



IMPACT OF WEBSITE QUALITY, MOTIVATIONAL TRIGGERS AND PRODUCT ATTRIBUTES ON ONLINE IMPULSE BUYING BEHAVIOR IN HYDERABAD CITY – A STUDY

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Abstract:

Impulse buying occurs when a buyer buys a thing without pre-planning or preparation. An emotional or psychological trigger causes impulsive buying to satisfy a need. Emotions drive impulse buying, and a good promotional message helps. Impulsive purchases include expensive things as well as simple ones. Internet penetration and E- Commerce industry growth has led the importance of online impulse buying behavior. Moreover, E-Commerce companies frame various strategies to increase the sales through Website Quality, Motivational Triggers (Product Display) and Product Attributes (Price and Promotional Offers). In this scenario, the present study is a sincere attempt to measure the Impact of Web site quality, Product display and Price & Promotional Offers on Cognitive and Affective Online Impulse Buying Behavior towards Electronic Gadgets in Hyderabad City. For this purpose, a structure questionnaire is developed and distributed to 700 sample size and final sample size confined to 674. Correlation and Multiple Regression Analysis used to interpret the data and results shows that Website quality significantly predicts the online impulse buying behavior comparing to Product Display and Price & Promotion Offers under the study.

Keywords: Website Quality, Motivational Triggers, Product Attributes, Cognitive and Affective Online Impulse Buying Behavior.

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1. Introduction

E-commerce companies are introducing different types of innovative strategies for sale of the products. For ex: AMAZON uses Great Indian Festival Sales, FLIPKART uses Big Billion Days. It has a great impact on consumer buying behavior especially impulse in nature. Thus, E-commerce has a significant impact on people's behavior. The reasons behind this impulsive buying behavior are access to Internet and Smart phone usage. This makes big difference in consumer online shopping. This enables more choices to the shoppers for buying products online. In general, people are more likely to buy products online because they don't have time to go to a store. Most people who work or are professionals don't have time to visit the market, so they required home delivery or online delivery system. There are so many benefits to shopping online in terms of price discount, product choices, convenient and easy finances and online delivery mechanism (Sun, J., et al 2023). E-commerce companies use different strategies to enhance consumer facilitation. The increasing trend of online ordering has led to a rise in sales and profits for businesses. There are customers who refrain from purchasing goods online due to concerns regarding the quality of products and the perceived lack of safety during online transactions.

E-commerce is becoming more popular among customers because everyone in the world has their own Smart phones and computers. The growth of e-commerce around the world is giving customers a better experience on websites. People are paying attention to different websites on social media to communicate, follow and purchase. It makes to customers to pay attention to websites and influence in spending money (Atulkar, S., & Kesari, B. 2017). The companies' attention is on boosting customer happiness in order to offer them higher levels of satisfaction. These results in their technological acceptance models have an impact on customers' perceptions in terms of Website Quality, Product Display and Price and Promotional Offers. The companies like Amazon, Flipkart, Meesho, Myntra and so many using the web technology for the social interactions. So that customers use the Internet and enhance their sales. In order to focus on the e-commerce impact on the consumers' online buying behavior, there is a need to understand the customers' internal stimuli. These are consumer traits, personality and behavior such as shopping experience, customer mood, hedonic behavior, and customer situation. Online Websites allow customers to have better e-commerce or online shopping experiences, and

most e-commerce companies focus on giving their customers quality service. Online sales are rising because Amazon and other online companies understand how people act when they are trying to reach a goal, thanks to e-commerce. Consumer behavior science is always coming up with new ideas to improve the field as a whole due to the growth of social productivity. It has become easier to study consumer behavior in recent years because of the Internet, rapid advancements in science and technology, the proliferation of e-commerce platforms, and the strong development of science and technology. Consumer behavior plays an increasingly important role in promoting e-commerce platforms' marketing systems. E-commerce platforms must operate based on consumers' buying preferences, and marketing for e-commerce platforms covers a wide range of activities such as website quality, product display and price & promotional offers. Marketers are strategically persuaded to use marketing tools and follow the customer's pattern of interests. Marketers must be aware of customers purchasing trends, whether they are impulsive or not, in order to comprehend customer preferences. Customers' impulsive behavior can be categorized into Affective and Cognitive. The present study aim is to measure the influence of website quality, product display and price & promotional offers on cognitive and affective impulse buying behavior.

