



# 温州肯恩大学

WENZHOU-KEAN UNIVERSITY

**Exploring the influence of the interplay between website quality and impulsiveness on  
online impulse purchasing in China**

In Partial Fulfillment of the Requirements  
for the Bachelor of Science in Accounting

by

WANG Ruixin

1025862

May, 2020

# **Exploring the Influence of the Interplay between Website Quality and Impulsiveness on Online Impulse Purchasing in China**

*Ruixin Wang*

*Wenzhou Kean University*

**ABSTRACT:** The purpose of this study is to find out the influence of the interplay between website quality and impulsiveness on the urge to buy impulsively. The author uses survey method to collect data from subjects aged between 18 and 23 years old. Online questionnaire is sent to each subject via Wenjuanxing. It is determined that (1) website quality have strong direct effect on the urge to buy impulsively and that (2) the low impulsiveness will have a stronger influence on the relationship between website quality and impulsiveness. This study fills in the knowledge gap that how the urge to buy impulsively can be influenced by website quality and impulsiveness at the same time.

**Key words:** online impulsive purchasing, impulsiveness, website quality, the urge to buy impulsively, online purchasing in China.

## I. INTRODUCTION

With the rapid development of electronic payment and cashless society, a new form of shopping has appeared in people's daily life: online purchasing. The merchants will use advertisements on webpage or mobile phone to publicize their products today. Under the new network situation, the online consumer payment process is simpler and faster. In other words, various products information may induce people to purchase online more easily (Wang, et al., 2018). Therefore, it is much easier for people shopping online to make an impulsive purchasing decision.

In the USA, impulse-buying sales account for \$4 billion annually and make up 80 percent of all purchases from certain product categories (Abrahams, 1997). Many shoppers can enjoy the benefits brought by online shopping. Compared to traditional brick and mortar shopping, online purchasing is more suitable to modern life which is in fast pace. The experts claimed that such convenience may also encourage impulse buying (Dawson & Kim, 2009).

Considering the large proportion of impulsive purchasing account for total revenues, researchers began to be interested about why online impulsive purchasing is so prevalent and what factors could urge the customers to buy impulsively online. Dawson and Kim (2009) found that the internal factors such as impulse-buying tendency (IBT), affective and cognitive state, normative evaluation do have some effects on online impulsive shopping. According to another research conducted by Rook and Fisher (1995), a specific personality trait inherent to the individual consumer will also influence the online impulsive purchasing behavior. Therefore, the conclusion is that both external factors and internal factors can affect customer's online impulse buying.

However, there still exists a knowledge gap that no one knows how external factors and internal factors affect each other together so far especially in China, whether the online impulsive purchasing behavior will be influenced by the simultaneous, relative effects of both two factors. Researchers want to investigate the interplay between external factors and internal factors and to see if the impulsive purchasing behavior is related to it. The research objective of this study is to (1) determine the interplay between website quality and impulsiveness and to (2) investigate how the interplay influences the urge to buy impulsively.

As of December 2016, the number of mobile Internet users in China reached 695 million. The scale of online mobile payment users in China has grown rapidly, reaching 469 million, with an annual growth rate of 31.2%. The usage rate of online mobile payment by netizens has increased by 57.7% To 67.5% (Wang, et al., 2018). Paying online has become prevalent in China. When it comes to a special condition such as "618" and "Double 11", merchants will hold grand promotional banquets, which will induce people to purchase more online (Hou, 2019). Customer's purchasing behavior may be changed in such conditions (Zhang, et al., 2018). Therefore, it is important to know how customers' behavior will be influenced by the interplay between impulsiveness and environment. Knowing the specific relationship between these two factors will be beneficial for managers to run their business well,

and for customers to better plan how to spend money.

The author uses survey methodology to collect data about impulsiveness, website quality and the urge to buy impulsively by sending questionnaire to people from different provinces in China. The evidence shows that there is a positive relationship between website quality and the urge to buy impulsively, and the impulsiveness is more like a moderating factor that affects the relationship. Subjects with high impulsiveness are more inclined to purchase impulsively in a low website quality environment, and subjects with low impulsiveness are more inclined to purchase impulsively in a high website quality environment.

