REFLECTION OF WEBSITE QUALITY ON PURE IMPULSIVE BUYING. A STUDY BASED ON CUSTOMERS OF FAMOUS ONLINE GENERIC RETAIL SEGMENT

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Abstract

The modern era is era of online sales and therefore website is perceived as one of the most contingent tools in the era. However, the role of website is more considerate in the case of impulsive buying behavior. However, the research work related with the topic was not properly inclined towards the empericalization of website quality and therefore to gauge the impact of website quality on impulsive buying there is a need to understand what those factors which constitute website design are. Therefore the purpose of this study has two folds as in addition to the analysis of factors that contributes the website quality, this study will also determine moderating role of sales promotion on impulsive buying behavior. SMART-PLS has been used for the purpose of analysis which indicated that sales website quality is significantly important for inducing impulsive buying and sales promotion is also factor to boost impulsive buying behavior.

Keywords: Website Quality, Online Impulse Buying, Sales Promotions, Ease of use, Usefulness, Entertainment & Contemporary Customer Relationships

INTRODUCTION:

Impulse buying refers to unplanned or unexpected purchased conduct, which has received much attention both off-line and online in the existing research (Xu et al, 2020). The most recent research on the effects of marketer generated material or incentives on online impulsive buys have been focused mainly on the implications of marketer generated contents or stimuli (Liu et al, 2020). On the other side the advent of Internet 2.0 is one of the most important advancements for corporate history. As a partner in many developments, the Internet 2.0 was supported by the social media. The distinct revolution led the old sales approach to change substantially, leading to a new century for marketers (Kumar et al., 2020). The introduction of the worldwide website was a limited coverage of static webs, and when the internet market arose, where dynamic webs took place, markets expanded and small marketers had a chance and researchers saw market patterns(Vonkeman et al, 2017). Marketers have observed marketing trends interwoven throughout the last two decades because Pakistan's majority are working class and have only limited time to shop, most individuals prefer not to go to the market but to stay at home and explore a range of alternatives on the Internet (Vazquez et al, 2020). Consumer impulse behavior is never static with regard to their choices, and with time it changes. Many academics have examined consumer decisions over time, and since the Internet's debut social sciences have done remarkable work (Urbina & Villaverde, 2019).

When many researchers began to study human psychology as part of things they like, consumer behavior evolved as a concept. It revealed a pattern that never remained the same for a customer, but varied according to particular environmental circumstances. Diverse literatures conducted distinct researchers with different perspectives to investigate consumer behavior (Varghese et al, 2019). Impulsive behavior developed and many things were impacted by the arrival of electronic media. Following this, the internet has changed impulsive behavior completely, as human labor was considerably lowered. Competitors in today's competitive business market want to get to know their clients as much as possible prior to competition. This is the first step towards establishing a realist, unbeatable plan (Karbasivar & Yarahmadi, 2011). This study will examine the efficiency of the elements that impact purchasing of impulses. These statistics are likely to help merchants and policymakers decide on impulses and increase understanding in the business.

Research Model:

The model has been partly adopted from Akram (2018); Aragoncillo et al (2018); and majorly from Sultan et al (2021). Reason behind this focus is that most often studies with reference to the online buying behavior are based on bricks and clicks model and very few researches are associated with pure flips and clicks (Turkyilmaz, Erdem & Uslu, 2015). Therefore, this study uses the reference of those online websites that includes multiple products in their product line and through the reference of consumers of Main city of Karachi. That is the actual difference between this study and study from Sultan et al (2021) as the previous one was focused on online impulsive buying from organized retail with major focus on accessories. Moreover sales promotions has also been used as moderating variable to reflect the impact of website qual;ity on impulsive buying behavior as indicated by Handayani and Rahyuda (2020). Last but not the least TAM (Technology Acceptance Model) has been used as the reference theory for conducting the study as indicated and used by prior studies under the same vein for e.g., Turkyilmaz et al (2015)

Scope & Purpose of Research

The study is one of the initial one that determine formulation of website quality for shaping up impulsive buying behavior, especially with reference to the generic products of FMCG from well-known marts. Therefore, the study has high significance for academicians and researchers. However, to be specific the study is based upon role of website quality on pure impulsive through website with the moderation of sales promotions. Hence study will reflect the perception of masses regarding website quality & must be termed as pervasive in the domain of academia.