2. Conceptual Frame Work – Review of Research and Literature

• Website Quality, Product Display and Price & Promotional Offers with Cognitive and Affective Impulse Buying Behavior.

Online impulse buying is rising due to the rapid growth of the Internet and the widespread acceptance of e-commerce, but consumer desire to buy impulsively online requires constant investigation. Milaković & Ahmad (2023), use cognitive appraisal theory to examine how web quality elements (cognitive processes) and hedonism (emotional response) affect online impulse buying in India and Croatia and also examines how sales marketing and payment alternatives (cognitive processes) affect hedonism and online impulse buying. They adapted the refined eTailQ scale along with factors like hedonism, sales promotion and payment options determining impulse buying—the measurement instrument comprised of a highly structured questionnaire covering consumers' attitudes and opinions regarding the explored concepts. A total of 526 responses were generated in the data collection process, wherein 264 were from India

and 262 were from Croatia. The results show that online quality factors affect impulse purchases differently. Web informativeness negatively affects impulsive buying solely in Croatia, but customer service influences it in India. Website design and privacy do not affect impulse purchases. In addition to affecting impulse purchases directly in both nations, hedonism also mediates the effects of site architecture and privacy. In both nations, sales advertising moderated the association between hedonism and impulse purchase, but not payment alternatives. **Zhang, X., et al. (2023)** provided a theoretical framework to study how live streaming affects impulsive buying. An online survey was conducted with 267 valid replies. The results show that live streamer, viewer, and product social presence favorably enhance affective intensity and also reveal that product and viewer social presence negatively affect perceived danger. This study finds that affective intensity, not cognitive state (perceived danger), drives impulsive buying in live-streaming commerce.

Yi. S., (2023) examined how daily deal sites' attributes (e.g., discounted price and convenience) affect consumers' perceived values and impulse buying decisions during impulsivity. The conceptual model for this study was based on the Technology Acceptance Model. The main target is online shoppers who use restaurant deals. A total of 468 usable responses were collected from Amazon M-Turk. Data analysis uses SEM. The findings show that convenience significantly impacts consumers' two perceived values—ease of use and enjoyment—and their impulse buying decisions. Results also show that consumers' impulsivity strongly influenced their impulse purchases.

Zhu et al. (2023) study how AI-service quality affects online impulsive buying through information, system, and utilitarian and hedonic incentives. An online survey obtained primary data from 470 Chinese internet customers and employed a structural equation model. Their study reveals that AI service performance improves shopping website information and system quality. System and information quality boost online impulse purchase.

Hypothesis statement-1

H₀₁: There is no influence of Website Quality, Product Display and Price & Promotional Offers on Cognitive Online Impulse Buying Behavior towards Electronic Gadgets.

Sub hypotheses are framed to test the each parameter separately and measure the impact on Affective online impulse buying behavior.

H_{01.1}: There is no influence of Website Quality on Cognitive Online Impulse Buying Behavior towards Electronic Gadgets.

H_{01.2}: There is no influence of Product Display on Cognitive Online Impulse Buying Behavior towards Electronic Gadgets.

H_{01.3}: There is no influence of Price & Promotional Offers on Cognitive Online Impulse Buying Behavior towards Electronic Gadgets.

• Website Quality, Product Display and Price & Promotional Offers with Affective Impulse Buying Behavior.

Madhu et al. (2023), has evaluated a study on Online impulse buying tendencies and Customer Satisfaction with 625 southern Indian consumers. The study has mediating variables like Impulse purchase decisions (IPD), hedonic motives, and online promotions. The study uses primary data collected through a structure questionnaire using SEM analysis. The results show that Impulse purchase decision (IPD) mediated the relationship between impulsive buying tendency (IBT) and customer satisfaction (CS). Further, hedonic motives moderated the relationship between IBT and IPD, and online promotions moderated the relationship between IPD and CS.

