

INVESTIGATION INTO M-COMMERCE CONSUMERS HEDONIC BROWSING AND THEIR IMPACT ON THE URGE TO BUY IMPULSIVELY

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ABSTRACT

In the discussion of consumer behavior to make a purchase, many influences underlie a person in making purchasing decisions. The theory of motivation has become a reference for many researchers to understand and know the motivation of users and the responses that occur to various stimuli. This research was conducted on consumers who have made purchases using m-commerce in Indonesia. The purpose is to analyze the correlation between interpersonal influence, visual appeal, and portability, with the urge to buy impulsively and urge to buy impulsively through hedonic browsing. The data was analyzed using Structural Equation Modelling. The results show that interpersonal influence has a significant effect on urge to buy impulsively, visual appeal has a significant effect on urge to buy impulsively, portability has a significant effect on the urge to buy impulsively, interpersonal influence has a significant effect on hedonic browsing, visual appeal has a significant effect on hedonic browsing, portability has a significant effect on hedonic browsing, hedonic browsing has a significant effect on the urge to buy impulsively, hedonic browsing mediates the influence of interpersonal influence on urge to buy impulsively, hedonic browsing mediates the effect of visual appeal on urge to buy impulsively, and hedonic browsing mediates the effect of portability on the urge to buy impulsively.

Keyword: Urge to Buy Impulsively, Visual Appeal, Portability, Interpersonal Influence, Hedonic Browsing

1. INTRODUCTION

Mobile technology has developed very quickly which enables consumers to buy products in many ways, one of which is online shopping such as electronic commerce, mobile commerce, online stores and so on (Liang & Wei, 2004). Previous research has investigated the correlation between consumer purchasing methods to their actions (Slade, Williams, & Dwivedi, 2013); (Shareef, Dwivedi, Kumar, & Kumar, 2017); (Marriott, Williams, & Dwivedi, 2017); (Yang, Asaad, & Dwivedi, 2017). These earlier research findings help understand consumer behavior on different purchasing methods. The reason consumers choose a particular way is because the characteristics of the method meet the needs of the individual (Maity & Dass, 2014).

One way to do online shopping is through m-commerce. The evolutions of wireless networks and mobile technology advancements have made buying and selling via mobile devices to be one of the most popular choices for online shopping (Wu & Wang, 2005).

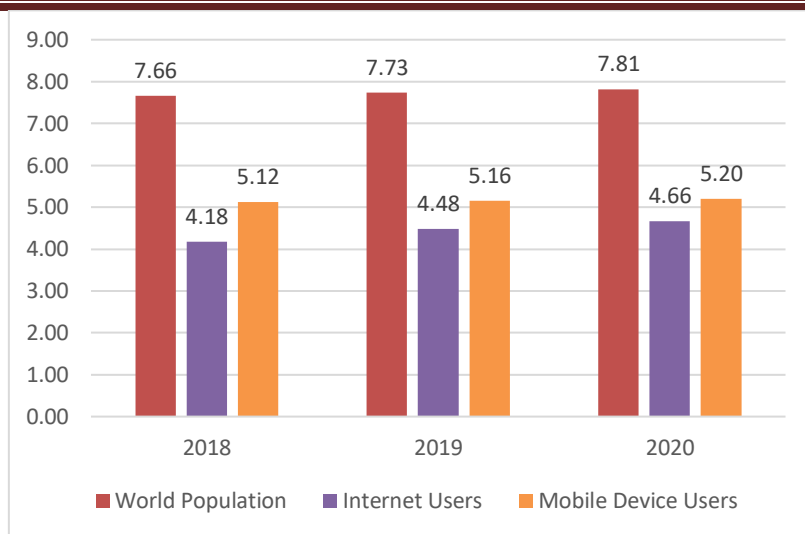


Figure 1. World Digital Growth Chart
Source: Wearesocial

Data released by We Are Social showed that in 2018 the total world population reached 7.66 billion people with 4.18 billion internet users and 5.12 billion mobile device users. This figure continues to increase every year so that in 2020 the world population will be at 7.81 billion people. Likewise with internet users and cellular devices, in 2020 internet users will reach 4.66 billion and mobile device users will reach 5.20 billion users.

