

Antecedents of Impulsive Buying Behavior through M-commerce in the Textile Sector of Pakistan

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Abstract

This research aims to capture the essence of the customer urge of impulsivity in their buying behavior in mobile commerce (m-commerce) in the textile sector of Pakistan affected by the perceived utilitarian values (PUV) and perceived hedonic values (PHV). By taking the socio-cultural influence, in fostering excessive consumption habits, as a moderator the study tests its impact on the relationship between the consumers' perceived value and their IBB. Using the survey method, data is collected through a questionnaire in twin cities of Pakistan (n = 335). The results show that environmental stimuli significantly influence consumer perceived values (i.e., perceived utilitarian value and perceived hedonic value), and the consumers' perception of hedonic value significantly and directly impacts their IBB. In addition, the interaction effect of perceived hedonic value and socio-cultural influence significantly affects IBB. The findings provide valuable guidance for m-commerce retailers on enhancing their profits through consumer impulsive buying.

Keywords: Impulsive buying, hedonic value, utilitarian value, socio-cultural influences, M-Commerce, Smart PLS, Survey

The world has experienced remarkable developments in mobile and wireless communication systems over the previous two decades (Yang, Tang, Men & Zheng, 2021). Shopping using mobile phones, in particular, is getting more popular. People nowadays are busy with their daily routines and do not have time to visit stores, nor do they want to conduct searches on laptops and computers for shopping, which are confined to one location and limit their time. 79 % of smartphone users had made purchases with their smartphones in the previous six months, according to data released in January 2020 by Bureau of Statistics, Pakistan. People have rapidly adopted m-commerce through which various distinctive technological features have been addressed.

Consumer perceived value influences buying behaviors (intentions) and the desire to buy impulsively in the textile industry. However, when we combine these elements with mobile commerce, it provides additional convenience to individuals without taking a lot of time and energy. The most important elements to persuade people to adopt m-commerce are portability and visual attractiveness of the applications (Okazaki & Mendez, 2013).

Previous studies have considered how the perceived value of a product affects the behavioral aspects of consumers however, it is observed that impulsive buying behavior is rarely considered as a consumer behavior which now has taken the bigger chunk of purchasing activity (Zheng et al., 2019). The consumer sees value mostly through the surroundings; yet social influence can help to curb impulse purchases. The culture shapes the distinct buying behavior (intention) indirectly through consumers' inter-personal impact. The literature on consumer behavior has identified sociocultural factors as one of the critical variables that marketers must address to join, compete, and thrive in any market (Kacen & Lee, 2002).

Yang, Tang, Men & Zheng (2021) conducted a study on mobile commerce as an external stimulus to examine consumers' buying behavior towards products impulsively. This study was conducted on the developed region where mobile devices are increasingly used to do shopping, highlighting the importance of impulsiveness as a special buying behavior. Current study investigates the impulsive buying behavior of consumers in developing countries by taking into view the cultural differences. The study aims to investigate the impact of specific antecedents on consumer impulsive buying behavior (IBB) in the textile sector.

The study attempts to answer the following research questions:

Research Question 1: Do Perceived Utilitarian Value (PUV) and Perceived Hedonic Value (PHV) affect the consumers' Impulsive Buying Behaviour (IBB) in m-commerce?

Research Question 2: Does the interaction between socio-cultural influences and consumer perceived value lead to Impulsive Buying Behaviour (IBB)?

Research Question 3: Do the m-commerce dimensions significantly mediate the relationship between Consumer Perceived Value (CPV) and Impulsive Buying Behaviour (IBB)?

To answer the research question the study identifies the positive/negative relationship between all the factors mentioned above in m-commerce that have lasting effects on increasing or decreasing IBB of consumers. Hence, this study incorporates technological aspects such as visual appeal and portability into the research as shown by the theoretical framework. Consumer perceived value (PUV and PHV) is one of the contributing elements, which is influenced by collectivist culture. The goal of this study is to investigate the impact of these qualities on IBB, as well as the role of social influence as a moderator. For utilitarian and hedonic values, the effect of M-commerce dimensions is observed in terms of consumers' perception of portability and visual appeal of website.