This study contributes to existing literature works in several ways. First, it reaffirms that impulsive purchasing behavior is related to both website quality and impulsiveness, and the relationship is statistically significant. Second, it determines the interplay between website quality and impulsiveness and points out that the website quality has stronger direct influence on the urge to buy impulsively. Third, this study illustrates the cross-over effect of impulsiveness on the relationship between website quality and the urge to buy impulsively.

This remainder paper will focus on the interplay between website quality and impulsiveness and determine how it influence the online impulsive purchasing behavior in various conditions. In next section, the author briefly reviews the literature works and relevant researches done previously and comes up with the hypothesis. In the third section, the author shows the research methodology and data collection. In the fourth section, the author analyzes data and provides the results. In the fifth, sixth and seventh section, the author discusses the results, shows the reliability and validity of this study and talks about the theoretical contribution of this study. In the last section, the author concludes and provides some suggestions for future studies.

## **II. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT**

Online impulse purchasing behavior mainly refers to the impulse of consumers to browse the merchandise webpage information, stimulated by the webpage sensory sense, and other temporary reasons, resulting in the impulse to purchase goods. In addition to subjective stimuli, the impulsive purchasing behavior is also impacted by external objective factors (Hou, 2019).

### **Impulsive Purchasing**

Impulsive purchasing is defined as “unplanned purchasing” (Jeffrey & Rebecca, 2007) and is always interpreted as a disorder (Parsad, et al., 2017). Such a behavior occurs when consumers do not want to buy before making consumption decisions but finally buy a product. Customers usually have not gone through the whole process of analyzing problems, collecting information, selecting options, and purchasing behaviors (Wang, et al., 2019). With the development of electronic payment and cashless society, the impulsive purchasing are becoming prevalent in an online environment.

### **Individual Characteristics**

The subjective factors, that is, the impulsive nature of consumers, is an uncontrollable internal factor and is an inherent feature of consumers. There exists a huge difference between various customers. According to a previous research, the emotional reaction of the customer, especially the happy emotional reaction, will have a significant impact on the impulse purchase intention, resulting in more impulse purchase behavior (Li, 2007). Another study shows that there is a significant negative correlation between self-control level and impulsive consumption level (Lu, 2019).

Consumers who are prone to impulsive consumption are usually those who have not yet formed a complete consumer concept, have poor self-control, and are easily to be persuaded by others to buy something (Wang, et al., 2018). These people tend to have a strong interest and curiosity about new products, and are easily attracted by advertising, promotion and other promotional methods (Wang, et al., 2019). This paper will use “impulsiveness” to represent the internal factor.

### **Environmental Characteristic**

For objective factors, some discount activities, web design, promotional advertisements, etc. can also induce the consumers to spend more money (Wang, et al., 2019). Nowadays, promotion and recommendation are two important external factors which could affect on customers’ consumption. Besides that, advertising and packaging are also external factors that stimulate the impulsive consumption (Hou, 2019). This paper will use “website quality” to represent the external factor.

### **Urge to Buy Impulsively**

The way of evaluating online impulsive purchasing behavior is to investigate the “urge to buy impulsively” (UBI) of each customer. This is because it is difficult to define whether a consumption behavior is done just due to impulsiveness, researchers chose to use “urge to buy impulsively” (UBI) to evaluate the result which is possibly brought by factors influencing actual impulse buying behavior (John, et al., 2011).

### **Website Quality**

“Website quality” will be used to evaluate external effects. Previous researchers regarded website quality (WSQ) as a continuous, perceptual variable (John, et al., 2011). According to a conceptual model conducted by Perdue (2001), customers usually assess website quality from three aspects: site navigation, visual attractiveness, and information content. Another research done by Swanson (1974) used the reliability of computer system and online response time to determine the quality of information system. Similarly, security level should also be considered as a factor which could influence customers’ opinion on website quality. Therefore, in this paper, structural firmness (e.g., security), functional convenience (e.g., navigability) and representational delight (e.g., visual appeal) will be used as the criteria to evaluate the website quality.

