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Online Consumerism: Customer's Orientation in E-buying Impulsivity

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This study aimed to investigate the factors influencing e-buying impulsivity among a sample of 328 individuals using adopted scales through a survey. The study found that gender had no effect on e-buying impulsivity, with no significant difference found in the impulsivity of males and females in high-tech e-buying behavior. However, several factors were found to have a significant impact on impulsivity, including webstore shopping experience, general shopping trends, online shopping experience, and emotion/mood. The regression analysis revealed that general shopping trends, customer income, and online shopping experience were positively associated with e-buying impulsivity. In-store and online shopping experiences were also found to be positively associated with e-buying impulsivity. These findings provide insights into the factors that influence e-buying impulsivity, which could be valuable for marketers and businesses in designing effective marketing strategies.

Introduction

In the past two decades, the global market has witnessed a surge in high-tech consumerism, with technology playing an inevitable role in changing consumer behavior and attitudes towards purchasing, leading to the development of new trends in buying and e-buying. Many business aspects that were previously associated with physical markets have now been transformed and adapted for small computer screens, resulting in the emergence of a whole new set of personalities and buying experiences in virtual markets. Consequently, businesses have shifted from physical stores to virtual marketplaces, providing lucrative opportunities for manufacturers and service providers worldwide. With the ever-changing technological environment, the future of business is moving towards high-tech consumerism (Asih et al., 2019; Naranjo, 2015).

The virtual marketplaces have opened new doors for consumers, offering them the opportunity to buy anything from global markets with just a few clicks, providing complete peace of mind. To facilitate consumers, credit facilities are offered, ensuring better and smoother transactions (Asih et al., 2019). Given these developments, there is a strong likelihood that consumer buying patterns and psychosocial factors will be influenced by the emergence of the new high-tech industry (Farah & Ramdha, 2017). As such, it is crucial to examine the impact of high-tech consumerism on consumer behavior and attitudes towards purchasing. This study aims to contribute to the field by exploring the relationship between high-tech consumerism and consumer buying patterns, thereby shedding light on the psychosocial factors that drive consumer behavior in the virtual marketplace.

Emerging technology-based markets can alter consumer behavior and give rise to impulsive purchasing, a psychological factor that involves unplanned, immature, imprudent, and abrupt buying decisions that can lead to dissatisfaction and regret (Suher & Hoyer, 2020). While traditional literature on impulsivity has identified several determinants, no study has examined whether these factors influence e-buying impulsivity. Therefore, this study aims to investigate whether the same factors that contribute to traditional buying impulsivity also apply to high-tech consumerism, which encompasses both the soft and hard aspects of technology-based e-buying. By exploring these relationships, we can better understand the psychological factors that influence e-buying impulsivity and help inform interventions to promote more informed and thoughtful purchasing decisions.

The study has multifaceted significance as it sheds light on how changes in customer experience due to technology influence their buying personality and decision-making process. Consequently, this offers valuable insights that can contribute to the existing literature of the field as a new phenomenon. From a practical perspective, this study provides a clear understanding for managers in making marketing decisions. In this modern and highly competitive era of marketing, manufacturers must remain alert to the changing requirements and try to minimize the negative impacts of technology. The increasing cost of media has already shifted the focus of manufacturers and service providers towards sales promotion (Esfahani & Jafarzadeh, 2012).

Manufacturers aim to promote and position their products in a manner that can sway buyers towards impulse buying. Both internal and external factors related to impulse buying have a positive and significant effect, and if applied to new products, it will likely result in higher chances of growth in the market (Khaniwale, 2015). While previous studies have covered significant areas of developed countries, there is still much to be discovered in less developed countries. This is due to differences in culture, lifestyle, income, and living standards from country to country. Consequently, this research will contribute to the existing literature and knowledge base for both marketers and researchers in understanding impulsivity in rural and urban areas of Pakistan. In the societal scenario, the study will improve the awareness of buyer in making better online buying decision and as such improve better allocation of personal income at the societal level.

Impulse Buying

Impulse buying is not a novel concept, as it has been a driving force in human purchasing behavior since the mid-20th century, when impulsivity was first introduced by Clover (1950) and Stern (1962). In the literature on unplanned purchases, researchers such as Kollat and Willett (1967) have expressed their opinions on various aspects of impulse buying, including online shopping (Madhavaram & Laverie, 2004; Chen, 2008), in-store retail (Tendai & Crispen, 2009; Priyanka & Reeble, 2012; Banerjee & Saha, 2012; Mathai & Haridas, 2014), local markets (Tirmizi et al., 2009), environmental and demographic factors (Coley & Burgess, 2003), cultural values and lifestyle (Bashir et al., 2013; Kacen & Lee, 2002), and visual merchandising (Mehta & Chugan, 2013). It is important to note that different products can trigger impulse buying behavior in specific situations. Thus, manufacturers need to identify the sudden causes of such behavior and the products with the maximum impulsive frequency so that they can develop their product and service portfolio accordingly.

Stern (1962) proposed a categorization of impulse buying into four types: pure impulse buying, reminder impulse buying, suggestion impulse buying, and planned impulse buying. Pure impulse buying refers to a situation in which a buyer deviates from their normal buying pattern and engages in a novel purchasing behavior. This may be triggered by low stock availability at home, a sudden need arousal, or other unexpected factors. Reminder impulse buying occurs when a buyer is reminded of a need that they had not previously considered, and then makes an unplanned purchase. Suggestion impulse buying, on the other hand, occurs when a buyer encounters a product for the first time and recognizes it as a need-satisfying item. Finally, planned impulse buying occurs when a buyer enters a store with the intention of purchasing a specific product but changes their mind after seeing a sales promotion. These categories provide a useful framework for understanding the complex phenomenon of impulse buying.

