



SEEK WISDOM, ELEVATE YOUR INTELLECT AND SERVE HUMANITY !



**COLLEGE OF BUSINESS & ECONOMICS
SCHOOL OF COMMERCE**

**THE EFFECT OF WEBSITE QUALITY DIMENSIONS ON ONLINE
IMPULSE BUYING BEHAVIOR OF APPAREL CONSUMERS IN ADDIS
ABABA, ETHIOPIA: THE MEDIATING ROLE OF HEDONIC AND
UTILITARIAN VALUES**

By-ABDULAZIZ SANI

June, 2023

ADDIS ABABA, ETHIOPIA

**THE EFFECT OF WEBSITE QUALITY DIMENSIONS ON ONLINE
IMPULSE BUYING BEHAVIOR OF APPAREL CONSUMERS IN ADDIS
ABABA, ETHIOPIA: THE MEDIATING ROLE OF HEDONIC AND
UTILITARIAN VALUES**

**BY
ABDULAZIZ SANI (ID.GSD/3885/12)**

**A Thesis Submitted to Addis Ababa University School of Commerce Graduate Studies
Marketing Management Program**

**ADVISOR
MESFIN WORKINEH (PhD)**

June, 2023

Addis Ababa, Ethiopia

Statement of Certification

This is to certify that Abdulaziz Sani has carried out his research work on the topic entitled **‘Factors Influencing Online Impulse Buying Behavior of Apparel Consumers in Addis Ababa, Ethiopia.’**.The work is original in nature and is suitable for submission for the award of Masters Degree in Marketing Management

Certified by:

Dr. Mesfin Workneh

.....

.....

Advisor’s Name

Signature

Date

Statement of Declaration

I hereby declare that ‘**Factors Influencing Online Impulse Buying Behavior of Apparel Consumers in Addis Ababa, Ethiopia**’ project is totally the work of mine, Abdulaziz Sani. I have carried out the present study independently with the guidance and support of the research advisor, Dr. Mesfin Workneh. Also any other contributors or sources have either been referenced in the prescribed manner or are listed in the acknowledgements together with the nature and the scope of their contribution. This study has not been submitted for award of any Degree or Diploma Program in this or any other Institution. It is offered for the partial fulfillment of the degree of Masters of Arts in Marketing Management.

Declared by:

Abdulaziz Sani

Student's Name

Signature

.....

Date

Approval Sheet

**ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE
DEPARTMENT OF MARKETING MANAGEMENT**

**THE EFFECT OF WEBSITE QUALITY DIMENSIONS ON ONLINE
IMPULSE BUYING BEHAVIOR OF APPAREL CONSUMERS IN ADDIS
ABABA, ETHIOPIA: THE MEDIATING ROLE OF HEDONIC AND
UTILITARIAN VALUES**

By: Abdulaziz Sani

Approved by Board of Examiners

_____ Advisor	_____ Signature	_____ Date
_____ Internal Examiner	_____ Signature	_____ Date
_____ External Examiner	_____ Signature	_____ Date

Acknowledgement

First and foremost I would like to thank the almighty Allah for being with me in doing this paper and for his blessing in my entire life.

Second I would like to express my deep gratitude to my advisor Mesfin Workneh (PHD.), for his invaluable comments and encouragement to carry out this paper timely.

My heartfelt gratitude goes to my parents, family, friends and my Group members for your constructive comments and through out the research process. I am really grateful to Abebe yirga and Abdulhakim shemsu, seniors who gave me their time and best advises throughout the paper . I heartfully thankful for Heloo market, Berbera Market, Addis Mercato and Mercato online management members and other supporting staffs for your kind cfCAooperation in the data collection process.

Without your tremendous effort it would have been difficult to complete my thesis work. I would like to thank sincerely all those who helped me with their valuable support during the entire process of this paper. Thank you all!!

Table of Contents

Table of Contents

Acknowledgement	i
List of Tables	Page No. vi
<i>Abstract</i>	viii
INTRODUCTION	1
1.1. Background of the study	1
1.2. Research Questions	4
1.2.1. Main research Questions	4
1.3.2. Sub-research Questions	4
1.3. Objective of the study	4
1.3.1. General Objective	4
1.3.2. Specific Objectives	5
1.4. Significance of the study	5
1.5. Scope of the study	5
1.7. Definition of terms	6
2.1. Introduction	7
2.2. Theoretical Review	7
2.2.1. Models of online Impulse Buying Behavior	8
I. Stimulus-Organism-Response Model	8
II. Technology Acceptance Model	8
III. Dual systems Model: reflective system and impulse system	9
IV. The expectation confirmation model (ECM)	10
2.2.2. Theoretical frame work	10
2.2.3. Conceptual Briefing	12
2.2.3.1. Impulse Buying Behavior	12
2.2.3.2. Motivators of Impulse Buying	12
A) Internal Motivators of Impulse Buying (Shopper Related Factors)	12
B) Impulse Buying because of Negative Affect	13
C) External Motivators of Impulse Buying (Shop Related Factors)	13
2.2.3.3. Online Impulse Buying	14

Fourthly, by exploring new innovative products on display stimulates creative thinking amongst shoppers	15
b) Utilitarian shopping value.....	15
2.2.3. Website quality Dimensions	15
2.3. Empirical Review	16
2.3.2. Visual appeal and online impulse buying	18
2.3.2. Consumer shopping values (Hedonic and utilitarian) and impulse buying.....	18
2.4. Conceptual Framework.....	20
RESEARCH METHODOLOGY	21
3.1. Research approach	21
3.2. Research Design.....	21
3.3. Data Types and Data Sources	22
3.4. Population of the Study.....	22
3.5.2.Sampling Technique	23
3.6. Data Gathering Instruments/variables and measures	24
3.7.Data Analysis Technique	24
3.8. Reliability and Validity.....	25
3.9. Ethical Consideration.....	26
Data Analysis and Presentation	27
4.1. Response Rate.....	27
4.2.1. Gender.....	28
4.3. Normality, Reliability and Validity tests	30
4.3.1. Normality	30
4.3.2. Reliability.....	31
4.3 Structural Equation Modeling (SEM)	31
4.3.1.2. Discriminant Validity.....	34
2. Website quality dimensions	35
4.4 Structural model and hypothesis testing	40
4.4.1. Structural Model	40
4.4.2 . Hypothesis Testing.....	41
4.5. Testing the mediating effect of consumer shopping values	43
4.6. Discussion.....	44
CHAPTER 5	46

Summary of Findings, Conclusion and recommendations	46
5.1. Introduction.....	46
5.2. Summary of Findings.....	46
5.2. Conclusion	47
5.2. Recommendations.....	48
References.....	50
APPENDIX Ia-Survey Questionnaire.....	61
Appendix – Ib: Questionnaire (Amharic Version).....	64

List of Figures

Page No.

Figure 2. 1: Technology Acceptance Model (TAC)	9
Figure 2. 2: Stimulus-organism-response model (woodworth, 1928).....	11
Figure 2. 3: Conceptual Framework	20
Figure 4. 1: Corrected final measurement model for hedonic and utilitarian shopping values	34
Figure 4. 2: Final measurement model for website quality dimensions.....	36
Figure 4. 3: Corrected measurement model for Online impulse buying.....	37
Figure 4. 4: Full measurement model	39
Figure 4. 5 : Corrected full structural model.....	40

List of Tables	Page No.
Table 4. 1: Sample survey response rate.....	27
Table 4. 2 : Demographic profile of respondents.....	28
Table 4. 4 : Cronbach's alpha coefficient of constructs	31
Table 4. 5 : Categories of GoF indices.....	32
Table 4. 7: GOF indices for the proposed measurement model for hedonic and utilitarian shopping values	35
Table 4. 8: GOF indices for visual appeal and ease of use	36
Table 4. 9: GOF indices for full measurement model	39
Table 4. 10: Discriminant validity of constructs.....	40
Table 4. 11: Relationship of the constructs.....	41

List of Abbreviations

ECM- Expectation Confirmation Model

NFT- Need for touch

SPSS- Statistical Program for Social Sciences

SOR- Stimulus Organism Response

TAM- Technology Acceptance Model

TRA- Theory of Reasoned Action

SEM – Structural Equation Modeling

GFI – Goodness Fit

IFI - Incremental Fit Index

NFI - Normed Fit Index

TLI- Tucker Lewis Index

RMSEA- Root mean-square error of approximation

RMR- Root Mean Square Residual

Abstract

This study was carried out with the intention of examining factors affecting online impulse buying behavior. One of these factors is found to be website quality dimensions of website visual appeal and ease of use. In this study, the mediation role of consumer shopping values, hedonic and utilitarian value, was investigated. the study employed stimulus organism response (SOR) as model. The study focused on four selected local online apparel shopping websites. From a sample of 384 respondents were selected from which only 367 workable and valid questionnaire were collected. After collecting the data, it was analyzed with spss version 22 and AMOS 24 for structural equation modeling to test hypothesized relationships. The main findings of the study showed that visual appeal of shopping websites affects online impulse buying directly and indirectly through both hedonic value and utilitarian value. On the other hand, ease of use of the shopping platforms was found to have direct effect and indirect effect through utilitarian value only. Therefore, it was concluded that each type of website quality is found to influence the online impulse buying behavior through the different aspect of the consumer shopping values.

Keywords: *Online impulse buying, Visual appeal, Ease of use, Hedonic Values, Utilitarian Value, Stimulus-Organism-Response*

CHAPTER ONE

INTRODUCTION

1.1. Background of the study

Customers buy goods for a variety of causes and circumstances in addition to meeting their immediate requirements. Unintended expenditure is a characteristic feature of impulse buying. It refers to the actions of consumers or customers who make impulse, unplanned buying (Bansal and Kumar, 2018) because of exposure to a stimulus and is typically made in the store where the item is being offered (Kazi *et al.*, 2019). Impulse buying happens when a particular consumer experiences urgent, usually irresistible urge to purchase something soon that stimulates emotional conflict inside the consumer (Rook, 1987). However, this impulsiveness is mostly showed in social media and other e-commerce platforms.

When buying online, customers first gather information on the products they want to buy before placing their order and paying for it. In some circumstances, customers have the choice to pay after delivery (Arnold and Reynolds, 2003). Websites that are trustworthy and easy to use draw customers. Additionally, elements including the physical atmosphere of establishments, sales, and discounts have an impact on the impulse buying habit. As a result, it promotes brand loyalty and long-lasting relationships. Extended sales and discounts may result in losses for the company, according to the argument. They also harm the brand image of the goods. The causes of impulse internet buying behavior have been the subject of numerous past researches.

One of the factors playing a major role in online impulse buying is website quality that presents as an environmental stimuli that directly affects the possibility that a customer will have a to buy impulsively, in keeping with earlier studies on online impulse buying. Additionally, different levels of website quality can have both beneficial and bad effects on highly impulse customers (Wells, Parboteeah and Valacich, 2011).

According to Hasim, Shamsudin, and Hassan (2018) consumers tend to buy impulsely when being influenced by a good website quality offered by online retailers. Other studies take into account other variables to have a moderating or a mediating role when explaining the association

between website quality and online impulse buying . In one study (Prasetio and Muchnita, 2022) the moderation roles of sales promotion and credit card use was found to positively influence the relationship between website quality and impulse buying. Hashmi (2019) also studied the direct influence of website informativeness, usefulness and entertainment on online impulse buying behavior, and the mediating role of hedonic and utilitarian value between the two.

The majority of these research centered Asian nations including China, India, Pakistan, Malaysia, Pakistan, and North America, including Canada, etc. However, there are hardly any studies—if any—on this expanding phenomenon of impulse buying in Africa, which generates a significant portion of global wealth worth 4 billion dollar annually (Abdelsalam, Salim and Husain, 2020). This is another area that receives little attention in our country ascribing to different reason mainly the low development level of ecommerce.

The Stimulus-Organism-Response model, one of the models of impulse buying behavior, is used in this research to fill the vacuum by examining how some website quality aspects affect online impulse buying behavior in the apparel industry in our country.

Apparel is one of the most popular consumer goods to buy online (International Herald Tribune, 2008). Online sale of apparels is among the most popular online product categories (DesMarteau, 2004). In 2001, the US holiday season alone saw garment sales of almost \$3.7 billion (Shop.org and Nielsen Net ratings, 2003). In one study, impulse buying of apparel was linked to website features like promotions (Rhee, 2006).

1.2. Statement of the problem

All over the world, impulse buying has been a big source of income. People acquire goods from e-commerce platforms with varieties of options with respect to detailed information and comparison, especially in this day of improved internet technology. There is an observed trend of shift from offline to online purchases emerging as a result of the success of e-commerce (iimedia, 2021). Accordingly, an increase in online buyers is shown exceeding 1.5 billion in 2015 and approximating to 1.92 billion in 2019 with much greater upward increases as per expert predictions.

Evidences show that the competition in the e-commerce sector is occasionally becoming severe. With their dominant platforms and unique services, buying platforms are prepared to displace retail brands. Buying platforms must recognize their immediate and long-term rivals, develop service selling points, build an attractive physical atmosphere on the platform, and have reliable methods for keeping clients (Wang and Chapa, 2022). Therefore, online impulse buying has become the main potential source of income in online buying platforms.

Online impulse buying refers to immediate, sudden, unplanned buying made online (Piron, 1991). According to earlier research, impulse buying make up to 60 percent of all buying (Inman and Winer, 1998.; Mattila and Wirtz, 2008.), and depending on the product category, 40% to 60% of all buying are made on the spur of the moment (Hausman, 2000; Kacen, Hess and Walker, 2012). Numerous studies on impulse buying have been conducted in offline settings, while online impulse buying has received less attention.

