


IMPACT OF EXTERNAL AND INTERNAL STIMULI ON ONLINE IMPULSIVE BUYING BEHAVIOR: MEDIATING ROLE OF HEDONIC AND UTILITARIAN SHOPPING VALUE

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 20 June 2023</p> <p>Accepted 14 September 2023</p>	<p>Purpose: This study delves into the examination of the multifaceted determinants that impact impulsive purchasing inclinations within the realm of online retail, while simultaneously considering the idiosyncratic disparities in consumer shopping patterns.</p> <p>Theoretical framework: The concept of perceived usefulness (PU) pertains to the degree to which a customer holds the belief that engaging in online purchasing will enhance their ability to carry out transactions effectively. The streamlined layout of a website facilitates user navigation and enhances their ability to access a wide range of information.</p> <p>Method: The research utilises a quantitative survey to collect valuable perspectives from a heterogeneous cohort of internet consumers. The empirical evidence indicates that the presence of external stimuli, namely perceive ease of use and perceive usefulness exerts a substantial influence on impulsive purchasing tendencies.</p> <p>Findings: The present study serves to enhance comprehension regarding the underlying mechanisms that drive impulsive purchasing behaviours in the contemporary digital era.</p> <p>Research, Practical & Social implications: It offers valuable insights for both marketers and consumers who aspire to adeptly navigate the intricate online shopping landscape.</p> <p>Originality: The research problem addressed in this study is the phenomenon of Impact of External and Internal Stimuli on Online Impulsive Buying Behavior: Mediating role of Hedonic and Utilitarian shopping value. this study proposes ideas for guiding government control in public events.</p>
<p>Keywords:</p> <p>Impulsive Purchasing; External Stimuli; Perceive Ease of Use; Perceive Usefulness.</p> <div data-bbox="172 949 480 1189" style="text-align: center;">  </div>	<p>Doi: https://doi.org/10.26668/businessreview/2023.v8i9.3459</p>

IMPACTO DOS ESTÍMULOS EXTERNOS E INTERNOS NO COMPORTAMENTO DE COMPRA IMPULSIVO ON-LINE: PAPEL MEDIADOR DO VALOR COMERCIAL HEDÔNICO E UTILITÁRIO

RESUMO

Objetivo: Este estudo aprofunda-se no exame dos determinantes multifacetados que impactam as inclinações impulsivas de compra no âmbito do varejo on-line, ao mesmo tempo que se consideram as disparidades idiossincráticas nos padrões de compras do consumidor.

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Quadro teórico: O conceito de utilidade percebida (PU) refere-se ao grau em que um cliente tem a crença de que o envolvimento em compras on-line irá melhorar a sua capacidade de realizar transações de forma eficaz. O layout simplificado de um site facilita a navegação do usuário e melhora a capacidade de acessar uma ampla gama de informações.

Método: A pesquisa utiliza uma pesquisa quantitativa para coletar perspectivas valiosas de uma coorte heterogênea de consumidores de internet. A evidência empírica indica que a presença de estímulos externos, ou seja, perceber a facilidade de uso e perceber a utilidade exerce uma influência substancial sobre tendências impulsivas de compra.

Constatações: O presente estudo serve para aprimorar a compreensão dos mecanismos subjacentes que impulsionam comportamentos impulsivos de compra na era digital contemporânea.

Pesquisa, Implicações práticas e Sociais: oferece informações valiosas para profissionais de marketing e consumidores que aspiram a navegar habilmente no intrincado cenário de compras online.

Originalidade: O problema de pesquisa abordado neste estudo é o fenômeno do Impacto de Estímulos Externos e Internos no Comportamento de Compra Impulsiva Online: papel mediador do valor comercial Hedônico e Utilitarista.

Palavras-chave: Aquisição Impulsiva, Estímulos Externos, Percepção da Facilidade de Uso, Percepção da Utilidade.

IMPACTO DE LOS ESTÍMULOS EXTERNOS E INTERNOS EN EL COMPORTAMIENTO DE COMPRA IMPULSIVA EN LÍNEA: PAPEL MEDIADOR DEL VALOR DE COMPRA HEDÓNICO Y UTILITARIO

RESUMEN

Objetivo: Este estudio profundiza en el examen de los determinantes multifacéticos que impactan en las inclinaciones impulsivas de compra dentro del ámbito de la venta minorista en línea, al tiempo que considera las disparidades idiosincrásicas en los patrones de compra de los consumidores.

Marco teórico: El concepto de utilidad percibida (PU) se refiere al grado en que un cliente cree que la participación en compras en línea mejorará su capacidad para llevar a cabo transacciones de manera efectiva. El diseño simplificado de un sitio web facilita la navegación del usuario y mejora su capacidad de acceder a una amplia gama de información.

