	Standard Deviation	T Statistics	P Values
H8	Age -> OIB	-0.163***	0.061	2.674	0.008
H9	Gender -> OIB	0.086**	0.038	2.246	0.025
H10	Income -> OIB	-0.101**	0.048	2.120	0.035

***Sig. at 1%; **Sig. at 5%

H11: Male and female are purchasing differently based on online impulse buying.

McKnight et al. (2010) endorsed independent sample t-test while data is scattered, the test comes under the non-parametric tests. The study data was found non-normal for the study, therefore, results indicating there is a significant difference in two groups, Z-value shows statistically significant approval of hypothesis 11, and hence, alternate hypothesis is accepted. Male and female are different from each other while purchasing. Male = 185.52 purchases an average, and female purchases 135.414 an average, as shown in the table 4.8, $Z = -3.725$ and $p\text{-value} = 0.000$ are significant.

Table 7 Mann-Whitney U-test

Ranks				
Gender	Gender	N	Mean Rank	Sum of Ranks
OIB	Male	280	185.5214286	51946
	Female	70	135.4142857	9479
	Total	350		
Test Statistics				
	OIB			
Mann-Whitney U	6994			
Wilcoxon W	9479			
Z	-3.72511177			
Asymp. Sig. (2-tailed)	0.000195229			

H12: The distribution of OIB is not similar throughout the classifications of Age.

It is significant to understand that the Kruskal-Wallis H test is a collective test statistic and it just tells which specific groups of independent construct are statistically significantly different from another; also it tells that more than two groups are different. Since in this study design, determining which of these groups income based on four age classifications differ from each other is important. The hypothesis 12 ‘The distribution of OIB is not similar throughout the classifications of age’ is proved based on the Kruskal Wallis test and p-value signifies the decision has been supported, see table 4.9.

H13: The distribution of OIB is not similar throughout the classifications of Income.

The hypothesis 13 ‘The distribution of OIB is not similar throughout the classifications of Income’ is evidenced based on the Kruskal Wallis test and p-value implies the decision has been maintained, table 4.9 presents the statistics value.

Table 8 ANOVA

Table 4.9: One-way ANOVA using non-parametric Test			
Hypothesis	Test	Sig.	Decision
H12: The distribution of OIB is not similar throughout the classifications of Age	Independent Samples Kruskal Wallis Test	0.00	Supported
H13: The distribution of OIB is not alike throughout the classifications of Income	Independent Samples Kruskal Wallis Test	0.00	Supported

4.6 Conclusion

This study makes an effort to clarify the current function of impulse purchases. Impulsive purchasing has historically had a significant impact on consumer behavior. However, expanding social networks and the Internet may cause behavioral shifts toward more deliberate and logical purchase practices (Experian Marketing Services, 2013). Starting with this inquiry, this study examines the focused literature on the idea of impulse buying, paying close attention to the phenomenon of the internet channel, in an effort to identify any features or aspects of this medium that would encourage or deter this behavior. The impact of social media on impulsive purchases has also been studied in light of the rising influence of social media on consumer behavior (Xiang et al., 2016).

The analysis's findings provide several inferences and implications. First, we must disprove the claim made by writers like Banjo and Germano (2014) that cautious preparation will disregard impulsive purchasing. Our research shows that 25% of online consumers and nearly 30% of offline consumers are impulsive purchases. When comparing the two channels, it is essential to note that impulse buying is based on the senses' capacity to produce an immediate response and has a significant hedonic component, which causes a decision to be made without further thought

(Sharma et al., 2010). The physical store is, therefore, even more, adequate than the online channel in terms of sensory stimulation, which can cause the unconscious and emotional response that contributes to impulse buying to a greater degree (Peck and Childers, 2006; Krishna, 2012). We found that participants in our sample who supposed themselves as impulsive in the offline channel also perceived themselves as impulsive in the online channel and vice versa (Pearson correlation between the two indices: $r = 0.649$; $p = 0.000$). These findings suggest that the grade of impulsivity may rely more on personal dynamics than on channels.

