

Online Impulse Buying: A Study Based on Hedonic Shopping Value and Website Quality

Authors : Chechen Liao, Hung Wen Shaw

Abstract : Recently, online impulse buying has been growing rapidly. It has become a major issue of concern and provided a lot of opportunities for online businesses. This study examines the effect of hedonic shopping values on hedonic motivations, and in turn affecting the urge of impulse buying. The study also explores the effects of website quality and the individual characteristics of impulsiveness on the urge of impulse buying. A total of 459 valid questionnaires were collected. Structural equation modelling was used to test the research hypothesis. This study found that adventure shopping, value shopping, and social shopping have a positive effect on hedonic motivations, which in turn positively affect the urge of impulse buying. Website quality and the individual characteristics of impulsiveness have a positive effect on the urge of impulse buying. The result of this study validates the phenomenon of online impulse buying behavior. This study also suggests that having a good website quality is the most important factor for increasing the likelihood of consumer impulse purchase. The study could serve as a basis for future research regarding online impulse buying behavior.

Keywords : hedonic motivation, hedonic shopping value, impulse buying, impulsiveness, website quality

Conference Title : ICCMCN 2019 : International Conference on Computer-Mediated Communication and Networks

Conference Location : Stockholm, Sweden

Conference Dates : July 15-16, 2019