Método: La investigación utiliza una encuesta cuantitativa para recoger perspectivas valiosas de una cohorte heterogénea de consumidores de Internet. La evidencia empírica indica que la presencia de estímulos externos, a saber, la facilidad de uso percibida y la utilidad percibida, ejerce una influencia sustancial en las tendencias de compra impulsiva.

Hallazgos: El presente estudio sirve para mejorar la comprensión sobre los mecanismos subyacentes que impulsan las conductas impulsivas de compra en la era digital contemporánea.

Investigación, Implicaciones prácticas y Sociales: Ofrece valiosas perspectivas tanto para los comerciantes como para los consumidores que aspiran a navegar con destreza el intrincado panorama de las compras en línea.

Originalidad: El problema de investigación abordado en este estudio es el fenómeno de Impacto de Estímulos Externos e Internos en el Comportamiento de Compra Impulsiva en Línea: Papel Mediador del Valor de la Compra Hedónica y Utilitaria, este estudio propone ideas para orientar el control gubernamental en eventos públicos.

Palabras clave: Compra Impulsiva, Estímulos Externos, Percibir la Facilidad de Uso, Percibir la Utilidad.

INTRODUCTION

The increasing prominence of e-commerce has led to a widespread adoption of the online shopping trend on a global scale. China has emerged as the foremost economy in the field of electronic trade. Across the globe. Based on the findings of the 2019 China online shopping report, the Gross Merchandise Value (GMV) amounted to 50 billion RMB (Gai, 2023; Deng & Cheng, 2023). The observed increase is fourfold compared to the retail sales of

consumer items. Given that the historical data indicates a penetration rate of over 10% in the overall retail sales of consumer items in China (Zhong, Han & Wang, 2023; Yang, 2023; CNNIC, 2020), it is imperative for online merchants to direct their attention on online customers and their respective shopping behaviours. According to data from the China Internet Network Information Centre (CNNIC) in March 2020, the number of online customers in China reached 710 million, representing 78.6% of the total internet user population and 50.7% of the overall population (Yang, 2023; Deng & Cheng, 2023). According to Han, Liu, Wang and Zhu, (2023), China has the distinction of being the biggest e-commerce industry globally. Consequently, as the prevalence of online purchasing continues to rise, it is getting progressively imperative to comprehend impulsive online and social shopping (Gao et al., 2023; Zhou et al., 2023; Gong, 2023). A significant number of individuals use the internet as a means to research and evaluate various items and services, sometimes devoting excessive amounts of time to online shopping (Gong, 2023; Ji, Xu & Zhang, 2023). The online shopping environment has a greater propensity to stimulate impulsive purchasing tendencies when compared to its physical counterpart. The digital retail landscape provides customers with freedom from several limitations encountered during traditional purchasing experiences, such as social influence from store personnel, inconvenient store locations, restricted working hours, and time-consuming processes (Zhu et al., 2023; Xinyi, 2023)

The increasing use of the internet has led to the widespread adoption of a multichannel sales approach by the majority of merchants. One of the available channels for retailing, namely internet retailing, provides a shopping service that is accessible 24 hours a day, 7 days a week, enabling consumers to engage in buying activities at their convenience (Guan, Ma & 2023). Additionally, this implies that customers have the ability to engage in convenient shopping from any location, provided they have access to an internet connection. According to Tian and Li (2023), a significant proportion of customers, namely ninety percent, have engaged in impulsive purchasing behaviour (Zhang, Cheng & Huang, 2023; Zhang, 2023; Banerjee et al., 2023). Furthermore, it is estimated that between thirty to fifty percent of individuals who make purchases may be classified as impulse buyers. In contrast to conventional brick and mortar establishments, internet shopping offers more convenience and hedonic value to customers, hence fostering a greater propensity for impulsive purchase in the online context (Song et al., 2023; Yu et al., 2023). The advent of internet shopping has significantly streamlined the shopping experience, hence stimulating impulsive purchasing tendencies among online consumers. According to a study conducted by Kin Research, it has been shown that impulsive

purchase accounts for around 40% of all internet spending (Chen et. al., 2023; Zhang, 2023; Lin, & Li, 2023). The significance of spontaneous purchases for the profitability of internet merchants is apparent. In contemporary times, the advancement and flourishing of online purchasing have engendered a heightened recognition of the significance of electronic commerce in our everyday existence. When discussing the phenomenon of impulsive purchase behaviour in an online setting, it becomes apparent that students exhibit a heightened sensitivity in adapting to emerging trends. It is crucial to understand the comparative advantages of online purchasing in comparison to traditional offline shopping (Lin, & Li, 2023; Zhang & Ahmad, 2023; Han, 2023). Hence, it is essential for merchants to possess an understanding of the underlying motives that drive customers' online purchasing behaviour. therefor, in this research aim to understand online impulsive behaviour of consumer in China in order to establish a suitable website characteristic in the net marketplace.

