

EXAMINING FACTORS AFFECTING ONLINE IMPULSE BUYING OF APPARELS AMONG CONSUMERS IN KOTA KINABALU

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ABSTRACT

This research aims to examine the relationship between shopping environment, website quality, promotion, and perceived enjoyment toward online impulse buying of apparel among consumers in Kota Kinabalu. This paper is focused on secondary data sources of references and analyses of publications in selected papers on online impulse buying. This paper highlights past studies on the relationship between the antecedents and the application of S-OR theory in explaining the relationship. The work of the researcher is a genuine reference to published literature and seeks to contribute to the development of knowledge by adapting and testing the mediating effect of perceived enjoyment in the relationship between shopping environment, website quality, and promotion toward online impulse buying.

Keywords: *Shopping Environment, Website Quality, Promotion, Perceived Enjoyment, Online Impulse Buying, S-O-R Theory*

1.0 INTRODUCTION

Due to the simplicity of e-commerce, online buying has become a craze. Today, approximately 26 million Malaysians utilise the internet, and the (?) what is GWIGWI reports that 80% of those aged 16-64 purchase online. In the 1990s, massive sales in the mall meant a long wait for customers. But today's technology has revolutionised customer shopping habits. The internet portal has many bargains. Prices are substantially below market. The benefit of online buying is that customers do not have to go to the store. It is crucial to do it whenever and wherever there is an internet connection. The number of individuals shopping in the country has risen dramatically.

Given the enormous increase in impulsive buying by customers, researchers have been motivated to learn more about online impulse buying (Park et al., 2012). This has resulted in online impulse buying becoming a crucial research area for industry researchers and retailers, which has resulted in an increase in impulsive buying by customers. Online impulsive buying refers to shopping that occurs without prior planning in an online retail store. Shopping online was a convenient and stress-free experience. A consumer shopping online should not be subjected to social pressure due to restricted working hours, store location, or other customers or staff (Eroglu et al., 2001). Therefore, researchers as well as participants in the online retail business have begun to obtain a better grasp of online impulsive purchasing in the hope of gaining a deeper comprehension of this trend and, as a result, developing strategies to attract and retain more clients.

The clothes and textiles sector has limited research on impulsive buying. Three types of people were interviewed for this study: textile and apparel students, apparel students and non-textiles students, and non-students. He compared planned purchases, accidental purchases, and clothing aspirations. Both Chen Yu and Seock (2002) compared impulsive and non-impulse teenage clothes purchase motivation, information sources, and shop selection needs. No empirical models or theories have been created to characterise the components that lead to pulse buying.

Those who believe that clothes items have tremendous symbolic characteristics and a high ability to send identification signals (e.g., personality, social position) have stated that customers are highly attached to apparel products (Yurchisin & Johnson, 2004). In order to become communicative and symbolic, apparels are an essential part of their life, and apparel goods are more likely to be purchased for fashion items than for any other reason.

Thus, this research aims to examine the relationship between shopping environment, website quality, promotion, and perceived enjoyment toward online impulse buying of apparel among consumers in Kota Kinabalu.

2.0 CONCEPTUAL FRAMEWORK

2.1 Theoretical Background

Stimulus-organism-response (S-O-R) theory is mostly used in online impulse buying studies, perhaps because this framework has historically formed the basis for consumer behavioural studies. Akram, (2017) in his study stated that past studies have examined the relationships between environmental cues, cognitive organism, and resulting behaviours. Most online impulse buying studies also highlight the role of environmental cues in online impulse buying behaviour. Regardless of the theoretical framework, they have adopted, current online impulse buying studies have continuously explored the links between environmental factors, the cognitive, and affective reactions of consumers and their consequent behaviour as well as drawing on the environmental psychological model that can be reconciled with the S-O-R framework.

The S-O-R framework is an extension of the classical stimulus – response (S-R) approach. The S-O-R structure has three main elements:

1. stimulus (S), which is a trigger that arouses consumers,
2. organism (O), which is an internal evaluation of consumers, and;
3. response (R), which is an outcome of consumers' reaction(s) toward online impulse-buying stimuli and their internal evaluations.