Literature Review and Hypothesis Development

This section critically analyses the extant literature and identifies the research gap that current study attempts to address;

Impulse Buying Behavior (IBB)

Over the last few decades, impulsive buying behavior (IBB) has grabbed the attention of researchers in academia from a business/organizational perspective. Rook (1987) terms impulsiveness as "a strong, sudden, and persistent desire to acquire something right now" which is applied to consumer buying behavior. From a marketing perspective, impulsive buying behavior has been defined by Beatty & Ferrell (1998) as "a sudden and rapid purchase with no pre-shopping purpose, either to buy specific things or to fulfill a specified buying task." When a consumer is attracted to buying something which is not a part of his/her shopping list such a buying fall into the IBB context. Mohen, et. Al. (2013) termed this behavior as 'urge to buy' without any prior plan. Many factors play significant role in triggering this kind of buying behavior among consumers such as intrinsic motivation, personality type, mood, and brand type (Badgaiyan & Verma, 2014; Foroughi et al., 2013) environmental factors including store ambience, music, and lighting of the store (Solomon et al., 2012; Karbasivar and Yarahmadi, 2011; Foroughi et al., 2013).

A recent study investigating the customer IBB reports that "client features, store characteristics, situational cues, and product quality affect positively on IBB" (Chan et al., 2017). Although many types of research have been published that took m-commerce with respect to impulse buying but only a few studies have connected the perceived value dots with IBB. Chopdar & Balakrishnan (2020) emphasized the fact why it is necessary to quantitatively study perceived values in relation to m-commerce, arguing that "an endeavor to uncover variables that may augment customer perceived value of shopping websites will produce rich benefits for brands." In this study, IBB is working as a proxy for customers in e-commerce. This construct has also been utilized to study consumer IBB in other studies.

Consumer Perceived Value (CPV)

Consumer perceived value (CPV) refers to the consumers' perception of the benefits due to the use of a product/service. The actual purchase decision by the consumer depends on the perceived benefits/value drawn from the product/service in exchange for the price. A CPV can be explained as the difference in cost-benefit from a consumer perspective. Extant literature focuses on the features of the products/service and their use by the consumers (Woodruff, 1997) to explain the concept of CPV. Kodua, et. al., (2022) term CPV as "as a trade-off between what the customer perceives and the sacrifices he/she has to make" having "a subjective bidirectional nature". Previously research focused on CPV from "customer satisfaction, behavioral intentions and loyalty" aspects (Kuppelweiser, et. al., 2021) ignoring the multidimensionality of CPV. However, current era researchers have a consensus that CPV is a multidimensional concept and studying it depends on the intent of the researcher and the domain in which the study is carried out. For the current study, two dimensions of CPV are considered based on the context of m-commerce and the industrial context, that are, perceived utilitarian value (PUV) and perceived hedonic value (PHV). The concept of utilitarian value assumes that people who seek perceived utilitarian value (PUV), use mobility to encounter their necessities of life, which may include inspecting pricing and bids and receiving coupons as well. Whereas consumers seeking Perceived hedonic value (PHV) may use m-commerce to have fun or speculate (Huang, 2016; Poyry et al., 2013).

In this study, the authors use the concepts of the value that people observe to consider PUV and PHV as a cognitive and emotional reactions. As a result, these values would be strong predictors for this type of buying pattern. PUV and PHV are the most widely used variables of consumer perceived value (Babin et al., 1994). People that seek perceived utilitarian value (PUV), use mobility to encounter their necessities of life, which may include inspecting pricing and bids, and receiving coupons as well. Consumers seeking Perceived hedonic value (PHV) may use m-commerce to have fun or speculate (e.g., Huang, 2016; Poyry et al., 2013). These two types have been used in

several studies to investigate consumer purchasing behavior. These two metrics are used in this study to explain IBB in m-commerce. It is, therefore, postulated that;

H1: Perceived utilitarian value significantly influences Impulse buying behavior.

H2: Perceived hedonic value significantly influences Impulse buying behavior.