LITERATURE REVIEW

Website Characteristic

According to Sun, Li and Sun, (2023), definition, the quality of a website is determined by its navigation, information, and visual design. According to Zhang and Ahmad, (2023), the evaluation of websites may include several dimensions, including content, navigation, structure and design, look and multimedia, as well as factors of originality. Illustrations of elements pertaining to website features include aesthetic appeal and the overall pleasantness of the website. Impulsive purchasing behaviour has been seen among consumers, who were influenced by certain situational conditions. According to Wu, Yang and Gong, (2023), the decision-making process of impulsive purchase may be influenced by signals derived from the surrounding environment. The results of Gao, Shen, Lu, Xu and Wu, (2023), study on brick-and-mortar retail establishments align with the current findings, since they suggest that the ambient signals present in these businesses have the potential to elicit impulsive purchasing behaviour. Liu et al. (2013) have discovered a range of factors associated with website quality, which in turn serves as the virtual platform for online purchasing. These qualities have been shown to have the potential to influence impulsive purchase behaviour. According to the findings of Lo et al. (2016), it was suggested that the design of online retailers should be considered as a hygiene issue rather than a motivation. The research conducted by Han, (2023), also shown that the quality of a website influences the level of impulsiveness exhibited by customers while making online purchases. In addition to the quality of the website, online

consumers sometimes choose the hedonic appeal of items above their utility. The proliferation of internet enterprises in contemporary society necessitates actors to continually enhance their offerings. In order to remain competitive, it is essential for online retailers to establish and sustain a competitive edge via the provision of virtual services and effective marketing strategies (Ling & Masrom, 2023; Hameedi, 2023). Currently, the availability of advanced technology, including smartphones, tablets, and laptops, has significantly facilitated the process of information retrieval for prospective consumers in their pursuit of purchasing goods. The proliferation of online shops and the availability of virtual products and marketing services need that corporate entities provide comprehensive and transparent information on their internet platforms. The concept of website quality refers to a tool used to evaluate and assess the usability, functionality, and advantages of the interaction dynamics between users and service providers on a website (Jiang & Park, 2023).

The functional design of a website plays a crucial role in determining the online experience of users. The degree of website interaction positively correlates with customer assessment. Drawing upon existing research, the present study examines computer-mediated interaction through the lens of two key dimensions: perceived ease of use and perceived utility. The concept of perceived ease of use (PEOU) refers to the degree to which individuals perceive a sense of effortlessness while engaging in online buying activities (Chen & Li, 2023). A customer-centric online platform facilitates seamless communication and transaction completion, hence enhancing the likelihood of favourably influencing consumer attitudes throughout the purchase process. A user-friendly online platform facilitates efficient completion of consumer purchases, therefore ensuring a satisfactory shopping experience. Consequently, there is an increase in clients' utilitarian and hedonic buying behaviour. In a study conducted by Zhou, Li, Ruan, & Zhang, (2023), the impact of perceived ease of use on mobile purchasing was examined. Perceived ease of use was specifically characterised as effort expectation. The findings of a study conducted with a sample size of 400 participants revealed that the perceived ease of use was shown to have a statistically significant and favourable impact on both utilitarian and hedonic purchasing values. A study conducted by Redine, Deshpande, Jebarajakirthy and Surachartkumtonkun, (2023), found that the perceived ease of use of online shopping platforms had a considerable beneficial influence on the hedonic shopping value experienced by consumers.

The concept of perceived usefulness (PU) pertains to the degree to which a customer holds the belief that engaging in online purchasing will enhance their ability to carry out

transactions effectively (Sun, Li & Sun, 2023). The streamlined layout of a website facilitates user navigation and enhances their ability to access a wide range of information. Consequently, the platform is able to effectively meet users' requirements, thus resulting in a significant boost to the utilitarian purchasing value. Moreover, the presence of an online platform that offers a diverse range of valuable information serves to diminish the amount of time consumers spend searching for desired items. This, in turn, enhances their overall shopping happiness and subsequently elevates their hedonic purchasing values. According to Gbandi and Ugbechie, (2023), an enhanced perception of utility may contribute to a decrease in perceived risk and an increase in hedonic value. This, in turn, can lead to a greater likelihood of consumers transforming information-collecting websites into transaction channels (Li, Dou & Yu, 2023). Multiple studies have provided evidence that the perceived utility of technology is the predominant determinant influencing a customer's sustained use. Zhang and Ahmad, (2023) used the Technology Acceptance Model (TAM) paradigm in their investigation of the impact of perceived usefulness. The findings of their study demonstrated that the perception of utility has a favourable impact on consumers' attitudes within a utilitarian buying context.