Table 1. World Mobile Device Usage by Category in January 2020

No	Apps Category	Users Percentage
1	Messaging	89%
2	Social Media	89%
3	Shopping	66%
4	Entertainment	65%
5	Maps/Navigation	65%
6	Music	52%
7	Games	47%
8	Banking	35%

Source: Wearesocial

Mobile devices are used for various activities including accessing shopping applications, and the number of mobile devices used for shopping ranks third just below the number of mobile devices used to access social media in January 2020.

As of December 2017, there were 82% of people in the United States used mobile devices for shopping with sales totaling over 156 billion dollars compared to about forty-two billion dollars in 2013. The published report also shows that m-commerce has contributed to 23% of total online sales during the end of 2017 (www.statista.com).

In 2017, China spent on mobile shopping about \$ 676.7 billion, compared to only \$ 1.4 billion

in 2001. The information delivered additionally recommends that m-trade will represent 70.8% of China's online business trade in 2017 ([www. iimedia.cn](http://www.iimedia.cn)). Given the quick and widespread improvement of mobile technology and platforms for mobile commerce, the service providers and sellers need to understand better how consumers behave in m-commerce.

Client portability makes m-commerce powerfully reliant upon the place where the client works, as stated by (Schneiderman, 2002) that unlike m-commerce which usually requires a desktop computer to connect to the Internet, m-commerce provides additional benefits in the form of mobility that makes activities business and buying and selling via the Internet has become an activity that can be done anytime and anywhere.

In contrast to the conventional web-based shopping experience, m-commerce can give new elements and experiences, such as precise location, item/product recognition, and delivery facilities (Kourouthanassis & Giaglis, 2012). The following are some of the m-commerce service providers in Indonesia that are officially registered with iDEA (Indonesian E-commerce Associaton) and their respective rankings on the Playstore and Appstore in the fourth quarter of 2021 (iprice.co.id).

Table 2. M-Commerce Service Providers in Indonesia

No	M-Commerce Apps	Playstore Rank	Appstore Rank
1	Shopee	1	1
2	Lazada	2	3
3	Sociolla	3	5
4	Tokopedia	4	2
5	Blibli	5	8
6	JD ID	6	7
7	Bukalapak	7	6
8	Zalora	8	4
9	Sephora	9	10
10	My Hartono	10	11

Source: iprice.co.id

In the discussion of consumer behavior to make a purchase, many influences underlie a person in making purchasing decisions. According to (Kristiono, Rantung, Baroleh, & Kaunang, 2015), consumer behavior is also often initiated and influenced by many external stimuli. The stimulus is then handled as per individual characteristics before a buy choice is at long last made. One of the attributes of purchasers used to handle these upgrades is customer motivation. The theory of motivation has become a reference for many researchers to understand and know the motivation of users and the responses that occur to various stimuli. (Koo, Chung, & Nam, 2015); (Lin & Lu, 2011). From previous research, it was found that motivation influences how consumers behave, like purchasing. According to (H.-W. Kim, Chan, & Gupta, 2007) individual's particular behavior is the result of their motivation to obtain information or pleasure from an action. Therefore, this study views hedonic motivation as the principal driver of consumers with impulsive buying behavior.

Hedonic motivation is the motivation that refers to emotional desires such as happiness, enjoyment, and fantasy that are felt when buying a product. Thus, it can be concluded that a strong

hedonic motivation refers to the pleasure obtained when buying rather than the usefulness of the product purchased. The longer the time spent looking at products and the more stimulation, the greater a person's hedonic motivation (Parsons, 2002). This study adopts hedonic motivation as the basis for examining hedonic behavior in m-commerce users, so one of the variables used is hedonic browsing.

Hedonic browsing can be seen from the average time spent browsing a site and the average page visited. The following is the data published by a similar web regarding the time spent by users surfing e-commerce sites in Indonesia at the end of 2021.