### **Structural Firmness**

In online environment, consumers may refuse to purchase in a cashless way

because they do not trust the security level of such a website. Some customers prefer to go shopping in physical store since they think it is risky to pay money through internet by showing their credit card number and password to the third platform. In their minds, the website which can protect personal financial information is credible and is in good quality (Chang & Chen, 2009). Therefore, structural firmness should be considered as a criterion to evaluate website quality.

### **Functional Convenience**

When people are searching for some information they need on Internet, they often follow the navigation bar provided by the webpage (Dragulanescu, 2002). If the content of this webpage presented to the consumers can easily guide customers to find their needs, the customers will be satisfied with the well-designed page to some extent. Therefore, functional convenience is an important factor which influences the website quality.

### **Representational Delight**

Unlike structural firmness and functional convenience, which help customer to find out their specific shopping goal, representational delight helps to increase the frequency that customers visit such a shopping website (Parboteeah, et al., 2009). Therefore, website with good visual appeal will be more attractive to consumers, and this one also need to be considered as a tool to assess website quality.

### **Theoretical Framework & Hypothesis Development**

As stated before, both internal factors and external factors can affect impulsive purchasing behavior. In order to find out a deeper specific relationship between website quality, impulsiveness and urge to buy impulsively, the interaction effect of website quality and impulsiveness should be considered.

Zhang et al. (2018) cited theory of Kurt Lewin in their research: a person's behavior (B) depends on his or her individual living space, which includes both human (P) and environment (E). In other words, the occurrence of a person's behavior is the interaction between the individual and the environment in which they live. Therefore, it is necessary for researchers to look into the relationship between the internal factor (impulsiveness) and the external factor (website quality) and the result that how will they influence the purchasing behavior together. Based on the information above, a hypothesis is developed as following that compared to people with lower impulsiveness, people with higher impulsiveness will be more influenced by the website quality to buy something impulsively.

Hypothesis (H): A high degree of impulsiveness will have a stronger influence (both positively and negatively) on the relationship between website quality and the urge to buy impulsively versus a low degree of impulsiveness.

## **III. RESEARCH METHODOLOGY**

### **Data and sample collection**

The purpose of this research is to find out if the impulsiveness level will

influence the relationship between website quality and the urge to buy impulsively online. This study will use survey methodology to collect data from subjects aged from 18 to 23 years old. According to previous research done by Jones and Fox (2009), Internet users between such an age range are most actively engaged in online shopping. The respondents are expected to come from different provinces of China, in this way the study will be more representative.

The respondents will use a seven-point Likert-type scale anchored by 1 (Very Low Quality) and 7 (Very High Quality) to rank each independent variable as well as the dependent variable in the questionnaire which is sent via Wenjuanxing.

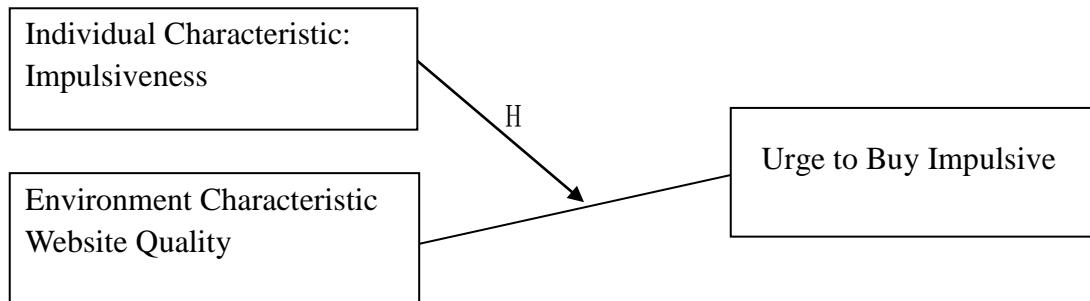
The total subjects are 227, and 33 of these subjects are invalid data because they are either under 18 or above 23. Then I filter the data, choosing subjects whose impulsiveness score is at least greater/less than one standard deviation ( $SD=1.43$ ) from the mean ( $M=4.14$ ) of all 194 subjects. Only 70 subjects are suitable for this study. At last, I put the 70 subjects into two different groups: the high impulsiveness group and low impulsiveness group.