Socio-culture Influences

This study investigates the impact of culture; people change their minds regarding buying the products under different cultural influences. Culture is defined as "collective mental programming that distinguishes members of one group from members of another"(Hofstede 2001). He argues that various dimensions and cultural differences may influence customer responses, knowledge, perception, and behavioral decisions. People in collectivistic cultures prioritize other people's opinions and group preferences over their personal needs (Kagitcibasi, 1997). Consumer responsiveness to cultural influence has been studied in the setting of social influence in the meaning of consumer response to social influence (Bearden et al., 1989). These factors limit customers' ability to purchase things at a point in time.

According to Virvilaite et al. (2011) the influence of impulsive shopping is a subjective phenomenon, which varies from culture to culture, whereas, in the societies having a collectivist approach, people tend to be happier when they purchase impulsively by relying on another person's decision. Furthermore, Abraham and Dameyasani (2013) also find a significant positive relationship between the cultural influence and IBB. Park (2011) note that more advanced and developed cultures extending facilities to consumers promote impulse buying. Similarly, Pariliti & Tunc (2018) observed that consumption behavior closely relate to socio-demographic characteristics of the consumers. Advanced "retail marketplace, diversity on retail shelves, increasing availability of global brands and increasing purchasing power of consumers" as the traits of developed culture encourage IBB among buyers (Cakanlar & Nguyen, 2019). In the view of above it is hypothesized that;

H3a: The relationship between perceived utilitarian value and Impulse buying behavior is significantly moderated by Socio-cultural Influence.

H3b: The relationship between Perceived hedonic value and Impulse buying behavior is significantly moderated by Socio-cultural influence.

The Context of M-Commerce to the Study of Consumers' Buying Behaviour

M-commerce qualities like the visual appearance and the mobility/ portability are the important attributes to observe the perception of value in customers' minds that in turn enhance their behavior to buy impulsively. Portability is defined as "the physical features of mobile devices that allow them to be carried for longer periods of time" (Junglas & Watson, 2006). It refers to a mobile device's "anywhere nature or paired location and time flexibility,"(Okazaki & Mendez, 2013), which improves the efficiency of people's information interchange and search processes. Portability is observed with the perception of value in customer's mind, which in turn enhances their behavior to buy impulsively (Junglas and Watson, 2006). It leads to postulation that;

H4a: Portability significantly mediates the relationship between perceived utilitarian value and Impulse buying behavior.

H4b: Portability significantly mediates the relationship between perceived hedonic value and Impulse buying behavior.

Visual Appeal is another important factor that marketers consider when attracting customers (Chopdar & Balakrishnan, 2020). Colors, style, and movement all contribute to a visual attractiveness of a website. These aspects not only make it easier for people to read the website's material, but also assist them to develop positive feelings about it (Hsieh et al., 2021). Hence, investigating the effect of visual appeal in the context of m-commerce is a valuable contribution to the literature.

H5a: Visual appeal significantly mediates the relationship between perceived utilitarian value and Impulse buying behavior.

H5b: Visual appeal significantly mediates the relationship between perceived utilitarian value and Impulse buying behavior.

S-O-R Model: The Theoretical Lens to Study Impulsive Buying Behavior

The study is based on Stimuli-Organism- Response (S-O-R) model. This model is widely used in accordance with marketing behaviors and consumer responses in psychology. The three variables, S-O-R are explained below:

The stimuli (S) provision generates a targeted response in our internal system based on our feelings or thought processes, also called intuitiveness or gut feeling.

The organism (O) then becomes a medium to carry out and process these feelings, voluntary or involuntary, and has a very active and mediating function. This, in turn, generates a bodily emotion.

The response (R) is the final product which shows what decision the customer has made in their subconscious.

The emotions can range from being extremely ecstatic to being extremely disgusted or even confused as the customer tries to decide whether the product will be worth their while and money or not. Any role that social influence has to offer in the moderation of IBB and how the hedonic and utilitarian values are adjusted into this theory would be made the starting values or the stimuli in this research. Environmental factors (portability and aesthetic appeal) are viewed as stimuli in this study.