Due to the aforementioned reason, academics are currently paying attention to the study of online impulse buying. Recently, academics have examined methods to improve customer experience when buying online. Using several models of online impulse buying behavior, it is possible to identify the driving forces behind impulse consumer behavior. Different factors affect impulse buying that is internal or external in nature.

The characteristics or attributes of the website are the most crucial of those aspects. According to Wells, Parboteeah, and Valacich (2011), website quality factors can influence how impulse buyers are affected in either a favorable or negative way. System quality, service quality, and information quality were found to have positive significant effects on website quality dimensions, according to a Pakistani study by Hashmi (2019). The study also found that the hedonic and utilitarian value of websites plays a role in mediating the connection between website quality dimensions and online impulse buying behavior. However, a study by (hashmi 2019) covered those the above mentioned website attributes only. Therefore, this study covers other website attributes; website visual appeal and ease of use effects on online impulse buying through the mediation of hedonic and utilitarian values.

E-commerce is expanding these days in Ethiopia. In our country, there are numerous online buying sites that are flourishing. These include mercato.com, asbeza, welcome habesha, mekina net, and qefira.com, among others. Different factors, nevertheless, prevented these sectors from experiencing significant growth. There are numerous causes for this. The social networking platform is where the majority of internet buying takes place. In spite of growth and a large percentage of impulse buying, this topic is poorly researched in our country. Studies on conventional shop impulse buying patterns are scarce (Salih, 2019; tihitina, 2014). However, despite its potential as a source of income in the online buying market, online impulse buying behavior and related factors that affect it have not yet been well researched in our setup. Therefore, this study will add to the body of knowledge in this field for academics and online e-commerce platforms.

1.2. Research Questions

1.2.1. Main research Questions

- How do website quality dimensions affect customer's online impulse buying through the mediaton of hedonic and utilitarian values?

1.3.2. Sub-research Questions

1. How do the website quality dimensions (ease of use and visual appeal) affect online impulse buying?
2. How consumer shopping values (hedonic and utilitarian) affect online impulse buying?
3. Do hedonic values mediate the relationship between the website quality dimensions (visual appeal and ease of use) and online impulse buying?
4. Do utilitarian values mediate the relationship between the website quality dimensions (visual appeal and ease of use) and online impulse buying?

1.3. Objective of the study

1.3.1. General Objective

The main objective of this research is to determine how selected website quality dimensions (i.e. visual appeal and ease of use) influence online impulse buying behavior in a sample of apparel consumers in Addis Ababa mediated by hedonic and utilitarian value

1.3.2. Specific Objectives

- To determine the effect of the chosen website quality dimensions (visual appeal and ease of use) on online impulse buying.
- To determine how hedonic and shopping values of consumers influence online impulse buying behavior.
- To determine the mediating role of hedonic shopping values between the chosen website quality dimensions (ease of use and visual appeal) and online impulse buying behavior.
- To determine the mediating role of utilitarian shopping values between the chosen website quality dimensions (ease of use and visual appeal) and online impulse buying behavior.

1.4. Significance of the study

This study is crucial because it gives an insight on impulse buying behavior of consumers in our country, especially when it comes to online impulse buying behavior. The study's findings also offer guidance for local e-commerce website platforms and website developers for both new and established enterprises, offering them a competitive edge and boosting sales by giving undivided attention to their website quality dimensions.

1.5. Scope of the study

The scope of this particular study is constrained in terms of its geographical setting, methodology, and the variables on which it focused. In actuality, this study examined the replies to be provided by online apparel consumers in Addis Ababa on the effect of website quality dimensions on their propensity for impulse buying. Additionally, only people with access to the internet were supposed to utilize them. In this type of research, reporting is only able to make assertions that are true for the specific respondents and not for the entire population. This research project aimed at exploring a crucial type of consumer purchasing phenomenon: impulse buying specifically done through an e commerce channel. More specifically it investigated how two aspects of website quality dimensions -website ease of use and visual appeal– influenced consumers' tendency to buy impulsively while shopping online using these sites. Participants were asked to provide answers through self-administered structured questionnaire for gathering relevant data about their perspectives regarding such sites' features impacting consumers' tendencies towards impulsive buying behavior during the surveying process.

1.6. Limitation of the study

This study was limited with respect to sample size and the type of information gathered. The sample size was too limited as compared to a very large population of Addis Ababa. As a result, the study's findings might not accurately represent the general population. In addition to this, since the subject of impulse buying is broad, the researcher was forced to focus the research primarily on how online website quality dimensions of ease of use and visual appeal influences online impulse buying through the consumer shopping values, namely, hedonic and utilitarian values. On the other side, only limited amount of data is collected using questionnaires.

1.7. Definition of terms

To ensure accurate communication with readers, this research employed definitions established by leading experts in relevant fields for essential terms including:

- **Impulse Buying:** Consumer purchases made without evaluating products critically are referred to as impulse buying. Vohs and Fabers' (2003) and Parboteeahs' (2005) definitions have been adopted.
- **Hedonic Value:** Consumers' enjoyable experience using a product features under hedonic value and is based on fun or playful attributes highlighted by Babin et al. (1994).
- **Utilitarian Value:** Rational consumption choices based on task related benefits provided by a product refer to utilitarian value. It is defined by Babin et al. (1994).
- **Website Quality:** Anushas (2014) definition covers website design aspects, including ease of use information accuracy, and visual appeal.
- **Website Visual Appeal:** Hao et al. (2015) define subjective pleasure derived from pleasant visuals without requiring reasoning as website visual appeal.
- **Website Ease of Use:** This evaluates how easily online users can navigate website interfaces and is assessed per Nielsens' (2012) definition.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1. Introduction

In this chapter a thorough literature reviews on online impulse buying, including definitions, traits of online impulse buying and factors and cues influencing online impulse buying are presented. This section of the study also describes the body of knowledge upon which the subject under examination is founded. It is separated into two sizable parts of literature that have been the subject of numerous authors' hypotheses and investigations. Two sections make up the majority of the literature: theoretical review and empirical review. Using these adjustments as a foundation, a conceptual framework is created.

2.2. Theoretical Review

Researchers started looking into the behavioral aspects of impulse buying around 1982, when they started to pay more attention to this type of behavior. Most recently, experts seem to concur that hedonic or affective factors play a role in impulse buying (Karbasivar and Yarahmadi, 2011). Rook (1987), for instance, cites experiences from customers who felt the goods "calling" them; practically pleading with them to buy the concept of impulse buying pertains specifically to scenarios where individuals feel driven by an overwhelming desire to make sudden purchases.

Key drivers behind this kind of purchasing behavior include complex hedonistic tendencies which can generate considerable emotional tension for consumers. Additionally, such behavior tends not involve much premeditation or consideration for future outcomes in making purchasing decisions

Frequently arising from an impulsive behavior are purchases made online with minimum consideration or planning. Such actions are termed as online impulse buying (Liu et al., 2013; Akram et al., 2017a). Factors that fuel this consumer behavior range from satisfying personal desires like adventure and novelty through the purchase manner by infusing fun elements into it. Enticing product designs that catch one's attention with productive use can encourage impulse purchasing too. Often individuals make such purchases not because they truly require them but

due to continuous reminders from friends on social platforms explicitly by seeing social media posts about similar products. (Ozen and Engizek, 2013; Xian et al., 2016).

2.2.1. Models of online Impulse Buying Behavior

I. Stimulus-Organism-Response Model

According to the stimulus organism response model, external stimuli (S) have an impact on an organism (O) and cause avoidance response (R) behaviors. Additionally, it explains how physical sensations encourage positive feelings and how customers respond to web browsing (Mummalaneni, 2005; Kim, and Eastin, 2011). According to Hu et al. (2016), social influence may have an effect on consumers' impulse buying behavior. Social media users frequently share their opinions on goods and services, which influences consumers' decision-making processes (Chung and Austria, 2012). Social media communications created by both consumers and businesses have an impact on consumers' buying intentions and impulse buying behaviors. In contrast to firm-generated messaging, it has been stated that consumer-generated messages have a stronger impact on consumer buying intentions (Chung and Austria, 2012).

II. Technology Acceptance Model

The theory of reasoned action (TRA) from Fishbein and Ajzen (1976) is used by the technology application model known as TAM (Technology Acceptance Model) to analyze the extent to which respondents employ information technology. This TRA is built on the fundamental premise that every person acts intentionally and with restraint, taking into account how best to use the knowledge at hand. According to (Fishbein and Ajzen, 1976), there are two deciding variables that might affect a person's intention to carry out a certain act: the first is related to attitude (attitude toward conduct), and the second effect is social influence, specifically subjective norms. Five constructs—perceived ease of use, perceived usefulness, attitude toward using, behavior to maintain using (behavioral intention to use), and actual system usage conditions—are used to determine the level of acceptance of IT use in Davis' 1989 money TAM model. Two factors have a disproportionately large impact on the technological system, according to the five constructs. The first factor is the sense of utility or advantages, while the second is the perception of technology's usability. Users' perceptions of a system's potential to assist them in finishing their task can influence whether or not they accept or reject it. According

to (Shita, 2020), the following are some measures of ease of use: Information technology is quite simple to use is very simple to master, and is simple to become expert at using. Information, according to Astuti (2012), is a group of significant facts that has undergone some sort of transformation.

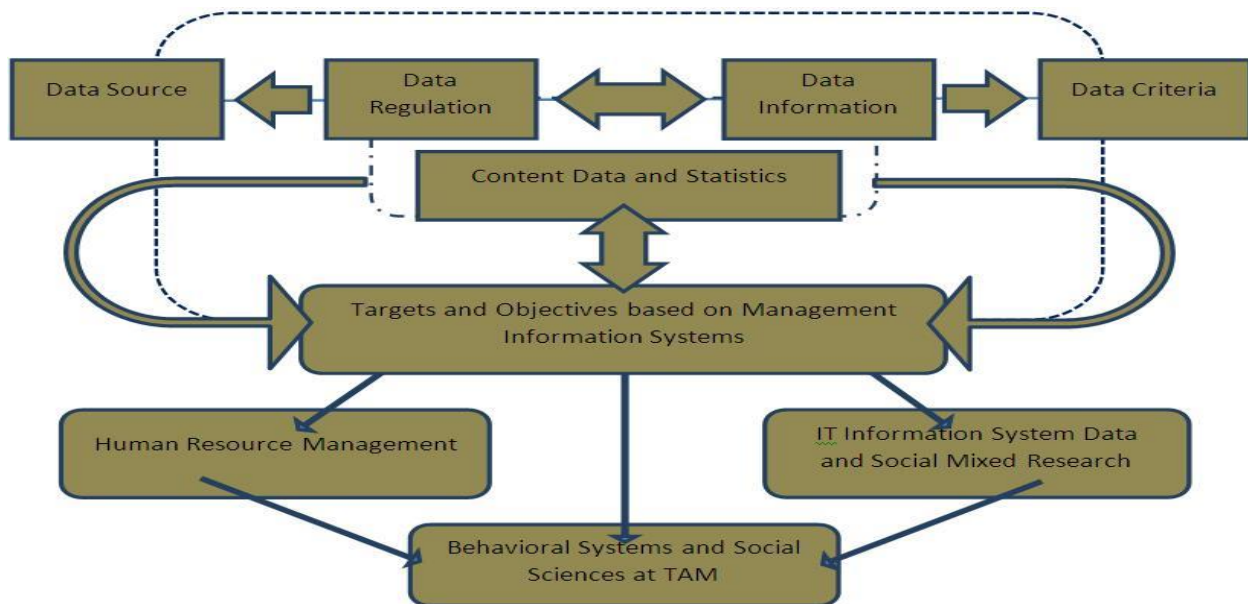


Figure 2. 1: Technology Acceptance Model (TAC)

Source: (DEWI and YODIANSYAH ,2021)

III. Dual systems Model: reflective system and impulse system

Numerous research studies (Evans, 2008; Strack and Deutsch, 2004) have implemented Dual Systems Theory—a concept asserting two competing information processing systems governs human social behavior. Specifically speaking--the Reflective System employs syllogistic norms when deliberating choices whereas; Impulsive System creates automatic & unconscious urge dealing with acts' engagement motivations respectfully (Strack and Deutsch, 2004).

Per Dual Systems Theory's info-processing schema: Impulse System activation occurs at the start of processing while Reflective System may follow or disengage (Strack and Deutsch, 2004).

Stimuli in people's environment can affect their cognition and emotional state. These stimuli use a process that directly links stimulus to organism, which eliminates pause.

IV. The expectation confirmation model (ECM)

The expectation confirmation model was suggested by Bhattacharjee (2001b). This model is found to combine two models: the expectation confirmatory theory (ECT) (Olive, 1980) and perceived usefulness. This was mainly intended to investigate the intention for continued use in information system area. Customer's intention to buy a product again based on their level of satisfaction with respect to expected and perceived performance was implied by ECT. ECM has helped in what design features to include in web e-stores arising from the patterns of use (Lu, Wu, and Hsiao, 2019).

The two driving forces for performance confirmation and usefulness are suggested by ECM. These are connected to customer satisfaction and continued intention to use IS.

The perceived usefulness or post adoption belief is a measure to what degree a product satisfies individuals to bring a given task to end. When the consumers find to elevate their buying based on the usefulness of the e-store. Customer satisfaction is defined as the satisfaction achieved the online platform for purchase purposes (Guo and Poole, 2009; Lu et al., 2019), and it is an important determinant for willingness to participate in online buying.