The buying process model proposed by Engel and Blackwell (1982) has been a key point of interest for marketers. This model delineates the five stages that consumers go through when making purchases. The first stage is problem/need recognition, where

consumers develop needs and may search for products or services to satisfy them. Next, consumers search for alternative solutions or paths to fulfill their needs or desires. Evaluating alternatives comes next, with customers' social and physical environment providing the primary sources of information, such as friends, family, billboards, promotional messages, or the layout of physical spaces such as stores. The third stage is selecting the best alternative, with alternative products providing valuable insight into which product best suits the consumer's needs. In the fourth stage, consumers make their purchase decisions based on the alternatives they have evaluated. Finally, post-purchase satisfaction or dissatisfaction determines future purchases. Manufacturers must conduct extensive research to gather feedback from consumers. Based on this feedback, manufacturers can modify their products and design new ones to better meet the needs of their customers.

The impulse buying process in this model provides insight into the uncertain behavior that follows the recognition of a need and the influence of impulsivity, whether affective or cognitive, on purchasing behavior. It is important to note that this impulse is not related to the product itself, but rather to the urge to buy it. An individual may act impulsively in order to meet their ideal standards (Coley & Burgess, 2003). While the buying process described in this model is simple and easily understandable, the impulsive aspect remains unclear, including what causes it and why it occurs.

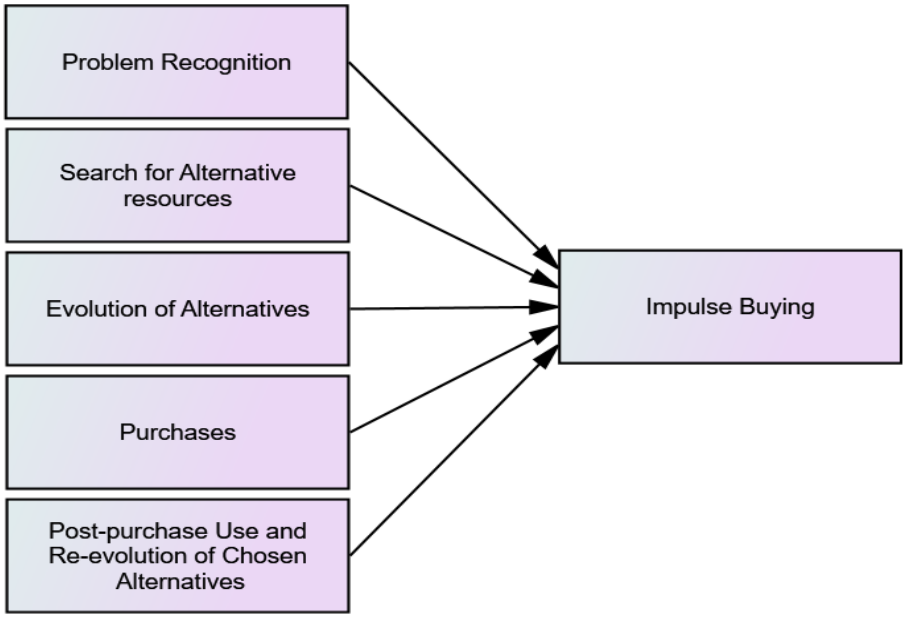
Previous studies have explored the concept of impulse or unplanned purchases as a complex and fascinating phenomenon with multiple dimensions. However, most of these studies have focused on markets, on-store retailers, or online shopping, while impulse buying can occur in both stores and manufacturing settings. Graa and Dani-Elkebir (2012) found that the frequency of impulse purchases varies depending on the product and geographical area, with products placed in visible and easily accessible areas being more likely to trigger impulse purchases. For example, magazines placed at checkout stands for customers waiting in line can increase awareness and entertainment elements to shopping, thus enhancing the chance of purchasing.

In addition, researchers have identified clothing and music as high-impulse products, while the factors that influence impulse buying of utilitarian products remain unclear (Chen, 2008). A study of 400 subjects revealed that clothing was the main impulse buying category, highlighting its highly impulsive nature (Arocas, 2008). Similarly, computer peripherals were found to have a lower ratio of impulsivity. Overall, this model and the previous literature highlight the importance and complexity of impulse buying behavior, which can be influenced by a variety of factors including product placement, product type, and individual preferences.

Factors Affecting Impulse Buying

The literature of the field puts forth some important determinants of impulse buying in traditional consumerism. As this study intends to test if the same can affect the e-buying impulsivity, we will discuss the traditional factors and then state the hypotheses for our study.

Figure 1: An adjusted model of Engel and Blackwell for consumer decision making. Source: Engel & Blackwell (1982)



Sales Promotions Concerning Impulse Buying

Sales promotions are widely considered as a key element of the marketing mix to stimulate consumer purchases. With the proliferation of technology and increasing costs of media, firms have increasingly shifted their promotional budgets and attention towards sales promotion (Esfahani & Jafarzadeh, 2012). In order to better serve diverse consumer groups, managers design marketing offers with different sales promotion strategies (Nijs et al., 2001). Unplanned purchases are often triggered by product shortages, availability of discounted products, and different packaging options, particularly during recessionary pressures (Kollat & Willet, 1967). Consumers are attracted to unusual and attractive product deals, but do not necessarily intend to make impulsive purchases. However, certain stimuli can change their minds by affecting their cognitive processes. Such unintentional buying can also be a source of innovation in terms of sales promotions, eye-catching store displays, attractive prices, persuasive advertisements, and promotions. Salespeople's behavior can also be a contributing factor to impulsive buying, emphasizing the need for their training and development (Tendai & Crispen, 2009; Mehta & Chugan, 2013).

Relationship between Sales Promotion and Impulse Buying

Several studies suggest that the relationship between impulsive behavior and sale promotions is weak and does not significantly affect buyers with impulsive tendencies (Esfahani &

Jaferzadeh, 2012). However, reduced prices on certain products have been found to attract consumers and stimulate impulse purchases (Tinne, 2011). It can be inferred that consumers engage in impulsive buying when they encounter an unusual and attractive deal in their physical or virtual environment. Notably, the level of impulsiveness is contingent upon the need and appeal of the product. Studies also indicate that in-store environment, pricing, and promotional strategies play a vital role in influencing consumers' impulsive behavior at superstores (Tendai & Crispen, 2009; Tinne, 2011). Hence, it is imperative to develop price promotion strategies that cater to the different segments of consumers and foster loyalty (Chandon, 1995).