LITERATURE REVIEW

Impulse Buying and Website Characteristics:

The existence of many website features online makes it more difficult to influence the purchase of impulses (Kimiagari & Malafe, 2021). Visual attraction, convenience of use and the pleasure of using the site are only a few of the tactics utilized by merchants to improve the shopping experience of each individual (Kindie et al., 2017).

The term easy to access can be defined as the amount of work a website needs to be done; that is to say, it is connected directly to the overall structure of the website (Katta & Patro, 2021). Therefore, website features tend to act as stimulants, affecting spontaneous purchases of clients (Hong et al, 2020). Certain environmental cues, for example, have been shown to impact a consumer's mental state, affecting their urge to buy impulsively in a positive or negative way. The influence of impulsivity on consumers' propensity to make online purchases has been studied by various researchers (Wiranata & Hananto, 2020). One study revealed that consumers' propensity to make online impulse purchases may be impacted by the quality of the website (environmental factor). Second study indicated that consumers' inclination to make online impulse purchases may be influenced by impulsiveness individual characteristic (Widagdo & Roz, 2021). The influence of consumer impulsivity and website quality on impulsive purchasing behavior has yet to be fully explored in different studies and other related research (Zheng et al., 2019). On the other side, impulsiveness, a consumer's inclination to buy on impulse, has been studied by academics in dual formal and online shopping domain. There are two types of impulse control: (1) experiencing sudden and spontaneous urges to influence on-the-spot buying, and (2) acting on these felt drives with lesser thought or finding of consequence. As an example, those who scored higher on the impulsiveness scale had a greater likelihood of making impulsive purchases in a normal retail scenario (Chukwu et al, 2019).

Entertainment:

The phrase 'entertainment' refers to an activity that provides a sense of freedom or enjoyment (Fitri, 2018). Customers can provide attractive designs, amazing visuals and intriguing themes for high levels of pleasure (Gao et al., 2017). This means that a website with a high entertainment score will more likely be seen as having good features and shoppers will visit these sites more often. At the first phase of online shopping, called web surfing, consumers skim for information and take choices over the Internet (Handayani et al., 2018). Many clients appreciate surfing and information throughout their online purchases (Hayu et al., 2020). The main purpose of Web browsers is to shop quickly and efficiently to achieve their cost savings and convenience objectives with little effort (Ji et al., 2017).

On the other hand, enjoyable or exciting browsing prospects in e-commerce play a crucial role in boosting the hedonic buying experience (Sun & Fong, 2017). All of these have been emphasized as the primary drivers of overall online consumer satisfaction research in reliability, navigation, information, responsiveness, website design, customer service, usability and security (Tripathi & Mishra, 2021). The elements which assess web site features related to these measures will largely assist us ensure customer satisfaction through effects on system deactivation, as depicted in the original core model in (Kindie et al., 2017). Impulse buying behavior show that the perceived informativeness and entertainment of web advertising may be affected differently based on the degree of online consumer product engagement and trust in web sites (Wright, 2021). Consumers, especially those who are not very active online, might be attracted by perceived amusement in online shopping websites (Pascoe, 2020). Customers may be less likely to purchase a product if they feel it is less relevant because of the entertainment aspects of a web advertisement, such as the color, size, or noises of an online shopping of different products (Chan et al, 2020).

This means that the perceived entertainment value of web marketing elements will impact less-involved clients, who choose amusing or pleasant purchasing over information that is helpful or important to products (Zheng et al., 2020). As a result, people's attitudes and intentions when it comes to buying items may be influenced by perceived enjoyment, such as shopping pleasure. This means that clients who are less interested in a product or service may be influenced by the perceived entertainment value of internet advertisements (Ragab & Arisha, 2018).

H1: *There is a significant relationship between entertainment and Website Quality.*
H2: *Website Quality does mediate between the relationship of entertainment and impulsive buying behavior.*

Ease of use

The concept of easy use can therefore be defined as the extent to which a potential client expects a website to be hassle-free. It is its complexity, which often requires a certain amount of training and experience in order to run or use the system, which has a negative impact on the users' attitude that mostly reduces the easy usage of the system (Lee, 2018).