Salam and Jayada (2023), study the effects of Store Atmosphere, Price Discount, Product Quality, and Impulse Buying. A Purposive sampling method used and opinions collected from 100 respondents. They analyze data using Structural Equation Modeling and found a significant effect of Emotional Response, Product Quality, and Emotional Response as mediation on Impulse Buying. In the meantime, store atmosphere for emotional response, price discount for emotional response, and store atmosphere for impulse buying.

Hypothesis Statement -2:

H₀₂: There is no positive and significant impact of Website Quality, Product Display and Price & Promotional Offers on Affective Online Impulse Buying Behavior towards Electronic Gadgets.

Sub hypotheses are framed to test the each parameter separately and measure the impact on Affective online impulse buying behavior.

H_{02.1}: There is no influence of Website Quality on Affective Online Impulse Buying Behavior towards Electronic Gadgets.

H_{02.2}: There is no influence of Product Display on Affective Online Impulse Buying Behavior towards Electronic Gadgets.

H_{02.3}: There is no influence of Price & Promotional Offers on Affective Online Impulse Buying Behavior towards Electronic Gadgets.

Conceptual Model and Hypotheses Frame Work

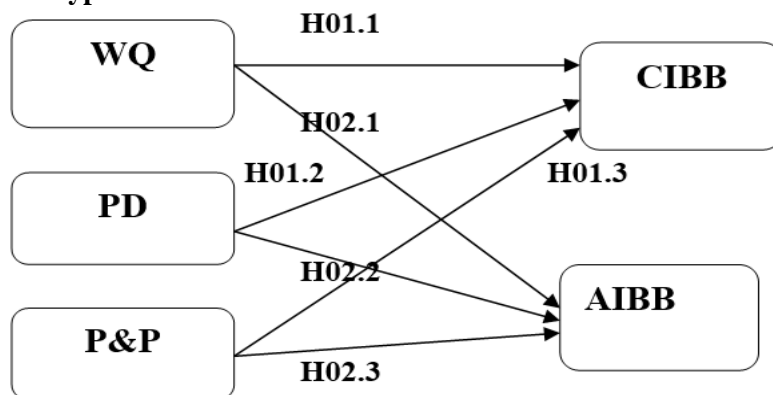


Fig – 1 Impact of Website Quality, Product Display and Price and Promotion on Cognitive and Affective Impulse Buying Behavior

3. Research Methods and Metrics

This research employs a quantitative methodology. We re-examined and modified measurement items from primary studies. A five-point Likert scale was employed to assess the indicators. The population is made up of students who meet the requirement of having shopped online and come from Hyderabad city of

Telangana state. In this study, purposive random sampling techniques used through distribution of online questionnaires to collect data. The sample size confined under the study is 672 and applies frequency method and multiple regression model to test the hypothesis. The results are discussed in the next section.

4. Results and Discussion

Table -1: Respondents Gender, Age, Occupation, Income and EQs.

Demographics	Category	Frequency	Percent
Districts	Medchal – Malkajgiri	302	44.8
	Ranga Reddy	370	55.2
Gender	Male	409	60.9
	Female	263	39.1
Age	<25 years	386	57.4
	26-35 years	183	27.2
	36-45 years	75	11.2
	>45 years	28	4.2
Occupation	Employee in Private / MNCs	239	35.6
	Employee in Government	62	9.2
	Own business	168	25.0
	Professionals	36	5.4
	Home makers	150	22.3
	Student	17	2.5
Income Level	Less than Rs.20,000	63	9.4
	Rs.20,001 – Rs.40,000	161	24.0
	Rs.40,001 – Rs.60,000	136	20.2
	Rs.60,001 and above	145	21.6
	Pocket Money Server	167	24.9
Educational Qualification	Up to 10+2	17	2.5
	Diploma	72	10.7
	UG	278	41.4
	PG & Above	305	45.4