Shopping Value

The concept of shopping value has been the subject of much study within the tourism industry, since it is widely seen as a crucial determinant of travellers' overall happiness (Wang & Chapa, 2023; Sun, Li & Sun, 2023). Value can be conceptualised as the customer's comprehensive evaluation of the service's net worth, which is determined by the customer's assessment of the benefits received from the service and the costs or sacrifices associated with acquiring and utilising it (Fu & Hsu, 2023). This implies a compromise between the aggregate advantages acquired and the concessions made by the customer (Hong et. al., 2023; Nugraha, Permana, & Hadiarti, 2023). In the early stages, scientists included values into the study of consumer behaviour, focusing mostly on a single dimension (Hayu t. al., 2023). Nevertheless, it has been argued by some scholars that a single dimension approach has its limitations in elucidating consumer behaviour, since consumers take into account other factors while making purchasing decisions (Rani, Rofiq & Juwita, 2023; Sarwar et. al., 2023). Numerous researchers have attempted to ascertain the multifaceted values inherent in shopping tourism, so contributing to the existing body of knowledge on this subject matter. The use of two multidimensional values is prevalent and extensively utilised in the context of shopping tourism. These values include the utilitarian shopping value and the hedonic shopping value.

The concept of utilitarian value is primarily linked to functional, practical, and task-oriented elements, while hedonic value is connected with the pursuit of pleasure, experience features, and emotional stimulation (Zhang & Ahmad, 2023). Therefore, when customers prioritise utilitarian value, their primary considerations in acquiring items or services are monetary value, ease, and timesaving (Sari & Karsono, 2023; Naseebullah et. al., 2023). Conversely, in the event that customers attach significance to hedonic value, their attention is inclined towards the aspects of enjoyment and amusement throughout the process of purchasing items or services (Marilou et. al., 2023). Furthermore, Song and Jo, (2023), have proposed that the factors of monetary saving and convenience are significant contributors to the development of utilitarian value. On the other hand, the aspects of amusement and exploration are vital in augmenting hedonic value. Furthermore, the assessment of hedonic value is characterised by a greater degree of subjectivity in comparison to utilitarian value, since hedonic value is primarily influenced by emotive inclinations (Akram, Ansari & Yan, 2023; Aruldoss et. al., 2023)

According to Xiaolin, Huang, Dong and Wang, (2023), consumers engage in an evaluation process where they assess the advantages of items by considering their consumption behaviours, with the aim of achieving their desired consumption values. Satisfaction has significant importance within the realm of consumer behaviour research, and its dynamics are influenced by the shopping values shown by visitors (Farokhi et. al., 2023). The aforementioned values, including utilitarian and hedonic values, have an impact on shopping experiences and have the potential to alter the purchasing attitudes and purchase intentions of visitors (Hong, Nawi & Zulkiffli, 2023). Previous research has classified shopping values into two distinct dimensions: utilitarian values, which include functional and task-oriented values, and hedonic values, which encompass values associated to seeking pleasure (Yaprak & Çoban, 2023). Utilitarian values are associated with the efficient acquisition of essential commodities, whereas hedonic values are derived from stimulating and pleasurable shopping experiences (Chen, Liu & Zhang, 2023). Previous studies have shown that both utilitarian and hedonic purchasing values have a substantial impact on consumer behaviour and decision-making (Anita et. al., 2023). Jiang and Park (2023) conducted a study examining the determinants of utilitarian and hedonic values. Their findings indicate that factors such as monetary savings, selection, and convenience positively influence utilitarian value, while entertainment, exploration, and place attachment positively influence hedonic value.

