

## The effect of the website attributes on online impulse buying: An empirical investigation of utilitarian and hedonic motivations

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**CHRONICLE**

**ABSTRACT**

*Article history:*

Received: February 12, 2022

Received in revised format: March 29, 2022

Accepted: May 14, 2022

Available online: May 14 2022

*Keywords:*

*Utilitarian motivation*

*Hedonic motivation*

*Website attributes*

*Online impulse buying*

Web based shopping has been the quickest developing channel of looking for over 10 years with deals developing at a yearly pace of 25%. One review connected properties of a site to drive purchasing conduct. Given the quick development of web-based shopping and the qualities of web-based shopping that energizes drive purchasing (for example open every minute of every day), drive purchasing on the web is probably going to be pervasive. Accordingly, this study plans to investigate the effects of site credits and persuasive variables on internet-based motivation purchasing. A self-directed poll was utilized to gather information for this review. The 400 respondents, in line with the required sample size, were people who have online buying experience in Thailand. The data analysis method is Structural Equation Modelling (SEM). The results of the study revealed that influence of web site attributes has a positive relationship with motivation factors. Moreover, motivation factors have a positive relationship with online impulse buying. Additionally, two components of motivation factors which are utilitarian and hedonic motivations, mediate the relationship between web site attributes and online impulse buying.

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### 1. Introduction

Digital technology is a tool used to support organizations to reach their customers better especially in the field of communication like websites (Brown et al., 2003). Websites are consistently turning out to be more important in online business. Items are sold through the website, introducing news, advertising for the association and items, additionally help to make client cooperation, permitting clients to get news and speak with the association all the more advantageously and rapidly. Online channels being one of the factors in increasing sales channels and sales of products via web sites. The reason that the website is popular is that it is possible to order products at any time (24 hours) and can ask for more information with the supplier immediately (Cyr, 2008). Web site attributes have many components. One of the most important components is web design quality. A good quality website design can attract consumers to visit online stores and positively influence shoppers' mood when shopping through the website (Wu et al., 2008). Additionally, The web experience is the overall impression consumers have of a product and a company through the use of online services. Consumers with a positive web experience are more likely to be persuaded to shop online (Efthymios, 2004; Brashear et al., 2009). So, the web experience is another important factor for the web site attributes. The website has become a brand's resource and communication channel for online commerce due to the creation of website content including unlimited visual elements and constantly updating information (Baack & Singh, 2007). Therefore, web content is essential to creating interest and impression of a website. Thus, this research focuses on 3 factors of web site attributes as follows: web design quality, web experience and web content (Bridges & Florsheim, 2008).

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doi: 10.5267/j.ijdns.2022.5.009

Motivation refers to a main thrust that urges a person to make moves with an objective to accomplish specific objectives (Maslow, 1943; Dennis et al., 2010; Shahzadi et al., 2014) or an endeavor to accomplish an objective (Bedeian, 1993). There are many studies on utilitarian and hedonic motivation. The utilitarian motivation involves with the capacities performed side-effects and administrations and focusing on the utility of utilization (Jiang & Wang, 2006). Hedonics is the impulse to enjoyment while shopping online and has a great influence on customer satisfaction (Szymanski & Hise, 2000). Online consumers value the immersive aspect and experience on the Internet. Song and Qu (2017) stated that utilitarian and hedonic motivation relate to consumer satisfaction and behavior. However, there are few studies of utilitarian and hedonic motivation in the online context. Thus, this research intends to investigate utilitarian and hedonic motivation in the web-based context.

Presently, the impulse buying behavior on the web is relatively high compared to in-store purchases, it is assessed that around 40% of all internet spending comes from online impulsive buying (Liu et al., 2013). The impulse to purchase happens when a purchaser encounters an unexpected, strong and tenacious craving to purchase something. The impulse to purchase is sincerely mind boggling and may incite enthusiastic struggle (Rook, 1987). The empirical investigation of Salimon et al. (2017) demonstrated that hedonic motivation mediates the relationship between perceived security and e-banking adoption. Moreover, this is associated with the findings of Chung et al. (2017) illustrated that utilitarian and hedonic value significantly mediate the relationship between impulsive buying tendency and impulse buying in the online shopping context. Therefore, this study aims to: (1) study the influence of web site attribute factors containing web design quality, web experience and web content on online impulse buying, (2) impact of web attributes on utilitarian and hedonic motivation and (3) examine the impacts of utilitarian and hedonic motivations on online impulse buying. As a guideline for entrepreneurs used for modifying the operation plans of various web sites attributes in line with consumer behaviors to provide a foundation for future research in the digital era and the current situation where technology is rapidly evolving.