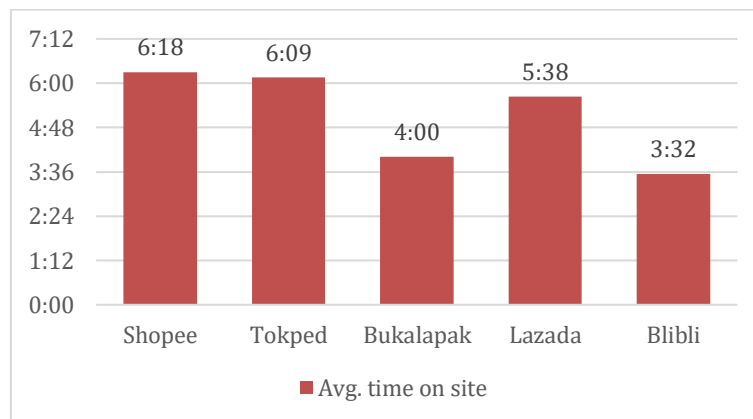


Figure 2. Average Time per Visit on Each E-Commerce Chart
Source: Similarweb.com

The graph above shows the average time spent by consumers browsing the Shopee application is 6 minutes 18 seconds, Tokopedia is 6 minutes 9 seconds, Bukalapak is 4 minutes, Lazada is 5 minutes 38 seconds, and Blibli is 3 minutes 32 seconds. In addition, Similarweb also displays data on the number of pages that are opened by someone every time he/she uses an online shopping application.

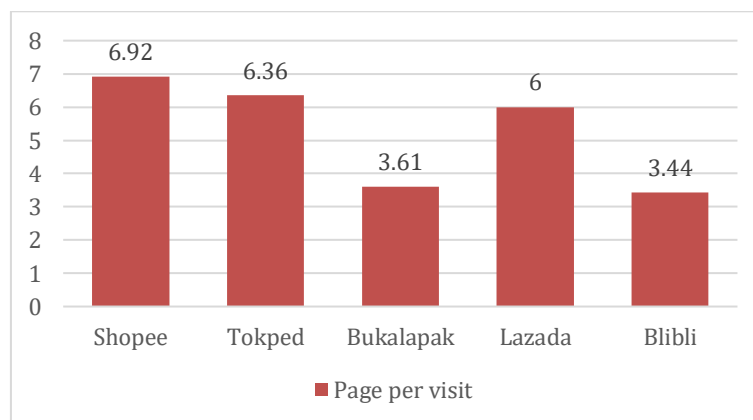


Figure 3. Average Pages per Visit on Each E-Commerce Chart
Source: Similarweb.com

The data above shows that the average page opened for each visit to the Shopee application is 6.92 pages, Tokopedia is 6.36 pages, Bukalapak is 3.61 pages, Lazada is 6 pages, and Blibli is 3.44 pages. Of the total users who surf on e-commerce sites, most of them use mobile devices.

Besides hedonic browsing, other factors can affect a person's motivation to shop through m-commerce. According to (Okazaki & Mendez, 2013) visual appeal and portability are two features that are appreciated by consumers. These two factors are very important to be considered by consumers in choosing the e-commerce services they will use.

Visual appeal is associated with elements such as the use of color, graphics, and layout. It is also related to the first impression when someone accesses a website (Lindgaard, Fernandes, Dudek, & Brown, 2006); (Phillips & Chaparro, 2009); (Reinecke & Bernstein, 2013). Display aesthetics, also referred to as visual appeal, has to do with the art or beauty of the web. Several researchers have confirmed that display aesthetics is prominent in forming a favorable first impression of a website (Reinecke & Bernstein, 2013); (Phillips & Chaparro, 2009); (H. Kim & Fesenmaier, 2008); (Lindgaard et al., 2006). In addition, research conducted by (Hoegl, Parboteeah, & Munson, 2003), asserted that the appearance of the website (web) acts as a stimulus that affects the cognitive and affective reactions of online users when interacting with the website, which in turn affects their desire to buy impulsively. Furthermore, (Fang, Zhao, Wen, & Wang, 2017) mention that visual appeal will be a fundamental component that impacts an individual's purchase intention.