2.2.2. Theoretical frame work

This study analyzes consumer behavior related to online impulse buying through implementing Stimulus-Organism-Response (SOR) model. The theory has been seminal in understanding online impulse buying since its inception by Woodworth in 1928 (Hashmi et al., 2019; Zheng et al., 2019). The relationship between ambient cues, internal emotional and mental evaluation mechanisms of consumers, and behavioral reactions have extensively analyzed. In fact, the setting of online impulsive buying has witnessed regular examinations through this theoretical framework (Chan et al., 2017; Danish Habit and Qayyum, 2018; Liu et al., 2013; Setyani et al., 2019; Suh & Prophet, 2018; Wu et al., 2020).

As per Chan et al. (2017), the SOR model progresses beyond its predecessors by using three components: (1) a stimulus factor that triggers consumers towards impulsive buying, (2) organizations, comprising cognitive and affective categories that evaluate internal evaluation

mechanisms for such responses, (3) customers' responses to impulses by considering internal evaluations. Two varieties of organisms are involved in this process: Cognitive and affective.

Cognitive responses or psychological events can occur when customers interact with online factors leading to impulsive buying behaviors .Especially if clients find certain aspects complicated whilst making an impulse purchase.

Affective feedback comes into play when users interact with interfaces or environments- eliciting emotional states which can be harnessed by retailers in order to positively influence online impulse buying tendencies among customers experiencing strong emotional attachments like stimulation or desire for example

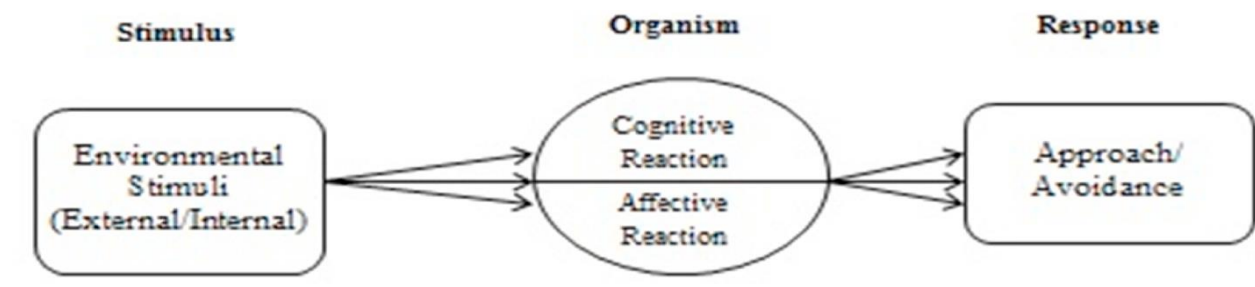


Figure 2. 2: Stimulus-organism-response model (woodworth, 1928)

2.2.3. Conceptual Briefing

This section gives some conceptual explanations about the main topic areas of the research.

2.2.3.1. Impulse Buying Behavior

A prevalent depiction of impulse buying depicts it as unprompted shopping that happens without any premeditation from buyers (Bellenger et al., 1978; Stern, 1962). This definition falls short when shoppers make choices within physical stores rather than prior to visiting them. In light of Rook's (1987) research insights, we learn that not every hasty decision relates to purchasing something unexpectedly. Even if shoppers allocate substantial thought and effort when planning their shopping list in advance, they may still opt for an item impulsively while making their way through aisles.

The question of whether impulse buying has an emotional or hedonistic component has been the topic of numerous studies. Rook (1987), for instance, cites experiences from customers who felt the goods "calling" them, practically pleading with them to buy it.

The phrase "impulse buying" indicates that purchasing decisions are driven by a combination of external stimuli crafted by marketers along with powerful internal drivers that arise from personal desires or fleeting wants. By manipulating elements such as product placement or aesthetics, retailers can leverage external motivators to nudge shoppers toward a sale while also addressing customers' inner motives to close deals swiftly.

2.2.3.2. Motivators of Impulse Buying

According to Hoch and Loewenstein (1991), impulse buying behavior has a reactive nature. This reaction, of course, is powerful that it goes beyond the constraints found on the side of the consumer. For this purpose the factors that cause this reactive nature are categorized as internal and external motivators related to the consumer and the shopping environment respectively. These motivating factors would be points of discussions on the following parts.

A) Internal Motivators of Impulse Buying (Shopper Related Factors)

These guidelines seek to address the concept that one's internal motivation could trigger impulsive shopping behaviors without any discernible indirect visual support. These "elements"

have a bearing on a shopper's internal mental processes (Shapiro, 1992). People suddenly feeling an urge to purchase something absent any direct visual stimulus may stem from varied underlying ideas such as "self-discrepancy." This denotes incongruence between one's actual self-compared with their ideal self, as has been researched by multiple experts within the sphere of symbolic self-fulfillment leading to impulsive purchases (Wicklund and Gollwitzer, 1981). Studying excessive shoppers reveal distinctions between themselves and regular shoppers - such as heightened motivation levels for enhancing their self-image by purchasing items essential in bridging gaps between how they unanimously view themselves (actual selves) versus how they'd like others to perceive them (ideal selves), along with materialistic ideas regarding worldly possessions that contribute considerably towards their happiness, prosperity levels and identity recognition. This creates hasty purchasing behaviors that lead towards later regrets. It's important to note here that the manifestations of impulsive buying behaviors could vary considerably; enhancing self-image remains one of the main motivators for immediate shopping decisions.

B) Impulse Buying because of Negative Affect

Another topic that Sneath et al. (2009) looked into has to do with the tendency to make impulse buying. They claim that depression can also lead to impulse buying. These authors have talked about the situation of Hurricane Katrina disaster sufferers who used specific buying behaviors to control their emotions, make up for losses, and regain their sense of self. In the immediate aftermath of a distressing occurrence, impulse buying seems like a sensible and wise decision (Sneath et al., 2009). This cathartic impact of "impulse buying" links with its relieving effect (Rook and Gardner, 1993).

C) External Motivators of Impulse Buying (Shop Related Factors)

The impulse to buy can be triggered but accidental visual stimuli related to the product or promotion related factors (Piron, 1991). This is aroused as a result of the perception and sensation of the consumer accompanied an instant urge to own the product (Rook and Hoch, 1985).

The significance of visual stimulation has been considered by many authors to initiate impulse buying behavior. Such factors include variety of products in stores, rooms for social connections. Furthermore, factors that foster pleasure in buying including freedom when shopping and

becoming free to try out new things in the self-service environments are found to arouse impulse buying behavior.

Other factors arising as a result of interaction with the product is also found to trigger impulse buying. These include those features that are touches, aromas of the product etc. (Vohs and Faber, 2007).

2.2.3.3. Online Impulse Buying

Since internet is now becoming the shopping platform for many consumers, it is important to investigate more about online impulse buying. Among the online sold products apparels and particularly sporting materials were found to be the most sold categories in Europe in 2016 (Eurostat, 2017).

Mostly cognitive aspects of comparing products and prices are mostly disregarded by consumers in online platforms (Jeffrey and Hodge, 2007; Verhagen and van Dolen, 2011). This makes a closer consideration of online impulse buying very important. Simplicity with which to acquire the products and electronic payment systems has made buying very simpler (Rook, 1987).

2.2.3.3. Affective and cognitive consumer behavior

a) Hedonic shopping value

In today's technology-enabled marketplace, understanding what drives customer satisfaction through hedonic measures, such as visual appeal and pleasurable shopping experiences make it clear effective relationships matter in modern-day brand attraction.

When discussing hedonic value-based consumer behavior scholars have identified six dimensions critical in measuring the satisfaction of such an experience (Kim 2006). Firstly, Adventure seeks would be shopping experiences that can bring new thrills into a buyer's life.

Secondly, socializing at places like shopping malls offers family bonding time as well as chances for meaningful interactions with other customers too.

Thirdly, gratification-based needs buyers place importance on how they feel after making any purchase- whether it solves an immediate problem or brings them pleasure in subtle ways.

Fourthly, by exploring new innovative products on display stimulates creative thinking amongst shoppers

Fifthly, those who consider themselves thought leaders often derive happiness by acting as facilitators rather than directly benefiting themselves - this is known as role fulfillment purchasing

Last but not least price-conscious Value seekers absolutely hunt out deals before making purchases in order to optimize financial savings (Kim 2006). By paying attention to these factors retailers can work towards matching consumer desires with targeted and personalized expository campaigns.

b) Utilitarian shopping value

For those who adopt a utilitarian mindset when buying products, fulfilling one's necessities holds vital importance. These buyers seek out items that cater to both their wants and requirements, thus feeling relieved after purchase. A well-thought-out decision-making process based on practical reasoning underlines such purchases. Marketers can appeal to these buyers by providing diverse product options at varying prices catering to unique needs.

According to Subagio (2011), evaluating motives for buying a quality product or service along with efficiency in time and energy is driven by utilitarian value. Kim (2006) adds that this value comprises of two dimensions.

1. Efficiency, namely the needs of consumers in saving time and sources of funds (resources)
2. Achievement is the achievement of buying goals by finding a product that has been planned before

2.2.3. Website quality Dimensions

The mental well-being of human beings can be linked to the environment they find themselves in- including internet contexts. Childers et al.,(2001) baptized the term 'webmospherics' as it relates to some significant web designs' characteristics like frames graphics text pop-up windows search engine configuration 'one-click' checkout/buy methods hyperlinks related media dimensions like graphics audio color streaming video highlighted with specific site layout

dimensions ranging from merchandise organization to merchandise grouping- these discussed features could prompt an individual's decision towards making an unplanned purchase when made available on websites differently.

A few studies have provided insights into how website-related things; those called attributes affect consumers' impulses to a great extent. A study by Liu et al., (2013) discovered that the visual appeal of websites, ease of use, and lack of obstacles relating to product availability were key features and critical precursors to online impulse buying. Moez (2013) also found out that attributes regarding website navigation rules, visual appearance and customized previewing are essential ideas that work hand in hand on consumer satisfaction, which serves as a precursor towards customer commitment to a site thereby influencing purchasing impulses concerning online shopping. Adelaar et al. (2003) pointed out in their research that different media formats result in highly emotional responses which played a role in explaining participants' decisions regarding CD brand purchases on the internet via an impulsive drive. Verhagen and vanDolen (2011), highlighted through their inquiry stated that how website functional convenience blend with representational design could have both negative or positive emotional impacts which influence subsequent online impulse actions.

In analyzing Loiacono et al.'s (2007) research on website quality, we discover how important certain site characteristics prove to be in determining its value for consumers. These characteristics present themselves to varying degrees across the web's countless offerings. A top-tier online platform is one that manifests some or all of them with particular intensity(Well et al., 2011). Conversely, weaker displays of such qualities detract from the overall user experience and create lower perceived value in users' eyes.

2.3. Empirical Review

Environmental cues along with personal characteristics play significant roles that influence impulsive buying behaviors in consumers (Rook and Fisher, 1995). Environmental signals have been found to impacting impulse buying behavior (Adelaar et al., 2003; Parboteeah et al., 2009). Loiacono et al. (2007) proved that when high-quality environmental signals are integrated into an online platform it enhances the overall site quality leading to greater user engagement thus improved impulsive purchasing. Several others like Hoffman & Novak (1996), Wolfinbarger & Gilly (2003), like Nielsent (1999) studies point out the importance of well-designed site interfaces in impacting online impulsive purchasing behavior.

By investing in superior site design and providing superior services. E commerce businesses could increase the chance of customers making spontaneous purchases during online transactions. Website resources provide valuable assistance to consumers as they search for information about products or services. B2C websites are virtual venues where consumers can interact with each other for trading purposes (Ranganathan and Ganapathy, 2002). When it comes to online purchases, the appearance of a website's design can significantly sway customer decisions. The content aspect highlights the available services while the design element embodies how best to convey that information in an aesthetically pleasing way (Huizingh, 2000).

Website appearance can impact whether or not customers experience impulse buying tendencies when shopping online (Wells et al., 2011). The composition informing this web atmosphere is encompassed by Childers et al.'s(2001) structure including graphics layouts, pop-ups, and links within content-aspects influencing several levels of online impulse buying behaviors. Loiacono et al. (2007) stress that the qualities of a high-quality website should be inclusive of usefulness, utility, amusement and complementary services. Similarly, Ranganathan and Ganapathy (2002) findings reflected that customer privacy concerns along with site security measures and content accuracy and relevance as primary aspects in B2C websites. Also, according to Elliott and Speck (2005), retail sites can impact customers' perceptions if they have accurate, outdated product information, simple navigation, and warranted trust along with entertainment features. From research studies like Turkeyilmaz et al. (2015), it is known that various website quality factors (entertainment value or ease-of-use experience for instance), sway online shopping behavior considerably towards impulse buying trends. Finally, the importance of web interface design has been examined by (Hoffman and Novak, 1996; Wolfinbarger and Gilly, 2003; Shergill and Chen, 2005). They demonstrated how an interface designed simply will increase customers' probabilities to make impulse purchase decisions.