## **2. Literature Review**

### *2.1 Web site attributes*

Much research suggests the importance of web site attributes in influencing consumers' online shopping behavior. Certain website attributes can play an important role in increasing purchase demand and online sales transactions (Lohse & Spiller, 1998; Rowley & Okelberry, 2000). This research focuses on web design quality, web experience and web content, which are three critical factors of web site attributes.

### *2.2 Web Design Quality*

Web design quality is one of the key things that will assist with advancing deals and draw in the consideration of shoppers since buyer ways of behaving of buyers have now changed from and tends to purchase items through web-based channels consistently expanding. Online organizations need to create and plan a website that has a high quality. Web based shopping researchers showed the impacts of different web composition factors (for example color) on purchaser joy and excitement (Ha & Lennon, 2010; Menon & Kahn, 2002). Website prompts such as text tones, basic color schemes, vibrant images, and interactive performance can significantly influence the feelings or moods of online customers. (Fiore et al., 2005; Park et al., 2008). This is steady with research by Eroglu et al. (2003) that the positive feelings produce an inspirational perspective toward an internet-based store and improve apparent store picture (Sherman & Smith, 1987). Positive mind-set prompted by a moving picture brings a positive assessment of the site and its substance, like item data (Park et al., 2008). Hence, web site design quality is significant to excite introductory shoppers' interest to additionally investigate a website and prompting buys on the web.

### *2.3 Web Experience*

The web experience as the customer's all out impression about the internet based organization coming about because of his/her openness to a blend of virtual marketing devices "...under the marketer's immediate control, prone to impact the purchasing conduct of the web-based buyer" (Constantinides, 2002). The web experience embraces components like looking, perusing, finding, choosing, contrasting and assessing data as well as associating and executing with the internet-based firm. The virtual client's complete impression and activities are affected by plan, occasions, feelings, environment and different components experienced during cooperation with a given webpage. A good shopping experience is very important. Web experience is a mix of online usefulness, data, feelings, signals, boosts and items/administrations (Eftymios, 2004). Websites conveying magnificent web experience are planned in a manner not just tending to the client's item needs and assumptions yet additionally helping the clients through the means of the purchasing system. Web sites should be seen hence as indispensable instruments of client support and influence online clients that when they have a positive encounter utilizing the site, it can have a mental impact and can drive a buy more straightforward.

### *2.4 Web Content*

Web content is a communication process that consists of information and meaning that the messenger wants to send to the recipient (Poddar, 2009). It can be written or non-written text. It is voice communication or other symbols instead of written language and must be adapted to the communication channel so that the recipient understands and fulfills the purpose of the

messenger (Rohm & Swaminathan, 2004). On websites, great substance that spotlights on making content that is fascinating, one of a kind and not the same as others, presents intriguing data, applicable direct, can draw in the ideal internet-based customers and they get a ton of commitment and is shared or coursed. Furthermore, great substance draws in internet-based shoppers to invest more energy on the web, recall content better, appreciate more, and customers are 61% bound to purchase items from organizations that make incredible content on their sites (Taylor, 2013). The web content can motivate purchasing on the web site (Poddar, 2009). Hence, potential individuals who have web experience more joy by the web site design quality and web content might assess the web site all the more well. Thus, web content is considered an important part of the web site attribute. A review of the relevant literature reveals that web site attributes correlates with motivation factors and online impulse buying. Madhavaram & Laverie, (2004) state that shopping through the website motivates consumers to browse online products for utilitarian and/or hedonic purposes. In view of this, Lin & Chen (2013) argue that the impulsive buying behavior of online consumers is caused by unplanned impulse buying behavior with non-economic objectives such as happiness and emotion. This is consistent with Sharma et al. (2010) who emphasized that website purchases are driven by motivation factors, which is the emotional factor of consumers. According to Jeon et al. (2018), active browsing behavior is influenced by online shoppers' motivations and information on websites. Moreover, Smith & Sivakumar (2004) state that most of the literature on web shopping often considers both utilitarian and hedonic, with research findings suggesting both factors are significant for impulse buying. This is associated with the findings of Rezaei et al., (2015) that a positive effect on online impulse purchases was attributed to both hedonic browsing and utilitarian web browsing. Therefore, this research proposes that;