Impulsive Buying Behaviour

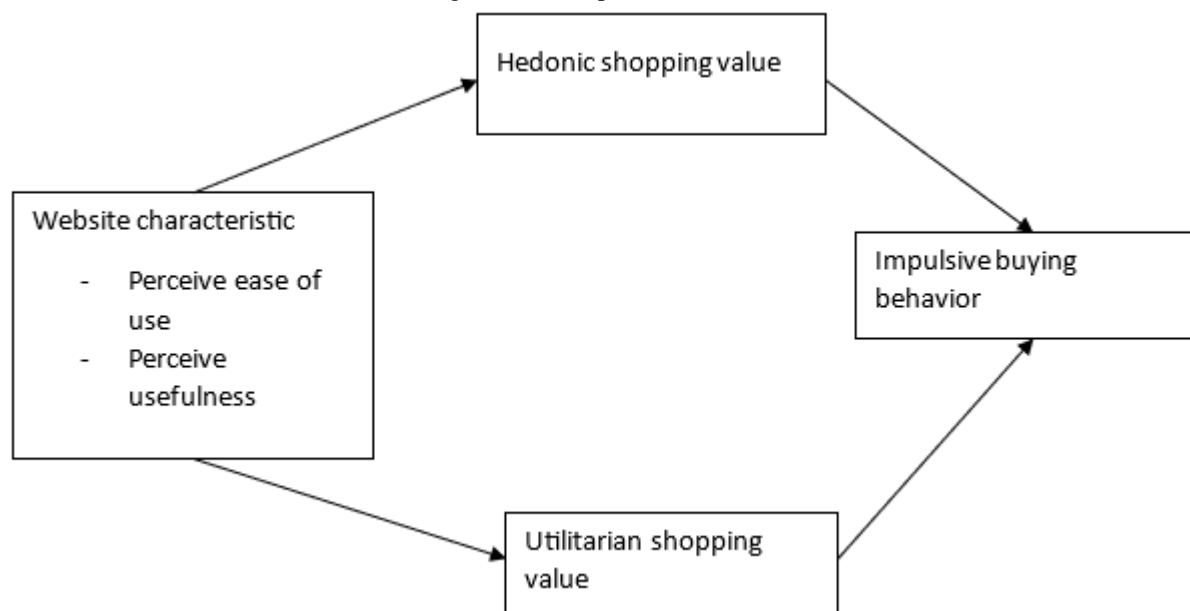
The primary focus of this study is to get a comprehensive understanding of impulsive purchase behaviour. Extensive study has been conducted on the phenomenon of impulsive purchasing behaviour, which serves as a crucial aspect in comprehending consumer behaviour within their everyday routines. Impulse purchasing refers to the phenomenon when a buyer encounters an abrupt and often enduring inclination to make an instant purchase. The inclination to make a purchase is characterised by a multifaceted hedonic nature and has the potential to elicit emotional discord (Deng, Lin & Jiang, 2023). Furthermore, it has been shown that impulsive purchasing is more likely to happen when individuals exhibit a decreased level of concern for the potential outcomes associated with their actions (Chen & Yue, 2023). The concept of impulse buying was explored by Han, (2023), who noted that it is synonymous with the term compulsive buying. The researchers argued that compulsive buying is also referred to as buying mania, compulsive shopping, addictive buying, impulsive buying, and other similar terms (Han, 2023). According to Zhang, Cheng and Huang (2023), impulse purchasing refers to the phenomenon when a buyer experiences an impulsive need to acquire a thing without any premeditated plan to do so. This behaviour is characterised by its spontaneous nature. According to Zhang and Ahmad (2023), findings, impulse buying may be characterised by four key components. Firstly, the purchase is unplanned, meaning it is not premeditated or carefully considered beforehand. Secondly, the purchase is triggered by a particular stimulus, such as an advertisement or a promotional offer. Thirdly, the choice to make the purchase is made spontaneously or "on-the-spot," without much deliberation. Lastly, the act of purchasing is driven by a combination of cognitive and/or affective factors, suggesting that both rational and emotional considerations play a role in the decision-making process. Herzog (2023) provided a more precise delineation of impulsive purchasing by categorising it into four distinct groups, which include a range of factors including economic, personality, location, time, and cultural disparities. Consumers has the ability to alter their decision-making process in a multitude of circumstances when engaging in the act of buying. Impulse purchase may be categorised into four distinct forms, namely pure, reminder, suggestion, and premeditated.

RESEARCH METHODOLOGY

The current empirical study explains how external and internal stimuli affect impulsive buying behaviour in an online environment, as well as how hedonic and utilitarian shopping values trigger impulsive buying behaviour with interpersonal influence as a moderator. This

research employed positivism, which is based on logic and knowledge, resulting in reliable results. The questionnaire survey method was used for this investigation. Customer and user data from brand website purchases was gathered. These questions address particular aspects and studies. This research used modified questions from earlier studies and tools adapted to our topic. Seven variables were employed in this study: two independent, one dependent and one mediator. The 5-point Likert scale was used to abbreviate Babin and Attaway's (2000) for each variable. This research used purposeful and snowball sampling to target consumers from different Chinese locales, who may be workers or not, and who were particularly from places with a rise in online purchases based on data. Morgan's table recommended 384 respondents to provide appropriate replies (Krejcie & Morgan, 1970) and easy analysis.

Figure 1. Conceptual framework.