Retailers

Retail companies employ various tactics to encourage impulse buying, such as designing store layouts to provide customers with a trustworthy and easily navigable environment (Banerjee & Saha, 2012). These strategies significantly affect consumers' impulse buying behavior by attracting them with appealing physical locations and other tactics. Discounted products, especially those with high quality and profit/utility, also attract consumers (Esfahani & Jaferzadeh, 2012). Sales promotion can have a synergistic effect on impulse buying factors, leading to increased sales and benefits for retailers/companies (Muruganantham & Bhakt, 2013).

By describing the various features and qualities of products in promotional programs, marketers can convince consumers to purchase luxury products at discounted prices (Esfahani & Jaferzadeh, 2012). Promotions can temporarily diminish customers' price-related decision-making, making them more likely to make impulse purchases. Overall, these strategies can help companies maintain a competitive edge and encourage impulse buying, ultimately leading to increased sales and profits.

In-store Design

According to a survey conducted to compare the impact of video versus images and text stimuli, video was found to be the more effective medium for attracting impulse purchases, especially for creative ideas (Adelaar et al., 2003). Additionally, studies have found that images, banner advertisements, pricing, and special offers displayed in-store attract most impulse purchases (Madhavaram & Laverie, 2004; Mehta & Chugan, 2013). Furthermore, Coley and Burgess (2003) added that retailers have the potential to captivate potential customers in a manner that compels them to make purchases without visiting other stores. Customers are often in a good mood while shopping and browsing, and the in-store services they receive are generally better than their expectations (Madhavaram & Laverie, 2004; Mehta & Chugan, 2013). Retailers who pay attention to in-store services may gain potential customers. Efforts such as using brighter-colored products, offering better features, implementing effective in-store layouts, display shelves, and customer communication strategies can be employed by both stores and product manufacturers to attract impulse buyers.

Online Shopping

The use of technology has led to an increase in the number of impulsive consumers, thereby creating a higher likelihood of impulse buying. As such, it is crucial for companies to have targeted consumers in mind when planning promotional strategies to encourage impulse purchases, and to continually innovate in order to stay competitive in the long run (Madhavaram & Laverie, 2004). This study focuses on promotional tactics such as banner advertisements, price discounts, and special offers, which have been shown to motivate people to make impulsive purchases. The research suggests that many internet users engage in impulse buying when they are in a positive mood while browsing (Madhavaram & Laverie, 2004). Both online and offline retailers need to prioritize customer satisfaction. Although selling hedonic products online is challenging, it is more effective to increase positive affect rather than decrease negative affect in order to control the hurdles of impulse buying (Verhagen & Dolen, 2011).

Webpage design

The success of an online shopping environment is largely dependent on the design, color scheme, and overall attractiveness of the webpage, as these elements can create a pleasant shopping experience for consumers. Therefore, it is crucial for retailers to prioritize the physical aspect and design of their webpages. Research has shown that enjoyment and website communication style have significant positive effects on impulse buying, while negative effects are insignificant. This could be due to factors such as the satisfaction of the shopping experience and the positive affect it creates (Verhagen & Dolen, 2011). Social media platforms, such as Facebook and Twitter, have become popular marketing tools that offer a cost-effective way to reach a large number of online users. However, consumers are often inhibited from making impulse purchases online due to concerns about security, credit card information, and delivery (Madhavarm & Laverie, 2004).

Emotions and Moods

Negative stimuli can disturb impulsive buying even though stimuli can lead to emotional or rational responses (Ceballos, 2010). Emotions serve as a mediator between online store opinions, excitement from impulsivity, and the occurrence of shopping experiences (Verhagen & Dolen, 2011). However, shoppers with a good mood may still encounter store returns or exchanges. Consumers can make purchases with complex involvement; thus, impulse purchases are associated with symbolism and emotions. The presence of emotional elements in purchases indicates impulse buying and is expected to have a high level of emotional discrepancy (Arocas, 2008).

Self-Discrepancy

According to Vohs and Faber (2007), self-regulatory resources can curb unplanned buying within certain limits, and there may not be significant differences between impulsive and non-impulsive buyers. However, when the buying process becomes the focus instead of the purchased item, it strongly influences impulsiveness, as people tend to seek out an easy and enjoyable process (Ceballos, 2010). Clothing, as an impulsive product, can trigger the

emotional side of a high self-discrepancy individual, leading to impulsive purchases (Arocas, 2008). In fact, individuals may act impulsively to bridge the gap between their actual and ideal standards, with women tending to buy stylistic and emotion-related products and men preferring instrumental and functional ones. It is important to note that impulsive tendencies can vary based on an individual's personality characteristics (Mathai & Haridas, 2014).

To increase sales from impulse purchases, it is crucial to understand the users' behaviors. Purchasing a product is not solely based on its functional aspects, as it can help reduce an individual's discrepancy (Arocas, 2008). Additionally, individuals who have a high self-discrepancy in terms of personal attractiveness are more likely to complain about clothing, accessories, or footwear products (Arocas, 2008).

Demographics

Among the demographic variables (age, gender and income) which were tested for impulsive buying, the single variable, age has a significant negative relationship with the impulsive purchase tendency of consumers where it indicates that young consumers are more impulses buying than the older (Jalees, 2009; Ghani & Jan, 2011).

Gender

According to Coley and Burgess (2003), females exhibit more impulsive behavior compared to males. The study also highlights that women tend to have more positive buying emotions and are generally more emotionally driven in their purchasing decisions. Additionally, some females have reported addiction to bargains, leading to impulsive buying behavior (Ceballos, 2010). The reasons behind such impulsive tendencies in females may be attributed to their extensive shopping experiences (Kollat & Willett, 1967; Coley & Burgess, 2003).

The color, material, complementary products, price (whether expensive, discounted, or affordable), finding the right product, and the approval of others are among the most significant stimuli that influence fashion-oriented impulse purchases (Ceballos, 2010). In essence, gender differences play a crucial role in the context of impulse purchases (Bashir et al., 2013).