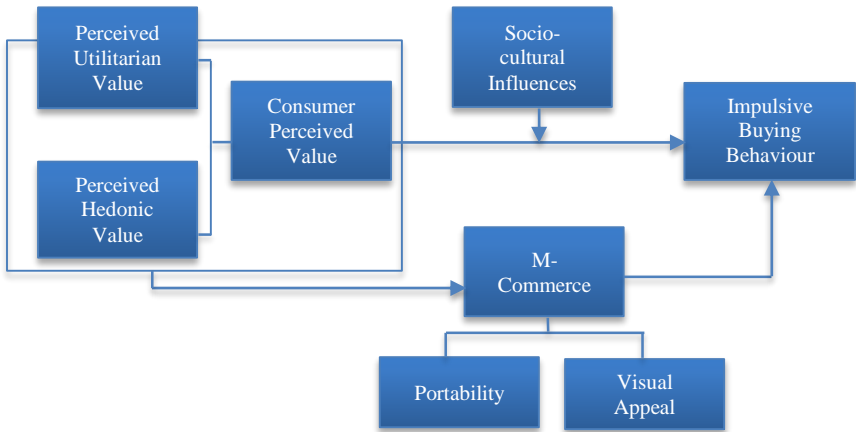


Figure 1. Framework (Source: Adapted from Feng Yang and Jing Tang (2021))

In this investigation, the S–O–R model is favorable for two reasons. To begin with, this paradigm has been widely used by a variety of researchers to study consumers' online shopping habits. Second, The S–O–R framework provides a systematic methodology for examining the impact of different m-commerce sensory influences on customer perceptions and, as a result, on the consumers' IBB.

Research Methodology

This descriptive study investigated the antecedents of impulsive buying behavior affected by consumer perceived value, mediated by m-commerce, and moderated by socio-cultural influences in the context of the textile sector of Pakistan.

The study was conducted using a survey method and data was collected through questionnaires from the twin cities of Islamabad and Rawalpindi, Pakistan. Population of the study was entire populace of twin cities who are m-commerce users, above 18 years of age and own and use wireless devices. From the huge population, purposive sampling was adopted for recruiting the sample using the following criterion. The potential respondents must be the;

- m-commerce users
- above 18 years of age
- user of wireless devices

As the population (N) is not exactly known therefore Cochran's formula is used to calculate the sample size, using a 95% confidence level, .5 standard deviation, and a margin of error (confidence interval) of +/- 5%;

$$\begin{aligned}
 \text{Sample Size} &= (Z\text{-score})^2 * \text{StdDev}^2 / (\text{margin of error})^2 \\
 &= (1.96)^2 * (.5)^2 / (.05)^2 \\
 &= 384.16 \text{ approximately} \\
 &= 385
 \end{aligned}$$

A total of 385 structured questionnaires were distributed from which 335 valid responses were generated. The data was collected through structured close-ended questionnaires from 385 respondents from 1st January till 31st March, 2022. COVID – 19 related prevalent restrictions necessitated use of online questionnaires therefore, the questionnaires were emailed to identified respondents, google form (online) questionnaires were sent via WhatsApp to many respondents for generating quick responses.

The questionnaire consisted of two sections: Section A contained the demographic details of respondents, whereas, section B required information about constructs of the study based on the "5-point Likert Scale" where 1=Strongly Agree, 2=Agree, 3=Neutral, 4=Disagree, 5=Strongly Disagree". The respondents' identity is kept confidential.

The data was analyzed using Partial Least Square Structural Equation Modeling (PLS-SEM). PLS-SEM explains the complex relationships of different variables and handles the data sets with “abnormal data distributions” (Chin, 2010). This study measured six variables using 22 items as given below;