Source: Authors Compilations

FINDING

The assumptions in this research were examined by the use of the Partial Least Squares structural equation modelling technique (PLS-SEM). The analysis was conducted using SmartPLS version 3.2.1, as described by Ringle, Wende, and Backer (2015). Partial Least Squares Structural Equation Modelling (PLS-SEM) is a multivariate data analysis technique that is now gaining recognition in the academic community. Researchers are actively investigating the optimal approaches and methodologies for implementing PLS-SEM (Wong, 2013). According to the definition provided by Hair, Ringle, and Sarstedt (2011), Partial Least Squares Structural Equation Modelling (PLS-SEM) is a causal modelling method that seeks to

optimise the amount of variation explained by latent constructs that are dependent on other variables. The primary objective of this strategy is the advancement of theoretical frameworks and the generation of predictions. Despite the criticisms raised by some scholars questioning the use of this particular approach, Partial Least Squares Structural Equation Modelling (PLS-SEM) has shown its effectiveness in analysing relatively small sample sizes that exhibit non-normal distribution. The analysis of the PLS model was conducted in a two-step process, beginning with an assessment of the measurement model, followed by an examination of the structural model. The assessment of the measuring model was conducted to assess the constructs' validity and reliability. The evaluation of internal consistency reliability is conducted by using a composite reliability score, which differs from Cronbach's alpha in that it does not presume that all items possess identical correlations with the underlying variable. Composite dependability is a statistical measure that considers the reliability of individual items, making it particularly appropriate for Partial Least Squares Structural Equation Modelling (PLS-SEM). According to Nunnally and Bernstein (1994), it is recommended that the composite reliability should be above a threshold of 0.70. The evaluation of convergent validity relies on the calculation of the average variances extracted (AVE). The average explained variance (AVE) for a latent variable indicates that, on average, a greater proportion of the variation in the items is accounted for by the variable itself rather than by measurement mistakes (Huntgeburth, 2015). According to Hair et al. (2014), a satisfactory level of convergent validity is attained when the average variance extracted (AVE) exceeds 0.5. The assessment of discriminant validity is conducted via the use of the Fornell-Larcker criteria as well as the examination of cross loadings. The Fornell-Larcker criteria suggests that a variable should have a higher degree of shared variance with its associated items compared to other variables (Hair et al., 2014). Following the assessment of the measurement model, we proceeded to evaluate the structural model by analysing the coefficient of determination (R^2) and the significance level of the path coefficients.

Table 1. Results of reliability, validity, and discriminant validity of constructs analysis

CA	CR	AVE		Ease Of Use	Hedo	Impulsive	Usefulness	Utilitarian
0.864	0.872	0.674	Ease Of Use	0.735				
0.858	0.868	0.657	Hedo	0.738	0.726			
0.878	0.881	0.637	Impulsive	0.658	0.614	0.715		
0.839	0.853	0.602	Usefulness	0.687	0.669	0.760	0.796	
0.866	0.874	0.682	Utilitarian	0.621	0.615	0.840	0.862	0.739

Source: Authors Data

The internal consistency within each construct exhibited in Table 1 a rather high degree, as shown by Cronbach's alpha values ranging from 0.839 to 0.878. The factor loadings for almost every item exceeded a threshold of 0.70. According to Nunnally and Bernstein (1994), the composite reliabilities of the constructs, namely ease of use, hedo, impulsive, usefulness and utilitarian were found to be 0.872, 0.868, 0.881, 0.853 and 0.874, respectively. These values are deemed acceptable. The examination of convergent validity relies on the calculation of the average variances extracted (AVE). The AVE values for each concept above the threshold of 0.50, indicating satisfactory convergent validity. The assessment of discriminant validity was conducted using the Fornell-Larcker criteria and cross loadings. Table 1 also illustrates that the square roots of the Average Variance Extracted (AVE) for each construct surpass the construct's maximum correlation with other latent variables inside the model.

Table 2. Heterotrait-Monotrait ratio (HTMT)

	Ease Of Use	Hedo	Impulsive	Usefulness	Utilitarian
Ease Of Use					
Hedo	0.776				
Impulsive	0.883	0.743			
Usefulness	0.717	0.701	0.776		
Utilitarian	0.753	0.751	0.763	0.791	

Source: Authors Data

The evaluation of discriminant validity necessitates the assessment of the Heterotrait-Monotrait ratio (HTMT) of correlations, as stated by Henseler et al. (2015). According to the prescribed guidelines, it is required that the HTMT values should be less than 0.85. The findings of the present study, as shown in Table 2, reveal that all item scores fall below 0.850. Specifically, the scores range from 0.743 to 0.791, which provides evidence supporting the validation of discriminant validity. These results imply that the model used in this research is reliable and may be utilised for further analysis.