Income

The influence of sales promotions on consumer behavior has been a topic of interest for researchers. A study conducted by Tendai and Crispen (2009) found that sales promotions had little influence on consumers in general. However, it was observed that consumers with low income tend to be more impulsive buyers. To develop effective price promotion strategies that build loyalty with both new and loyal customers, Chandon (1995) suggests segmenting consumers based on their preferences. In the context of fashion-oriented impulse purchases, Ceballos (2010) highlights the significance of price, particularly when it is affordable or discounted.

According to Kollat and Willet (1967), shopping lists have an impact on unplanned purchases. They found that when more than 15 products are purchased at once, some impulse buying is likely to occur. Furthermore, Kollat's study indicates that the number of family members living together and the total years of marriage can affect the frequency of planned and impulse purchases. Specifically, larger families tend to have more impulse buying, while younger married couples have less. However, Ghani and Jan (2011) discovered an insignificant relationship between income and impulsive buying, possibly due to exaggerating respondents.

These findings suggest that price promotions should be targeted to specific segments of consumers and that shopping list size and family demographics can also impact impulse purchases. These insights can be valuable to marketers in designing effective promotional strategies to influence consumer behavior.

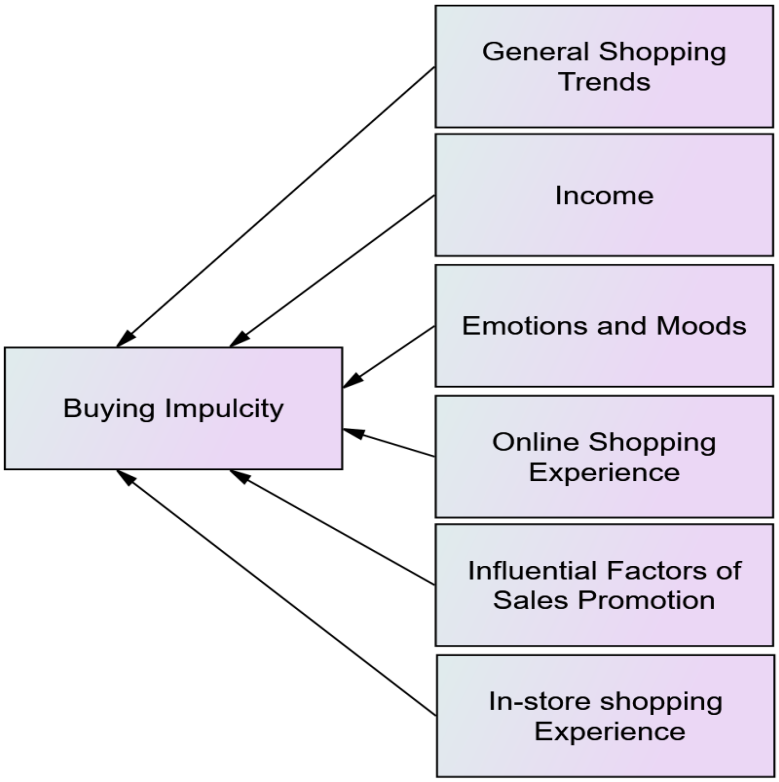
Time

Graa and Dani-Elkebir (2012) have focused on the unique and positive relationship between time pressure and buying. However, shopping with time constraints can cause stress, leading to a negative mood that can ultimately impact buying decisions. Therefore, having sufficient time reduces stress and leads to a positive mood, ultimately impacting buying behavior positively (Coley & Burgess, 2003). However, Esfahani and Jaferzadeh (2012) found that the relationship between time pressure and sales promotion was not significant ($p > .05$), indicating that consumers with time pressure were still influenced by sales promotions. Similarly, Graa et al. (2014) conducted a study where time pressure was the independent variable and impulse buying was the dependent variable. Their results showed that time pressure had no significant effect on impulse purchase behavior during the shopping experience at the store.

The Conceptual Framework

In the previous sections, we have highlighted some important aspects of traditional buying impulsivity and we had an object to test the same for e-buying impulsivity. Therefore, we propose that these determinants might also work in the case of tech-based e-buying impulsivity. Nevertheless, the main objective of the current study does not contain and appreciation of the individual factors affecting the e-buying impulsivity rather an aggregative exploration, we nevertheless, have chosen six determinants from the traditional literature here. Hence, the following conceptual framework has been proposed.

Figure No 2: Factors affecting impulse buying behavior on-store



Hypotheses

Effect of Gender on e-buying impulsivity

To test the hypothesis that gender significantly affects e-buying impulsivity, several studies have been conducted. For instance, a study by Cross et al. (2011) found that females tend to be more impulsive than males in their e-buying behavior. Similarly, Wang et al. (2022)) suggested that cultural differences may play a significant role in determining one's behavior towards e-buying. However, in contrast to the above findings, a study by Banerjee and Xu et al. (2022) reported no significant difference between male and female impulsivity in their high-tech e-buying behavior. They found that webstore layouts greatly affect customers' impulse buying behavior, and that the availability of good offers tends to increase impulse buying behavior.

Overall, while some studies suggest that gender may have an impact on e-buying impulsivity, other factors such as webstore layouts and offers may play a more significant role. Further research may be needed to fully understand the complex factors that contribute to e-buying impulsivity.

$H_{1:}$ Gender differences do not affect e-buying impulsivity.

Effect of General Shopping Trends on e-impulsivity

Recent research has shown that the general shopping trends can significantly affect online-buying impulsivity. For instance, a study by Zhao et al. (2019) found that consumers who frequently shop online are more likely to experience impulsive buying behavior compared to those who shop in-store. This suggests that the online shopping environment may facilitate impulsive behavior due to its convenience and ease of access.

Moreover, research has shown that the presence of sales promotions can significantly impact online-buying impulsivity. A study by Asrinta (2018) found that consumers are more likely to engage in impulsive buying behavior during online shopping when exposed to sales promotions. This highlights the importance of the online shopping environment in promoting impulsivity.