*Hypothesis 1: Web site attributes have a positive relationship with motivation factors.*

*Hypothesis 2: Web site attributes have a positive relationship with online impulse buying.*

## 2. Motivation factors

There is previous research investigating the motivation factors related to the online context. However, studies on utilitarian and hedonic motivation, especially web-base, are still lacking. In web-based business, shoppers look for utilitarian and hedonic advantages. The early period of the Internet was considered as a channel to fulfill clients' utilitarian necessities. In that period, the contest was only in light of cost and accessibility (Benjamin & Wigand, 1995). Later examinations feature that such utilitarian ascribes are presently not adequate to drive internet purchasing; without a doubt, also, online customers like to buy items and administrations online in light of the comfort and cash saving advantages got from such a buy (Huang, 2005). Customers' inspirations of e-shopping experience envelop looking for advantages like uniqueness, fun, amusement (Ha & Stoel, 2012). For certain items, drive purchasing is a direct result of hedonic and emotional browsing motivation (Park et al., 2006). Taking everything into account, individuals with utilitarian motivation center essentially around instrumental worth, while individuals with hedonic motivation focus closer on joy, tomfoolery and liveliness. One might say that utilitarian factors as objective arranged and hedonic motivation as happiness situated (Chang et al., 2014).

Impulse buying is considered an unexpected, sudden and pleasurable behavior of hedonic nature (Waterman, 1990). Pappas (2014) suggests that the individuals possess a more hedonic orientation when they are in a recreational stage of purchasing and with that, can act in a more impulsive way. Buyers for the most part act hastily while creating on the web choices which starts with simple admittance to items, simple purchasing "for example: click request", less prevalent difficulties and non-attendance of conveyance endeavors; drive buying clearly happens roughly around 40% of every single web-based consumption (Verhagen & Van Dolen, 2011). Additionally, Gohary and Hanzae (2014) have likewise upheld the effect of utilitarian and hedonic on impulsive buying ways of behaving which focuses towards the meaning of utilitarian and hedonic for motivation purchasing over the web (Verhagen & Van Dolen, 2011; Kim & Eastin, 2011). Furthermore, Park et al. (2012) affirmed that there is a connection among utilitarian and hedonic and purchasing impulsiveness with regards to internet buying of clothing items. Novak et al., (2003) suggest that both hedonic and utilitarian motivation influence impulse purchases on the web site. Therefore, this paper proposes that;

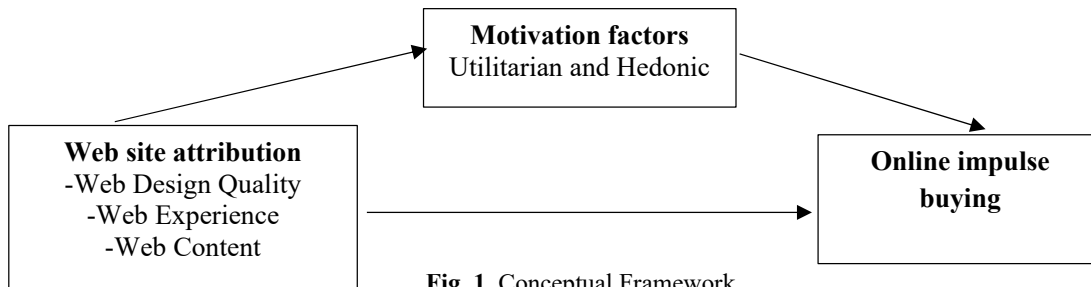
*Hypothesis 3: Motivation factors has a positive relationship with on online impulse buying.*