Table 1. *Measurements and Scales*

| Variable | Code | Item Statements | References |
|-----------------------------------|-------|--|--|
| Impulsive Buying Behavior | IBB 1 | I often buy clothes without thinking. | Adapted from Parboteeah et al., 2009 |
| | IBB 2 | As I browse mobile website, I tend to purchase items other than or in addition to my specific shopping goal. | |
| | IBB 3 | Browsing the mobile websites, I desire to buy items that do not pertain to my specific shopping goal. | |
| | IBB 4 | While browsing the mobile websites, I inclined to purchase items outside my specific shopping goal. | |
| | IBB 5 | If I like anything, I am inclined to buy on spot. | |
| Perceived Utilitarian Value (PUV) | PUV 1 | Using mobile websites make it easier for me to engage in online transactions. | Adapted from Wu and Wang, 2005; Davis, 1989 |
| | PUV 2 | Using mobile websites enhance my effectiveness in online transactions. | |
| | PUV 3 | Using mobile websites increase my productivity in online transactions. | |
| Perceived Hedonic Value (PHV) | PHV 1 | I am satisfied with the shopping experience through mobile websites. | Adapted from Koenig-Lewis et al., 2015; Liaw and Huang, 2003; Venkatesh et al., 2012 |
| | PHV 2 | My shopping experience through mobile websites is always enjoyable. | |
| | PHV 3 | My shopping experience through mobile websites provides me more satisfaction as compared to in-store shopping. | |
| | PHV 4 | I often read social media about product/brand. | |
| Portability (PO) | PO 1 | These website services are practical, because I can use them without difficulty wherever I am. | Adapted from Okazaki and Mendez, 2013 |
| | PO 2 | Using these website services outside my home or workplace creates no problems for me. | |
| | PO 3 | I find it convenient to use these services because they don't make me dependent on any fixed installation. | |
| Visual Appeal (VA) | VA 1 | The mobile friendly websites are visually pleasing. | Adapted from Parboteeah et al., 2009 |
| | VA 2 | The mobile friendly websites displays visually pleasing designs. | |
| | VA 3 | The user interface of mobile website is easy to navigate. | |
| Socio-cultural Influence (SCI) | SCI 1 | I shop online in mobile commerce to keep up with social trends. | Adapted from Tram Nguyen et al., 2016; Ozden |

| | | |
|-------|--|----------------------|
| SCI 2 | I shop clothes online in mobile commerce to exchange information with friends. | Aylin Cakanlar, 2016 |
| SCI 3 | I always take my friends opinion before buying anything online. | |
| SCI 4 | I feel more confident when my family buys something for me instead I buy it by my own. | |

The data analysis was done using “Statistical Package for the Social Sciences” (SPSS) version 25 and “Partial Least Square Structural Equation Modeling” (PLS-SEM) using “Smart PLS” software version.

Measurement Model

The measurement model, also known as the inner model, deals with the relationship between the constructs and relationships in terms of their reliability and validity Hair et al.,2014). To assess the constructs’ reliability, a measure of composite reliability is used and the item’s reliability is assessed using the outer loadings. Respectively convergent validity is assessed using Average Variance Extracted (AVE) using the cut off value of 0.70 of AVE. The AVE values for the constructs of this study are; 1) impulse buying behavior was 0.546, 2) consumer perceived value is 0.744, 3) m-commerce is 0.845 and, 4) socio-cultural influence is 0.611.

Table 2. *Reliability and Validity*

| Constructs | Items | Loadings | AVE | CR |
|--------------------------|-----------------------------|----------|-------|-------|
| Impulse buying behavior | IBB 1 | 0.691 | 0.546 | 0.856 |
| | IBB 2 | 0.763 | | |
| | IBB 3 | 0.811 | | |
| | IBB 4 | 0.806 | | |
| | IBB 5 | 0.602 | | |
| Consumer Perceived Value | | | 0.744 | 0.853 |
| | Perceived utilitarian value | | | |
| | | | | |
| Perceived hedonic value | PUV 1 | 0.867 | 0.744 | 0.853 |
| | PUV 2 | 0.824 | | |
| | PUV 3 | 0.811 | | |
| | PHV 1 | 0.788 | | |
| M-commerce | PHV 2 | 0.812 | 0.845 | 0.916 |
| | PHV 3 | 0.799 | | |
| | PHV 4 | 0.837 | | |
| | Portability | | | |
| Visual Appeal | PO 1 | 0.872 | 0.845 | 0.916 |
| | PO 2 | 0.891 | | |
| | PO 3 | 0.833 | | |
| Socio-cultural Influence | VA 1 | 0.778 | 0.611 | 0.862 |
| | VA 2 | 0.864 | | |
| | VA 3 | 0.746 | | |
| | SCI 1 | 0.826 | | |
| | SCI 2 | 0.825 | | |
| | SCI 3 | 0.779 | | |
| | SCI 4 | 0.689 | | |

Table 2 summarizes the results of the outer loading for each construct. The CR for each construct satisfies the minimum threshold of 0.70 for convergent validity. The CR of impulse buying behavior is 0.856, consumer perceived value is 0.853, m-commerce is 0.916 and socio-cultural influence is 0.862, thus demonstrating that all constructs are valid.