### **Research Design**

Based on preceding review, Figure 1 shows a clear relationship between impulsiveness, website quality and urge to buy impulsively. It proposes that the impulsiveness will have an effect on the relationship of website quality and urge to buy impulsively.

---

**FIGURE 1**  
Research Model




---

At the beginning of the questionnaire, subjects are asked to finish some questions to determine their impulsiveness level. Subjects will be divided into two different groups: the higher impulsiveness ones and the lower impulsiveness ones by their average impulsiveness score. Then the two groups will be randomly and evenly distributed to two extreme website examples: the low quality designed one and the high quality designed one.

When collecting data about website quality and the urge to buy impulsively, first, two real Chinese online shopping websites with different design will be shown to subjects. The subjects are required to evaluate the website from security, navigability,

visual appeal and the overall perceived impression. The author deletes both website logo and put mosaic on other places which can infer to which this website is. In this way, subjects can make more objective choices just based on what they saw in the picture.

Second, subjects will be required to evaluate their urge to buy impulsively on each website. After subjects finishing those surveys. The author will collect the data about impulsiveness, website quality, urge to buy impulsively from those forms.

### **Independent Variables & Dependent Variables**

As they were mentioned before, the independent variables of this study are website quality and impulsiveness. The dependent variable is the urge to buy impulsively (UBI). All these three variables are scored by subjects in the survey and the author will use the average number of each one to represent it.

### **Control Variables**

To make the research result more credible, other variables that may influence the result should be controlled. The respondents will be chosen randomly to reduce the systematic individual differences. Besides, as mentioned before, the age range will be controlled when collecting subjects' data.

## **IV. RESULTS**

The website quality was evaluated from four categories: security, navigability, visual appeal and overall perceived website quality. The subjects ranked each item in the questionnaire based on what they saw. The pictures of two different website were attached to the questionnaire: one is the low quality designed website, the other is the high quality designed website.

In order to polarize the quality of online shopping websites the author used in this study, the subjects offered an overview of the evaluation of security, navigability, visual appeal and overall perceived website quality. The differences are obvious and keep the same with what the author designed at the beginning. Therefore, the website quality manipulation seems to be successful.

This study used version 23 SPSS to run a two-way, between subjects ANOVA to test the proposed hypothesis. Before analyzing data, a Conbrach's Alpha test needed to be held to test the reliability of data. The result is shown in Table 1 below. Conbrach's Alpha is one of the most widely used measures in research field to test the reliability value (Bonet & Wright, 2015). The scale has a good reliability if the Cronbach's Alpha is greater than 0.7. All Cronbach's Alpha in Table 1 are above 0.7, so this scale is thought reliable.

---

**TABLE 1**  
**Reliability Statistics of Variables**

<b>Variable</b>	<b>Number of Variables</b>	<b>Cronbach's Alpha</b>
Impulsiveness	4	0.978
Website Quality	7	0.984
Urge to Buy Impulsively	3	0.982

---

For validity, the author used independent variables and dependent variable which consistent with previous research (John, et al., 2011). The questionnaire is also credible because it kept same with a similar study done in America (John, et al., 2011). Furthermore, invalid data has been excluded from the data set at the very beginning of this study. Therefore, the data used in this study is valid.

This study used 23 version SPSS to analyze data by running a two-way, between subjects ANOVA. The results of ANOVA were shown in Table 2 with the support of main effect means shown in Table 3. Website quality has a direct effect on urge to buy impulsively, and the effect is statistically significant, since the P-value is less than 0.05. Partial eta squared refers to the strength of the relationship of each variable. Website quality has a relatively large size effect on urge to buy impulsively, so website quality has a strong direct influence on urge to buy impulsively. The mean of subjects who do shopping on high quality website ( $M= 5.01$ ) are obvious higher than who on low quality website ( $M= 3.50$ ), which supports the conclusion drawn from Table 2.