## 3. Web site attributes, motivation factors and online impulse buying

Today, the web site is utilized as an internet promoting apparatus. This research focuses on web attributes: web design quality, web experience and web content, each of which affects motivation factors. Indeed, sensations of delight and pleasure while riding a web site will affect valuation which thus empower impulsive purchasing. Impulse buying is described as sudden, convincing, decadently certain buying conduct that absences of consultation of all suitable data and decision options drives clients to make unplanned purchases (Shen & Khalifa, 2012; Parboteeah et al, 2009; Rook 1987). Therefore, customers tend to spend more time surfing the web sites. Whenever they figure out intriguing offers joined with magnificent web design that satisfies them, they will be captivated to make motivation buys. Users that increment shopping joy and happiness impressively impact consumer satisfaction (Szymanski & Hise, 2000). In addition, the web attribute trait recognizable proof is an extra apparatus applied examination of online impulse purchasing conduct, explicitly the passionate response in which all site qualities impact a purchaser's rash purchasing feeling that urges and spurs clients to make impulsive buying (George &

Yaoyuneyong, 2010). This is consistent with Liu et al. (2013) who found that web site attributes as a stimulus, observed that website convenience, web site visual allure, and item accessibility are urgent predecessors of online impulse purchasing. The investigation of Shen & Khalifa, (2012) state that temperament is a huge determinant of impulse buying as passionate inclination that emerges from the experience during on the web collaboration and exchange had a solid ramification for the activity propensity. Online purchasers esteem the vivid and experiential parts of the Internet. In this manner, both utilitarian and hedonic shopping values make beneficial outcomes towards web site attributions and motivation factors influence online impulse buying is beneficial (Liu et al., 2013; Parboteeah et al., 2009; Turkyilmaz et al., 2015; Babin & Attaway, 2000). Therefore, this paper proposes that;

*Hypothesis 4: Motivation factors mediates relationship between web site attribution and online impulse buying.*



**Fig. 1.** Conceptual Framework

## 4. Research methodology

### 4.1 Population and sample

The trend of health care has made consumers increasingly focus on health conscious. (Ergin et al., 2005) said that consumers use beauty products to take care of their bodies, improve their appearance, take care of body odor and take care of aging. Beauty products not only enhance the natural beauty and physical appearance of an individual (Sahota, 2014), but are also used to correct or conceal imperfections (Denton, 2019). Therefore, beauty products are an important industry, and it is interesting to consider what factors influence these consumers in the online impulse buying context. The population of this research is the Thai consumers who have web-based shopping experience of beauty products. According to Cochran (1977) the exact population is unknown, a sample size formula of approximately 384 respondents was used. In order to obtain reliable data researchers have increased the sample to be 400.

### 4.2 Research instruments and data collection

Research instruments used in this research is a questionnaire via an online survey platform. The measurement of variables was developed by using previous studies. This study measures web design quality using a validated 5 item scale. Web content uses a validated 5 item scale suggested by Mazzini Muda (2020). Utilitarian and hedonic uses a validated 5 item scale suggested by Ryu, Han & Jang (2010). And online impulse buying uses a validated 5 item scale suggested by Akram et al (2018).

### 4.3 Data analysis

The researcher analyzed the measurement model by Structural Equation Model (SEM) with a statistical package. The maximum likelihood (ML) parameter estimation method was used to assess the empirical data with the model. Theoretical measurements that have been reviewed in the literature according to the conceptual framework the reflective measure variables and statistics used to verify the conformity between the measurement model and the empirical data (Goodness of Fit Measures) were analyzed by using the Chi-Square statistic ( $\chi^2$ ) (Schumacker & Lomax, 2010). This research therefore focuses on analyzing the results of the model harmony index. Structural equations using index values of  $\chi^2/df$ , RMSEA, CFI and NNFI are indicative of criterion harmonization: Normed Chi-square ( $\chi^2/df$ ) should be less than 2.00, 3.00, or 5.00, which is consistent, adjusted accordingly. Sample size (Schumacker & Lomax, 2010) RMSEA values less than 0.05 were well-matched, 0.05 – 0.08 moderately harmonized, and greater than 1.00 was inconsistent (Kline, 2005, p. 139). CFI and NNFI values greater than 0.90 are harmonious. and values greater than 0.95 are harmonious (Schumacker & Lomax, 2010).