2.3.1.Ease of Use and online Impulse buying

There are numerous researches that support the fact that website quality is an important cue for impulse buying. Wells et al. (2011) revealed a direct correlation between online impulse buying behavior and website characteristics such visual appeal, transaction security, and ease of use. Another study (Habib and Qayyum, 2017), in which 372 online buyers participated, discovered that such website features had a favorable impact on impulse buying when people were only browsing the internet. The results show that of the website quality elements, ease of use—which

includes straightforward operations and comprehension—has the biggest influence on online impulse buying (Habib and Qayyum, 2017). In view of the above explanation, the following hypothesis is formulated;

H1: Ease of use has a significant and positive effect on online impulse buying

2.3.2. Visual appeal and online impulse buying

According to Liu et al. (2013), pleasing website interactions including visual appeal or attractiveness directly increased impulse buying behavior.. In their research, Pengnate and Sarathy (2013), discovered that visiting websites was made more enjoyable by their visual complexity and also the when the website becomes visually appealing the efficient function of seeking information becomes easier Liu et al. (2013), found their study in tanjin,china among 402 undergraduate students who shop in the taobao.com website visual appeal and impulse buying a significant relationship. Visual appeal is also found to affect impulse buying through the interplay of different factors like pleasurable act browsing where 428 participants bought apparels online (Chen, Chen and Lin, 2020). In view of the above explanation, the following premises are hypothesized;

H2: Visual appeal significantly and positively affects impulse buying.

2.3.2. Consumer shopping values (Hedonic and utilitarian) and impulse buying

A desire for acquiring new possessions drives pleasure-seeking purchases that include emotional experiences - known as hedonic shopping value (Chaudhuri, 2015). This value isn't connected with utilitarian activities but with the enjoyment derived from the very act of purchasing itself; numerous studies suggest this fosters impulsive purchasing tendencies by customers. For instance, Kukar-Kinney et al., (2015) indicated that both social and emotional incentives are possible drivers behind impulsive purchases' contextualization. The ability for online shoppers to make easy unplanned purchases exists due to unrestricted location or time thanks in large part to contemporary retailers' expansive product offerings – something. Kim and Eastin (2011) highlighted in their work essaying on impulse buying behavior impacted by e-commerce platforms. However, such internet environments offer ample opportunity for impulse buying.

Both hedonic as well as utilitarian aspects have been identified to be among the various influences behind impulse buying; a behavior that is natural and also seen in many browsing scenarios. For instance, entertainment, novelty experiences and enjoyment that comes with searching through platforms drive online shoppers towards making impulsive purchases possible through convenient features such as one-click ordering coupled with access-to-products function paired with seamless transaction experience which distorts rational decision-making (Akram et al., 2018).

In other related studies conducted by Park, Kim and Forney (2006), it was established how both hedonic and utilitarian factors influence impulsivity connected to online browsing for clothing products. In contrast, the connection between browsing patterns based on feelings associated with pleasure or practicality towards impulsivity that follows along towards making purchases (Gohary and Hanzaee, 2014).

Konjkav et al. (2015) showed how consumer shopping values can positively or negatively affect shopping habits towards digital goods suggesting that one's core ideologies play significant roles in creating engagements regarding digital transactions-be they impulsive or planned activity pertaining internet shopping. Hence this literature review indicates an evident link between individuals' base values and their probability of making impulse purchases when using online platforms for retail. Arising from the above studies, the following hypotheses were proposed;

H3: Hedonic value has a significant positive effect on impulse buying

H4: Utilitarian value has a significant positive effect on impulse buying

H5:Ease of use has a significant positive effect on hedonic value

H6: Ease of use has a significant positive effect on utilitarian value

H7: Visual appeal has a significant positive effect on hedonic value

H8: Visual appeal has a significant positive effect on Utilitarian value

H9:Hedonic value mediates between visual appeal and impulse buying

H10: Hedonic value mediates between ease of use and impulse buying

H11: Utilitarian value mediates between visual appeal and impulse buying

H12: Utilitarian value mediates between ease of use and impulse buying

2.4. Conceptual Framework

In analyzing the relationship between website quality dimensions and consumer behavior in online impulse buying scenarios this study aims to identify specific influences wielded by two primary website dimensions: ease of use and visual appeal. Through careful examination of consumer values like hedonic and utilitarian value using a stimulus organism response approach researchers hope to provide valuable insights that can enhance shopping experiences for consumers seeking high quality e commerce options. Therefore, the independent variables are website attribute variables(i.e. visual appeal and ease of use), hedonic and utilitarian values as mediator variables, and the dependent variable is online impulse buying as depicted in the diagram below

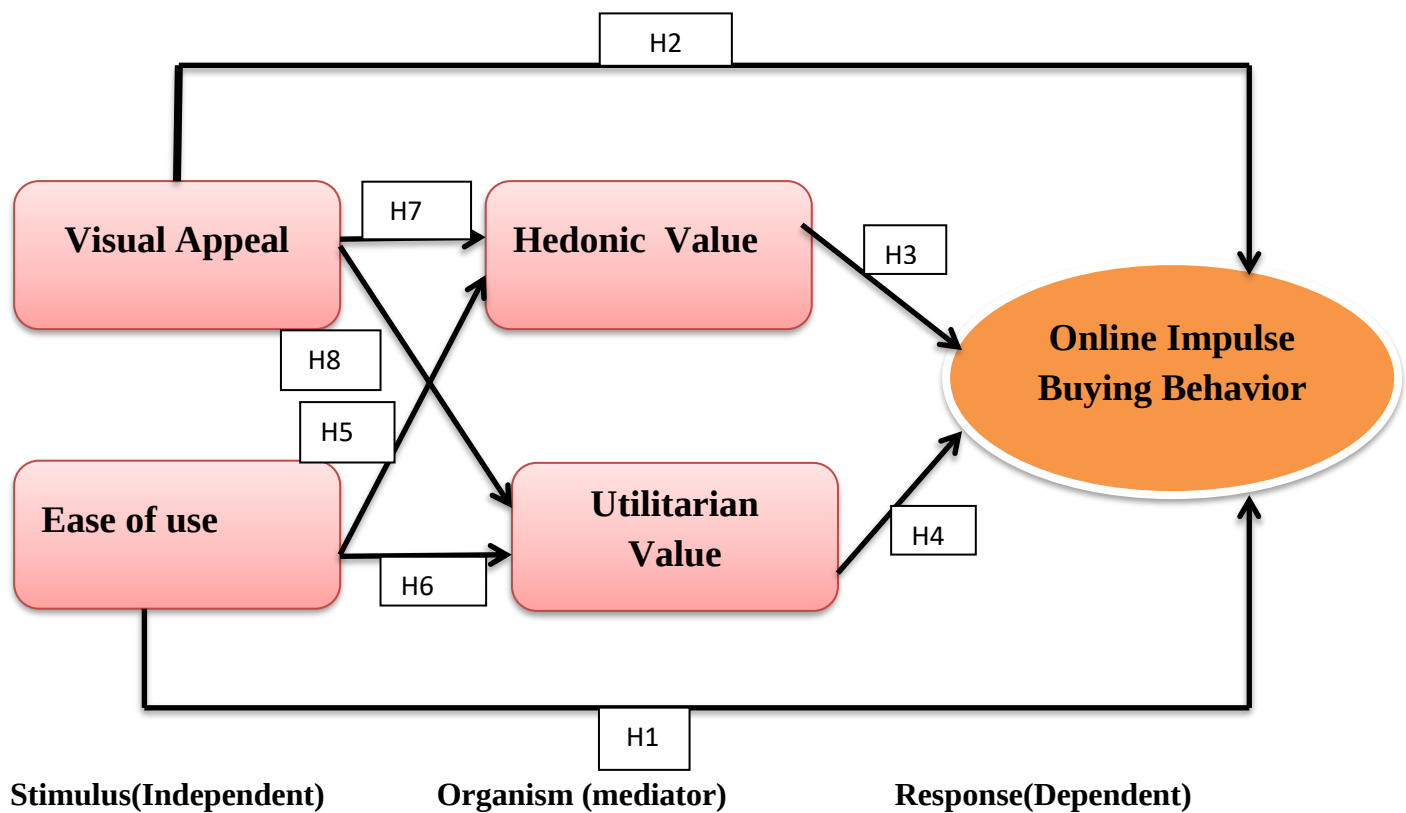


Figure 2. 3: Conceptual Framework

Source: Adapted from Hashmi (2019)

CHAPTER THREE

RESEARCH METHODOLOGY

To ensure thoroughness of this study, in this chapter the specifics of the research methodology are laid down. Covered within are important aspects pertaining to this research approach and design; sources for collecting data; particulars regarding the target population including sampling techniques used to select participants; how we gather information from them; methods for analyzing collected data; assurances of ethical considerations taken to secure reliability and validity.

3.1. Research approach

This study encompassed both descriptive and explanatory approaches in conducting its research. In order to fully grasp content surrounding participants' behaviors, a descriptive methodological approach is utilized for data collection purposes primarily. Descriptive surveys seek out attributed-based information related solely to selected individuals or groups (Kothari ,2004). Nevertheless respectfully so; since these studies do not permit researchers any degree of control over their given variable assignments producing unforeseeable results is definitively possible however uncontrollable due mainly due circumstance's entirely beyond those involved's reach such as other people's actions or natural events (Kothari, 2004). When rendering any conclusive opinions on relationships between certain independent variable(s) and dependent variable(s), there is revelation only via the explanatory approach.

3.2. Research Design

This study has been designed to use the benefits of employing a quantitative technique. Such an approach provides physically measurable data that can stand up to scrutiny when analyzed appropriately (Kothari, 2004). Quantitative theories are tested via statistical methods used to analyze variable categories effectively in order to achieve positive outcomes(Creswell, 2009). Data is collected using questionnaire surveys administered to online apparel consumers in times product delivery.

3.3. Data Types and Data Sources

The sources of data that this research employs are primary data sources. Primary data are originated by the researcher for the specific purpose of addressing the problem at hand (Malhotra, 2005). There are number of ways to collect primary data like through questionnaires, interview, focus group discussions, etc. as deemed necessary per the research design undertaken.

For this particular research primary was obtained by structured questionnaires from respondents of those selected from four online apparel shopping sites.

3.4. Population of the Study

All occurrences of individuals, objects, or components meeting a specified criterion are referred to as the "population of the study," i.e., all the aspects included in any field of research. The population of the Addis Ababa markets, which will serve as the study's sample, is millions of people. The study's target population would be consumers in Addis Ababa, have easy access to the internet via their smart phones or computer networks, range in age from 20 to 50, include both genders, and have engaged in regular online buying for apparel of any kind.

3.5. Sampling Procedure

3.5.1. Sample Size for finite

The target population of this study defined as social media subscribers of the local selected websites with the age range of 20 to 50. According to Catherine Dawson (2009, PP. 54), the correct sample size in a study is dependent on the nature of the population and the purpose of the study. Although there are no general rules, the sample size usually depends on the population of the study. According to the law of statistical regularity, higher degree of data gives higher degree of stability and vice versa. However, censuses of very large populations are sometimes unrealistic because of time, resource and budget constraints (Saunders, 2007). In order to determine sample size, Yamane (1967) finite and large populations sample size formula with 95% confidence level employed. The formula used to obtain this sample size is presented below:

$$n = N / 1 + N(e)^2$$

Where: n= number of sample taken (sample size)

N= population size

e=sampling error/level precision

As per the information obtained from the websites at the time of the study, 2073 subscribers for heloo market, 2015 subscribers for Berbera.com, 1314 subscribers for Addis Mercato and 1015 for Mercato online were found. This adds up to a general population of 6417. Accordingly, based on the above formula the sample size of the study was 377 subscribers.

$$n = 6417 / (1 + 6417 (0.05)^2) = 377$$

3.5.2.Sampling Technique

To draw appropriate inferences about a population from a research study requires methods that accurately capture its characteristics. Mohsin (2016) notes that both probabilistic and non-probabilistic techniques offer various sampling protocols for this purpose. One such method of non-probability or non-random selection is convenience sampling stated by Dörnyei (2007). This approach utilizes readily available people based on some practical measures such as proximity to test sites or willingness to respond voluntarily among others. Such availability can perhaps be obtained through captive audiences of researchers' students according to Dörnyei. Nonetheless, Mackey and Gass (2005) caution against accepting convenience samples as being truly representative due to potential biases associated with them being conveniently accessible only for research purposes. Despite this caveat we will apply a convenience sample selection approach in choosing participants because it offers greater practicality when obtaining data from members who are similarly more easily reachable during data collection.

The current research necessitates the researcher's involvement in selecting respondents due to time and location constraints. As such, a sampling strategy was employed where four main online shopping websites were accessed through physical arrangements with the respective organizations. During the delivery of orders to customers, questionnaires were administered to gather information. The proportion of allocation of the samples to the corresponding retail sites given below.

Table 3. 1: proportion of samples allocation

S.N	Name of ecommerce Shopping platform	No. of subscribers (on social media platform)	PPS	Sample Size
1	Heloo market	2073	0.323	124
2	Berbera Market	2015	0.314	121
3	Addis Mercato	1314	0.204	78
4	Mercato Online	1015	0.158	61

3.6. Data Gathering Instruments/variables and measures

The questionnaire consisted of a construct measurement items as well as demographic questions. Responses on a likert scale from 1 (strongly disagree) to 5 will be measured (strongly agree). In order to measure impulse buying, 5 questions that was adapted from (Akram, 2018). The hedonic and utilitarian components of consumer shopping value were assessed using 10 questions adapted from (Prashar et al., 2017). Measurement items for visual appeal are obtained from the works of Wells, Parboteeah, and Valacich (2011) and Loiacono (2007), while measurement items for ease of use were taken from (Turkyilmaz, Erdem and Uslu, 2015).