Impulsiveness also has a statistically significant effect on urge to buy impulsively, but the Partial eta squared is only 0.7, which refers to a medium effect on the dependent variable. In Table 3, the mean of subject with high impulsiveness level ( $M= 4.65$ ) are not very obvious greater than subjects with low impulsiveness level ( $M= 3.86$ ). Therefore, compared to website quality, impulsiveness has a less strength relationship with the dependent variable.

The interplay between website quality and impulsiveness, interpreted as WSQ\*IMP in Table 2, has 0.026 P-value, which is statistically significant. The partial eta squared is 0.073, which means it has a medium effect on the urge to buy impulsively and this relationship is statistically significant. Compared to single impulsiveness, the interplay between website quality and impulsiveness has a little bit stronger influence on the urge to buy impulsively.

---

**TABLE 2**  
**ANOVA Results**

Dependent Variable: UBI

Source	Sum of Squares	DF	Mean Square	F	Sig.	Partial Eta Squared
WSQ	39.801	1	39.801	18.235	.000	.216
IMP	10.786	1	10.786	4.942	.030	.070
WSQ * IMP	11.331	1	11.331	5.192	.026	.073
Error	144.054	66	2.183			
Corrected	204.800	69				
Total						

a. R Squared = .297 (Adjusted R Squared = .265)

b. UBI = Urge to Buy Impulsively

WSQ = Website Quality

---

IMP = Impulsiveness

- c. Partial Eta Squared = 0.01, small size effect
  - Partial Eta Squared = 0.06, medium size effect
  - Partial Eta Squared = 0.14, large size effect
- 

**TABLE 3**  
**Main Effect Means**

	Low	High	Difference
IMP	3.86	4.65	0.79
WSQ	3.5	5.01	1.51

Dependent Variable: UBI

---

To explore deeper relationship among website quality, impulsiveness and the urge to buy impulsively, the author focused on the interaction effect. The author polarized each independent variable and tried to look at when one independent variable was controlled, the change of the remaining one. The results are shown in Table 4.

Holding the impulsiveness level low and changing the website quality, the effect of website quality on the urge to buy impulsively changes from 5.02 to 2.71. Holding the impulsiveness level high and changing the website quality, the effect of website quality on the urge to buy impulsively changes from 5.00 to 4.30. Thus, the effect of website quality is more pronounced for low impulsiveness subjects ( $5.02 - 2.71 = 2.31$ ) than for high impulsiveness subjects ( $5.00 - 4.30 = 0.7$ ). To support this result, the author conducted a simple main effect test of website quality by regarding impulsiveness as a moderating factor and comparing different website quality effects. The result is shown in Table 5.

In Table 5, F-Ratio of low impulsiveness subjects is much higher than F-Ratio of high impulsiveness subjects. F-Ratio represents the simple effects of website quality, the higher F-Ratio, the stronger the influence of website quality on the treatment groups. Therefore, it supports the result in Table 4 that the effect of website quality is more obvious on subjects with low impulsiveness level versus subjects with high impulsiveness level. Finally, a plot chart is provided below (Figure 2) to display a more direct perceived view of the nature of the interaction between website quality and impulsiveness.

Figure 2 indicates that the relationship between the effect of website quality and impulsiveness and the urge to buy impulsively seems to be a cross-over effect rather than a simple ordinal effect. The interaction point is very close to high website quality side and the interactive effect is not very obvious. Impulsiveness as a moderating factor affects the relationship between website quality and the urge to buy impulsively. Compared to each other, the line labeled as low impulsiveness is more flattened, and the line labeled as high impulsiveness raised more sharply. Therefore, the hypothesis (H) is rejected because the data shows that compared to high impulsiveness, low impulsiveness will have a stronger influence on the relationship between website quality and the urge to buy impulsively.