Furthermore, the ease of use of online shopping platforms has been found to have a significant impact on online-buying impulsivity. A study by Do et al. (2020) find that consumers who perceive online shopping as easy and convenient are more likely to engage in impulsive buying behavior. This suggests that the user interface of online shopping platforms can play a crucial role in promoting impulsivity.

In conclusion, the general shopping trends, presence of sales promotions, and ease of use of online shopping platforms can significantly affect online-buying impulsivity. These findings emphasize the importance of designing online shopping platforms that promote responsible buying behavior and limit impulsive buying tendencies. We, therefore, hypothesize that:

$H_{2:}$ General shopping trends will significantly affect e-buying impulsivity.

Income

Recent studies provide evidence that supports the hypothesis that customer's income significantly affects online-buying impulsivity. One study by Rana and Tirthani (2012) found that high-income customers were less likely to exhibit impulsive buying behavior online compared to low-income customers. The authors argue that high-income customers have a higher level of self-control and are less vulnerable to the psychological effects of online marketing that often trigger impulse purchases.

Similarly, another study by Mehtab et al. (2020) found that customers with higher incomes are less susceptible to impulse buying on online shopping platforms. The authors suggest that higher-income customers have a better understanding of their financial situation and are more rational in their purchasing decisions. Furthermore, a study by Aslam (2020) found that customer's income level significantly moderates the relationship between online marketing stimuli and impulse buying behavior. The authors found that low-income customers are more susceptible to online marketing stimuli and are more likely to engage in impulse buying behavior compared to high-income customers.

Therefore, the current literature supports the hypothesis that customer's income can significantly affect online-buying impulsivity. Customers with higher incomes are less likely to exhibit impulsive buying behavior and are more rational in their purchasing decisions compared to customers with lower incomes.

H_3: Customer's income will significantly affect e-buying impulsivity.

Emotions and Moods

The hypothesis that emotions and mood of customers can significantly affect online-buying impulsivity is supported by several recent studies. Firstly, research by Liu et al. (2022) found that positive emotions, such as happiness and excitement, can increase online buying impulsivity, while negative emotions, such as anxiety and anger, can decrease it. Similarly, a study by Grewal et al. (2009) showed that a positive mood can lead to higher levels of online impulse buying.

Moreover, the role of emotions in online buying impulsivity is supported by research on the influence of product presentation on consumer emotions. For instance, Destari et al. (2022) found that consumers who viewed product images with more emotional appeal had higher levels of impulse buying. Similarly, research by Rook and Fisher (1995) showed that consumers in a positive mood were more likely to engage in impulse buying behavior. Additionally, research has demonstrated that the level of online buying impulsivity can be influenced by the level of perceived risk. For example, a study by Salo and Karjaluoto (2007) found that when consumers perceived higher levels of risk in their online shopping experience, they were less likely to engage in impulse buying behavior.

Overall, the literature supports the argument that the emotions and mood of customers can significantly affect online-buying impulsivity. Marketers should consider the emotional appeals of their product presentations and seek to manage consumers' perceived risk to better understand and influence their online impulse buying behavior.

H_4. Emotions and mood of customers will significantly affect online-buying impulsivity.

Online Shopping Experience

Recent studies have provided evidence to support the hypothesis that a customer's online shopping experience can significantly affect online-buying impulsivity. For example, a study by Park et al. (2012) found that customers' positive online shopping experiences, including convenience, enjoyment, and satisfaction, have a significant negative effect on their online-buying impulsivity. They suggest that this negative relationship is due to the fact that positive online shopping experiences increase customers' sense of control and reduce their perception of risk, which in turn reduces their impulse buying behavior.

Similarly, a study by Lin et al. (2018) found that customers' perceived ease of use and usefulness of an online shopping platform are negatively related to their online-buying impulsivity. They argue that the ease of use and usefulness of an online shopping platform can enhance customers' cognitive and emotional states, reducing the likelihood of impulsive

purchases. Moreover, research has also suggested that the visual appeal of an online shopping platform can affect online-buying impulsivity. For instance, a study by Amanah and Harahan (2020) found that customers' perceptions of the visual appeal of an online shopping platform positively affect their online-buying impulsivity. They suggest that visual cues, such as product images and colors, can trigger impulsive buying behavior.

Overall, these studies provide strong evidence to support the hypothesis that a customer's online shopping experience can significantly affect online-buying impulsivity. By enhancing the convenience, enjoyment, satisfaction, ease of use, usefulness, and visual appeal of online shopping platforms, retailers can effectively reduce customers' online-buying impulsivity, ultimately leading to more sustainable and profitable online businesses.

H_5. Online shopping experience will significantly affect online-buying impulsivity.

Influential factor of sales promotions

E-commerce has been steadily increasing in popularity over the past few years, and impulse buying is an important aspect of this trend. The present study aims to investigate the hypothesis that general shopping trends can significantly affect e-buying impulsivity. This hypothesis is important to explore as it can provide insights into the factors that contribute to online impulse buying behavior.

Social media platforms such as Facebook, Twitter, and Instagram are used by online retailers to promote their products and attract customers. A study by Aragoncillo and Orus (2018) found that social media use is positively associated with impulse buying behavior among consumers. The constant stream of advertisements and deals on social media can trigger impulsive purchases. Therefore, it can be argued that general shopping trends on social media can influence e-buying impulsivity.

Online shopping platforms such as Amazon and eBay offer a wide variety of products to consumers. The abundance of choices can lead to decision fatigue, which can increase impulsive purchases (Iyengar & Lepper, 2000). Additionally, product variety can make it easier for consumers to find products that match their personal preferences, which can lead to impulse buying. Therefore, it can be argued that general shopping trends that promote product variety can influence e-buying impulsivity.

Online retailers often use promotions and discounts to attract customers and increase sales. A study by Aksoy et al. (2022) found that online promotions have a significant positive effect on e-buying impulsivity. Consumers may be more likely to make impulsive purchases when they perceive that they are getting a good deal. Therefore, it can be argued that general shopping trends that promote online promotions can influence e-buying impulsivity.