3.7.Data Analysis Technique

Firstly. Demographic characteristics of the participants were presented through descriptive analysis after the data was collected and organized. This involved preparing percentages and frequency distributions to provide a basic understanding of the collected data before delving into a more in depth analysis. The main statistical methodology employed in this study was Structural Equation Modeling (SEM).

The process involved using SPSS 22 and Amos 24 for analysis. SEM is a general statistical modeling technique utilized to establish relationships between variables. As explained by Robert Ho (2006). It describes various statistical models used to assess empirical data's' validity and substantive theories. A key feature of SEM is its concept that observed variables are indicative of numerous latent variables that can't be directly measured but only inferred from their

relationships with measured variables. By their nature most marketing constructs are latent; they're not amenable to direct measurements.

Structural equation modeling (SEM) is a powerful technique used to analyze complex relationships between different variables. With its confirmatory factor analysis (CFA) capabilities. SEM reduces measurement error by utilizing multiple indicators per latent variable - enabling highly accurate data analysis.

In addition to its effectiveness in data analysis. SEM boasts an attractive graphical modeling interface that makes testing models with multiple dependents an easy undertaking even with difficult data sets such as time series with auto correlated errors or non-normal and incomplete data. Furthermore it provides researchers with a platform that can accommodate multiple subject groups thereby facilitating testing coefficients across several variables. During the survey based study, descriptive statistics was employed- after coding inputting & cleaning up captured responses - resulting in quantitative measures displayed via tables for instance frequency percentages, means and standard deviations using statistics programs like SPSS version 22 & SPSS Amos version 24.

By performing these analyses using SEM as method of analysis valuable insights were attained into observed (measured) and unobserved (latent) variables while simultaneously analyzing relationships between two or more latent variable models hence allowing us to achieve more effective research outcomes especially in fields such as social psychology and organizational behavior.

3.8. Reliability and Validity

Validity and accuracy or correctness is the same thing. The degree to which variances in scores on a measuring instrument represent real differences among persons on the trait intended to assess, rather than continuous or random errors, is characterized as the modality of the tool. Reliability is the similarity of findings produced by independent but comparable measures of the same thing, trait, or construct (Chrchill and Iacobucci, 2002). To ensure that the measurements were obtained from reliable sources, reliability and validity were carried out. Validity and

accuracy or correctness are the same thing. The degree to which variations in results on a measurement tool reflect real disparities in a population's

By distributing questionnaires to 38 respondents in a pilot study, the validity of the questionnaire were confirmed where the results are given in fourth chapter. Confirmed.

Cronbach's Alpha stands out as one of the most well-regarded and commonly applied measures of reliability. Essentially, this metric gauges how internally consistent various items are relative to each other on a given scale or survey (Mguni and Fubara, 2005). These coefficients tend to fall between 0 and 1; higher values suggest stronger levels of internal consistency among the survey questions. While different experts may uphold slightly different standards regarding what constitutes acceptable scores for internal reliability evaluation purposes are likely seeking readings above .60 at minimum (Sekaran [as cited by Sirbel], 2012). The current study found Cronbach's alpha scores showed adequate levels of reliability when analyzing selected constructs.

3.9. Ethical Consideration

Research ethics frequently require researchers to ensure that their study does not cause harm to its subjects- both known and foreseeable risks should be carefully addressed. One way that researchers protect their participants is through obtaining ethically sound consent processes which reduce coercion whilst providing adequate time for decision making by prospective subjects. In addition researches are committed to upholding confidentiality standards by clarifying who will have access to participant data and under what circumstances.

CHAPTER FOUR

Data Analysis and Presentation

This chapter scrutinizes primary data obtained from questionnaires that seek to quantify how chosen website quality factors influence apparel consumers' online impulse buying behavior in Addis Ababa via mediation from hedonic and utilitarian shopping values. Data is presented using Structural Equation Model (SEM) with SPSS Amos version 24 to apprehend the connection between website qualities attributes, independent variable, and online impulse buying behavior, dependent variable. SEM uncovers mediating variables, consumer shopping values which are hedonic and utilitarian that explain how website quality impacts online impulse buying indirectly.

4.1. Response Rate

The questionnaires were distributed online to the online shopping website by handing to their respective shops and to be filled by customers in times of delivery and by administering the questionnaires to customers that come to the shops physically to buy and by asking them if they have any encounter on the website's online platform for a better return rate about 377 questionnaires were distributed on the four online shopping platforms. However, only 367 were found to be complete for further analysis yielding a response rate of 96%. This is found to be a good response rate.

Table 4. 1: Sample survey response rate

Sample Size	377
Incomplete questionnaire	10
Valid response	367
Rate of response	95.57

Source: Sample Survey, 2023

4.2. Demographic Profiles of Respondents

This section presents the respondents' profile with regards to gender, age group, educational background, occupation, monthly income of respondents.

Table 4. 2 : Demographic profile of respondents

Demographic profile	Description	Frequency	Percent
Gender	Male	169	46.04
	Female	198	53.96
Age	Below 20 years	18	4.90
	21-30 years	159	43.32
	31-40 years	97	26.43
	41-50 years	93	25.34
Educational Background	High school and Below	51	13.90
	Technical & vocational/Diploma	63	17.17
	First Degree	154	41.96
	Masters	84	22.89
	Other	15	4.09
Occupation	Student	30	8.17
	Self Employed	114	31.06
	Professional	139	37.87
	house wife	84	22.89
Monthly income	Below 2000	0	0.00
	2001-4000	20	5.45
	4001-6000	48	13.08
	6001-8000	75	20.44
	8001-10000	98	26.70
	Above 10,000	126	34.33

Source: Sample survey 2023

4.2.1. Gender

The information tabulated above provides insight into participant demographics for this survey--namely their gender--and indicates some noteworthy findings. Many more females than males completed this research; the former comprised approximately 54% of respondents(or 198 people), while just over 40%(or 169 people) were men. These data could lead one to infer that men are relatively more interested than women in making purchases through digital clothing retailers. But

careful analysis is required and some limitations may exist within samples surveys which could affect conclusions drawn from such findings.

4.2.2 Age of respondents

In keeping with ethical research practices, the study specifically excludes individuals below 18 years of age and focuses only on customers above that age threshold. The study found that the largest segment of respondents (43.32%) fell within the 21 to 30 age group, followed by those in the 31 to 40 age range (26.43%). The 41 to 50 age group comprised 25.34% of respondents. This indicates that customers between the ages of 21 and 30 are the primary consumers of online apparel.

4.2.3. Educational Background

Regarding educational background the study found that among respondents 41.96% held a first degree while 22.89% held a master's degree and 17.17% had technical or vocational qualifications. Interestingly, only 13.90% held a high school or lower level education. Highlighting that most survey participants have at least attained tertiary education.

4.2.4. Occupation

Occupation wise, out of a pool of 367 valid respondents surveyed in this segment approximately one third (31.06%) were self-employed business owners while professionals and housewives made up a notable proportion accounting for almost equal shares at (37.87%) respectively . On the other end of the spectrum were students constituting just about an eighth or (8.17%) thus having significantly low participation amongst online apparel buyers overall

4.2.5. Monthly income

In dealing with monthly income of respondents, the study identified 34.33 % which is the largest proportion earns above 10,000birr per month. It is followed by those who get monthly income between 8001 and 10,000 birr that constitutes 26.7%. Those respondents within the income range of 6,001 and 8,000 birr make up 20.44% and the rest who accounted for 28.53%.

4.3. Normality, Reliability and Validity tests

4.3.1. Normality

One of the core precepts at the heart of statistical analysis involves sample behavior and its underlying population distribution; specifically that it should demonstrate normality to then draw meaningful inferences(Kothari, 2004). While most folks assume variables have been derived from a normally distributed population there exist some violations where deviations occur resulting in estimation errors(Leech et al., 2005). Along with assessing for symmetry of distribution through variable skewness measurements, other tests may also be used such as kurtosis examining how likely a tendency towards a peaked or flat distribution may exist (Marczyk, Dematteo and Festinger, 2005).

In practical terms and depending on research type this guideline can vary on how well consider the data is distributed as normally distributed but generally speaking when skewness falls within certain ranges ($\sim \pm 1.96$) it is considered okay(Leech et al., 2005). Looking at Table 4.3 below it appears the study's data does fall within this acceptable area with respect to its skewness; thus it is evident that indeed this study's dataset displays characteristics consistent with normal distribution.

Table 4.3 Normality Distribution

Variable	N	Mean	Std. Deviation	Skewness
Ease of use	367	3.63	.89	-.53
Visual Appeal	367	3.20	1.00	-.39
Hedonic Value	367	3.69	.94	-.91
Utilitarian Value	367	3.48	0.91	-.43
Online Impulse buying	367	3.78	0.92	-.67

4.3.2. Reliability

To maintain internal consistency of constructs reliability test was conducted. It calculated by employing cronbach's alpha coefficient (Leech, Barrett and Morgan, 2005). Therefore, spss 22 was used for the analysis of cronbach's alpha.

As per the social science cronbach's alpha value of 0.6 is assumed to be taken as appropriate. Thus, the cronbach's alpha value of above 0.660 was demonstrated after analysis in spss 22 software.

Table 4. 3 : Cronbach's alpha coefficient of constructs

Constructs	Number of items	Cronbach's Alpha
Ease of use	4	0.723
Visual Appeal	3	0.695
Hedonic Value	4	0.741
Utilitarian Value	6	0.792
Online Impulse buying	5	0.660

Source: SPSS 24 output

4.3 Structural Equation Modeling (SEM)

SEM is mainly concerned to how the hypothesized model is fit. It comprises measurement model and structural model. It portrays the link between observed and unobserved variable or in other words it shows the relationship between the measuring instrument and the constructs measured by the measuring instrument (Byren, 2010). The measurement model is described in confirmatory factor analysis to be discussed in the following sections

The structural model, however, shows the direct or indirect relationship among the constructs and the level and direction of influence they have (Byren, 2010).

4.3.1 Confirmatory Factor Analysis

Confirmatory factors analysis renders a means of measuring the extent of the indicator variables that are measured are really connected to the far less number of constructs available (Hair et al, 2010). Therefore, in this particular study, the fit measure was conducted by measuring the extent to which those measured variables were able to measure their respective unobserved(latent variables).

Here comes the idea of construct validity defined as it is able to evaluate the degree to which the measured items really measure the factors they are meant to measure (Hair et al,2010). It consists of discriminant and convergent validity.

4.3.1.1 Convergent validity

The extent that the measured items under a given latent variable or construct are converged is known as convergent validity. It is measured by goodness of fit (GOF) statistics, which helps to compare the fit between the theoretical and actual findings. There are four classes of GOF indices (Hair et al ,2010). The table below summarizes the indices.

Table 4. 4 : Categories of GoF indices

Category	Statistics	Definition
Chi-Square (X ²)	Chi square	Difference between observed and estimated covariance matrices
	Degrees of freedom	Covariance in the observed matrix less than the number of coefficients
	Probability statistic (p-value)	Probability that the observed and estimated covariance matrices are actually equal
	Normed chi-square	Ratio of chi square to degree of freedom for a model
Absolute fit measures	GOF index	Measure indicating how well the model produces variance/covariance matrices of the observed sample
	Root mean square error of approximation (RMSEA)	Badness-of-fit index measuring how well a model fits a population taking into account both model complexity and sample size
	Root mean square residual (RMR)	represents the average residual value derived from the fitting of the variance–covariance matrix for the hypothesized model
Incremental fit indices	Normed fit index (NFI)	Assesses how well a specified model fits relative to some alternative baseline model (often a null model that assumes all observed variables are uncorrelated)
	Comparative fit index (CFI)	
	Tucker-Lewis index (TLI)	
	Incremental fit indices (IFI)	

Source :Hair et al., 2010

Other measures like standard estimates (>0.5) and squared multiple correlations (SMC) (>0.3) also indicate a good construct validity and reliability (Hair et al, 2010).

Further examination after finding the model fit is important. It is carried out by assessing the average extracted variance and composite reliability indices which are found to be beneficial measures of convergent validity. The least value for AVE and CR are found to 0.5 and 0.6 Respectively.

Table 4. 6 : GOF acceptable values for model fitness

Type	Name of GOF	Abbreviation	Acceptable level
Chi-square	Chi square(df, p)	X2 (df, p)	p-value should be 0.05 or above
	Normed Chi-square	X2/df	Value between 1 and 5
Absolute Fit measures	Gof index	GOF	Value >0.92
	Root Mean Square Error	RMSEA	Value <0.8
	Root Mean Square Residual	RMR	Value < 0.09
Incremental Fit Indices	Normed Fit Index	NFI	Values $\geq .92$
	Comparative Fit Index	CFI	
	Tucker-Lewis Index	TLI	
	Incremental Fit Index	IFI	

Source : Hair et al, 2010

4.3.1.2. Discriminant Validity

Discriminant validity measures how close the indicators measuring different constructs are which in principle should not be correlated which finally misleads the observer that one indicator found to measure a factor other than it is intended to measure. Thus, discriminant validity in this study is demonstrated through the comparison of AVE estimates with the squared inter factor correlation estimates with that factor. In principle AVE should be above than 0.5 and CR above 0.7(Hair et al. 2010).

In conclusion, the construct validity was analyzed in this study using Amos graphics 24. Accordingly, the GOF indices were evaluated if they were as per the criteria for fit. Indicators that were not fit were left out to make the measurement model more fit after rerunning the improved model in AMOS 24.