Source: Primary Data

Based on the data collected from the respondents, Gender wise - most of the sample respondents are male (N=409, f=60.9%) and female respondents are (N=263, f=39.1%). It may observe that male respondents' participation is higher than female respondents under the study. Age group wise, < 25 years age group participation (N=386, f=57.4%), 26-35 years participation (N=183, f=27.2%), 36-45 years participation (N=75, f=11.2%) and > 45 years participation (N=28, f=4.2%) under the study. It may infer that, < 25 years age group participation is more compared to other age group. Considering the Occupation, majority of the sample respondents are working in Private Sectors i.e., Private Employee (N=239, f=35.6%), followed by Own Business (N=168, f=25%), Homemakers (N=150, f=22.3%), Government Employee (N=62, f=9.2%), Professionals (N=36,

f=5.4%) and Students (N=17, f=2.5%). It may infer that, most of the sample respondents age group falls < 25 years compared to other age groups. Income level per month, most of the respondents are Pocket money savers (N=167, f=24.9%), followed by Rs.20, 001- Rs.40, 000 (N=161, f=24%), Rs.40, 001 - Rs.60, 000 (N=136, f=20.2%), Rs.60, 001 and above (N=167, f=21.6%) under the study. It may infer that, income level of the respondents Rs. 20,001-Rs.40, 000 are more than other income levels. Educational Qualification, most of the respondents have PG & Above (N=305, f=45.4%), followed by UG (N=278, f=41.4%), Diploma (N=72, f=10.7%) and Upto 10+2 (N=17, f=2.5%). It may infer that, most of the sample respondents have PG & above educational qualification (N=305, f=45.4%) compared to other respondents.

Table – 2 Frequency of Online Buying Behavior

Purchasing Behavior - Online	Category	Frequency	Percent
Frequency of Visiting Online Websites	Once or twice daily	166	24.7
	Several times daily	135	20.1
	Weekly once	106	15.8
	Twice in a week	105	15.6
	Once in a month	160	23.8
Purchasing from Websites	Amazon	153	22.8
	Flipkart	134	19.9
	Meesho	203	30.2
	Ajio	117	17.4
	PayTM	48	7.1
	Myntra	17	2.5
Products Purchased	Electronic Gadgets	258	38.4
	Lifestyle products	184	27.4
	Grocery items	153	22.8
	Home decors & appliances	54	8.0
	Others	23	3.4
Frequency of Online Buying	Once in a month	82	12.2
	Twice in a month	65	9.7
	Once in three months	121	18.0
	Twice in three months	224	33.3
	Once in six months	180	26.8

Source: Primary Data

Regarding Frequency of Visiting Online Website, Once or twice daily (N=166, f =24.7%), Once in a month (N=160, f=23.8%), Weekly Once (N=106, f=15.8%) and Twice in a week (N=105, f=15.6%). It may infer from the table that, most of the respondent's online visiting website habits is Once or twice daily (N=166, f=24.7%).

Based on the purchasing from website, most of the sample respondents (N=203, f=30.2%) purchase from Meesho, followed by Amazon (N= 153, f=22.8%), Flipkart (N=134, f=19.9%), Ajio

(N=117, f=17.4%), PayTM (N=48, f=7.1%) and Myntra (N=17, f=2.5%). It may infer from the website used to purchase is Meesho (N=203, f=30.2%) compared to Myntra (N=17, f=2.5%).

Based on the Products Purchased online, most of the sample respondents buy Electronic gadgets (N=258, f=38.4%), followed by Lifestyle products (N=184, f=27.4%), Grocery items (N=153, f=22.8%), Home decors & appliances (N=54, f=8%) and others (N=23, f=3.4%). It may infer from the table that, most of the respondents

purchase electronic gadgets (N=258, f=38.4%) compared to other products.

Considering the frequency of Online Buying, majority of the respondents purchase online Twice in three months (N=224, f=33.3%), Once in six months (N=180, f=26.8%), Once in three months (N=121, f=18%), Once in a month (N=82, f=12.2%) and Twice in a month (N=65, f=9.7%). It may infer that, majority of the respondent's frequency of purchase Twice in three months

(N=224, f=33.3%) compared to twice in a month (N=65, f=9.7%).