Researchers have found that the ease of use may influence, but not the other way through, the perceived utility of a site, so that the easier a site is to use, the better people will explore it and more time and effort can be used by the user for a different task, which allows more work to be done with the same effort (McKelvey, 2017). Smart design and perceived pleasure boost the visit of a person to the site, and so generate an impetus for visitors (Akram et al., 2017).

The Internet can provide an insight into intricacy that can discourage clients by completing a transaction; hence, the user-friendly dimension of a web site is a key feature. The shop navigation replicates an information tour in an online business (Ahmad et al., 2019).

H3: *There is a significant relationship between ease of use and Website Quality.*
H4: *Website Quality does mediate between the relationship of ease of use and impulsive buying behavior.*

Usefulness:

Perceived usefulness is the most crucial element in real website usage, according to the research. On the other hand, a new, emerging form of system might offer both hedonistic and utilitarian rewards (Chen et al, 2018). The usefulness of information on the website in impulse buying helps in creating the customer ascertain about the products and information available for the shopping (Zhang et al, 2018). Moreover, usefulness of information and the website characteristics can be used as a tool in assessing the information that would the customer in attaining the right information. The usefulness of information is apparently found to be the driving force in making the information usefulness on ground base realities (Kumar et al., 2020).

Studies further indicated that usefulness of information and the website characteristics have found to be the source in making traffic over the website through creating information about product's attribute (Pascoe, 2020).

H5: *There is a significant relationship between usefulness and Website Quality.*
H6: *Website Quality does mediate between the relationship of usefulness and impulsive buying behavior.*

Entertainment:

Defining enjoyment is not an easy task defined entertainment as any activity without a specific physiological aim, anything people attend only because of the interest they have in these elements (Sharma et al., 2010). What individuals do with their freedom is what Whitehead calls entertainment, he adds (Singh & Verma, 2018). However, we prefer to use this phrase in the context of entertainment when audiences are entertained by the information, ideas, sights, and sounds created by professional entertainers who are not in their immediate family or circle of close friends (Parsad, et al., 2017). In fact, there are studies that asked visitors to rate a website depending on whether or not they find it enjoyable or fun (Rigdon et al., 2017).Entertaining satisfaction refers to how much enjoyment online consumers receive from their purchases; an online shopping site's ability to make online shoppers happy (Salwa, 2019).

H7: *There is a significant relationship between entertainment and Website Quality.*
H8: *Website Quality does mediate between the relationship of entertainment and impulsive buying behavior.*

Complementary Relationship:
Through effective customer relationship management it becomes easier for companies to add or delete products in their product line. Moreover, customer relationships will also assist in analyzing level of customer satisfaction. Through this customer can also communicate their opinions, complaints and preference to the company (Scullin et al., 2004).

Thus, customer relationship is the way to optimize level of customer's loyalty. Moreover the technique also resulted in transformation of indifferent customers into loyal customers (Sultan et al., 2021)

H9: *There is a significant relationship between complementary customer relationships and Website Quality.*
H10: *Website Quality does mediate between the complementary customer relationship and impulsive buying behavior.*

Sales promotion:

Impulsive purchase introduces the notion of external stimuli by Shopping on the spur of the moment refers to a purchase that is done with no prior planning by the customer, but is the direct impact of an item's marketing in the shop that piqued customers interest. Impulsive purchases are the impact of an unanticipated, uncontrolled, and spontaneous desire to respond to sales promotion stimuli encountered during the purchasing process, and they are characterized by a reactive behavior (Wang & Chen, 2019). Although in contrast to non-promotional pricing, promotional pricing encourages impulsive purchases more (Zheng et al, 2019). On the other side Priority has also been given to increasing short-term sales while maintaining consumer loyalty, emphasizing innovation, and complementing other promotional tactics in order to achieve the primary objective. A key purpose for using sales marketing is to stay competitive. As we'll see below, there are a few different ways to define sales promotions (Xu et al., 2020).

Sales campaign has been used to achieve planned sales gains, according to the author's research. In addition, they note that the use of sales promotions has increased. Merchants' ability to measure and document campaigns and promotions is one of the reasons why sales promotions are on the rise (Lee & Chen, 2021).