On the subsequent parts groups of variables under a study were assessed for model fit..

1. Consumer shopping values (Hedonic and Utilitarian Values)

Two latent variables are used in this category, hedonic and utilitarian value consisting of four and six indicators respectively. It is evident from the table that the model was found to be fit showing that X2 and p value along with absolute fit indices and incremental fit indices are within the appropriate range. The factor loadings are all above 0.5. Fig 4.1. Displays the model

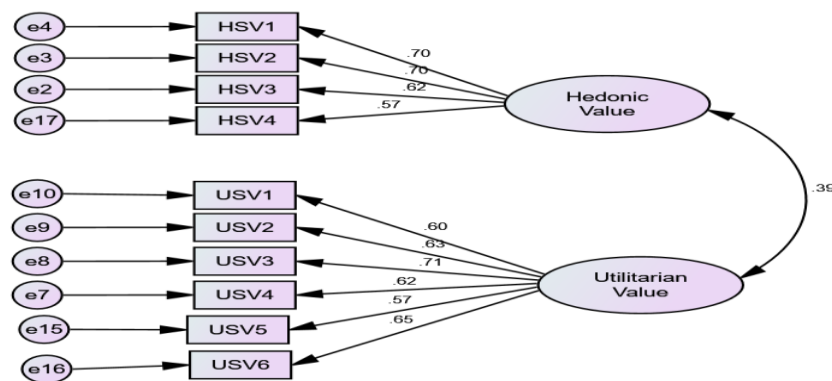


Figure 4. 1: Final measurement model for hedonic and utilitarian shopping values

Table 4. 5: GOF indices for the proposed measurement model for hedonic and utilitarian shopping values

Chi Square		Absolute fit indices		Incremental fit Indices		Goodness of fit
X2 (P value)	13.628(0.001)	RMSEA	0.012	CFI	0.988	
DF	2			NFI	0.985	
X2/DF	6.814		RMR	0.029	IFI	0.988
		TLI			0.963	
						0.982

Source: AMOS 24 output for own survey

It is perceived from the table above, the suggested measurement model for hedonic and utilitarian value is appropriate for most values rendering the model to be fit. All the indicator variables are found to have an estimate of above 0.5 and SMC value greater than 0.3. Therefore, the model is said to be fit adhering to the required criterion.

2. Website quality dimensions

Website quality dimensions consist of two constructs of visual appeal and ease of use, which are proposed to be indicated by three and four items respectively.

The following is the hypothesized measurement model below and most indices show the model is fit.

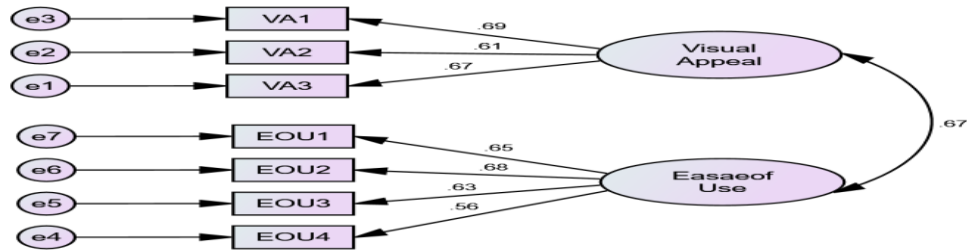


Figure 4. 2: The accepted measurement model for website quality dimensions

Table 4. 6: GOF indices for visual appeal and ease of use

Chi Square		Absolute fit indices		Incremental fit Indices		Goodness of fit
X2(p value)	30.258(0.023)			CFI	0.971	
DF	13	RMSEA	0.067	NFI	0.951	0.971
				IFI	0.971	
x2/df	2.327	RMR	0.02	TLI	0.951	

Source :AMOS output for own survey

Thus, the model is fit for the three GOF indices are found to be at acceptable range of values. The normed chi-square value as compared to DF is 2.32 which an acceptable range of below 3 however, it is significant. For it to be acceptable the p value should be greater than 0.05.

Therefore, since the majority fulfill the criteria the measurement model for visual appeal and ease of use is found to be fit without any further modification.

3. Online Impulse buying

Online impulse variable has four indicator variables according to the literature review. The proposed model for impulse buying was run in Amos where one indicator is found to have a factor loading value of 0.41 which is below 0.5, not acceptable to meet the GOF indices. The proposed measurement model is given below in fig. Therefore, to attain better GoF indices, the indicator was removed and then a better model fit was attained as shown in fig 4.3 below.

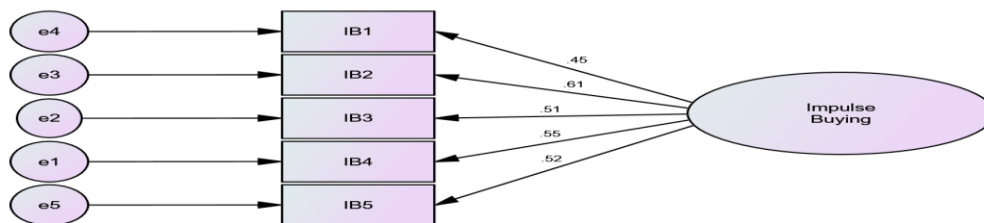


Figure 4.3.: Proposed measurement model online impulse buying

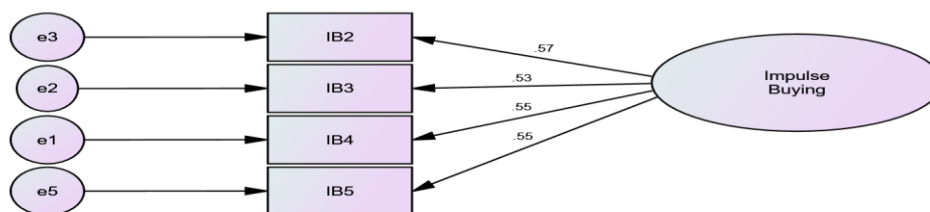


Figure 4. 3.1: Corrected measurement model for online impulse buying

Table 4.11 Corrected index values online impulse buying

chi square		Absolute fit indices		Incremental fit indices		Goodness of fit
X2(p value)	6.738	RMSEA	0.058	CFI	0.992	0.993
DF	3			NFI	0.985	
x2/df	2.364			RMR	0.015	
		TLI	0.956			

Source: AMOS output for own survey

It is evident from the above values in the table that the model is fit despite the little higher value for normed chi square.

Hair et al (2010) suggested that the model fit has two steps which include analyzing the model fit for individual latent variables and finally the overall model fit for the entire latent variables considering all as exogenous variables.

Therefore, after such analysis the overall measurement model for the five exogenous variables is given below in fig. 4.4

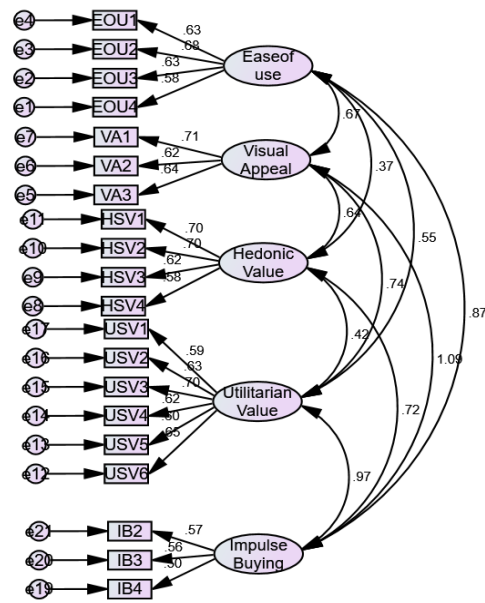


Figure 4. 4: Full measurement model

The full measurement model is also fit as the values in the tables below.

Table 4. 7: GOF indices for full measurement model

Chi Square		Absolute fit indices		Incremental fit indices		Goodness of Fit
X2(p value)						
234.248(0.000)		RMSEA	0.036	CFI	0.956	0.941
DF	158			NFI	0.935	
x2/df	1.482	RMR	0.02	IFI	0.957	
				TLI	0.948	

Source: AMOS output for own survey

In the table 4.10 below the summarized value for discriminant validity is given. The results show that all AVE and the respective CR value for each of the constructs is greater than 0.5 and 0.7 which assures the validity the model.

Table 4. 8: Discriminant validity of constructs

Construct	AVE	CR
Impulse Buying	0.587	0.807
Visual Appeal	0.535	0.825
Ease of Use	0.614	0.813
Hedonic Value	0.754	0.911
Utilitarian Value	0.703	0.914

Source: AMOS output for own survey

4.4 Structural model and hypothesis testing

4.4.1. Structural Model

After finding the model to be fit, the structural model was drawn as per the set relationship in the literature review displaying direct and indirect influences of one latent variable on the other (Byrene,2010). The structural model is displayed in figure 4.5 below.

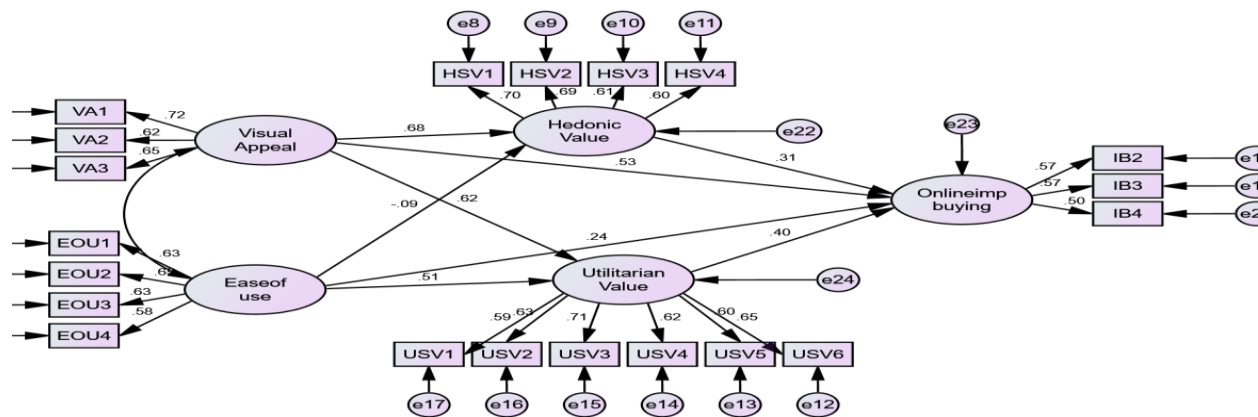


Figure 4. 5 : Corrected full structural model

4.4.2 . Hypothesis Testing

As per the conceptual framework of the study, this study analyzed two exogenous (VA and EOU) and three endogenous (HSV, USV, and IB) variables. This led to the formulation of three hypotheses and five supporting assumptions. The study's hypothesis is represented by one-headed arrows between latent variables on the final structural model.

In this study the t-value(C.R.) should be above 1.96 with a significant level of $p=0.05$ to witness a positive influence one factor over the other latent variable (Byrne, 2010 and Hair et al., 2010). The estimates found from the Amos output is given below in table 4.12.

Table 4. 9: Relationship of the constructs

Hypothesis	From	To	Beta	t-value	p value	Result
H1	Ease of use	Impulse Buying	.252	2.719	.007	Accepted
H2	Visual Appeal	Impulse Buying	.405	3.651	<0.01	Accepted
H3	Hedonic Value	Impulse Buying	.308	2.174	.030	Accepted
H4	Utilitarian Value	Impulse Buying	.405	4.328	<0.01	Accepted
H5	Ease of use	Hedonic Value	-.095	-.810	.418	Rejected
H6	Ease of use	Utilitarian Value	.506	4.008	0.04	Accepted
H7	Visual Appeal	Hedonic Value	.758	5.623	<0.01	Accepted
H8	Visual Appeal	Utilitarian Value	.669	5.767	<0.01	Accepted

Source: SPSS AMOS 24.0 output

H1 Ease of use has a significant effect on online impulse buying

It was hypothesized in hypothesis H1 that online impulsive purchases are significantly influenced by ease of use. As seen in the table above, the β value for online impulsive buying and ease of use is 0.252, with a t value of 2.719 and P value of 0.07, respectively. As a result, this study has supported H1 and rejected the null hypothesis that ease of use does not significantly affect online impulse purchases in a favorable way.

H2: Visual appeal significantly affects impulse buying.

According to H2, visual appeal significantly influences online impulse buying. The table demonstrates that the two variables had a β value of 0.405, t-value of 3.651 and p-value of <0.01 (i.e. <0.05) and (which supports this hypothesis). This study has thus accepted H2 and rejected the null hypothesis that visual appeal has no impact on impulsive purchases.

H3 Hedonic value has significant effect on impulse buying.

According to the above hypothesis it was proposed that hedonic value has a significant effect on impulse buying. The findings displayed in table above supported this hypothesis. The beta value was 0.166 and t-value was 2.174 with p value of 0.03. Therefore, H3 is accepted, and the null hypothesis is rejected which says hedonic value does not have an effect on online impulse buying.

H4 Utilitarian value has significant effect on impulse buying.

In light of H4, the table below shows that utilitarian value and online impulse purchasing have $\beta = 0.405$ and t-value of 4.328 with p-value $= <0.01$ (i.e. <0.05), confirming the hypothesis in H4 that utilitarian value significantly influences impulsive buying. As a result, this study has rejected the null hypothesis—according to which utilitarian value has no substantial beneficial influence on online impulsive buying—and validated H4.