**TABLE 4**  
**Treatment Groups**

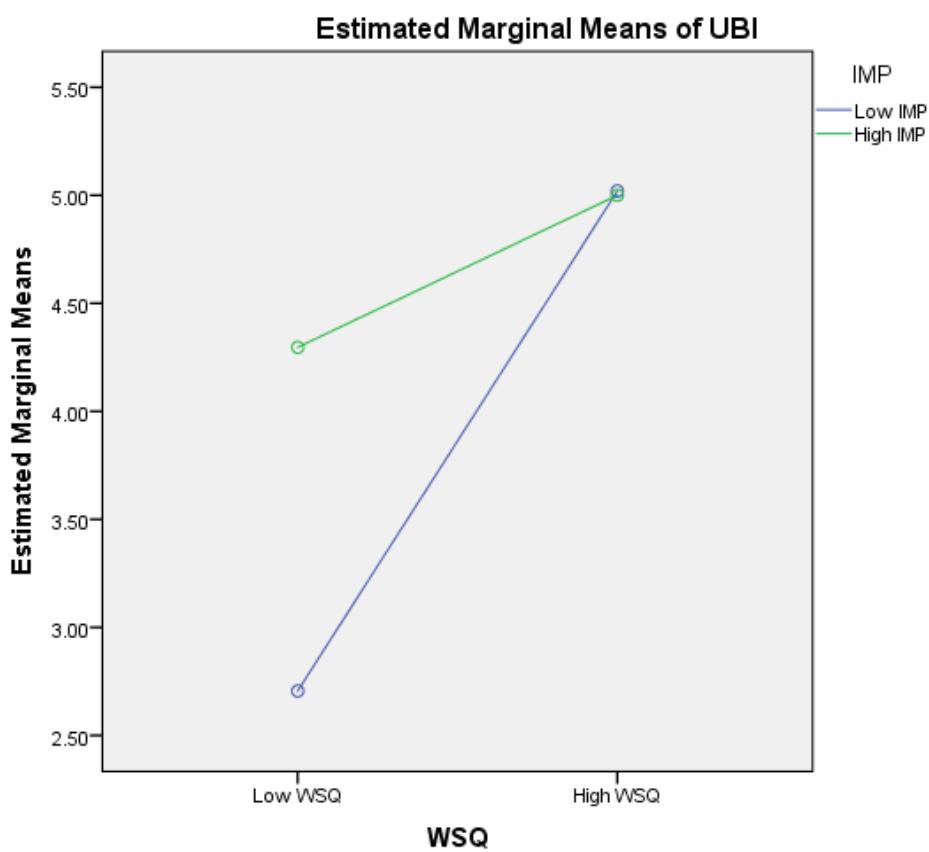
---

	Low WSQ	High WSQ	Difference
Low IMP	2.71	5.02	2.31
High IMP	4.30	5.00	0.70
Dependent Variable: UBI			

**TABLE 5**  
**WSQ Simple Main Effects Results**

Source	Sum of Squares	DF	Mean Square	F-Ratio	Sig
Low IMP					
Contrast	45.503	1	45.503	20.848	0
Error	144.054	66	2.183		
High IMP					
Contrast	4.457	1	4.457	2.402	0.158
Error	144.054	66	2.183		

**FIGURE 2**  
**Interaction Plot Chart**



## V. DISCUSSION

In this study, both website quality and impulsiveness are evaluated via an online questionnaire. The research objective that how the interplay between these two factors affects the urge to buy impulsively is determined. Consistent with previous research,

the external factor (website quality) and internal factor (impulsiveness) both have a statistically significant effect on the urge to buy impulsively.

Furthermore, this study took a deeper look into previous results and found out that compared to impulsiveness, website quality has a more obvious direct effect on the urge to buy impulsively. The impulsiveness has moderating effect on the relationship with website quality and the urge to buy impulsively so that Figure 2 shows a cross-over effect graph.

A low degree of impulsiveness has a stronger influence on the relationship between website quality and the urge to buy impulsively versus a high degree of impulsiveness. This result is different from what other researchers found previously that subjects with high impulsiveness level will be easier influenced by the website quality to do impulsive shopping online (John, et al., 2011). The author did interview with 10 subjects face to face. Some subjects said they evaluated their impulsiveness level mistakenly. They were confident when they ranked themselves as persons with low impulsiveness level, but when they looked at their monthly shopping list, they realized that many products are bought because of the online impulsive purchasing behavior.