Objective-1: To measure the impact of Website Quality on Cognitive Impulse Buying Behavior of Consumers towards Electronic Gadgets.

H_{1a}: There is a positive and significant impact of Website Quality on Impulse Buying Behavior of Customer towards Electronic Gadgets.

Table-3: Regression Analysis on impact of Website Quality on Cognitive Impulse Buying Behavior of Consumers

R	R Square	Adjusted R Square	F - Value	Sig
0.662	0.531	0.527	33.535	0.000

Source: Primary Data

Table -3 shows the multiple regression results consisting of R and R² value. It shows the model summary between Dependent variable – Cognitive Online Impulse Buying Behavior and Independent variables – Website Quality, Motivational Triggers and Product Attributes. This indicates 66.2% variation in Dependent variable due to Independent variables. This indicates 53.1% variation in dependent variable – Cognitive

Impulse Buying Behavior due to Website Quality, Motivational Triggers and Product Attributes. The adjusted R² = 0.527 indicates that adding an independent variable to this model will increase the R² (although slightly). The regression model yields an ANOVA with F-ratio = 33.535 (p<0.00). This suggests the Cognitive impulsive buying tendency regression model is significant.

Table – 3 shows the results of Multiple Regressions Predicting Cognitive Impulse Online Buying Behavior with E-commerce strategy

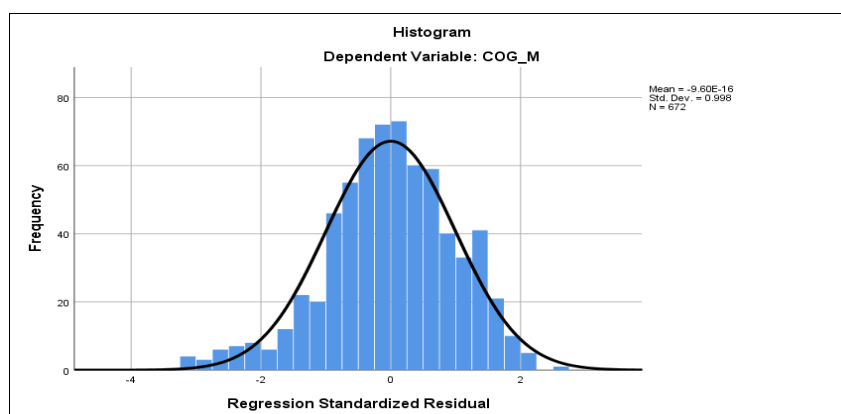
S.No	Variables	β	t	Sig.	Remarks
1	Website Quality	0.401	9.942	0.000	Reject H _{01.1}
2	Motivational Triggers (Product Display)	-0.192	-4.008	0.000	Reject H _{01.2}
3	Product Attributes (Price & Promotional Offers)	0.047	1.054	0.292	Accept H _{01.3}

Source: Primary Data

The standardized beta coefficient showed that Web store quality (t = 9.942, sig 0.00) and Product Display (t = -4.008, sig 0.00), are significantly related. This supports H_{01.1} and H_{1.2}, and Price & Promotional Offers were not significant (t = 1.054, sig. 0.292). Thus, cognitive impulsion does

not affect by Price & Promotional Offers, supporting the null hypothesis.

It means that web store quality and Motivational Triggers influence respondents more than pricing and product attributes.



Graph – 1 Multiple Regression Graph – Dependent Variable: Cognitive Impulse Online Buying Behavior.

Multiple Regression Equation for Cognitive Impulse Online Buying Behavior

$$Y = \alpha + X_1B_1 + X_2B_2 + X_3B_3 + \epsilon_i$$

$$COIBB = 2.406 + 0.401 (\text{Website Quality}) - 0.192 (\text{Motivational Triggers}) + 0.047 (\text{Product Attributes})$$

Objective-2: To measure the impact of Website Quality, Motivational Triggers (Product Display)

and Product Attributes (Price & Promotional Offers) on Affective Impulse Buying Behavior towards Electronic Gadgets.