Second, regression analyses revealed that motivating factors impact online impulse purchases more than deterring factors. Through this channel, payment convenience, a more comprehensive selection, and the availability of personalized recommendations can all be effective inducers of impulse buying. However, the Internet's privacy findings are somewhat contradictory: anonymity can inhibit impulse purchase, but a lack of human interaction can increase it. Similarly, an analysis of Internet comfort (ease of access and comfort), which was thought to be both an inspiring and a dispiriting factor for online impulse purchases, failed to provide any persuasive findings. In the end, the variables that were supposed to discourage online impulsive buying instead had the opposite effect—delayed gratification and the cost of shipping and returns may have encouraged this behavior. These results may have significant consequences for retail managers working in both offline and online channels, notwithstanding the exploratory nature of this study and the caution with which our findings should be interpreted.

Third, social media may contribute to the motivation of impulsive purchasing. The study's findings suggest that Facebook and Instagram are widely used. Participants also recognized that using these social media sites had led to some impulse buys and expressed a strong desire to do so in the future. On the other hand, Twitter has the lowest potential to trigger impulsive purchases of any social network. This outcome can be described by the fact that Twitter delivers less visual assistance than other social networks; despite its photography features, Twitter is primarily a text-based platform. The lack of a visual that typically goes with a tweet may be a restriction if the motivation to purchase is brought on by sensory stimulation. Once more, these insights offer fashion brand companies the chance to manage social media efficiently.

Last but not least, social networks are taken into account by online consumers of apparel and accessories as a source of inspiration that may influence their shopping behavior. As predicted, persons who consider themselves impulsive demonstrated the effect of social media on impulse buying in both physical and online channels. This finding supports the idea that social networks can impact consumers' purchase decisions (Xiang et al., 2016). This study also represents a first step in endorsing a scale that exactly assesses the impact of social media on impulsive purchasing.

This study investigates elements that are thought to affect consumers' impulsive online purchases during the COVID-19 pandemic from both internal (consumer characteristics) and external (situational factors) perspectives. This study comes to the following conclusions after employing variance-based structural equation models to assess the suggested hypotheses. First, the first, third, and sixth hypotheses have favorable and considerable statistical evidence. This suggests that the tendency to buy on impulse, consumer mood, and motivating merchant actions are the elements that influence consumers' decision to buy things from online stores suddenly, impulsively, or unexpectedly. Second, the second, fourth, fifth, and seventh rejected hypotheses show that specific aspects such as the propensity to enjoy shopping, the person's circumstances, the effectiveness of the website, and the qualities of the goods are not thought to have an impact on sales produced in online shops. Third, elements that are both internal (such as mood and impulsive purchases) and external (such as seller promotions like price reductions and coupons) simultaneously affect impulse purchases. Internet users). It offers fresh perspectives on how consumers behave during a specific phenomenon (the pandemic epidemic) that fundamentally alters how goods are chosen and purchased.

CHAPTER 5 Implications, Recommendations and Future Direction

5.1 Implications

This paper presented and examined a framework of antecedents and consequences for impulse purchase through a thorough explorative factors. The findings make new contributions to market research by including additional antecedents and outcomes for comprehending impulse purchasing relationships. First, the antecedent constructions of impulse buying were discussed in this study. These constructs were provided using two alternative perspectives: behavioral and online. According to Rook (1987; 1995), the traits of impulsiveness, materialistic consumption, the pleasure of purchase, buying satisfactory results, affluence, and discovery of gender positively relate to individuals who are prone to impulse purchases. Income and age have opposite relationships. The association between an impulsive trait and an impulse buy has the most considerable correlation in this behavioral dimension. The findings also support the notion that factors impact impulse purchasing (Dholakia, 2000; Youn and Faber, 2000). Aspects pertaining to price and store/user interface ambiance are included in this category.

It also looked at the connections between impulsive buying and its effects, which helped us corroborate the links between impulsive buying, consumer decision-making, and purchase frequency. A substantial correlation between impulse buying and decision-making has been shown, supporting the idea that people who engage in impulse shopping tend to continue doing so in the future (Fenech, 2002; Lai, 2010). Furthermore, the strong link between loyalty and impulsive purchases has not been confirmed. Impulse buying was discovered to have a significant and advantageous impact on good emotions for purchase feelings. Thirdly, the investigation of contextual variables (sellers' activities) that may impact the uniformity is referred to as the research field's contribution. The links between impulsivity, pleasure, income, gender and age, and another consequence—decision making—and impulse purchase were examined. In this instance, some of the anticipated mediocre effects were supported. We discover that some associations' impacts are greater such as shopping buying tendency and product attributes. On the other hand, it supports the theory that the implementation of research in the physical world would have impacted with more significant dimensions than in the virtual setting (Park and Lennon, 2006; Costa and Laran, 2006).