Another possible explanation is that most of the subjects are female, and the website examples chosen are two famous online shopping websites, so it is highly possible that subjects are familiar with these examples. Although the author has already moved the logo of each shopping website, it is still easy for female subjects who are frequently shopping online to recognize which website it is. Female subjects may be inclined to purchase more on one of the two example websites because it focused on cosmetics more, which raised their interest more easily. Therefore, the choices of subjects may be influenced by the additional information, and the subjects cannot finish the survey merely depending on the quality of website design.

The interaction point in Figure 2 is very closed to high website quality side and the cross-over effect is not obvious. The reason may be that the author used 7-point Likert-type scale instead of 9-point Likert-type scale. If 9-point Likert-type scale is chosen, the variance of data will be more obvious, and the interaction point may become closer to the middle part.

Many previous researches have shown the positive relationship between website quality, impulsiveness and the urge to buy impulsively. Customers who purchase impulsively frequently are usually with high impulsiveness level (Zhang, et al., 2018), and information shown on website will induce customers to purchase impulsively (Wang, et al., 2018). According to Kurt Lewin's theory, one person's behavior depends on the interplay between his/her personality and the environment (Zhang, et al., 2018). Besides, a similar study done in America showed that the interplay between website quality and impulsiveness do have some effect on customers' urge to buy (John, et al., 2011).

All the results above keep consistent with what this study investigated overall. The only difference is that the high impulsiveness had stronger influence on the relationship between website quality and the urge to buy impulsively in America, while the result is reverse in China, that is, the low impulsiveness had stronger influence on the relationship between website quality and the urge to buy impulsively. It may be caused by the different context of the researches.

This study provided interesting trends but there are three limitations for this study. First, as the author mentioned previously, two real Chinese online sopping website were chosen as the examples of low quality website and high quality website. Subjects may be disturbed by additional information on websites and their own

impression of these websites, thus, the choices they made cannot represent the influence of website quality very well. Second, this study simply used the urge to buy impulsively to instead the real purchasing behavior, but in real life, the purchasing behavior is not only relied on the urge to buy impulsively. Third, most of subjects aged from 18 to 23 are college students, future studies could target a more diverse sample to be more representative.

## **VI. RELIABILITY AND VALIDITY**

For the reliability of this study, the author tests the Conbach's Alpha of each variables, and the result is shown in Table 1. All the three Conbach's Alpha are greater than 0.7, which means the scale of the data set is thought highly reliable. For the validity of this study, the author follows the questionnaire design of previous research and keep the independent variables and dependent variable consistent with previous research (John, et al., 2011). In addition, the invalid data has been already excluded from the data set, which ensures the validity of this study.

## **VII. THEORETICAL CONTRIBUTION**

The goal of this paper is to fill in the knowledge gap that whether the interplay between impulsiveness and website quality can influence urge to buy impulsively. A similar research has done by American researchers, but it is not determined yet in China. This paper will be used to supplement some previous ideas. The previous researches usually discuss impulsive purchasing behavior from external factors and internal factors respectively, but this paper will investigate both the website quality and impulsiveness together and find out the interplay between them, whether the interplay will influence the impulsive buying behavior. The interaction between independent variables is discussed. Through this paper, a more detailed view of factors which influence impulsive buying behavior will be presented to the public.

## **VIII. CONCLUSION**

The purpose of this study is to (1) determine the interplay between website quality and impulsiveness and to (2) explain how the interplay influence the urge to buy impulsively. The author uses survey method to collect data from subjects aged between 18 and 23 by sending questionnaire via Wenjuanxing. The 23 Version SPSS is used to analyze data, showing tables and figures in a detailed view.

The main results are that (1) website quality, impulsiveness and the interplay between website quality and impulsiveness all have statistically significant influence on the urge to buy impulsively, (2) impulsiveness and the interplay between website quality and impulsiveness have a medium effect on the urge to buy impulsively while the website quality has a large effect on the urge to buy impulsively, (3) impulsiveness is more like a moderating factor and it leads to a cross-over relationship between website quality and the urge to buy impulsively. In short, the urge to buy impulsively has a positive relationship with the website quality, but people with high impulsiveness level are easier to do impulsive purchasing when they are interacted with low quality website. On the contrary, people with high impulsiveness level are easier to do impulsive purchasing when they are interacted with high quality website.