The literature on m-commerce suggests an overview of the key features that are highly appreciated by users, namely the portability and visual appeal of the m-commerce applications used. According to (Okazaki & Mendez, 2013) portability is the property of an object that is light enough to carry, which is a physical characteristic of the device (Bruner & Kumar, 2005); (C. Kim, Mirusmonov, & Lee, 2010). Movability, which is similar to portability, gives the capacity to get administrations progressing. Users can carry the gadget to make exchanges from any place inside the cell network region, which at last decides the portability of the cell phone (C. Kim et al., 2010).

Another important factor that influences a person's intentions is interpersonal influence. This is according to research conducted by (Lee & Kacen, 2008) which says that interpersonal influence significantly affects individual buying behavior, particularly in collectivist nations like Singapore and China, where the influence of the surrounding environment such as friends, family, and general view of society influences a person in making a purchase.

2. LITERATURE REVIEW AND HYPOTHESIS

Urge to Buy Impulsively

Piron (1991) defines impulse buying as an unplanned purchase, resulting from exposure to a stimulus, and an immediate decision to buy. This kind of behavior often results from certain stimuli during the shopping process.

Impulse buying is an irrational purchase, occurs quickly and unplanned, followed by a conflict of thoughts and emotional impulses. Emotional impulses are related to feelings expressed through spontaneous purchases, ignoring negative consequences, feeling satisfaction, and experiencing conflicts in thinking (Verplanken and Herabadi, 2001).

In the pre-purchase stage, the situational factor in the form of visual appeal is very important in attracting consumers to browse and helping consumers find the information they need efficiently. In addition, in the study of Fang et al. (2017), also mentions that visual appeal will be an important

element that influences individual purchase intentions. Other important factors such as interpersonal influence that have an effect on individual buying behavior, especially in countries that adhere to collectivist cultures such as Singapore and China (Lee & Kacen, 2008).

Portability, visual appeal, and interpersonal influence are stimuli that play an important role in driving consumer behavior in making impulse purchases. Previous research considered portability as a prerequisite for implementing situational factor functions such as increased sales between geographies and targeting specific individuals (Luo, Andrews, Fang, and Phang, 2014).

At the pre-purchase stage, visual appeal is a very important factor in attracting consumers to browse and helping consumers find the information they need efficiently. In addition, Fang et al. (2017) also mentions that visual appeal will be an important element that influences an individual's purchase intention. Another important factor is interpersonal influence which has an effect on individual buying behavior, especially in countries that have a collectivism culture such as Singapore and China (Lee & Kacen, 2008).

The indicator of the impulse to buy impulsively according to Setyani, et. al. (2019), namely (1) Spontaneous urge to buy goods seen on m-commerce services; (2) Viewing goods on m-commerce services even though the goods are not on the shopping list; (3) The urge to buy an item after seeing it on m-commerce services; (4) The desire to buy goods on m-commerce services even though they did not plan for it; and (5) The desire to buy goods on m-commerce services even though they don't need them.

Hedonic Browsing

Hedonic browsing focuses on the experience of having fun and entertainment through browsing websites. Previous research identified hedonic motivation as the main determinant of consumer buying behavior (Kukar-Kinney and Close, 2010).

Hedonic browsing indicators according to Park et al., (2012) are: (1) Forgetting problems and feeling relaxed; (2) Enjoy web browsing until you lose track of time; (3) Viewing goods in online stores just for fun; and (4) Web browsing is very interesting like a game.

Gutierrez (2004) explains that consumers who have a hedonic nature when browsing more appreciate the sensory stimulation provided by service providers, so they tend to make impulse purchases.

Interpersonal Influence

Interpersonal influence is a component of behavioral control in decision making that is influenced by stimuli originating from friends, family, or the surrounding environment (Pedersen, 2005).