H₀₂: There is no positive and significant impact of Website Quality, Motivational Triggers (Product Display) and Product Attributes (Price & Promotional Offers) on Affective Impulse Buying Behavior towards Electronic Gadgets.

Table-4: Regression Analysis on impact of Motivational Triggers on Impulse Buying Behavior of Consumers

R	R ²	Adjusted R ²	F - Value	Sig
0.599 ^a	0.579	0.565	73.676	0.000

Source: Primary Data

Table - 4 shows the multiple regression results consisting of R and R² value. It shows the model summary between Dependent variable – Affective Online Impulse Buying Behavior and Independent variables – Website Quality, Product Display and Price & Promotional Offers. This indicates 57.9% variation in Dependent variable due to Independent variables. This indicates 57.9% variation in dependent variable – Affective Impulse Buying Behavior due to E-Commerce strategies i.e., Website Quality, Product Display and Price and Promotional Offers. The adjusted R² = 0.565 indicates that adding an independent variable to this model will increase the R² (although slightly). The regression model yields an ANOVA with F-ratio = 73.676 (p<0.00). This suggests the Affective online impulsive buying tendency regression model is significant.

Table – 5 shows the results of Multiple Regressions Predicting Affective Online Buying Behavior with Website Quality, Product Display and Price & Promotional Offers

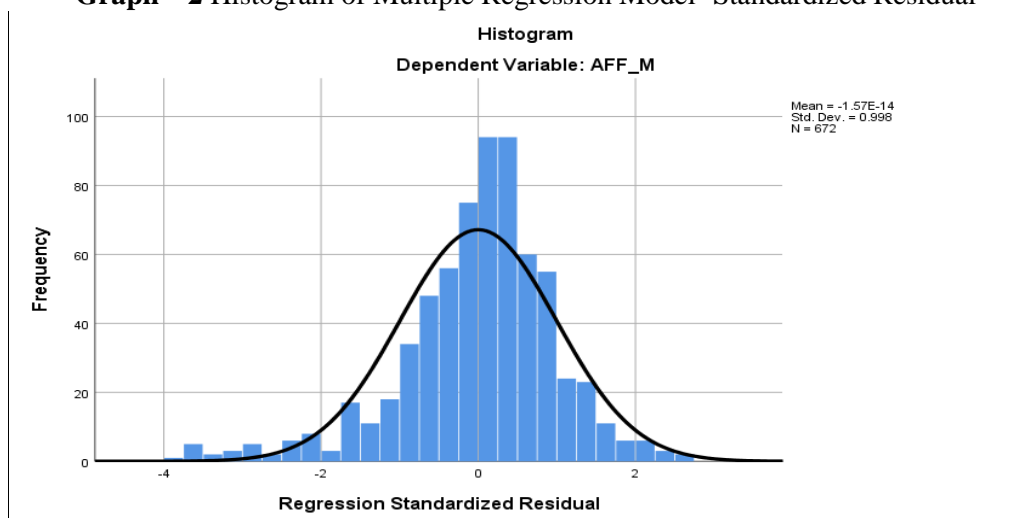
S.No	Variables	Standardized Beta Coefficients	t	Sig.	Remarks
1	Website Quality	0.546	14.572	0.000	Reject H _{02.1}
2	Motivational Triggers (Product Display)	-0.224	-5.022	0.000	Reject H _{02.2}
3	Product Attributes (Price and Promotional Offers)	0.078	1.890	0.059	Accept H _{02.3}

Source: Primary Data

The standardized beta coefficient showed that Web store quality (t = 14.572, p=0.00) and Motivational Triggers (t = -5.022, p= 0.00), are significantly related. This supports H_{02.1} and H_{02.2}

and Product Attributes were not significant (t = 1.890, p= 0.059). Thus, cognitive impulsion does not affect Product Attributes, supporting the null hypothesis H_{02.3}.

Graph – 2 Histogram of Multiple Regression Model- Standardized Residual



$$Y = \alpha + X_1B_1 + X_2B_2 + X_3B_3 + \epsilon_i$$

$$AOIBB = 1.594 + 0.546 (\text{Website Quality}) - 0.224 (\text{Motivational Triggers}) + 0.078 (\text{Product Attributes})$$

The researcher uses the path analysis to measure the significant Effect of Website Quality, Product Display, and Price & Promotion towards Cognitive and Affective Impulse Buying Behavior.