Table 3. Direct relationship

	Original Sample (O)	T Statistics (O/Stdev)	P Values	Result
Ease Of Use -> Hedon	0.784	19.915	0.000	Supported
Ease Of Use -> Utilitarian	0.730	13.742	0.000	Supported
Usefulness -> Hedon	0.174	4.412	0.000	Supported
Usefulness -> Utilitarian	0.215	4.562	0.000	Supported
Hedon -> Impulsive	0.892	29.309	0.000	Supported
Utilitarian -> Impulsive	0.023	0.598	0.550	Not Supported

Source: Authors Data

From the finding presented in Table 3, hypothesis is supported with the score ($\beta=0.784$, $t=19.915$, $p<0.000$) which indicate that there has a significant relationship between website

characteristic that perceive ease of use and hedonic shopping value. Hypothesis 2 proposed that there has a significant relationship between website characteristic perceive ease of use with utilitarian shopping value. From the finding, hypothesis 2 is supported with the score ($\beta=-0.730$, $t=13.742$, $p<0.000$). Hypothesis 3 and hypothesis 4 proposed that website characteristic perceive usefulness have significant value with hedonic shopping value and utilitarian shopping value which indicate both hypothesis is significant with the score ($\beta=174$, $t=4.412$, $p<0.000$) and ($\beta=-0.215$, $t=4.562$, $p<0.000$). Hypothesis 5 reported that there has a significant relationship between hedonic shipping value with impulsive buying behaviour with the score ($\beta=-0.892$, $t=29.309$, $p<0.000$). Finally, for direct relationship, utilitarian shopping value reported that there has no significant value with impulsive buying behaviour with the score ($\beta=-0.023$, $t=0.598$, $p>0.000$).

Table 4. Indirect relationship mediating analysis)

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Result
Ease Of Use -> Hedo -> Impulsive	0.700	14.763	0.000	Supported
Usefulness -> Hedo -> Impulsive	0.155	4.589	0.000	Supported
Ease Of Use -> Utilitarian -> Impulsive	0.017	0.580	0.562	Supported
Usefulness -> Utilitarian -> Impulsive	0.005	0.628	0.530	Not Supported

Source: Authors Data

For mediating relationship, hypotheses 7 proposed that hedonic shopping value mediate the relationship between website characteristic perceive ease of use with impulsive buying behaviour. the result presented in Table 4 show that the hypotheses 7 is supported with the score ($\beta=0.700$, $t=14.763$, $p<0.000$). hypothesis 8 reported a significant mediating effect of hedonic shopping value in the relationship between website characteristic perceive usefulness and impulsive buying behaviour with the score ($\beta=0.155$, $t=4.589$, $p<0.000$). hypothesis 9 reported that there has a significant mediating effect of utilitarian shopping value in the relationship between website perceive ease of use and impulsive buying behaviour with the score $\beta=0.017$, $t=580$, $p<0.000$). finally, hypotheses 10 reported that there has no significant mediating effect of utilitarian shopping value in the relationship between website characteristic perceive usefulness and impulsive buying behaviour.

DISCUSSION

The prevailing phenomenon of impulsive buying behaviour, which manifests as spontaneous and unplanned purchases, has gained significant prominence within the realm of online shopping (Deng, Lin & Jiang, 2023). Simultaneously, the digital realm has observed a

growing emphasis on user experience and perceived ease of use as pivotal elements for consumer engagement (Deng, Lin & Jiang, 2023; Chen & Yue, 2023; Han, 2023). The present discourse delves into the examination of the notable correlation existing between Perceived Ease of Use (PEOU) and Impulsive Buying Behaviour (IBB). Additionally, it investigates the role of Hedonic Shopping Value (HSV) as a mediator in influencing consumers' impulsive purchase decisions. The construct of Perceived Ease of Use encompasses consumers' cognitive evaluations regarding the level of simplicity and intuitiveness inherent in an online shopping platform (Yamini, 2022). The presence of a highly user-friendly and effortless platform is expected to engender impulsive buying tendencies by virtue of its ability to minimise friction in the shopping process (Mthimkhulu, 2023; Obert & Buzek, 2023; Özdemir & Türker, 2023). When individuals experience a perception that the process of navigating the website or application is uncomplicated and devoid of stress, they tend to exhibit a higher propensity for engaging in impulsive purchasing behaviours, as the obstacles impeding immediate gratification are reduced (Sari & Karsono, 2023; Naseebullah et. al., 2023). The phenomenon of emotional gratification in the context of impulse buying is closely tied to the concept of Hedonic Shopping Value. This value is derived from the perceived ease of use associated with the shopping process, which in turn generates a sense of emotional gratification for the consumer. The pleasurable affective states elicited by a user interface and navigation that are deemed enjoyable prompt consumers to pursue additional emotional gratification by engaging in impulsive buying behaviour. The instantaneous emotional satisfaction derived from engaging in spontaneous purchases is congruent with the hedonic worth derived from the act of shopping, thereby fortifying impulsive consumer behaviour. The facilitation of user experience on digital commerce platforms may potentially engender diminished cognitive control pertaining to impulsive purchasing determinations (Moharana & Pattanaik, 2023). The presence of a seamless and user-friendly interface has the potential to circumvent the cognitive processes associated with rational thinking, thereby facilitating the propensity of consumers to engage in impulsive buying behaviours without adequately contemplating the ensuing ramifications. In instances of this nature, the augmented hedonic shopping value serves as a catalyst, thereby amplifying the impulsive behaviour ((Qu et. al., 2023; Coelho et. al., 2023).