H11: *Sales promotions dies not moderates the relationship of website quality and impulsive buying behavior*

RESEARCH METHODOLOGY

For the current job, it was necessary to assess the study's research questions and how they may be answered (Hussain & Siddiqui, 2019). For testing existing theories, the deductive research technique appears to be the most effective because it involves reviewing current literature in the topic (impulse buying behavior) and creating hypotheses based on this information. Additionally, theories must be transformed into researchable units, and empirical data must be collected based on these notions, as well as hypothesis testing (Karbasivar & Yarahmadi, 2011).

Research Design:

The purpose of research in coincides with Epistemology as the base philosophy as this study is trying to increase knowledge with respect to pure impulsive buying behavior in Pakistan. Therefore in the light of Saunders et al (2007) and Saunders et al (2015) the selection of research philosophy is adequate. The philosophical stance has been used to relate research philosophy with data collection technique and therefore for this study post-positivism has been used as the philosophical stance that is equally applicable to qualitative as well as quantitative research work. The researcher interference for the study is moderate; nature of experiment is field study and time horizon is cross-sectional (Sekaran & Bougie, 2016). Hence data has been collected through survey and the choice applied for analysis is mono-method (Saunders et al., 2015)

Sampling Design:

The data for the study has been collected from the customers of online retail marts of Karachi e.g. Panda Mart, Air Lift Express, Munchees & Krave Mart etc. Therefore, the sampling design is based on non-Probability i.e. Convenience sampling as utilized by prior studies like Akram et al (2017) and Akram et al (2018). Sample Size The sample size is consistent with the previous studies as indicated by Roscoe (1975) that the ‘rule of thumb’ for determining sample size; as it is declared that sample size larger than 30 and smaller than 500 are appropriate for most of the studies. Whereas, some statistical experts suggest a data range between 5-10 times the number of items used in the scale (Hair et al., 2010). Moreover Wong (2014) indicated that SMART-PLS makes the sample up to 5000 for validating it for the purpose of bootstrapping. Therefore, in the light of these criterions the sample of 157 is appropriate enough.

Data Collection:

Data was collected from a closed ended questionnaire which has been adapted from (Rook and Fisher, 1995). After the data collected through a designed questionnaire from Google document for increasing the circulation and have maximum respondents (Kindie et al, 2017). Though to inculcate the attitude of the respondents a five-point Likert scaling is used to measure it (Lee & Chen, 2021)/ Hence questionnaire was based on the indication of Akram et al (2018); Turkyilmaz et al (2015); Handayani et al (2018) and Handayani and Rahyuda (2020)

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STATISTICAL TESTING & ANALYSIS

It was way back in 1960s when PLS-SEM was introduced initially into the market. However, the software gains popularity especially in academicians after the launch of Wrap-PLS, PLS-Graph and SMART-PLS etc (Wong, 2016). However, use of SMART-PLS is based upon variance-based approach that is grounded on hypotheses & theory and therefore variables and their indicators are used as the source to develop paths and justify causal relationships on the bases of theory (Sander & The, 2014). Moreover, SMART-PLS is also beneficial for analyzing studies from different disciplines and also aids researchers for analyses of complex mediation and moderation models through analyzing the bunch of equations in a single instant. The analysis has been based on two models i.e. structural model and measurement model. The structural model is grounded upon internal item reliability, convergent validity, internal consistency & discriminant validity (Hair et al., 2014)

Figure 1 is there to indicate outer loading that is actually the factor loading for list of elements that needs to be the part of the study (Afthanorhan, 2013). The values are the outcome of the significance every question will receive as the indicator of the variable in the process of research (Trianasari et al., 2022). Although elements with values lesser than 0.50 must always be deleted in order to increase the overall strength of the model (Afthanorhan, 2013). Hence in the light of these parameters the outer loading is appropriate for each and every element and there is no need to delete any of the elements.