Path	(O)	(M)	(STDEV)	T statistics (O/STDEV)	P values	Results
WSQ -> AIBB	0.393	0.397	0.037	10.598	0.000	Reject H _{01.1}
WSQ -> CIBB	0.399	0.404	0.036	11.198	0.000	Reject H _{02.1}
PD -> AIBB	-0.078	-0.075	0.032	2.398	0.017	Reject H _{01.2}
PD -> CIBB	-0.049	-0.049	0.041	1.187	0.235	Accept H _{02.2}
P&P -> AIBB	-0.004	-0.002	0.028	0.132	0.895	Accept H _{02.3}
P&P -> CIBB	-0.014	-0.013	0.037	0.379	0.705	Accept H _{01.3}

Source: Primary Data

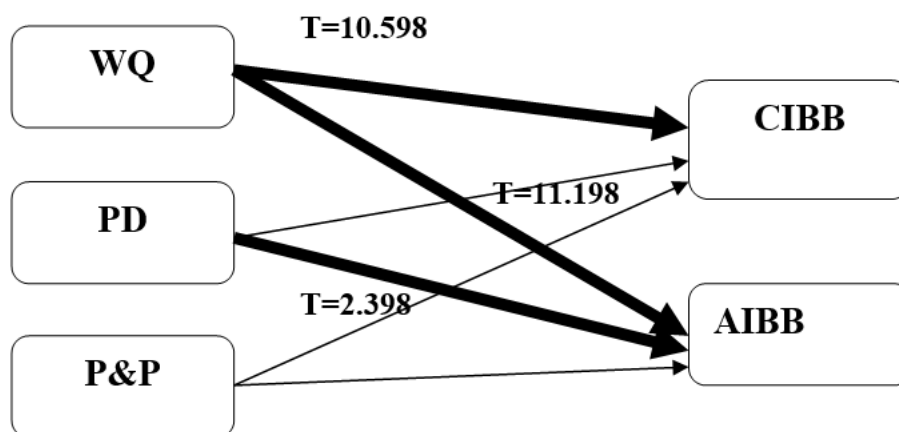


Fig -2: Path Analysis of Influence of WQ, PD and P&P on CIBB & AIBB.

5. Results and Discussion

The penetration of internet is leading into purchase the products online is increasing over the years. The e-commerce market growth rate is 27% compound annually and reach \$163 billion by 2026. This research paper aims to measure the impact of Website quality, Product Display and Price and Promotional Offers on the consumer's impulse buying behavior towards electronic gadgets. The study reveals that, Website quality (t=9.942, p=0.000), Product Display (t =-4.008, p=0.000) significantly predict the changes in the Cognitive impulse buying behavior. On the other hand, Website quality (t=14.572, p=0.000), Product Display (t =-5.022, p=0.000) significantly predict the changes in the Affective impulse buying behavior. Price and Promotional Offers are not significant to predict the Cognitive and Affective impulse buying behavior. Further, this research may helpful to the marketers and retailers to understand the Website Quality, Product Display and Price & Promotional Offers influence the impulse buying behavior towards electronic gadgets. It helps the marketers and online e-commerce firms to frame the strategies to enhance the sales in short and long term sales.

6. Limitation

- The present study conducted for the short term duration in Hyderabad city of Telangana state. The responses collected through Online (E-mail, WhatsApp) etc.
- The study uses non probability and convenient sampling technique. So, the sampling technique has its own limitation.
- The respondent's opinion may have some personal bias as they are hesitated to fill up the questionnaire. The study conducted in the months of August – October 2023 and may consider as short term period.

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List of Abbreviations

- WQ – Website Quality; PD – Product Display; P&P – Price & Promotional Offers
- CIBB – Cognitive Impulse Buying Behavior; AIBB – Affective Impulse Buying Behavior
- O - Original sample; M - Sample mean; STDEV - Standard deviation