Fourth, the research considers how knowledge about impulse buying has changed due to the inclusion of new surveys that were not looked at by Amos et al. (2014). By introducing new antecedent constructs (pleasure, materialism, and circulation time), our study advances understanding (sample size, type of object acquired, and context analysis). Additionally, we

demonstrate four new consequence constructs (positive and negative emotions) whose significance has emerged since the 1980s and are centered on the quest to comprehend the favorable and unfavorable effects of the "impulsive purchase" (Vanpoucke, E., Vereecke, A., & Boyer, K. K. 2014). Additionally, the study focused the incorporation of consequence constructs (decision making, loyalty, happy emotions, and negative emotions), whose significance has been underlined since the 1980s as a result of a study to understand the favorable and unfavorable effects of impulse buying (Tour, 1987).

Based on analytic research, unlike traditional reviews, enables the extraction of definitive conclusions on the subject under examination based on studies conducted in multiple situations, it helps us understand impulse buying better (Lu, L. C., Chang, H. H., & Chang, A. 2015). Additionally, analysis eliminates potential biases linked to studies done and published with various restrictions (such as sample size, type, and methodological robustness), enabling the generation of reliable effect size estimates in each of them. Unlike any other primary study, the relationship is investigated (Hedges and Olkin, 1985) and still allow absolute accuracy (Hunter and Schmidt, 2004).

The implications of this research present crucial issues for managers that need to be carefully considered while fostering impulsivity in the act of consumption. For instance, the findings of this study imply that ad campaigns or the purposeful placement of goods that promote materialistic or emotion ideals can lead to impulse buys. People who are already prone to make impulsive purchases are more likely to become more proactive in their consumption choices regarding the selection of goods offered in this crucial region due to this type of action. Additionally, and in line with ongoing market investments, the retail atmosphere has been noted as a supporter of impulsive behavior. In high-income groups, this reality might be more apparent concerning consumers or even youngs (Ladeira et al., 2019). Additionally, spontaneous purchases were not unfavorable to the managerial environment and online businesses.

5.2 Limitations, Recommendations and Future Directions

The issues of creating a behavioral/psychological measurements are encapsulated in the study's limitations. First, only quantitative research was taken into account for the analysis. Several qualitative publications that were found in the systematic review were excluded from the analysis in this way. It is advised to conduct additional research on these articles, possibly employing simply a systematic review as a methodological analysis tool. Second, despite the few significant controlling effects, as shown in the questionnaire (Appendix 1), a sizeable portion of the variance across all studies remained unexplained due to the inability to conduct a test between all of investigational constructions involving impulsive purchases. Third, certain more direct

relationships with more than three impact sizes that could not be incorporated into the model were not examined. Here, the variables of obsessive consumption, status consumption, and conspicuous consumption emerge and demand additional examination. Fourthly, the number of works from the demographics literary genre that were chosen was insufficiently expressive, making it impossible to evaluate the potential effects (Uttley and Montgomery, 2017). Future studies should pay close attention to lack literature in order to evaluate this potential research make a support. Expanding the examination of understudied behaviors in primary studies, such as materialistic consumption, shopping pleasure, utility value, circulation time, loyalty to the company, and positive and positive emotions, is advised for prospect research.

Some restrictions in specific research areas need to be solved for further study. First, it can be improved standards with relevant flags to strengthen validity. Since the sampling design (non-probability convenience sampling) and the comparatively small sample size in terms of applying variance-based SEM limit the validity of the empirical study can be used. In addition, most respondents were male, which affected how the results were analyzed and interpreted. As a result, this research can only be described as exploratory, and no general conclusions can be drawn from it. More research should employ large representative samples and probability sampling techniques to validate or challenge our findings. Additionally, respondent sampling segments can be enlarged to a wider demographic range for cross-sampling analysis and sweeping generalization. Second, this study recommends using variance-based SEM to produce more reliable results, particularly in exploratory studies that focus on a specific topic. The SEM PLS technique also permits model adjustments to explore indirect and mild effects and direct effects.