In conclusion, the present study has provided three argumentations that support the hypothesis that general shopping trends can significantly affect e-buying impulsivity. Specifically, social media use, product variety, and online promotions are all potential factors that can influence impulse buying behavior online. Future research can further explore these

factors and their impact on e-buying impulsivity. We, the, can argue that the promotional factor can significantly affect e-buying impulsivity.

H_6. Differences in influential promotions will significantly affect e-buying impulsivity.

In-store Shopping Experience

In recent years, there has been a growing interest in the relationship between in-store shopping experiences and online buying impulsivity. Several studies have investigated this relationship and provided evidence to support the hypothesis that a customer's in-store shopping experience can significantly affect online-buying impulsivity. Firstly, research has shown that positive in-store experiences can lead to increased customer satisfaction, which in turn can influence online buying behavior. According to a study by Wu et al. (2018), positive in-store experiences can increase customer satisfaction, which has been found to be a significant predictor of online repurchase intention. This suggests that customers who have a positive in-store shopping experience are more likely to make online purchases in the future.

Secondly, studies have shown that the in-store environment can affect the level of online buying impulsivity. For instance, a study by Saad and Metawie (2015) found that the in-store atmosphere significantly influenced consumers' online impulse buying behavior. The study revealed that consumers who experienced a positive in-store environment were more likely to engage in online impulse buying. Thirdly, studies have explored the impact of in-store sensory experiences on online buying impulsivity. For example, research by Wang et al. (2020) found that the sensory experience in a physical store had a significant impact on online buying impulsivity. The study revealed that the visual, auditory, and olfactory sensory experiences in a physical store could influence consumers' online impulse buying behavior.

The evidence suggests that there is a significant relationship between a customer's in-store shopping experience and their online buying impulsivity. Positive in-store experiences can lead to increased customer satisfaction and influence online repurchase intention. The in-store environment, including sensory experiences, can also affect the level of online buying impulsivity. As such, retailers should focus on creating positive in-store experiences to influence their customers' online buying behavior.

H_7. In-store shopping experience will significantly affect e-buying impulsivity.

Information technology and e-buying impulsivity

Several studies have examined the relationship between the use of information technologies and e-buying impulsivity. For instance, Adelaar et al. (2003) found that the use of mobile phones and the Internet significantly predicted impulse buying behavior. Similarly, Jeffrey and Hodge (200&) suggested that the use of mobile applications significantly influenced impulse buying behavior among smartphone users. Another study by Zhang et al. (2007) argued that the use of information technology can lead to an increase in impulse

buying because it provides consumers with more information and makes shopping more convenient. Additionally, the use of online shopping channels has been shown to increase the likelihood of impulse buying (Zhang et. al., 2019).

Based on these findings, it is reasonable to hypothesize that the use of information technologies significantly affects e-buying impulsivity. Specifically, it is expected that the more individuals use information technologies for shopping purposes, the higher their level of e-buying impulsivity. This hypothesis is supported by previous research that suggests that the use of mobile phones, the Internet, and online shopping channels increases the likelihood of impulse buying (Adelaar et al., 2003; Zhang et. al., 2019).

$H_{8.}$ Use of information technology will significantly affect e-buying impulsivity.

Methodology

Participants

The population for this study consisted of individuals who had access to a variety of technology-based devices in any setting, and were able to effectively use them to make online purchases. The sample was selected randomly, with 350 participants identified. This sample size was chosen as we ran factory analyses on this data and the minimum required sample size for this analysis is 300 (Hair et al., 2014). Only 328 questionnaires were deemed suitable for analysis after some were returned blank. Data was collected through a two-way approach, whereby information was gathered from high-tech customers across various organizations who were income earners and had the ability to make independent buying decisions. Of the 228 female and 100 male respondents, 30% were classified as primary/illiterate and were interviewed accordingly. The age distribution of respondents was classified into five groups: 18 and under, 19-24, 25-34, 35-44, and 45 and older, with h=10. The age group of 19-24 had the highest frequency with 155 participants, while 45 and older had the lowest frequency with only 13 participants. Regarding education, approximately 32% of respondents held a Bachelor's degree, making them the highest percentage of participants, while those with A-level education comprised the smallest percentage at 13%. These criteria were established based on the primary objective of this study.

In this study, we aimed to investigate the relationship between technology usage and online purchasing behavior. The literature review highlighted the importance of studying this relationship as it is a significant factor in the modern business world. The methodology employed in this research was rigorous and appropriate for the study, with data collected through a two-way approach. The results were clearly and accurately presented, with two models analyzed. The first model revealed that marketing myopia negatively impacted product uniqueness through both the intercept and the slope, while creativity was found to have a significant effect on the slope. However, in the second model, when creativity was introduced as a mediator, the negative effect of myopia on product uniqueness was suppressed, leading to a positive total effect. These findings have important implications for businesses seeking to improve their online sales.

Material

The survey questionnaire was consisting of 62 questions and demographics. The survey questionnaire began with describing the purpose of the data collection and was assuring respondents about their info to be saved and be used only to analyze e-buying trend of people of Balochistan. The second paragraph was based on the little information about the parts and instructions about filling the questionnaire. There were A-I sections in the survey. Section-A demographic about the respondent's age, education, social status, occupation and name; however name was an optional question, Section-B based on general buying trend, section-C frequency of impulsiveness, section-D frequency of totally planned purchases, section-E control over emotions and mood while shopping, section-F webstore shopping environment, section-G online shopping experience, section-H frequency of most influential factors and the section I frequency of purchased items. There were 6 questions in demographics, 12 in Section-B and (5, 4, 7, 8, 9, 8, 9) in sections C, D, E, F, G, and H, I respectively. Likert-Scale type questions were designed in section B-H and section-A and I had options to be circled only one.

Part of survey was of some adopted questions for more accuracy and least chance of errors as the questions were easily understandable by common buyers. Table 1 gives some sample questions from each section.