Table 3. *Discriminant Validity*

| Constructs | 1 | 2 | 3 | 4 |
|---------------------------|-------|-------|-------|---|
| M-commerce | 0.919 | | | |
| consumer perceived value | 0.642 | 0.863 | | |
| impulsive buying behavior | 0.364 | 0.476 | 0.739 | |

| | | | | |
|--|-------|-------|-------|-------|
| socio-cultural influence | 0.497 | 0.578 | 0.486 | 0.781 |
| Note: Values on the diagonal (italic) are square root of the AVE, while the off-diagonals are correlations | | | | |
| Source: Fornell & Lacker (1981) | | | | |

Discriminant validity is checked using Fornell & Larcker's (1981) criterion and Hetrotrait Monotrait (HTMT) ratio of correlation. Square root of AVE of each construct should be greater than its correlations with other constructs as shown in Table 3 and HTMT cut-off values are < 0.90 (Henseler et al., 2015) as shown in Table 4.

Table 4. *Hetrotrait Monotrait (HTMT) Ratio*

| Constructs | M-commerce | CPV | IBB | SCI |
|---------------------------|------------|-------|-------|-------|
| M-commerce | | | | |
| consumer perceived value | 0.866 | 0.313 | | |
| impulsive buying behavior | 0.45 | 0.18 | 0.662 | |
| socio-cultural influence | 0.604 | 0.199 | 0.802 | 0.581 |

From the above discussion on the empirical result, it is evident that the measurement model has acceptable discriminant validity.

Descriptive Statistics

Descriptive statistics is used to describe the characteristics of dataset such as distribution of data, measure of central tendency and measure of variability. Following table describes the essential descriptive statistics for the dataset collected for current research study;

Table 5. *Descriptive Statistics*

| | N | Minimum | Maximum | Mean | Std. Deviation |
|--------------------|-----|---------|---------|-------|----------------|
| IBB | 335 | 1 | 5 | 2.828 | 1.08 |
| PUV | 335 | 1 | 5 | 2.474 | 1.05 |
| PHV | 335 | 1 | 5 | 2.741 | 1.11 |
| PO | 335 | 1 | 5 | 2.451 | 1 |
| VA | 335 | 1 | 5 | 2.395 | 1.01 |
| SCI | 335 | 1 | 5 | 2.668 | 1.16 |
| Valid N (listwise) | 335 | | | | |

The table shows the mean and standard deviation of entire dataset for each variable of the research study. Both the measure of central tendency and variability, show that the dataset was normal and consistent with not much variability.

Structural Model

The structural model determines the predictive competencies of a theoretical model of the study and the relationships among the reflective constructs therein. For that purpose, R2 values and Q2 predictive relevance is calculated. As shown in Table 5, R2 for impulsive buying is 25 %, m-commerce is 41 %, and consumer perceived value is 34%. This suggests that the model has a substantial explanatory power. Furthermore, to assess the predictive relevance of the model, blindfolding technique is used which assumes Q2>0 as the standard.

Table 6. *Goodness of Fit and predictive Relevance*

| | R ² | Q ² |
|---------------------------|----------------|----------------|
| Impulsive buying behavior | 0.25 | 0.47 |
| M-commerce | 0.41 | 0.42 |
| Consumer perceived value | 0.34 | 0.33 |

Following the procedure proposed by Preacher and Hayes (2008), the mediation analysis was conducted. According to this method, if 95% confidence interval (CI) do not include zero, a significant mediating effect occurs (Preacher & Hayes, 2008). The results show that PHV significantly mediated the correlation between PUV and urge to buy impulsively because the CI (0.290, 0.567) do not include zero as evident from Figure 1 below;