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APPENDIX: QUESTIONNAIRE

QUESTIONNAIRE – ONLINE IMPULSE BUYING BEHAVIOR

Section A: Introduction

I am a PhD candidate of the Department of Marketing, School of Management, Università Ca' Foscari Venezia(University), Italy. I am currently working on a dissertation entitled: Assessing the online impulse buying behavior. This is purely an academic exercise, and there are no right or wrong answers. Confidentiality is highly assured, so kindly spend some of your precious time to respond to the following questions.

Section B: Demographics

1. Name:
2. Location:.....
3. Gender: Male [] Female []
4. Resident: Local [] Foreign []
5. Income: 10000 [] 20000 [] 30000 [] 40000 [] greater []
6. Education: Less than 1 year [] 1-2 years [] 3-6years []
7. Purchasing Frequency/Week: Less than 50 [] 50-100 [] Above 100 []

Section C: Online Impulse Buying Behavior

Please, indicate your level of agreement with the following statements about your insights(*1-Strongly Disagree* to *5-Strongly Agree*).

Questionnaire					
Constructs					
Impulse Buying Tendency	1	2	3	4	5
I have strong feelings for buying the product					
I buy products to get certain satisfaction					
I can't control myself to buy the product					
I buy products because of environmental influences					
I will not buy products that are not on my shopping list					
When I shop, I usually buy products that I didn't plan to buy					
I am an individual who always makes unplanned purchases					
When I see a product that catches my eye, I will immediately buy the product without considering anything					
It feels great to make purchases spontaneously					
Shopping Buying Tendency					
Shopping is a very fun activity for me					
I have a certain pleasure when shopping					
I love the shop's soothing and refreshing environment					

Shopping is my favorite activity						
For me, shopping is a pleasant experience						
In my opinion, coming and shopping at an offline store is a waste of time						
Consumer Mood						
I buy a certain product depending on how I feel at the time						
Sometimes, I buy something to make myself feel better						
Shopping is a way to reduce stress in everyday life						
My happiness increases with the number of products I buy						
When I'm feeling happy, shopping becomes even more fun						
When shopping, I can be very happy and enthusiastic, but I can also feel sad						
Person's Situation						
I always put some extra cash on my travels so I can buy whatever I like best						
I always have a time limit on shopping						
My time for shopping is very limited						
The time pressure I feel in shopping is high						
I don't feel rushed into shopping						
It seems, I will not make unplanned purchases						
My budget for shopping is very limited						
If I find a product that I really like, then I'll buy it right away with the extra cash I have						
Website Quality						
In my opinion, a quality website is a website that is well-organized						
A visually appealing website can influence my desire to shop						
I like shopping on websites that provide reliable information						
The appearance of the website must look elegant, stylish and classy						
A quality website is a website that is not out of date						
A good website shows the reputation of the online shop concerned						
Motivational Activities by Sellers						
When I see a price promotion (ex. Discount), then I will buy impulsively/unplanned						
I often buy products for other benefits (ex. Gifts)						
Friendly salespeople make me even more excited to shop						
I chose a particular store to shop because it gave a promo "Buy 1 Get 1 Free"						
I went back to shopping at the same store to take advantage of the coupons that I got on the previous purchase						
I will get a discount when I have reached a certain nominal spend						
I often receive unexpected gifts after finishing shopping at the store of my choice						
The shop where I shop provides free shipping facilities						
I can return/exchange the products I bought within a certain period of time						
Lucky draws are always held by the shop I choose to shop for						
I am willing to become a member at a store because I will get a discount when shopping						
Product Attributes						
Before buying, I always consider the price of the product						
I love buying high quality products at a low price						
Product quality will be the main consideration before I make a purchase						
Before deciding to buy, I will check the completeness of the product features first						
I am always tempted to buy products at low prices even though the quality is mediocre						
The high quality and the low price will prompt me to purchase suddenly						

Online Impulse Buying					
Exciting marketing activities motivated me to shop more than planned					
The fun shopping process prompted me to make impulsive, sudden purchases					
I am often spontaneous in buying products					
The purchase I made was unplanned					
I have no prior intention of purchasing a particular product					
Before visiting this website/online store, I had no plans to purchase this product					
I can't help but buy products on this website/ online store					