The construct of Perceived Usefulness (PU) pertains to the cognitive evaluations held by consumers regarding the pragmatic advantages associated with a given product or service (Van den Berg, 2023; Yu et. al., 2023). On the other hand, Impulsive Shopping Behaviour (ISB) encompasses the impromptu and unpremeditated acquisition of goods or services, primarily

influenced by emotional stimuli. The present discourse delves into the proposition that Utilitarian Shopping Value (USV) does not assume a mediating function in the association between Perceived Usefulness and Impulsive Shopping Behaviour (Qu et. al., 2023;). The lack of a mediating role can be ascribed to the inherent dissimilarity between utilitarian and impulsive shopping behaviour (Lavuri, 2023). The concept of utilitarian shopping value primarily centres around the rational assessment of various attributes, including functionality, efficiency, and the capacity to fulfil specific requirements. In contradistinction, the phenomenon of impulsive shopping behaviour arises from the intricate interplay of emotional impulses, spontaneous desires, and psychological triggers. Consequently, it can be observed that these two facets encompass distinct consumer motivations, thereby suggesting that their interconnection may not be influenced by utilitarian shopping value.

The phenomenon of impulsive shopping behaviour frequently entails the utilisation of emotional appeals by marketers and advertisers. The presence of emotional stimuli, such as time-limited offers, exclusivity, or the fear of missing out (FOMO), has the potential to elicit impulsive buying behaviour, irrespective of the perceived utility of the product in question (Cox, Bilszta & Massey, 2023). The utilisation of emotional appeals effectively engages consumers by appealing to their innate desires for immediate gratification and pleasure, thereby diminishing the significance of utilitarian shopping value in elucidating impulsive consumer behaviour (Qu et. al., 2023; Krithika, Vasantha & Kiruba, 2023). The phenomenon of impulsive shopping behaviour is significantly impacted by various psychological factors, including but not limited to compulsive buying tendencies, self-esteem concerns, and emotional distress. The aforementioned factors possess the potential to induce consumers into engaging in impulsive purchasing behaviours, wherein due consideration of the utilitarian attributes of the product is not duly taken into account. Therefore, the lack of an intervening function for utilitarian shopping value underscores the intricacy of impulsive shopping behaviour propelled by internal psychological mechanisms. The potential mediating role of hedonic shopping value appears to be more pertinent compared to utilitarian shopping value (Krithika, Vasantha & Kiruba, 2023; Saleem & Saleem, 2022). The concept of hedonic value encompasses the multifaceted aspects of emotional gratification, sensory pleasure, and enjoyment that individuals derive from the process of engaging in shopping activities. The perception of a shopping platform's utility by consumers has the potential to engender a favourable emotional connection with said platform, thereby augmenting the overarching hedonic value of the shopping experience and subsequently exerting an influence on impulsive purchasing tendencies.

CONCLUSION

The intricate interplay between user experience, emotions, and impulsive tendencies in the digital shopping realm is exemplified by the significant relationship observed between Perceived Ease of Use and Impulsive Buying Behaviour, which is mediated by Hedonic Shopping Value. The impulsive buying behaviour of consumers is significantly influenced by their beliefs regarding the ease of use. Moreover, the emotional rewards that stem from engaging with a user-friendly platform serve to intensify these impulsive tendencies. It is imperative for businesses and e-commerce platforms to acknowledge the potential ramifications associated with the perception of ease of use in relation to impulsive purchasing behaviour. Consequently, it is recommended that these entities implement strategies aimed at achieving a harmonious equilibrium between user-friendliness and the promotion of responsible consumer decision-making. Through the strategic utilisation of hedonic shopping value as a mediating mechanism, enterprises possess the capacity to foster a favourable and pleasurable shopping encounter, concurrently fostering conscientious and judicious consumer purchasing behaviours. The absence of an intermediary function of utilitarian shopping value in the correlation between Perceived Usefulness and Impulsive Shopping Behaviour underscores the intricacy inherent in consumer decision-making processes. The phenomenon of impulsive shopping behaviour encompasses a complex interplay of emotional stimuli, psychological determinants, and spontaneous inclinations, which may not be intrinsically contingent upon the pragmatic efficacy of a given product or service. In the pursuit of comprehending and effectively addressing impulsive shopping behaviour, it becomes imperative to take into account emotional appeals, hedonic shopping value, and psychological motivators. By recognising the multifaceted character of consumer behaviour, marketers are able to devise strategies that accommodate impulsive inclinations while simultaneously cultivating conscientious and deliberate purchasing behaviours.

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