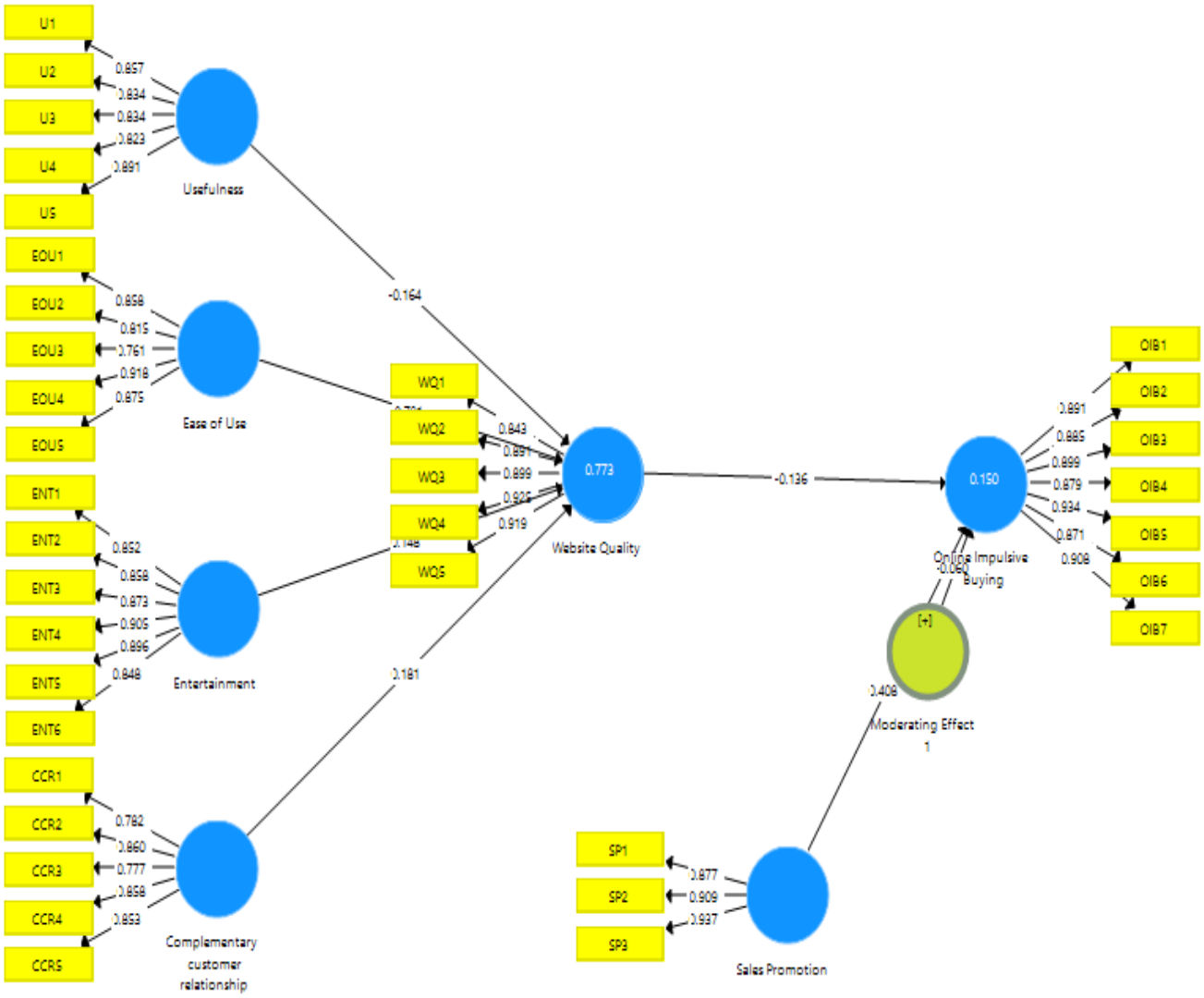

Figure 1: Outer Loading and CFA

R Square

	R Square	R Square Adjusted
Online Impulsive Buying	0.450	0.389
Website Quality	0.373	0.366

Table 1: Quality Criteria (Model Fit)

Table 1 is the reflection of coefficient of determination through R^2. It is the measure of variance caused by the major independent variable on the latent endogenous variable. However, the impact that might be created on the endogenous latent variable is contextual and initially 0.10 is perceived as the sufficient value to reflect coefficient of determination (Umrani, Kura & Ahmed, 2018).

Although as per table 1 variance caused by IVs in Online Impulsive Buying has been affected is 0.450 and website quality is by 0.373. Both of these variances are higher than lowest criteria of acceptable variance as mentioned by Hair et al (2013).

