

Impulse Buying Tendency and Online Buying Behavior: An S-O-R Perspective on the Role of Enjoyment

Krishana Kumar Saraswat* , Charu Dutta and Taruna Saxena
School of Commerce and Management
Shri Venkateshwara University, Gajraula, Uttar Pradesh

Abstract: The emerging high rate of e-commerce has transformed the process of consumers making decisions where impulsive buying proves to be a notable decision-making factor of online shopping. In the present study, relationship amid the impulse buying tendency and the online shopping habit was investigated with the mediation process of the perceived pleasure. Using the Stimulus Organism Response (S-O-R) Model and Hedonic Consumption Theory, the study envisages that impulsivity acts as an internalized cue, which generates desirable emotional reaction resulting in consumer behavior on digital marketplaces. A cross-sectional survey research design was used, and the data of interest was collected using active online shoppers of various demographic backgrounds. Structural equation modeling was employed in testing the proposed links. The findings confirm that the individual difference variable, impulse buying tendency, significantly and positively affects the online purchase behavior and affected relationship is mediated in-part by perceptual enjoyment. These results indicate that hedonic experiences improve how the impulsivity aspect gets transferred to consumer buying activity, and the significance of emotional involvement in online stores. This research is relevant to the part of consumer behavior literature as it incorporates guidelines of a psychological and hedonic approach in terms of online impulsivity. Managerial implications include the necessity to create hedonic-rich platforms designed by retailers.

Keywords: Online Buying Behavior, Perceived Enjoyment, SEM and Online Buying Tendency

* Corresponding author. Email: kishan14982@gmail.com