## 5. The results

Table 1 demonstrates the results of the reliability and convergent validity. From Table 1, it was found that the confidence values of all latent variables were high. In terms of website attributes factors and motivation factors, the Cronbach's Alpha value is between 0.908-0.973, while the impulse buying factor is Cronbach's Alpha is between 0.944-0.973. The motivation factor is Cronbach's Alpha is between 0.908-0.973. The online impulse buying has Cronbach's Alpha value of 0.907, over 0.70 meets the established criteria. The composite reliability is greater than 0.70 ( $CR > .70$ ) and the Average Variance

Extracted: AVE, is greater than 0.5 indicates that the measurement is consistent. The measurement model has good convergence straightness (Steven, 2009).

**Table 1**  
Reliability and Convergent Validity

Latent variable / observable variable	Cronbach's Alpha	CR	AVE
Web site attribution	<b>0.973</b>	<b>0.933</b>	<b>0.778</b>
Website Design Quality (WDQ)	0.950	0.950	0.792
Website Experience (WE)	0.944	0.946	0.778
Website Content (WC)	0.932	0.947	0.781
Motivation factors	<b>0.973</b>	<b>0.929</b>	<b>0.725</b>
Hedonic motivations (HDN)	0.908	0.919	0.695
Utilitarian motivations (UTI)	0.959	0.957	0.818
Online impulse buying (OIB)	<b>0.907</b>	<b>0.908</b>	<b>0.665</b>

**Table 2**  
Confirmatory Factor Analysis (CFA)

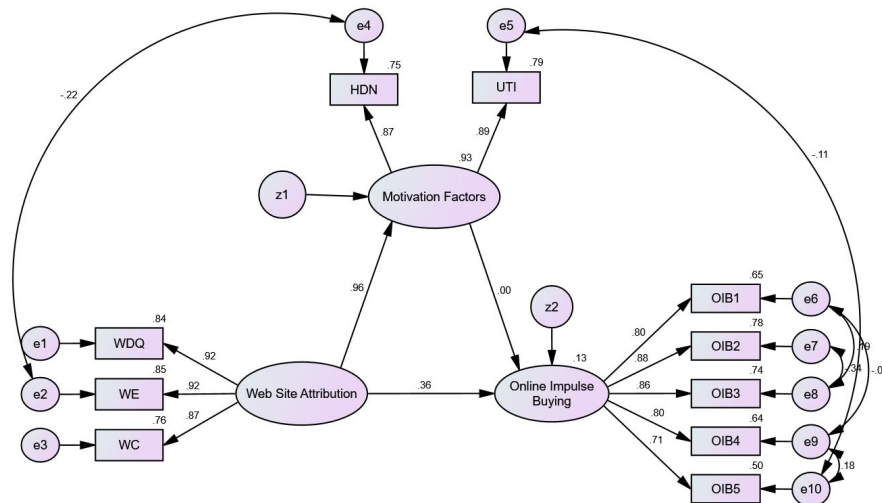
Statistics	Criteria to consider	calculated value	Result
Chi-square ( $\chi^2$ )	-	4.315	-
df	-	4	-
CMIN/df	< 2.00	1.079	Pass
GFI	> 0.90	0.996	Pass
AGFI	> 0.90	0.981	Pass
RMSEA	< 0.05	0.014	Pass
RMR	< 0.05	0.005	Pass
CFI	> 0.95	1.000	Pass
TLI	> 0.90	0.999	Pass
NFI	> 0.90	0.998	Pass

Source: Zikmund et al., 2013

From Table 2, Model estimation results, analysis results found that the affirmative component in respect of congruence with empirical data consistent harmonious with empirical data, the values obtained satisfactorily met all harmonization index criteria.