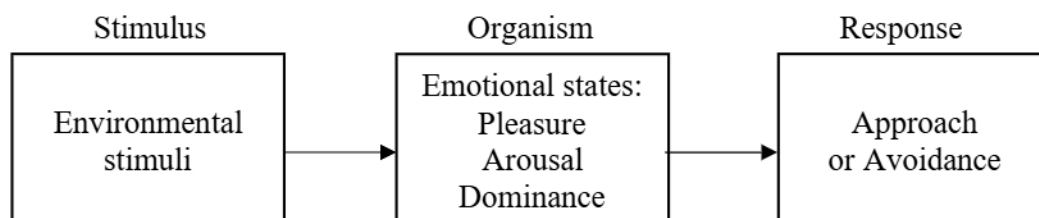


FIGURE 1 S-O-R framework. Source: Mehrabian and Russell (1974).

Online shopping is an outcome of various stimuli created by individuals as it defined or modelled the S-O-R paradigm (Stimulus-Organism-Response). An external stimulus (S) alters

an internal person's emotional (O) appraisal, causing an approach reaction or avoidance (R). People react favourably or adversely to environmental variables (approach) (conduct of avoidance) (Mehrabian & Russell, 1974; Russell & Pratt, 1980). For the regulation of internet buying, the S-O-R framework is the optimal theory (Deng & Poole, 2012; Xu & Huang 2014; Li et al., 2011).

This study's SOR model reveals that online impulsive purchases are a response to a stimulus. As a result of the massive increase of internet pages worldwide, Rhee (2006) found that a site may influence purchases 24 hours a day, 7 days a week. A purchase decision will be made in less than a minute. Marketers must consequently promote the adoption of a nice site design (Brohan, 1999).

The S-O-R framework, based on environmental psychology, gives theoretical support for the impacts of the e-shop atmosphere on user (Mehrabian & Russell, 1974; Russell & Pratt, 1980). A Stimulus (S) changes internal affect evaluations (O), causing approach or avoidance (R). People react to external stimuli either favourably (attitude) or adversely (attitude avoidance). Emotions are the final link in the S-O-R model chain.

The S-O-R hypothesis has also been used to examine impulsive purchases. Customers (the organism) are influenced by the ambient / seasonal features of a retail setting (the stimuli) (the response). Hedonic drive moderates these effects (Chang et al. 2011). Nonetheless, the impact of retail businesses and employees on interior sensations of joy and elation is vital. While excitement often promotes pulse purchasing, enjoyment of such shopping is equally beneficial when customers are not temporarily pressed (Xu, 2007).

2.1 LITERATURE REVIEW

2.1.1 Online Impulse buying

In the context of online shopping, impulse buying may be defined as the urge for a sudden purchase; the spur of the moment, spontaneous and quick purchase; and hedonistic, complex purchasing behaviour for shopping online without any prior purchasing purpose (Verhagen & Dolan, 2011; Parboteeah et al., 2009; Madhavaram & Laverie, 2004).

Online impulsive purchase was originally studied by LaRose (2001) and Koufaris (2002). Parboteeah et al. (2009) and Wells et al. (2011) examine the influence of online shopping platform features on online impulsive buying. Bedi et al. (2017) studied the web experience of online shoppers as one of the elements determining online impulse purchases. Environmental retail tactics result in impulse purchases (Kotler, 1974). As long as all indicators are visible and audible to the online customer, and the framework for online shopping remains focused on the same dimensions (layout, ambient indicators, and signal) as Bitner (1992) suggested, while Eroglu et al. (2001) concluded that the complete business environment is being reduced to a computer screen.

Purchasing e-impulses is not a new practise, as it has been studied for 65 years. Clover (1950) created this idea. Much research on impulsive purchasing has been undertaken globally, yielding many interesting findings. However, it is still extremely early in the internet sense, and little effort has been done. And most studies are done overseas. This part summarises key findings from much large online research. Experts were interested in e-impulse buying and online sales experiments around the end of the 1990s. Several academics have discovered fresh insights regarding e-impulse buying stimulus.

LaRose and Eastin (2002) explored the lack of self-regulation, depression, Internet time, self-efficiency, and optimistic impressions of online shopping. And how these characteristics have influenced online impulsive purchases. M. and L. (2004) studied this phenomenon, proposing the influence of air signals, mood, impacts, and pleasant hedonic experiences. Bressolles et al. (2007) proposed a model for purchasing impulses that improves website quality through consumer satisfaction. The chance of online purchases of impulsive items increases with time spent on the web before viewing an item (Jeffrey & Hodge, 2007).