H5 Ease of use has a significant effect on hedonic value.

According to H5 ease of use has a significant effect on hedonic value. The values on the table are not supportive of this hypothesis (beta = -0.095, t = -0.081 & p = 0.418). Therefore, this hypothesis accepts the null hypothesis that ease of use does not have a positive significant effect on hedonic value.

H6 Ease of use has a significant effect on utilitarian value.

With $\beta=0.361$ and $t=4.008$ stated in the table along with a p-value lower than 5%, it appears that ease of use greatly impacts utilitarian value - an observation consistent with hypothesis H6. The conclusions from this investigation indicate there is validity in accepting H6 while nullifying any idea suggesting no relationship between ease-of-use and utilitarian value.

H7: Visual appeal has a significant effect on hedonic values

In accordance with H7's predicted relationship between visual appeal and hedonic value, the table reveals that these two variables have a β -value of 0.758, t-value of 5.623 and $p<0.01$ respectively, supporting this hypothesis. The null hypothesis, according to this study, that aesthetic appeal has no significant effect on hedonic value, has been rejected. Instead, H7 has been accepted.

H8 Visual appeal has a significant effect on Utilitarian value.

One hypothesis suggests that sight-enhancing characteristics influence an object's practical usefulness significantly, making it more effective than without those features included in its design. The argument is backed up by concrete data represented in this report's table showing an exceptional correlation between assigned numerical values for these characteristics and actual utility values with corresponding $\beta=0.669$ and t-value reaching significance at 5.767 ($P<0.0101$). Thus, hypothesis is supported.

4.5. Testing the mediating effect of consumer shopping values

As proposed on conceptual framework consumer shopping values (i.e. hedonic and utilitarian values) positively mediate the effect of the selected website quality dimensions on online impulse buying behavior.

The study assessed the mediating role of hedonic value between visual appeal and online impulse buying. The results revealed a significant positive indirect effect of visual appeal on online impulse buying through hedonic values ($\beta=0.234$, $t=3.684$, $p=0.004$) supporting H9. While analyzing the mediating effect of hedonic value between ease of use and online impulse buying, it was found insignificant ($\beta=-0.016$, $t=-0.666$, $p=0.400$). Therefore, H10 was not supported.

The study also assessed the mediating effect of utilitarian value between visual appeal and online impulse buying. The result for this effect was found to be significant ($\beta=0.271$, $t=3.011$, $p=0.06$). Thus, H11 is supported. As far as the its mediating role concerned between ease of use and online impulse buying, the result showed to be significant ($\beta=0.205$, $t=3.141$, $p=0.023$) supporting H12.

4.6. Discussion

The purpose of this study was to identify the effect of website quality dimensions, website visual appeal and ease of use, on online impulse buying directly and through the mediation of consumer shopping values in online apparel consumers in Addis Ababa city by employing the stimulus organism response model.

Therefore, it was found that a website's visual appeal and ease of use are found to positively influence online impulse buying among online apparel consumers. The findings of the current study that provides support for these website quality dimensions is consistent with the previous works of (Wells et al. 2011; Habib and Qayyum, 2017; Liu et al., 2013 and Chen, Chen and Lin, 2020). According to this study, a websites visual appeal was found to have a far greater effect on online apparel impulse buying behavior than the websites' ease of use.

When we refer to the impact of the online consumer shopping values it is positive and significant which is also in line with other studies with different contexts. The consumer utilitarian value was also found to have more influence than the hedonic counterpart to influence online impulse buying in online apparel consumers.

When referring to the effect of websites ease of use are found to have a negative insignificant effect on hedonic aspect of the online apparel consumers contradicting previous studies. No study was found to support this finding. This may be due to the less entertaining effect of the websites while the customers with the websites interfaces. The websites' ease of use effect has just been set to facilitate only rational aspects of buying on that shopping site.

In line with the above results utilitarian value was found to mediate between both of visual appeal and ease of use and online impulse buying. This consistent with the study of (Hashmi, 2019).

However, hedonic value was found to mediate only between visual appeal and online impulse buying but not of between ease of use and online impulse buying.

CHAPTER 5

Summary of Findings, Conclusion and recommendations

5.1. Introduction

The goal of the study was to see how website quality dimensions affected online impulse buying at four selected online shopping sites. Summary of findings, conclusion and recommendation are included in this chapter. Finally, limitations and future areas of research are indicated.

5.2. Summary of Findings

- The percentage of female respondents (i.e. 53.96%) is found to be greater than male respondents (i.e. 46.04%).
- Most of the respondent as per age group were between the age of 21 and 30 which accounted for 43.32%.
- When it came to the respondents' educational backgrounds, the sample group was overwhelmingly dominated by those with a bachelor's degree or higher, accounting for more than 90% of the total respondents.
- Professionals were found to have the largest number of 37.7 % where students accounted for the least value 8.17 %
- Monthly income above 10,000 birr per month outnumbered other lower salary levels greatly accounted for 34.33% whereby below 4000 was negligible.
- Websites ease of use and visual appeal were found to have a direct significant positive effect on online impulse buying whereby ease of use and online impulse have a value of (beta=.252, t=2.719 & P=.007) and visual appeal and online impulse buying had a value of (Beta=.405 t=3.651 & p<0.01). Therefore, h1 and h2 were supported.
- The websites' visual appeal was found to have nearly twice as much influence on online impulse buying as that of ease of use where beta value for visual appeal was 0.405 and 0.252 for ease of use both at the level significance value of P <0.05.

Both hedonic value and Utilitarian value were found to have a positive significant influence on online impulse buying whereby ease of use and online impulse have a value of (beta=.166, t=2.174 & p=.030 and visual appeal and online impulse buying had a value of (Beta=.405, t=4.328 & P<0.01). Therefore, h3 and h4 were supported

The mediating effect was found for hedonic value between website visual appeal and online impulse buying ($\beta=0.234$, $t=3.684$, $p=0.004$) supporting H9.

- The mediating effect was found for utilitarian value between website ease of use and online impulse buying ($\beta=0.205$, $t=3.141$, $p=0.023$) supporting H12.
 - The mediating effect was found for utilitarian value between website ease of use and online impulse buying significant ($\beta=0.271$, $t=3.011$, $p=0.06$). Thus, H11 is supported
- The mediating effect was not found for hedonic value between website ease of use and online impulse buying ($\beta=-0.016$, $t=-0.666$, $p=0.400$). Therefore, H10 was rejected.

5.2. Conclusion

The main goal of this study was to examine the effect of website quality factors, including aesthetic appeal and ease of use, on online impulse buying both directly and via the mediation of hedonic and utilitarian values on four selected local online clothing shopping sites. A study model with five variables and 9 predicted correlations was designed in order to accomplish this goal. In general, the analysis's findings lead to the conclusion that is given below.

A result of hypothesis focused on the direct effect of the selected website qualities, both ease of use and visual appeal were found to have positive significant relationship.. However, visual appeal of the websites were found to have greater influence on impulse buying than ease of use does have. Therefore, online apparel consumers are more influenced by visual appeal of a website to demonstrate online impulse buying behavior.

The study found a strong positive relationship between hedonic and utilitarian online consumer shopping values and buying behavior. Hedonic value significantly impacts impulse buying behavior in online apparel consumers. Website quality dimensions enhancing emotional aspects are crucial for increasing sales volume in online impulse buying behavior.

Visual appeal of a website was found to equally affect both the hedonic and utilitarian aspect nearly equally. From this we can conclude that increasing features that can add to the beauty of design and layout of a website can bring about both a balance between hedonic and utilitarian shopping values and can effectively lead apparel consumers to buy impulsively.

The study found that visual appeal of local apparel retail websites indirectly influences impulse buying through utilitarian value, while ease of use indirectly influences impulse buying through utilitarian shopping value. Hedonic values did not have an indirect influence. Enhancing website features to increase ease of use can leverage the utilitarian aspect of impulse buying.

5.2. Recommendations

Based on the results, findings and the conclusion the following recommendations were forwarded,

- A website's visual appeal was found to have a comparatively greater impact on online impulse buying behavior than ease of use. This suggests by periodically beautifying and improving the attractiveness a website, online retailers can increase their sales volume.
- Since utilitarian was found to have more impact on online an apparel impulse buying of consumers, these websites need to device more ways that add up to the effectiveness and simplicity by which customs buy and collect a product easily. These may be product quality, fair price, short delivery time etc.
- We shouldn't ignore hedonic features, which primarily focus on enhancing consumers' pleasure while purchasing, while we work to enhance the utilitarian aspect too. This is accomplished by enhancing factors that prolong customer interaction on online purchasing sites.
- The same should be done ease of use, as indicated above, as it solely influences utilitarian aspects. To increase the hedonic component of consumer buying values, websites must thus find ways to become easier to use.
- As we've seen above, in general, online retailers and website developers need to exert extra effort to continuously and sporadically improve the quality of their websites based on the consumers' intrinsic values of emotional and cognitive aspects to benefit more from online impulse buying of apparel. Online and in-person user feedback and study are needed to gain an understanding of these in advance. Since the domain of online impulse buying behavior is yet underutilized, website retail sites might increase their income and competence by implementing these and other recommendations.

5.3. Limitations and future Areas of Future Research

Since every study is attributed to limitations, it is vital to mention some of the limitations of this study as given below.

- This study is limited in scope as with respect to place which is confined to only consumers in Addis Ababa and few samples with regard to the large population of the city. Therefore, it is advised to do more research utilizing diverse samples that include information from more online retail apparel retail sites at Addis Ababa or in other regional sates of Ethiopia for better and refined understandings.
- This study has used online apparel shopping industry in reference to online impulse buying behavior. However, this research can be further taken to another industry to grasp other insights on aspects of online impulse buying behavior in our country.
- The other point is that only the two aspects of website quality—visual appeal and usability—were examined in this study. Various researchers might use this model to explore various aspects of website quality, such as its utility, in formativeness, service quality, information quality, etc.
- This study can be employed to have a detailed insight of a specific online retail site with regard to website quality and online impulsive buying behavior as opposed to various apparel shopping sites
- This research is shows a very slight portion of this area of investigation. By incorporating more resources with regard to time and financial support vast and complete grasp of the topic can be obtained. This study gave an eye bird’s view that there is a lot more potential for development in this area.
- Therefore, more research can be done concerning this topic with varying target populations and geographical locations for a deeper insight about factors affecting online impulse buying behavior.

References

- Adhi Prasetyo A., and Aliffia M. (2018) 'Online impulse buying behavior amongst undergraduate students in Tianjin, the People's Republic of China', *ABAC Journal*, 38(2), pp.94-113.
- Abdelsalam, S., Salim, N. and Husain, O. (2020) 'Understanding Online Impulse Buying Behavior in Social Commerce : A Systematic Literature Review', pp. 89041–89058. Available at: <https://doi.org/10.1109/ACCESS.2020.2993671>.
- Adelaar, T., Chang, S., Lancendorfer, K.M., Lee, B. and Morimoto, M., (2003) ' Effects of media formats on emotions and impulse buying intent', *Journal of Information Technology*, 18(4), pp.247-266.
- Adhi Prasetyo and Aliffia Muchnita (2022) 'The Role Website Quality, Credit Card, Sales Promotion on Online Impulse Buying Behavior', *Journal Management*, 26(3), pp. 424–448. Available at: <https://doi.org/10.24912/jm.v26i3.922>.
- Akram, U. et al. (2018) 'Proceedings of the Eleventh International Conference on Management Science and Engineering Management', *Proceedings of the Eleventh International Conference on Management Science and Engineering Management*, 2. Available at: <https://doi.org/10.1007/978-3-319-59280-0>.
- Akram, U., Hui, P., Khan, M.K., Saduzai, S.K., Akram, Z. and Bhati, M.H., (2017), ' the plight of humanity: Online impulse buying in China', *Human Systems Management*, 36(1), pp.73-90.
- Among, P. and Consumers, Y. (2014) 'An Examination of Online Shopping Perspectives Among Young Consumers Attitudes Toward Product Messages on Social Media ', 4(December 2012), pp. 1–14. Available at: <https://doi.org/10.4018/jesma.2012100101>.
- Anusha, R. (2014) 'A study on website quality models', *International journal of scientific and research publications*, 4(12), pp.1-5.
- Šeinauskienė, B., Maščinskienė, J. and Jucaitytė, I., (2015) 'The relationship of happiness, impulse buying and brand loyalty' *Procedia-Social and Behavioral Sciences*, 213, pp.687-693.