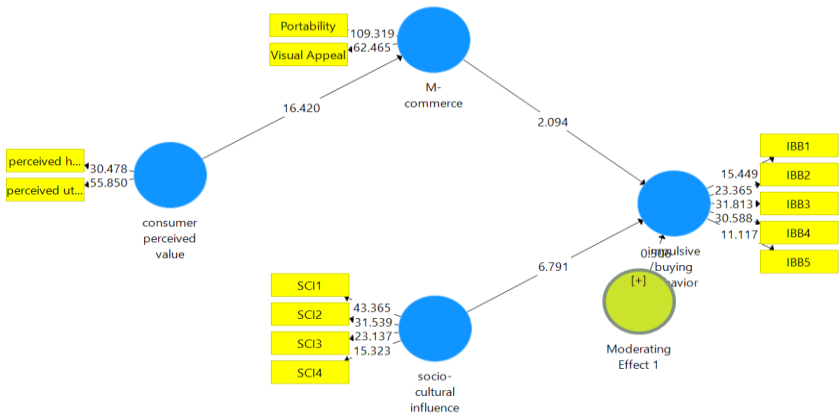


Figure 1. The PLS-SEM Model

In order to test the hypothesized relationships among the constructs, the estimates are attained for the path coefficients using the PLS-SEM algorithm with the help of bootstrapping. Table 6 presents a summary of the hypothesized relationships among the constructs. H1a shows the relationship between portability and perceived utilitarian, supported with $\beta = 0.37$, $p < 0.01$ and t statistics at 1.77. H1b represents the relationship between portability and hedonic perception, supported with $\beta = 0.26$, $p < 0.01$ and t statistics at 1.34. H2a is the relationship between visual appeal and utilitarian perception, supported with $B = 0.25$, $p < 0.01$ and t statistics at 0.97. Next, H2b shows the relationship between visual appeal and hedonic perception, supported with $\beta = 0.792$, $p < 0.01$ and t statistics at 1.98. H3 is not supported, hence indicating perceived utilitarian value does not positively influence impulse buying ($\beta = 0.047$ and t statistics at 0.508). H4 represents the relationship between hedonic perception and impulse buying, supported with $\beta = 0.85$, $p < 0.01$ and t statistics at 2.094. H5 refers to the moderating effect of socio-cultural influence between utilitarian value and impulsive buying ($\beta = 0.063$, $p < 0.01$ and t statistics at 0.72). H6 is supported that indicates the moderating effect of socio-cultural influence between hedonic perception and IBB having $\beta = 0.318$, $p < 0.01$ and t statistics at 1.43. However, no significant correlation was found between PUV and consumer urge to buy impulsively, so Hypothesis 3 is not supported.

Table 7. Hypothesis Testing

| Hypothesis | Relationship | β | T-value | Decision | F ² |
|------------|-------------------|---------|---------|---------------|----------------|
| H1a | PO -> PUV | 0.379 | 1.77** | Supported | 0.07 |
| H1b | PO -> PHV | 0.269 | 1.34** | Supported | 0.05 |
| H2a | VA -> PUV | 0.25 | 0.97** | Supported | 0.03 |
| H2b | VA -> PHV | 0.792 | 1.98** | Supported | 0.075 |
| H3 | PUV -> IBB | 0.047 | 0.508* | Not Supported | 0.002 |
| H4 | PHV -> IBB | 0.854 | 2.094** | Supported | 0.08 |
| H5a | SCI -> PUV -> IBB | 0.063 | 0.72* | Not Supported | 0.003 |
| H5b | SCI -> PHV -> IBB | 0.318 | 1.43** | Supported | 0.06 |

The results also indicated that socio-cultural influence insignificantly moderates the correlation between PUV and urge to buy impulsively, meaning that Hypothesis 5a is not supported.

Discussion

The study is focused on mechanisms for m-commerce leading to consumer IBB based on the S-O-R framework and the value perceived by the consumer. Taking the environment as stimulus, such as product and medium visual appeal and portability of the medium, as customer choice is mostly driven by their behavior to certain perceptions. Consistent with the findings of Zheng et al.