**6. The results of the analysis of the structural equation modeling (Structure Equation Modeling: SEM)**

It was found that the consistency index of the causal model of web site attribution and motivation factors driving online impulse buying beauty products after model adjustment. The statistical values used in the examination were as follows: chi-square value ( $\chi^2$ ) was 4.315, p-value was 0.365, relative chi-squared (CMIN/df) was 1.079, harmonious measure index (GFI) was 0.996. The modified harmonics index (AGFI) was 0.981, the square root of estimation squared error (RMSEA) was 0.014, and the root mean squared error index (RMR) was 0.005. A relative Harmony Index (CFI) of 1.000, a Model Acceptance Index (TLI) of 0.999, and a Relative Compliance Index (NFI) of 0.998, all passed criteria. Show that the model is consistent with the empirical data as shown in Fig. 2.



Chi-square=22.123,df=24,P-value=.572, CMIN/df=.922, GFI=.989, AGFI=.975, CFI=1.000, TLI=1.001, NFI=.993, RMSEA=.000, RMR=.020

**Fig. 2.** Structure equation model result

**Table 3**

Summary of research hypothesis testing results

Research Hypothesis	Results
Hypothesis 1: Website attribution has a positive relationship with motivation factors.	Supported
Hypothesis 2: Website attribution has a positive relationship with online impulse buying.	Not Supported
Hypothesis 3: Motivation factors has a positive relationship with on online impulse buying.	Supported
Hypothesis 4: Motivation factors mediates relationship between web site attribution and online impulse buying.	Supported

**Table 4**

Mediating effect results

Mediating effect	IV-DV	IV-M-DV		Mediation type
		direct	indirect	
Web site attribution → Motivation factors → Online impulse buying	0.090	0.517	-0.427	Full mediation

The results of hypothesis testing and mediating effects have shown in Table 4 and Table 5 found that web site attributes have a positive relationship with motivation factors. Web site attributes have a positive relationship with online impulse buying. Motivation factors have a positive relationship with online impulse buying and motivation factors mediates relationship between web site attribution and online impulse buying. Analysis of direct effect, indirect effect and total effect found that website attribution has total influence on online impulse buying 0.090 is a direct influence. And influence Online impulse buying 0.517 is a direct influence.

## 7. Conclusion and Recommendations

From an academic point of view, this study has covered a gap in current research on web-based factors, motivation factors and online impulse buying. The results reveal that the harmony was very consistent with the empirical data, where all factor loading passed the specified criteria. and the results of the mean of extractable variance (AVE) for all 3 variables, namely website attribution, motivation factors and online impulse buying, which is the mean variance of the latent variables that describe the observed variables. The extracted variance of all variables was greater than 0.5. Measurable evidence that all online impulse buying latent variable definitions are accurate and reliable in very good condition. The result of a hypothesis test found that web site attributes have a positive relationship with motivation factors. Furthermore, the results indicate that web site attributes have a positive relationship with online impulse buying. The findings also demonstrate the positive relationship between motivation factors and online impulse buying. Additionally, the results show that motivation factors mediate the relationship between web site attribution and online impulse buying.

The study found that online impulse buying correlates with web design quality, web experience and web content with online impulse buying, consistent with the results of a study by Poddar (2009). The research hypothesis that the motivation factor of utilitarian and hedonic influences online impulsive buying is consistent with the results of a study by Gohary & Hanzae (2014) have likewise upheld the effect of utilitarian and hedonic on impulsive buying ways of behaving which focuses towards the meaning of utilitarian and hedonic for motivation purchasing over the web (Verhagen & Van Dolen, 2011; Kim & Eastin, 2011). Furthermore, Park et al. (2012) confirmed that there is a correlation between impulsive and utilitarian and hedonic in the internet clothing shopping context.

From a managerial perspective, the results of this study implies that consumers are more likely to make impulse buying based on a quality website attribute such as web design quality, web experience and web content. Moreover, emotional triggers while browsing the web site such as utilitarian and hedonic motivations are the factors that drive online consumers to impulse purchases due to most consumers building impulse buying attitudes and behaviors through utilitarian and hedonic values. An important motivation for improving and developing a business website is the website attribute that appears on the website (Tsao & Chang, 2010). Therefore, online businesses need to develop website attributes based on utilitarian and hedonic while browsing the website to impulse buying of consumers that will help companies develop more effective online communication tools.

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