Table No 1: Adopted Questions in Survey

Question Number	Empirical Support
Section B: General shopping Trend (GST)	
1. I buy if I like it.	Han, 1987
3. I regret buying new things.	Youn, 2000
4. I sometimes buy things that I had not intended to purchase.	
Section C: Impulse buying (IB)	
14. I feel a sense of excitement when I make an impulse purchase.	Beatty,1998
Section D: Income (IN)	
20. I tend to spend money as soon as I earn it.	Youn, 2000
Section E: Emotions and mood (E_M)	
22. Buying reduces stress.	Beatty,1998
24. I feel excited when making a purchase.	Coley & Burgess, 2003
26. I buy to make myself feel better.	
27. I feel a sense of excitement when I make an impulse purchase.	
Section H and I:	

Data Analysis Technique

For analysis, each survey was coded numerically for data entry specific identification. All the responses were also coded in Statistical Package for Social Sciences (SPSS) version 26. Initially, frequency test was run to eliminate any sort of error in the data. For reliability and multi-items variables, Cronbach alpha tests was conducted. Factor analysis was run for extracting factor and testing correlation among the factors. Hypotheses were tested in SPSS by Regression and independent t-test.

Result and Discussion

Factor Analysis

Factor analysis was run for the 62 items and the factorability of a correlation well-recognized criterion was used. secondly, KMO measure of sampling adequacy was .9, above the recommended value of .6, and Bartlett's Test of Sphericity was significant ((χ^2 (1891) = 50260.934, $p < .05$). the communities were all above .7 further confirming that each item shared some common variance with other items. Given these overall indicators, factor analysis was conduct with all 62 items.

Principle components analysis was used because the primary purpose was to identify and compute composite coping scores for the factors underlying the short version of the ACS. Initial Eigenvalues showed that the first factor explained 28% of the variance, the second factor 14% of the variance, and a third factor 13% of the variance. The fourth factor has 11% of the variance, the fifth has 8% variance, sixth has also 7% variance, seventh has 5% variance, eighth has 3% variance, ninth and tenth has values are just over one. From eleven to onwards Eigenvalues represent variance below to 1%. Solutions of 8 factors which explain 94.366% of the variance, was preferred using Varimax rotation of the factor loading matrix. The above table gives us the factor, loading using the un-rotated principal component factor methods. The factor loadings for this orthogonal solution represent how the variables are rotated for each factor and also the correlation between the variables and factor.

Considering only the factor loadings greater than .6, factor 1 has positive correlation with variables, GST-1 to GST_12, IF_46, F_47, IF_48 to IF_53, and WSE_29 to WSE_36. In other words, factor 1 explains the variables Shopping trend, Influential factors of buying and webstore buying experience such as, window display, Advertisements, Store layout, effective communication by salesperson, and urge to buy if see any good offer. Factor 2 explains the variables MST_1 to MST12 with a negative correlation with factor 1. Values lied in Factor 3 IT_54 to IT_62 and OSE_37 to OSE_45 except OSE_40: OSE_37 to OSE_45 in Factor 4. Factor 5 consists of E_M22 to E_M28 except for E_M24; Factor 6 IB13 to IB17; factor 7 with no variable and factor 8 IN18 to IN21. Thus, no issues were found regarding cutoff values relating to the EFA (Zaman et al., 2020).

Table No 2: Reliability Statistics

Cronbach's Alpha	N of Items
0.979	9

Table No 3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.908
Bartlett's Test of Sphericity	Approx. Chi-Square	50260.9
	Df	1891
	Sig.	0

Table No 4: Component Matrix with Extraction

	Component								Extraction
	1	2	3	4	5	6	7	8	
GSE1	.615								.831
GSE2	.712								.932
GSE3	.619								.807
GSE4	.703								.964
GSE5	.699								.973
GSE6	.706								.971
GSE7	.701								.967
GSE8	.707								.968
GSE9	.704								.932
GSE10	.675								.857
GSE11	.691								.923
GSE12	.655								.952
IB13						.757			.958
IB14						.744			.974
IB15						.693			.857
IB16						.732			.978
IB17						.730			.978
IN18								.606	.699
IN19								.718	.949
IN20								.681	.880
IN21								.714	.966
E_M22					.731				.965
E_M23					.727				.928
E_M24									.307
E_M25					.730				.898
E_M26					.743				.962
E_M27					.716				.949
E_M28					.631				.866
ISE29							.623		.979
ISE30							.665		.968
ISE31							.666		.963
ISE32							.654		.963
ISE33							.662		.950
ISE34							.691		.969

ISE35				.668	.948	
ISE36				.689	.970	
OSE37		.632			.971	
OSE38		.651			.946	
OSE39		.649			.956	
OSE40		.642			.917	
OSE41		.626			.946	
OSE42		.661			.956	
OSE43		.637			.917	
OSE44		.639			.946	
OSE45		.653			.962	
IF46	.631				.960	
IF47	.691				.961	
IF48	.686				.960	
IF49	.659				.970	
IF50	.667				.926	
IF51	.632				.925	
IF52	.655				.966	
IF53	.670				.944	
IT54		.754			.878	
IT55		.812			.915	
IT56		.736			.965	
IT57		.764			.882	
IT58		.772			.959	
IT59		.774			.806	
IT60		.772			.927	
IT61		.807			.910	
					.945	
IT62		.680			.909	
					.950	
					.679	

In the table above, GSE = General Shopping Experience, IB= impulsive buying, IN= income, E_M= emotions and moods, ISE= in-store experience, OSE= online shopping experience, IF= influential factors of sales promotion and IT= frequency of Information Technology's Usage

Correlation

Influential Factors (tot_IF) and Webstore experience (tot_WSE) average were significantly correlated r=.503, p< .05. Correlation between webstore buying experience with influential factors that helps in decision making and affect consumer's choice. Consumers may probably be affected by the window display, advertisement, discount offers, price, and product availability while entering the shop.