(2019) and Rehman & Mian (2021) this study also explains that the two environmental factors (stimuli) influence consumer perceived value (CPV), both Utilitarian (PUV) and Hedonic (PHV). It is also observed that PHV has a rather significant impact on the urge of consumers to buy impulsively, in comparison to PUV which may just directly affect the behavior to buy products impulsively. According to Sheikh, et, al., (2021) value creation leads to enhanced trust and loyalty of customers. The results of the study also confirm that social influence and peer pressure mixed with the impact of attitude affects IBB, and in turn, confirmed the results about PHV and its relationship to IBB. This result is consistent with the assertions of Conner and Mcmillan, (1999). It can be gauged from the results that as the interpersonal influence and its remedial effects are brought into consideration the relation between consumer IBB and PHV is varied. An increasing level of socio-cultural stimulus makes the correlation between IBB and PHV grow stronger. Eagly & Chaiken (1993) argue that impulsive behaviors of consumers are further encouraged and supported positively by culture and surrounding atmosphere.

Theoretical Implications

An idea that was presented theoretically in consumer behaviour studies, is tested empirically on Pakistani consumer. The study asserts that mobile devices such as phones, pods, tablets, or laptops induce consumer impulsive buying behavior by offering him/her the ease of access to a wide range of products, shipped from anywhere around the globe, and can be paid for through simple bank transactions in one-click. This mechanism could be instrumental in understanding the psychology behind impulsive behaviors. This study provides a better understanding of developing and generating IBB of customers in m-commerce through their choices and perception of value regarding different products. The results of this study indicate that a demographic and socio-cultural influences strongly moderate the relationship between consumer IBB and PHV. Hence, digital marketers can use the socio-cultural cues through m-commerce to enhance the impulse buying behavior among potential consumers.

Practical Implications

Accessibility and mobility are important considerations for consumers in this fast-paced world giving m-commerce utmost importance. The bazaars (markets) and fashion boutiques' crowds have started to die down, where people have the pleasure of accessing brands at virtual bazaars in the span of one-click from their comfort zones. Online exhibitions are trending, and Facebook added a feature called the marketplace into the mobile application for better access to products. Real-time information leveraging through meta-data tracking is now much more enabled by the Meta-Verse launched by Meta, the parent company to Facebook, WhatsApp, Instagram and Snapchat, the leading four social media applications through the backend tracking every activity of the consumer from search results to advertisements viewed. Consumer IBB can be induced through portability and aesthetic appeal. Retailers are pushed to innovate new ways of marketing their products where they can appeal to customer's individual interests, location, needs etc. to create a more customized and personalized shopping experience.

Visual appeal or aesthetics of a product attracts customers. If the marketing is being done through a website, the user interface, navigation, and the design all are key aspects to attract a customer so that they stay and continue shopping on the website and do not leave their carts empty. To further increase the perceptions of a higher value by customer through their hedonic values, gamification features are being employed where consumer may bookmark or add to cart a product and get notifications of price variances, comparisons, or availability.

Conclusion and Future Research Directions

The survey method was used to collect data where questionnaires were distributed to purposively selected sample hence introducing the 'bias of selecting for self' in the study. Future research on similar topic may devise ways to eliminate this bias by taking measurement of consumers' actual impulse buying using sales records and actual purchase data of the customer. It was not possible to get the bias free data in the short period of time employed for study. The data is collected for the study by visiting clothing websites while future studies may also explore other avenues of m-commerce such as the Facebook marketplace or compare different marketing tools such as veteran clothing websites versus social media advertisement and opening businesses as pages or business accounts on these applications and compare the variance in values and perceptions of the customers as inked to their IBB. Other consumer values such as conditional value have not been put much to the task in this study. This is a worthy point to be considered while delving into further research on this topic. Literature suggests that demographics and geographical locations have an impact on consumer IBB. This study tries to explore that dimension using socio-cultural influences as the mediator, however, a comparative study may take the exploration further.

The empirical study shows that consumer perceived values, utilitarian and hedonic values, have a directly proportional relationship with consumers' impulse buying behavior. Perceived

hedonic value significantly impacts consumers' impulse buying behavior as compared to utilitarian value. The impact of socio-cultural influences on consumers' impulse buying behavior led to the significant relationship between hedonic values and impulsive buying. The study concludes that cultural variances among the consumers lead to distinct impulsive buying behavior despite the similar exposure to shopping ambiance.

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