Previous studies explain that interpersonal influence has a significant influence on decision making in the form of impulse buying, because consumers behave and act in a way that is expected by the surrounding community, especially in collectivist countries, where opinions or suggestions from the environment are taken into consideration. important for someone to make an impulse purchase (Lee & Kacen, 2008; Arnold and Reynolds, 2003; Ismagilova, Slade, Rana, and Dwivedi, 2020; Smith and Bolton, 2002).

Visual Appeal

Visual Appeal are things related to the appearance of letters and other visual elements such as

graphics that play a role in increasing the attractiveness of the overall web appearance (Parboteeah et al., 2009). Aesthetic appeal reflects the level of pleasure, satisfaction, and entertainment that consumers get from a website (Chang et al., 2014).

There are three indicators used to assess visual appeal based on the characteristics of a website: (1) Has a satisfactory appearance; (2) Featuring a pleasing display design; and (3) Attractive overall appearance (Parboteeah et al., 2009).

Portability

Ghose and Han (2011) describe portability by stating that users can access the internet via mobile devices anytime and anywhere, depending on signal reception. According to Junglas and Watson (2006), portability in the context of m-commerce is a quality that reflects the physical aspects of mobile devices that allow these devices to be ready and easy to use, can be carried anywhere for an extended period of time.

With portable mobile devices, consumers can search for the products they want or connect with sellers on m-commerce whenever and wherever they are. This helps consumers find product information or buy the product they want without time delay (Roy and Moorthi, 2017; Anwar et al., 2021).

Based on research conducted by Okazaki and Mendez (2013), in measuring portability there are three indicators used: (1) Practical, that is, it can be used without any difficulty and under any conditions; (2) Speed, namely the response to time pressure in situations involving the use of services; and (3) Searchability, i.e. users feel comfortable in using services that are not limited by geographical factors or do not depend on one particular service (local network provider).

Research Hypothesis

Based on the background and framework of the research model, the hypotheses in this study are as follows:

1. H_{a1} : The urge to buy impulsively, hedonic browsing, interpersonal influence, visual appeal, and portability that occurs in m-commerce is good.
 H_{01} : The urge to buy impulsively, hedonic browsing, interpersonal influence, visual appeal, and portability that occurs in m-commerce is not good.
2. H_{a2} : Interpersonal influence has a significant effect on urge to buy impulsively in m-commerce.
 H_{02} : Interpersonal influence has no significant effect on urge to buy impulsively in m-commerce.
3. H_{a3} : Visual appeal has a significant effect on urge to buy impulsively in m-commerce.
 H_{03} : Visual appeal has no significant effect on urge to buy impulsively in m-commerce.
4. H_{a4} : Portability has a significant effect on urge to buy impulsively in m-commerce.
 H_{04} : Portability has no significant effect on urge to buy impulsively in m-commerce.
5. H_{a5} : Interpersonal influence has a significant effect on hedonic browsing in m-commerce.
 H_{05} : Interpersonal influence has no significant effect on hedonic browsing in m-commerce.
6. H_{a6} : Visual appeal has a significant effect on hedonic browsing in m-commerce.
 H_{06} : Visual appeal has no significant effect on hedonic browsing in m-commerce.
7. H_{a7} : Portability has a significant effect on hedonic browsing in m-commerce.
 H_{07} : Portability has no significant effect on hedonic browsing in m-commerce.

8. H_{a8} : Hedonic browsing has a significant effect on urge to buy impulsively in m-commerce.
H₀₈ : Hedonic browsing has a significant effect on urge to buy impulsively in m-commerce.
9. H_{a9} : Interpersonal influence has a significant effect on urge to buy impulsively through hedonic browsing in m-commerce.
H₀₉ : Interpersonal influence has no significant effect on urge to buy impulsively through hedonic browsing in m-commerce.
10. H_{a10} : Visual appeal has a significant effect on urge to buy impulsively through hedonic browsing in m-commerce.
H₀₁₀ : Visual appeal has no significant effect on urge to buy impulsively through hedonic browsing in m-commerce.
11. H_{a11} : Portability has a significant effect on urge to buy impulsively through hedonic browsing in m-commerce.
H₀₁₁ : Portability has no significant effect on urge to buy impulsively through hedonic browsing in m-commerce.