Table No 5: Inter-construct Correlations

	GSE	IB	IN	EM	ISE	OSE	IF	IT
GSE	1							

IB	.283**	1						
IN	.425**	.247**	1					
EM	.109*	0.086	.182**	1				
ISE	.258**	0.078	.299**	.151**	1			
OSE	.152**	.128*	.169**	.140*	.219**	1		
IF	.202**	.165**	.394**	.299**	.503**	.204**	1	
IT	0.023	.115*	0.066	.160**	0.068	-0.023	0.068	1

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

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

Result of Hypotheses

There is no significant difference in both males and females in impulsive behavior. An independent-samples t-test was conducted to compare impulsive behavior in males and females. There was not a significant difference in the scores for females (M=4.65, SD=1.820) and male (M=4.75, SD=1.690) conditions; t (326) =0.452, p =0.652 which means both male and female have to urge to buy when they see any good offer.

Table 6: Independent t-test

	F	Sig.	T	Df	Sig.	Mean Diff	Std. Diff	Error	95% Interval Lower	Confidence Upper
Equal variances assumed	1.89	.169	-.45	326	.652	-.096	.214		-.517	.324
Equal variances not assumed			-.47	202	.643	-.096	.208		-.506	.313

Regression

Simple regression was calculated to predict impulse buying based on factors, General shopping trends, income, online shopping experience, mood and emotions, and influential factors. Significance regression equation was found (F (7,320) = 4438.117, p, <.000), with an R square of .990.

Coefficients: The Regression analysis illustrates that relationships Impulse buying and factor affecting it. (Total_OSE (Beta = .112, t (327) = 4.742, p < .05), (Total_E-M (Beta = .038, t(327) = 1.931, p < .05), (Total_MST (Beta =.340, t(327) = 15.265, p < .05), Total_GSE (Beta = -.062, t(327) =-1.988 , p < .05). Among the 7 factors three factors shows insignificant results.

Table No 7: Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.995[a]	.990	.990	.86819	.167

a. Predictors: (Constant), Total_IT, Total_WSE, Total_E_M, Total_OSE, Total_MST, Total_IF, Total_IN
b. Dependent Variable: Total_IB

Table No 8: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23416.786	7	3345.255	4438.117	.000[b]
	Residual	241.202	320	.754		
	Total	23657.988	327			

a. Dependent Variable: Total_IB
b. Predictors: (Constant), Total_IT, Total_WSE, Total_E_M, Total_OSE, Total_MST, Total_IF, Total_IN

Table 9: Coefficients

	Unstandardized Coefficients		St. Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-.757	.267		-2.840	.005		
IF	.060	.040	.082	1.485	.138	.010	96.585
ISE	-.062	.031	-.090	-1.988	.048	.016	64.144
GSE	.340	.022	.828	15.265	.000	.011	92.414
IN	-.086	.082	-.068	-1.044	.297	.008	131.286
E&M	.038	.020	.050	1.931	.054	.048	20.975
OSE	.112	.024	.183	4.742	.000	.021	46.879
IT	.008	.037	.012	.224	.823	.012	82.942

a. Dependent Variable: IB

Discussions

Except for our hypotheses for emotions and moods, we were able to retain all the hypotheses. Gender had no effect on e-buying impulsivity. On the other hand, The results revealed no significant difference in the impulsivity of males and females in high-tech e-buying behavior. However, several factors were found to have a significant impact on impulsivity, including webstore shopping experience, general shopping trend, online shopping experience, and emotion/mood. The findings are consistent with previous research that suggests webstore layouts significantly affect impulse buying behavior and that customers are more likely to make purchases when good offers are available (Banerjee & Saha, 2012; Gul et al., 2022; Ibrahim et al., 2021). Interestingly, the lack of gender differences in impulsivity contrasts with previous research showing females to be more impulsive than males (Coley & Burgess, 2003). One possible explanation for this discrepancy is cultural differences, as cultural values have been found to play a significant role in shaping certain behaviors (Kacen & Lee, 2002). It is possible that the cultural context of the study population may have influenced the results.

The regression analysis revealed that several factors significantly influence the e-buying impulsivity. The results indicate that general shopping trends have a significant

positive effect on e-buying impulsivity (Lavuri, 2021). This finding is consistent with previous research which suggests that consumers tend to follow the latest trends and fads when making purchase decisions (Badgaiyan & Verma, 2014: Choudhary, 2014). Additionally, the study found that customer's income is positively associated with e-buying impulsivity (Badgaiyan & Verma, 2014; Ladhari et al., 2019). This finding is in line with the theory of economic rationality, which suggests that individuals with higher incomes have more disposable income and are more likely to engage in impulsive buying (Khan et al., 2019).

Furthermore, the results indicated that online shopping experience positively influences e-buying impulsivity (Wahab et al., 2018). This finding is consistent with previous studies which suggest that consumers with more online shopping experience tend to exhibit more impulsive buying behavior (Gulfraz et al., 2022). In-store and online shopping experience was also found to be positively associated with e-buying impulsivity (Tendai & Crispen, 2009). This finding is in line with previous research that suggests that consumers with more shopping experience tend to engage in more impulsive buying behavior (Darmawan & Gatheru, 2021).

Conclusion

In conclusion, this study aimed to investigate the factors that influence e-buying impulsivity in the context of high-tech shopping. The results of the study indicate that several factors such as webstore shopping experience, general shopping trend, online shopping experience, and income have a significant impact on e-buying impulsivity, while gender does not. These findings provide insights into the factors that retailers and marketers can leverage to encourage impulsive buying behavior in online shopping contexts.

The implications of this study suggest that retailers and marketers should focus on enhancing the overall shopping experience of consumers by creating user-friendly webstore layouts and providing customers with attractive offers. Additionally, marketers can target high-income consumers who are more likely to engage in impulsive buying behavior. Furthermore, as online shopping experience has a positive influence on e-buying impulsivity, retailers should strive to improve their online shopping platforms to provide a seamless shopping experience to their customers.

Future research can extend this study by exploring the role of individual differences, such as personality traits and cultural values, in the relationship between the factors identified in this study and e-buying impulsivity. Additionally, future studies can investigate the effectiveness of different marketing strategies in influencing impulsive buying behavior in high-tech e-buying contexts. Overall, this study contributes to the literature on e-buying impulsivity and provides useful insights for retailers and marketers to improve their online shopping platforms and strategies.

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