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Complementary customer relationship (CCR)	**0.888**	**0.917**	**0.915**	**0.684**
Ease of Use (EoU)	**0.901**	**0.912**	**0.927**	**0.717**
Entertainment (Ent.)	**0.937**	**0.940**	**0.950**	**0.761**
Moderating Effect 1	**1.000**	**1.000**	**1.000**	**1.000**
Online Impulsive Buying (OIB)	**0.959**	**0.961**	**0.966**	**0.802**
Sales Promotion (Sales Pro.)	**0.895**	**0.928**	**0.934**	**0.825**
Usefulness	**0.903**	**0.908**	**0.928**	**0.720**
Website Quality (W. Qual.)	**0.938**	**0.939**	**0.953**	**0.802**

Table 2: Construct Reliability and Validity (Convergent Validity)

Table 2 is supplemented with some reliability measures & also has some of the validity measures. Reliability measure includes Cronbach Alpha (α); Golstein rho and Composite reliability that are used to reflect Construct Reliability (Sijtsma, 2009 a & b). Similarly validity measures are composite reliability and (AVE) Average Variance Extracted (Fornell and Larcker, 1981 & Sijtsma, 2009 a & b). Although AVE can its self be a legitimate indicator of convergent validity if the values are 0.5 or above. Studies like Yaacob et al. (2021) also provided par crietira for reliability measures like value of Cronbach Alpha (α) must be equal to or greater than 0.7 and Convergent Validity must be at 0.6 or above.

	CCR	EoU	Ent.	Moderating Effect 1	OIB	Sales Pro.	Usefulness	W. Qual.
CCR								
EoU	**0.627**							
Ent.	**0.767**	**0.780**						
Moderating Effect 1	**0.265**	**0.172**	**0.357**					
OIB	**0.232**	**0.197**	**0.345**	**0.220**				
Sales Pro.	**0.801**	**0.757**	**0.771**	**0.350**	**0.375**			
Usefulness	**0.849**	**0.762**	**0.671**	**0.371**	**0.484**	**0.597**		
Website Quality	**0.825**	**0.517**	**0.694**	**0.082**	**0.102**	**0.604**	**0.618**	

Table 3: Discriminant Validity (HTMT- Ratio)

Table 3 is used as to include discriminant validity to make descriptive analysis more comprehensive. In recent times discriminant validity has been perceived as the best option to indicate discriminant validity (Iqbal et al., 2021). Although the values must remain under the benchmark of 0.85 to reflect discriminant validity (Hair et al., 2019). Hence according to the above-mentioned criterion, the discriminant validity is applicable on the table 3 and effective to include all the parameters intact for this study.