3. METHOD

This research was conducted on consumers who have made purchases using m-commerce in Indonesia. The objects of research are interpersonal influence, visual appeal, portability, hedonic browsing, and urge to buy impulsively. The data collection method used in this research is using a personal questionnaire. The measuring instrument in this study uses a Likert Scale by giving a score to the alternative answers that have been provided for each question in the questionnaire.

Table 3: Research Variable

Variable	Items
Urge to Buy Impulsively	I experienced a number a number of sudden urges to buy things after viewing the ad on my social media.
	I saw several things on the ad on my social media I wanted to buy even though they were not on my shopping list.
	I felt a sudden urge to buy something after viewing the ad on my social media.
	I want to buy things in the ad on my social media even though I had not planned to purchase.
	I want to buy things in the ad on my social media even though I do not really need it.
Hedonic Browsing	While browsing the web, I can forget my problems and to feel relaxed.
	During browsing the web, I am very excited, like playing.
	I enjoy web browsing enough to forget a time out.
	I look around at items on the Internet just for

	fun.
Interpersonal Influence	I often consult other people to help choose the best alternative available from a product class.
	If I want to be like someone, I often try to buy the same brands that they buy.
	It is important that others like the products and brands I buy.
	To make sure I buy the right product or brand, I often observe what others are buying and using.
	I like to know what brands and products make good impressions on others.
	I achieve a sense of belonging by purchasing the same products and brands that others purchase.
Visual Appeal	The interface is visually pleasing.
	The interface displays visually pleasing design.
	The interface is visually appealing.
Portability	These services are practical because I can use them without difficulty wherever I am.
	Using these services outside my home or my workplace creates no problems for me.
	I find it convenient to use these services because they do not make me dependent on any fixed installation.

The data was analyzed using SEM (Structural Equation Modeling) with the AMOS 23 program. SEM is a statistical technique that could examine the example of connections between latent constructs with each other, latent constructs and their indicators, as well as direct measurement errors (Hair, Hult, Ringle, & Sarstedt, 2016). The choice of SEM as a data analysis tool is because SEM can describe the pattern of relationships between latent constructs and indicator variables.

In this study, the variable constructs consist of three exogenous constructs, namely interpersonal influence, visual attractiveness, and portability, a mediating variable construct, namely hedonic browsing, and an endogenous variable construct, namely the urge to buy impulsively. The structural equation formulated to express the relationship between causality between various constructs is shown in figure 4.

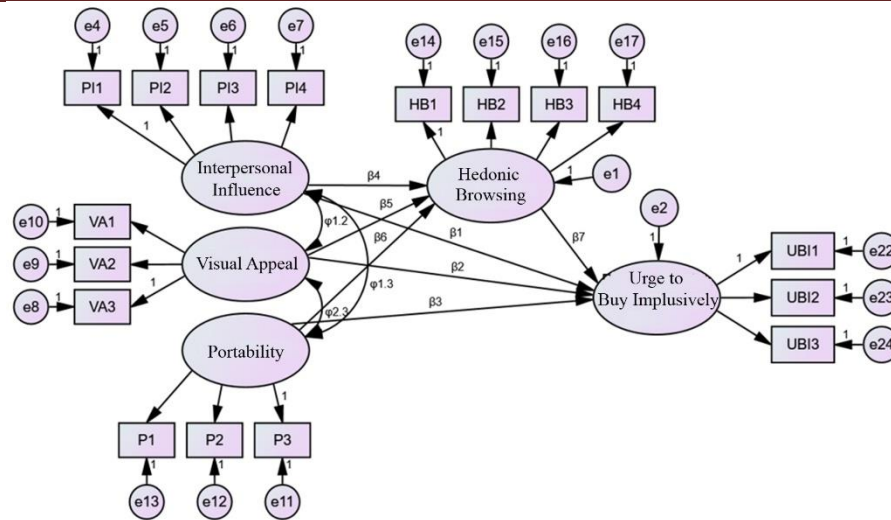


Figure 4. Structural Equation Model

4. RESULT

Based on the results of the tests that have been carried out previously, the following is a recapitulation of the hypothesis tests results which have been analyzed by Structural Equation Modeling (SEM) using the AMOS analysis tool, as shown in the following table:

Table 4: Recapitulation of Hypothesis Test Results

No	Hypothesis	Estimate	Std.	S.E.	CR	P	Hypothesis
1	H _{a1}	--	--	--	--	--	Accepted
2	H _{a2}	0,163	0,077	2,124	,034		Accepted
3	H _{a3}	0,260	0,092	2,814	,005		Accepted
4	H _{a4}	0,170	0,066	2,563	,010		Accepted
5	H _{a5}	0,300	0,090	3,344	***		Accepted
6	H _{a6}	0,290	0,105	2,759	,006		Accepted
7	H _{a7}	0,247	0,075	3,283	,001		Accepted
8	H _{a8}	0,399	0,081	4,941	***		Accepted
9	H _{a9}	--	0,043	2,538	,011		Accepted
10	H _{a10}	--	0,047	1,977	,048		Accepted
11	H _{a11}	--	0,038	2,886	,004		Accepted

Table 3 shows the standard estimate value that describes the magnitude of the relationship between exogenous variables and endogenous variables as shown in Figure 5.

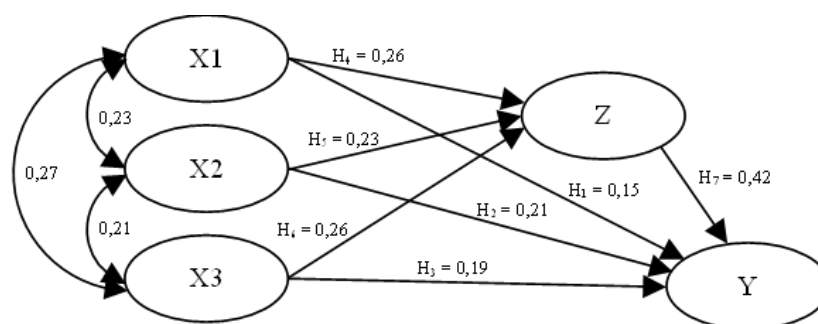


Figure 5. Relationships Between Variables in Flowcharts

5. DISCUSSION

Interpersonal Influence on the urge to buy impulsively

The first hypothesis test suggests that interpersonal influence has a significant effect on the urge to buy impulsively in Indonesia. The results show that the interpersonal influence beta coefficient is 0.163 with a critical ratio value of 2.124 at a significance level of 0.034. This shows that interpersonal influence has a significant effect on increasing the urge to buy impulsively by 16.3%. The high interpersonal influence will increase the urge to buy impulsively on the m-commerce platform.

These results are following the research of (Luo, 2005) and (Putra, Moeljadi, & Mugiono, 2020) which make sense that motivation purchasing is bound to happen when somebody is shopping with companions and the impact of the presence of the companion will be more prominent when the individual is effortlessly affected.

Visual Appeal effect on the Urge to Buy Impulsively

The second hypothesis test suggests that visual appeal has a significant effect on the urge to buy impulsively in Indonesia. The visual appeal beta coefficient is 0.260 with a critical ratio value of 2.814 at a significance level of 0.005. This shows that visual appeal has a significant effect on increasing the urge to buy impulsively by 26%.

Previous research has also shown that visual appeal has an indirect effect on impulse buying mediated by factors such as user satisfaction and website quality (Loiacono, Watson, & Goodhue, 2002). Visual appeal is important in attracting consumers at the pre-purchase stage to browse and help consumers find information ordered sequentially. In addition, he also mentions that visual appeal will be a crucial element that influences an individual's purchase intention (Fang et al., 2017).

Portability effect on the urge to buy impulsively

The third hypothesis test suggests that portability has a significant effect on the urge to buy impulsively in Indonesia. The portability beta coefficient value is 0.170 with a critical ratio value of 2.563 at a significance level of 0.010. This shows that portability has a significant effect on increasing the urge to buy impulsively by 17%. The portability of electronic devices that are easy to carry will increase the urge to buy impulsively because they can access m-commerce anywhere.