2.1.2 Shopping Environment

In online retail stores, Eroglu et al. (2001) discovered that the shopping experience is identical (layout, ambient signals, and signals) to Bitner's (1992). Information availability, loading time, and product image as shopping environment parameters are examined.

Dholakia (2000) characterised the retail environment as a purchasing trigger (i.e. the information process). An incentive to obtain knowledge is indicated in the following studies (Dimoka et al., 2012; Chen et al., 2016).

Loading time is the time it takes for the training materials to display on the website (Davis & Hantula, 2001; Palmer, 2002; Mohiuddin, 2018). It has images, videos, and sounds. Several studies, like Wells et al. (2011) and Wu et al. (2016), studied loading time in an online buying environment.

Product images are important for shopping site apps (Chang & Cheung, 2001). Griffith et al. (2001) said that the product images on the online retail website interface were vivid. Parboteeah et al. (2016) utilised the web interface to buy impulses online.

The newest Vonkeman et al. (2017) study similarly found that product presentation on an online retailer's website influences customers' emotions and consequently increases impulsive buying. In summary, this research uses existing knowledge, loading time, and product portals to stimulate the online buying experience.

Thus, the hypothesis is formulated as follow:

H1: Shopping Environment has significant influence on perceived enjoyment

2.1.3 Website quality

Website quality involves information layout, graphic design, and site details (Newman & Landy, 2000). The quality of the site attracts and maintains new users (Sharma, 2013). Previous research shows that numerous aspects of website efficiency may be improved. Online impulsive buying is highly efficient (Turkyilmaz et al., 2015; Matharaarachchiet al., 2016; Akram et al., 2018). Usability and enjoyment seem to have the greatest influence on online impulsive purchases. Efficiencies of websites are defined by Wolfinbarger and Gilly (2003) as usability, website design, privacy, and customer service. To depict the physical world, Childers et al. (2001) developed a webmosphere. Aspects of website design such as "one-clicking" and pop-up windows are included. These applications assist boost online sales.

Both Turkyilmaz et al. (2015) and Prihantoro et al. (2018) found that perceived utility and ease of use of websites increase impulsive purchases. Wells et al. (2011) discovered that website quality influences consumer purchase behaviour (security, functional convenience, and visual appeal). Lo et al. (2016) found that one of the elements that encourage impulsive buying is the design of online retailers.

Store design influences purchase impulses (Lo et al., 2016). With 22 online design aspects to consider, buyers are encouraged to make impulse purchases while hygiene measures impact all other factors. The list goes on and on. Rezaei et al. (2016) imply favourable buying drives. They advocate power, excitement, genuineness, sophistication, and enjoyment on the web. Wadera and Sharma (2018) believe that the substance, selection, navigation convenience, and style of the website are significant factors of buying that stimulate users to browse and shop. According to Verhaegen and Dolen (2011), product attractiveness has a substantial positive and negative impact, whereas pleasure and online engagement have a high positive impact on impulsive buying.

The aforementioned discussion leads this study to formulate the following hypothesis:

H2: Website quality has significant influence on perceived enjoyment

2.1.3 Promotion

According to Solomon et al. (2018), promotions are meant to encourage quick purchases and testing of a product, resulting in impulse purchases. Dholakia's demand stimulant model includes sales promotion as an external stimulus that can form a demand pulse if discovered on e-commerce websites (Dawson & Kim, 2009). According to Badgaiyan and Verma (2015), sales marketing might lead to impulsive purchases. Forgiveness might lead to shame over a squandered opportunity (Lo et al., 2016).

A promotional campaign is one-way advertisers may persuade purchasers to buy their items (Andreti et al., 2013). It is a way for marketers and producers to persuade people to buy (Alvarez & Casielles, 2005). According to Kotler (2005), marketing is the process of persuading clients to buy additional services for a product. It usually takes place over a lengthy period and has greater marketing aims. According to Andreti et al. (2013) sales marketing has influenced client purchasing decisions. The authors believe that marketers can boost consumer engagement and purchase intent by offering better prices and better service.