The number of people do online shopping keep increasing during recent years and online shopping has become a new and important part of Chinese domestic economics. Therefore, it is important to understand the customer's choices when they are shopping online.

The limitations of this study are (1) two real Chinese website are chosen as

examples, (2) using the urge to buy impulsively simply to instead the real impulsive purchasing behavior, (3) most subjects are college students, who are not enough to represent the shopping groups in China.

For further study, they need to choose diverse people as their target subjects, and try to design the low quality website and high quality website by their own, keeping the information shown on the website the same, so the subjects will not be disturbed by additional information shown on such websites.

## REFERENCES

- Abrahams, B., 1997. It's all in the mind. *Marketing*, pp. 31-3.
- Bonet, D. G. & Wright, T. A., 2015. Cronbach's alpha reliability: Interval estimation, hypothesis testing, and sample size planning. *Journal of Organizational Behavior*, Issue 36, pp. 3-15.
- Chang, H. H. & Chen, S., 2009. Consumer perception of interface quality, security, and loyalty in electronic commerce. *Information & Management*, 46(7), pp. 411-417.
- Dawson, S. & Kim, M., 2009. External and internal trigger cues of impulse buying online. *Direct Marketing: An International Journal*, 3(1), pp. 20-34.
- Dragulanescu, N.-G., 2002. Website Quality Evaluations: Criteria and Tools. *International Information and Library Review*, 34(3), pp. 247-254.
- Hou, K., 2019. The Analysis of Impulse Consumption Behavior of College Students Online Shopping. *China Circulation Economy*, Issue 02, pp. 18-19.
- Jeffrey, S. A. & Rebecca, H., 2007. Factors influencing impulse buying during an online purchase. *Electronic Commerce Research*, 7(3-4), pp. 367-379.
- John, W. D., Parboteeah, V. & Joseph, V. S., 2011. Online Impulse Buying: Understanding the Interplay between Consumer Impulsiveness and Website Quality. *Journal of the Association for Information Systems*, 12(1), pp. 32-56.
- Jones, S. and S. Fox (2009) Generations Online in 2009, in Pew Internet & American Life Project.
- Li, Z., 2007. The impact of experience activities on impulsive buying behavior: an emotional response perspective. *Psychological Science*, 30(3), pp. 708-711.
- Lu, Q., 2019. The relationship between self-control and impulsive consumption of high school students. *Modern Business Trade Industry*, Issue 8, pp. 53-55.
- Parboteeah, V. D., Valacich, J. S. & Wells, J. D., 2009. The Influence of Website Characteristics on a Consumer's Urge to Buy Impulsively. *Information Systems Research*, 20(1), pp. 60-78.
- Parsad, C., Prashar, S. & Tata, V. S., 2017. Understanding nature of store ambiance and individual impulse buying tendency on impulsive purchasing behaviour: an emerging market perspective. *DECISION : Official Journal of Indian Institute of Management Calcutta*, 44(4), pp. 297-311.
- Perdue, R., 2001. Intent site evaluations: the influence of behavioral experience, existing images, and selected website characteristics. *Journal of Travel and Tourism Marketing*, 11(2-3), pp. 21-38.
- Rook, D. W. & Fisher, r. J., 1995. Normative Influences on Impulsive Buying Behavior. *Journal of Consumer Research*, 22(3), pp. 305-313.
- Swanson, E., 1974. Management information systems: appreciation and involvement. *Management Science*, 21(2), pp. 178-188.
- Wang, D., Liu, M. & Di, H., 2019. The Analysis of Influencing Factors of College Students' Irrational Consumption Behavior. *Marketing Management Review*, Issue 04, pp. 62-63.
- Wang, S., He, Y. & Luo, W., 2018. The Research on the Causes and Results of

College Students' Online Impulse Shopping Behavior. *China Collective Economy*, Issue 09, pp. 77-80.

Zhang, p., Xie, M. & Zhao, D., 2018. A Review of Research on Consumer Impulsive Purchasing Behavior. *Co-Operative Economy & Science*, 98(17), pp. 84-88.