Interpersonal Influence on the Hedonic Browsing

The fourth hypothesis test suggests that interpersonal influence has a significant effect on hedonic browsing. The beta coefficient of interpersonal influence is 0.3 with a critical ratio value of 3.344 at a significance level of 0.000. This shows that high interpersonal influence will increase someone's hedonic browsing motivation when going to shop. The test results are supported by the research of (Arnold & Reynolds, 2003) which says that a person's shopping attitude is influenced by the opinions of people he trusts. In addition, the proceedings written by (Cecianti & Hati, 2021) shows how situational factors such as interpersonal influences, information fit-to-task, visual appeal, portability, and time pressure encourage consumer impulsive buying behavior in e-commerce in Indonesia.

Visual Appeal effect on the Hedonic Browsing

The fifth hypothesis test suggests that visual attractiveness has a significant effect on hedonic browsing. This is seen based on the value of the beta coefficient of visual attractiveness which is 0.29 with a critical ratio value of 2.759 at a significance level of 0.006.

According to (L. Zhou, Dai, & Zhang, 2007), consumers who have a hedonic motivation are more interested in visiting shopping sites that are well designed, easy to use, and have good visuals. (H.-W. Kim, Xu, & Gupta, 2012) state that when a site can be used quickly and easily, browsing enjoyment will increase and increase pleasure in using the application.

Portability effect on Hedonic Browsing

The sixth hypothesis test indicates that portability has a significant effect on hedonic browsing. The portability beta coefficient value is 0.247 with a critical ratio value of 3.283 at a significance level of 0.001. With portable mobile devices, consumers can browse and search for the products they need and interact with merchants on m-commerce anywhere and anytime. This helps consumers find product information or buy the product they want without time delay (Anwar, Thongpapanl, & Ashraf, 2021); (Roy & Moorthi, 2017).

Hedonic Browsing effect on Urge to Buy Impulsively

The seventh hypothesis test suggests that hedonic browsing has a significant effect on impulse buying in Indonesia. The beta coefficient value of hedonic browsing is 0.399 with a critical ratio value of 4.941 at a significance level of 0.000. This indicates that consumers who have a high hedonic nature will increase the urge to buy impulsively.

Consumers who constantly experience the urge to make purchases when shopping cannot resist these urges, even though they try to control them as much as possible (Baumeister, Twenge, & Nuss, 2002); (Dholakia, 2000). (Rook & Hoch, 1985) research indicates that after consumers browse, they suddenly feel a strong urge to buy.

Interpersonal Influence on Urge to Buy Impulsively through Hedonic Browsing

The eighth hypothesis test results show that hedonic browsing mediates the influence of interpersonal influence on the urge to buy impulsively. The critical ratio value is 2.538 at a significant level of 0.011. This indicates that consumers who are hedonic and think about the opinions of others in making purchasing decisions will increase the urge to buy impulsively.

Previous research conducted by (X. Zhou, Wang, Li, Zhou, & Zhang, 2019) suggested that hedonic browsing influences how interpersonal influence affects urge to buy impulsively in Taobao m-commerce users.

Visual Appeal effect on Urge to Buy Impulsively through Hedonic Browsing

The ninth hypothesis test results show that hedonic browsing mediates the effect of visual attractiveness on the urge to buy impulsively. This is seen based on the critical ratio value of 1.977 at a significant level of 0.048. These results indicate that consumers who are hedonic and influenced by attractive visual appearances in making purchasing decisions will affect the urge to buy impulsively.

Portability effect on Urge to Buy Impulsively through Hedonic Browsing

The results of the tenth hypothesis test show that hedonic browsing mediates the effect of portability on the urge to buy impulsively. The critical ratio value is 2.886 at a significance level of 0.004. This indicates that consumers who are hedonic and depend on the portability of the device in making purchasing decisions will affect the urge to buy impulsively.

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