Researchers discovered the top way for motivating shoppers to buy on impulse (Shuleska, 2012; Lee & Tsai, 2014; Lo et al., 2015). Metilda and Kartika (2015) investigated the effects of sales marketing on hedonism and utilitarianism in purchase impulses. The study linked sales marketing to hedonic and utilitarian purchasers. Nonetheless, Chaharsoughi and Hamrad (2011) found no link between sales promotion and impulsive buying. Not every buyer is attracted by the deal, and every customer has preferences before purchasing. The conflicting outcomes of sales promotion for consumer purchases imply that additional study is required.

"A direct promotion that offers the eventual buyer with an extra advantage or incentive" (Haugh, 1983; Belch & Belch, 2003). Wierenga and Soethoudt (2010) state that a company should promote a certain product brand for a short time. D'Astous et al. (2003) and Alvarez et al (e.g. gifts). Shoppers love discounts, freebies, and coupons from online merchants (Dawson & Kim, 2009; Chen et al., 2012; Chiang-Kuo et al., 2017). For these reasons, sales promotion is thought to be beneficial to clients.

According to the above studies, the proposed hypotheses consider sales promotion as having a direct effect on online impulse buying behavior.

H3: Promotion has significant influence on perceived enjoyment

2.1.4 Perceived enjoyment

Online impulsive purchases influenced reported satisfaction in the past (Kim, Fiore, & Lee, 2007; Parboteeah, Valacich, & Wells, 2009; Floh & Madlberger, 2013; Saad & Metawie, 2015). According to Fiore and Kelly (2007), visuals on an online shop's website are associated with perceived enjoyment and online impulse purchases. In a study by Hasima et al. (2020), consumers tend to buy on impulse when they are happy (perceived enjoyment) Various empirical research shows that subjective satisfaction is a frequent mediating element between determinants and online impulsive purchases. But these investigations have mostly been done in Europe and the Middle East. The authors recommended testing the influence of perceived enjoyment on online impulse purchases with a variety of respondents to enhance theory and add to empirical information.

Venkatesh (2000) defined perceived enjoyment as the degree to which the action of utilising a system is regarded to be delightful in and of itself, regardless of any performance repercussions. Consumers' existing experience of utilising cards, Internet, and Mobile on a single platform manifests their delight in adoption plans to utilise a single platform e-payment system. Researchers begin to recognise that an information system's enjoyment is as vital as its usability and utility (Blythe et al., 2004). Thus, customers' inclination to adopt the novelty of single platform e-payment system is determined by delight.

Some researchers identified a link between perceived enjoyment and online impulsive purchase. Sohail (2013) The pleasure of information technology and computer-mediated settings is a psychological experience that is both enjoyable and exploratory (Webster et al., 1993). For example, Venkatesh (2000) emphasised how delightful using a given application is separate from any impacts emerging from its use. Perceived delight is the pleasure one feels while purchasing online (Mohan et al, 2013). Positive impacts increase with buying pleasure. Consumers who like shopping are more likely to purchase spontaneously and benefit mentally.

Based on the past literature discussed above, a few hypotheses have been formulated:

H4: Perceived enjoyment has a significant influence on online impulse buying

H5: Perceived enjoyment mediates the relationships between the shopping environment, website quality, promotion, and online impulse buying

3.0 PROPOSED CONCEPTUAL FRAMEWORK

In this study, consistent with the abovementioned literature reviews, a theoretical model specifies how the relationship between the antecedents is developed. Thus, the present study examines the relationship between shopping environment, website quality, promotion, and perceived enjoyment toward online impulse buying of apparel among consumers in Kota Kinabalu by using the S-O-R Theory.