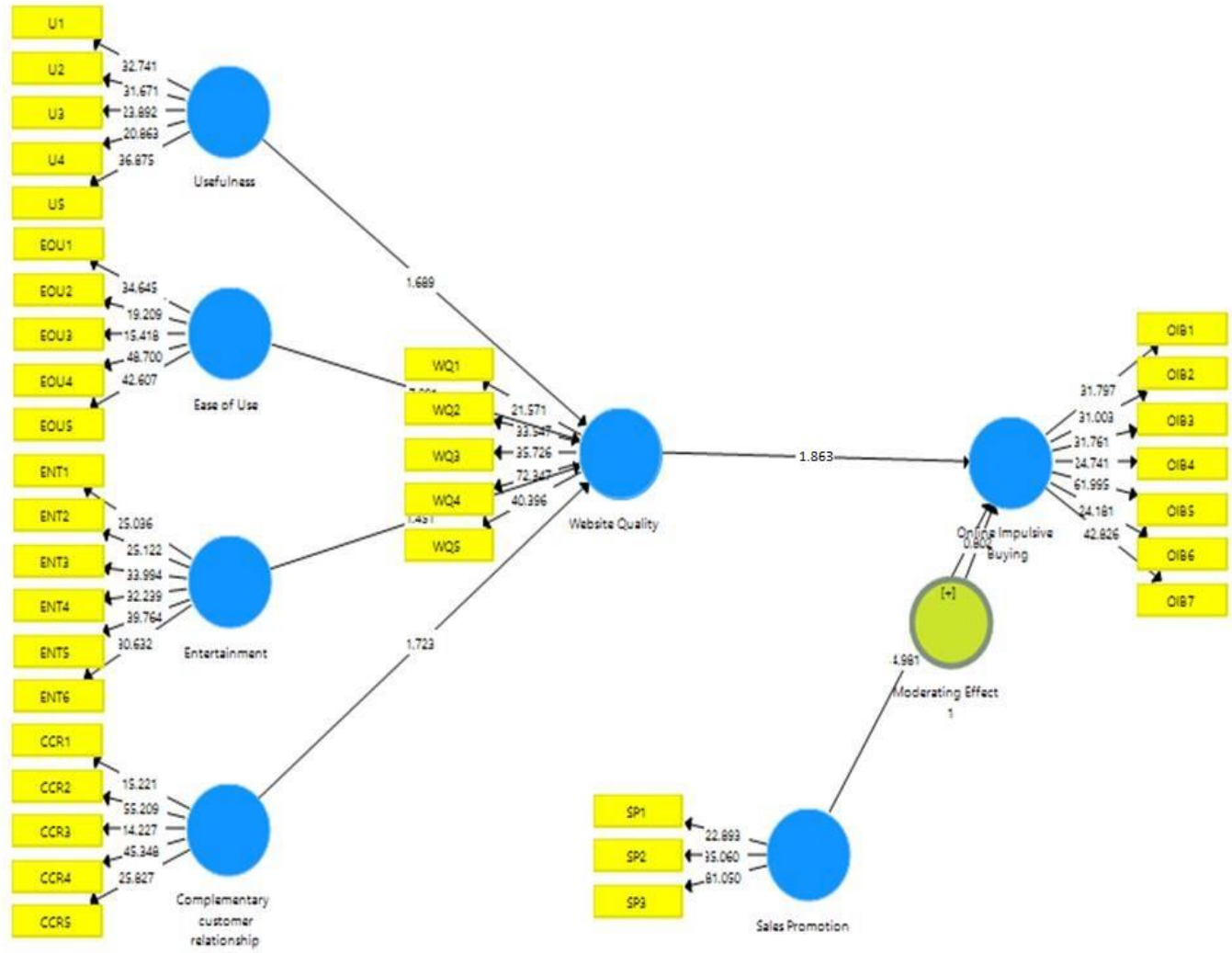

Figure 2: Path Coefficient

Mean, STDEV, T-Values, P-Values:

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Complementary customer relationship -> Website Quality	0.181	0.172	0.105	1.723	**0.085**
Ease of Use -> Website Quality	0.721	0.725	0.099	7.282	**0.000**
Entertainment -> Website Quality	0.148	0.158	0.102	1.451	**0.148**
Moderating Effect 1 -> Online Impulsive Buying	-0.060	-0.061	0.075	0.802	**0.423**
Sales Promotion -> Online Impulsive Buying	0.408	0.411	0.082	4.975	**0.000**
Usefulness -> Website Quality	-0.164	-0.165	0.097	1.690	**0.092**
Website Quality -> Online Impulsive Buying	-0.136	-0.136	0.073	1.863	**0.004**

Table 4: Path Coefficient

Table 4 along with figure 2 is for inferential statistics and also the part of structural model (Silaparasetti, Rao & Khan, 2017) while the purpose of the table is to indicate boot strapping (Thaker et al., 2020). SMART-PLS takes the leverage of 500 sub-samples to generate results for boot strapping. The result generated will be with 5% confidence interval and based upon t-statistics whose value must be equal to or greater than 1.96 (Wong, 2013).

Hence on the bases of figure 2 and table 4 it has been concluded that website quality do affect the impulsive buying behavior associated with the purchase of generic products from online marts. Similarly, sales promotions are also termed as an effective tool to affect impulsive buying behavior related with generic products from online marts. Although ease of use is the only characteristic that is affecting website quality as well as proves to be a worthy element to affect impulsive buying behavior through the mediation of website quality.

DISCUSSION, CONCLUSION AND FUTURE RESEARCH

This study is bit unique in comparison to the studies of Sultan et al (2021) as focused intensively only on purchase of generic products from well-known marts of Karachi. Although results are similar as of Sultan et al (2021) indicated that website quality has been significantly & only been predicted by ease of use that is further been translated to impulsive buying. Moderation of sales promotion also failed to create impact on impulsive buying but lacking of moderation assures the definition of pure impulsive buying, that also resembles with Gunawan and Iskandar (2020).

Future research

On the bases of above analysis further research might be conducted on other firms impulsive buying in order to validate the model developed and also the moderation of sales promotions. Moreover, the model might further be tested in other industries like hybrid products & services.

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