3.1 PROPOSED THEORITICAL FRAMEWORK

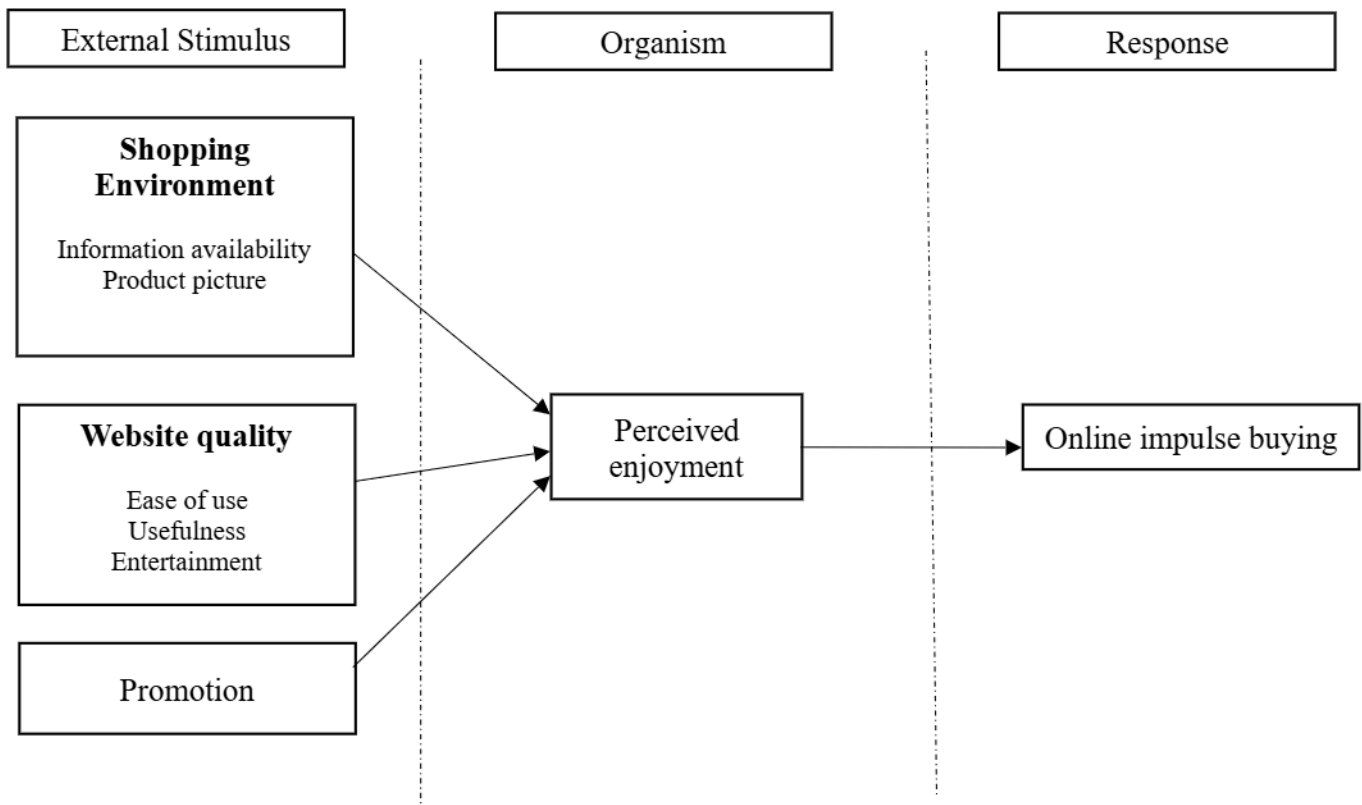


Figure 2: Proposed Theoretical Framework

4.0 CONCLUSION

The study is conceptual and seeks to better understand the link between shopping environment, website quality, online impulsive buying, and subjective enjoyment as a mediator. The literature study suggests that there is a link between the antecedents. Using S-O-R theory, this conceptual investigation also identified antecedent relationships. This study will help researchers and marketers better understand online impulsive buying.

Online shopping is distinct from conventional shopping. Online shopping eliminates the time and location limits, allowing shoppers to explore and purchase 24 hours a day. Online sales marketing is the main impact on online shoppers. The more time individuals spend online, the more likely they are to make impulse purchases.

This article sends relevant messages to managers that the shopping environment, website quality, and promotion are one of the most important tools to influence buying impulsiveness and to have an impact on impulse buying online. Few studies had been done on the online shopping environment (Chen et al., 2016), sales promotion (Xu & Huang, 2014), and website quality (Lin & Lo, 2016). There is also extensive research on promotion, but primarily in the form of conventional marketing. There are also inconclusive findings on the relationship between promotion and impulse buying in the online context. For example, Chaharsoughi and Hamrad (2011) have reported that sales promotion is not directly influenced by online impulse buying. The writers have shown that not all consumers are

interested in the offer and they have their expectations when making a purchase. The mixed findings from sales promotion for customer purchasing indicate that more study into the role of sales promotion in consumer buying behaviour is needed. Thus, this could be a new study direction for future research in online impulse buying.

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