- Arnold, M. J., and Reynolds, K. E. (2003) 'Hedonic buying motivations', *Journal of Retailing*, 79(2), 77-95
- Authors, F. (2016) 'Customized Logistics Service and Online Shoppers ' Satisfaction : An Empirical Study'.
- Babin, B. J., Darden, W. R., and Griffin, M. (1994) 'Work and/or Fun: Measuring Hedonic and Utilitarian shopping value', *Journal of Consumer Research*, 20, pp. 644-656.
- Bansal, M. and Kumar, S. (2018) 'Impact of Social Media Marketing on Online Impulse Buying Behavior', *Journal of Advances and Scholarly Researches in Allied Education*, 15(5), pp. 136–139. Available at: <https://doi.org/10.29070/15/57560>.
- Bhattacharjee, A.(2001) 'Understanding information systems continuance: An expectation-confirmation model', *MIS quarterly*, pp.351-370.
- Bridewell, W.B. and Chang, C. (1997) 'PII : SO191-8869 (%) 00224-3 Distinguishing between anxiety , depression , and hostility : relations to anger-in , anger-out , and anger control', 22(4), pp. 587–590.
- Budiman, S. et al. (2022) 'The Effect of Design Quality on Hedonic Search, Utilitarian Search and Impulse Buying in Distribution Market', *Journal of Distribution Science*, 20(5), pp. 49–64. Available at: <https://doi.org/10.15722/jds.20.05.202205.49>.
- Byrne, B.M. (2016). *Structural equation modeling with AMOS: Basic concepts, applications, and programming*. routledge.
- Chan, T.K., Cheung, C.M. and Lee, Z.W. (2017) 'The state of online impulse-buying research: A literature analysis', *Information and Management*, 54(2), pp.204-217.
- Chan, T.K.H., Cheung, C.M.K. and Lee, Z.W.Y. (2016) 'The state of online impulse-buying research: A literature analysis', *Information & Management [Preprint]*. Available at: <https://doi.org/10.1016/j.im.2016.06.001>.
- Childers, T.L., Carr, C.L., Peck, J. and Carson, S. (2001) 'Hedonic and utilitarian motivations for online retail buying behavior', *Journal of retailing*, 77(4), pp.511-535.

- Chung, C. and Austria, K.P.(2012) ‘Attitudes toward product messages on social media: An examination of online buying perspectives among young consumers’, *International Journal of E-Services and Mobile Applications (IJESMA)*, 4(4), pp.1-14.
- Churchill, G.A. and Iacobucci, D. (2002) ‘Test Bank and Transparency Masters to Accompany Marketing Research: Methodological Foundations’, Harcourt College Pub..
- Creswell,W.,J. (2009). *Research design: Qualitative, quantitative and mixed method approaches*.
- Dawson, C., 2009. *The Complete Guide to Property Development for the Small Investor: How to Identify the Best Opportunities in a Volatile Property Market*. Kogan Page Publishers.
- DesMarteau, K.(2004) ‘Online apparel sales see double-digit growth’, *APPAREL-COLUMBIA SC-*, 45, pp.30-32.
- Deutsch, C., Sigman, D.M., Thunell, R.C., Meckler, A.N. and Haug, G.H. (2004) ‘Isotopic constraints on glacial/interglacial changes in the oceanic nitrogen budget’, *Global Biogeochemical Cycles*, 18(4).
- DEWI, S.A.E. and YODIANSYAH, H. (2021) ‘Impulse Buying Behavior and Acceptance of Mixed Branding of Media Platform Using Technology Acceptance Model (Tam)’, *Asian Journal of Advances in Research*, 7(1), pp. 18–25. Available at: <https://www.mbimph.com/index.php/AJOAIR/article/view/1994>.
- Evans, J.S.B. (2008) ‘Dual-processing accounts of reasoning, judgment, and social cognition’, *Annu. Rev.*
- Faber, R.J. (2014) ‘Spent Resources : Self-Regulatory Resource Availability Affects Impulse Buying’ Available at: <https://doi.org/10.1086/510228>.
- Farrokhi, F. and Mahmoudi-Hamidabad, A. (2012) ‘Rethinking convenience sampling: Defining quality criteria’, *Theory and Practice in Language Studies*, 2(4).
- Fishbein, M. and Ajzen, I. (1976) ‘Misconceptions about the Fishbein model: Reflections on a study by Songer-Nocks’, *Journal of Experimental Social Psychology*, 12(6), pp.579-584.

- Fisher, R.J. (2014) 'Normative Influences on Impulsive Buying Behavior'. Available at: <https://doi.org/10.1086/209452>.
- Frankish, K. (2010) 'Dual-Process and Dual-System Theories of Reasoning', 10, pp. 914–926.
- Fubara, B.A. and Mguni, B.S., (2005) 'Research Methods in Management Port Harcourt. Pear Pub.
- Gass, S., Mackey, A. and Ross-Feldman, L.(2005) 'Task-based interactions in classroom and laboratory settings', *Language learning*, 55(4), pp.575-611.
- Gohary, A. and Heidarzadeh, K. (2014) 'Personality Traits as Predictors of Shopping Motivations and Behaviors : A Canonical Correlation Analysis', *AEBJ*, 9(2), pp. 166–174. Available at: <https://doi.org/10.1016/j.aebj.2014.10.001>.
- Guinn, T.O. and Faber, R.J. (2014) 'Compulsive Buying : A Phenomenological Exploration', (October). Available at: <https://doi.org/10.1086/209204>.
- Guo, Y.M. and Poole, M.S. (2018) 'Antecedents of flow in online shopping : A test of alternative models'. Available at: <https://doi.org/10.1111/j.1365-2575.2007.00292.x>.
- Habib, M.D. and Qayyum, A. (2017) 'Online impulse Buying Behavior : A Model and Empirical Investigation', (2000).
- Hair, J. F., Anderson, R. E., Tatham, R. L., & Black, W. C. (2010). *Multivariate data analysis*. New Jersey:Practice Hall. Englewood Cliffs, NJ.
- Hao, J.-X. et al. (2015) 'Visual Appeal of Hotel Websites: An Exploratory Eye Tracking Study on Chinese Generation Y', *Information and Communication Technologies in Tourism* 2015, pp. 607–620. Available at: https://doi.org/10.1007/978-3-319-14343-9_44.
- Hashmi, H. (2019) 'Factors Affecting Online impulse Buying Behavior : A Stimulus Organism Response Model Approach', 14(1).
- Hasim, M.A., Shamsudin, M.F. and Hassan, S. (2018) 'The relationship between website quality and online impulse buying in Malaysia', *Opcion*, 34(Special Issue 16), pp. 387–398.

- Hausman, A. (2000). A multi-method investigation of consumer motivations in impulse buying behavior. *Journal of consumer marketing*.
- Hoch, S.J. and Loewenstein, G.F. (1991) 'Time-inconsistent preferences and consumer self-control', *Journal of consumer research*, 17(4), pp.492-507.
- Hoffman, D.L. and Novak, T.P. (1996) 'Marketing in hypermedia computer-mediated environments: Conceptual foundations', *Journal of marketing*, 60(3), pp.50-68.
<https://doi.org/10.1086/209376>
- Hu, M., Huang, F., Hou, H., Chen, Y. and Bulysheva, L. (2016) 'Customized logistics service and online shoppers satisfaction: an empirical study', *Internet Research*.
- Huizingh, E.K. (2000) 'The content and design of web sites: an empirical study', *Information and management*, 37(3), pp.123-134.
- iimedia (2021). Global online shopper size and forecast for 2015–2020.
<https://data.iimedia.cn/page-category.jsp?nodeid=13596304>.
- Information, M. and Information, M. (2014) 'Quarterly CONTINUANCE', 25(3), pp. 351–370. Wα, Q. (2015) 'The relationship of happiness, impulse buying and brand loyalty', 213, pp. 687–693. Available at:
<https://doi.org/10.1016/j.sbspro.2015.11.487>.
- Inman, J.J. and Winer, R.S. (1998) 'Where the rubber meets the road: A model of in-store consumer decision making'
- International Herald Tribune. Online fashion buying finally comes of age. *New York Times* 2008; <http://www.nytimes.com/2008/02/19/style/19ihtweb.4.10193190.html?scp=1&sq=Online%20fashion%20buying%20finally%20comes%20of%20age&st=cse>
- Kacen JJ, Hess JD, Walker D (2012) Spontaneous selection: the influence of product and retailing factors on consumer impulse buying. *J Retail Consum Serv* 19(6):578–588
- Karbasivar, A. and Yarahmadi, H. (2011) 'Evaluating Effective Factors on Consumer Impulse Buying Behavior', 2(4), pp. 174–181.

- Kazi, A.G. et al. (2019) 'International Journal of Entrepreneurial Research The Impact of Social Media on Impulse Buying Behaviour in Hyderabad Sindh Pakistan', 2(2), pp. 8–12. Available at: <https://doi.org/10.31580/ijer.v2i2.907>.
- Kim, S. and Eastin, M.S. (2011) 'Hedonic Tendencies and the Online Consumer : An Investigation of the Online Shopping Process', Journal of Internet Commerce. Available at: <https://doi.org/10.1080/15332861.2011.558458>.
- Kim, S. and Lee, Y. (2006) 'Global online marketplace : a cross-cultural comparison of website quality', (November), pp. 533–543. Available at: <https://doi.org/10.1111/j.1470-6431.2006.00522.x>.
- Kothari, C.,R.(2004). Research methodology, methods and technology. New Delhi: New Age International (P) Ltd, Publishers.
- Lamola, A.A. and Yamane, T., 1967. Sensitized photodimerization of thymine in DNA. Proceedings of the National Academy of Sciences, 58(2), pp.443-446.
- Larose, R. and Tsai, H.S. (2012) 'Measuring Sustainable Broadband Adoption : An Innovative Approach to Understanding Broadband Adoption and Use Measuring Sustainable Broadband Adoption : An Innovative Approach to Understanding Broadband Adoption and Use', (October 2015). Available at: <https://doi.org/10.5167/uzh-71046>.
- Liu, Y., Li, H. and Hu, F. (2013) 'Website attributes in urging online impulse buying: An empirical investigation on consumer perceptions' Decision support systems, 55(3), pp.829-837.
- Loiacono (2007) 'rr WebQ', International Journal of Electronic Commerce, 11, pp. 51–87.
- Ltifi, M. (2020) 'Journal of Internet Banking and Commerce', (December 2017).
- Ltifi, M.O.E.Z. (1970) 'Antecedents and effect of commitment on the impulse buying by internet', The Journal of Internet Banking and Commerce, 18(1), pp.1-22.
- Mahmoudi, A. and Branch, A. (2014) 'Rethinking Convenience Sampling : Defining Quality Criteria', (February). Available at: <https://doi.org/10.4304/tpls.2.4.784-792>.

- Malhotra, N.K., Peterson, M. and Uslay, C. (2006) 'Helping marketing research earn a seat at the table for decision-making: An assessment and prescription for the future', *European Business Review*, 18(4), pp. 294–306. Available at: <https://doi.org/10.1108/09555340610677507>.
- Malhotra, N.K., Peterson, M. and Uslay, C. (2006) 'Helping marketing research earn a seat at the table for decision-making: An assessment and prescription for the future', *European Business Review*.
- Mattila, A.S. (2008) 'The role of store environmental stimulation and social factors on impulse purchasing', (October). Available at: <https://doi.org/10.1108/08876040810909686>.
- Mummalaneni, V. (2005) 'An empirical investigation of Web site characteristics , consumer emotional states and on-line shopping behaviors', 58, pp. 526–532. Available at: [https://doi.org/10.1016/S0148-2963\(03\)00143-7](https://doi.org/10.1016/S0148-2963(03)00143-7).
- Nielsen, J., (1999) ' User interface directions for the web', *Communications of the ACM*, 42(1), pp.65-72.
- Novak, T.P. and Hoffman, D.L. (2013) 'Marketing in Hypermedia Environment Foundations', 60(3), pp. 50–68. '23.pdf' (no date).
- O'Guinn, T.C. and Faber, R.J. (1989) 'Compulsive buying: A phenomenological exploration', *Journal of consumer research*, 16(2), pp.147-157.
- Oliver, R.L. (1980) 'A cognitive model of the antecedents and consequences of satisfaction decisions', *Journal of marketing research*, 17(4), pp.460-469.
- Osatuyi, B. and Turel, O. (2018) 'Tug of war between social self-regulation and habit: Explaining the experience of momentary social media addiction symptoms', *Computers in Human Behavior*, 85, pp.95-105. Onwuegbuzie, A.J. and Leech, N.L.(2005). On becoming a pragmatic researcher: The importance of combining quantitative and qualitative research methodologies. *International journal of social research methodology*, 8(5), pp.375-387.
- Ozen, H. and Engizek, N. (2012) 'Shopping online without thinking : being emotional or rational ?' Available at: <https://doi.org/10.1108/APJML-06-2013-0066>.

- Park, E.J. et al. (2006) 'A structural model of fashion-oriented impulse buying behavior'.
Available at: <https://doi.org/10.1108/13612020610701965>.
- Piron, F.(1991) 'Defining impulse buying', ACR North American Advances.
- Prashar, S., Vijay, T.S. and Parsad, C. (2017) 'Research', 42(1), pp. 1–18. Available at:
<https://doi.org/10.1177/0256090916686681>.
- Ranganathan, C. and Ganapathy, S. (2002) 'Key dimensions of business-to-consumer web sites',
39.
- Ranganathan, C. and Ganapathy, S.(2002) 'Key dimensions of business-to-consumer web sites',
Information & management, 39(6), pp.457-465.
- Rhee, Y.J., (2006) 'Online impulse buying behavior with apparel products: Relationships with
apparel involvement, website attributes, and product category/price (Doctoral
dissertation, Virginia Tech).
- Rook, D.W. and Fisher, R.J. (1995) 'Normative influences on impulse buying behavior', Journal
of consumer research, 22(3), pp.367-313.
- Russell, J.A. and Mehrabian, A. (1974) 'Distinguishing anger and anxiety in terms of emotional
response factors', Journal of consulting and clinical psychology, 42(1), p.79.
- Salih, N. (2019) 'Determinants of impulse Buying Behavior in Some Selected Boutiques of
Addis Ababa'.
- Satyavani, B. and Chalam, P.G. V (2018) 'Online Impulse Buying Behaviour – A Suggested
Approach', 20(8), pp. 77–83. Available at: <https://doi.org/10.9790/487X-2008047783>.
- Saunders, S.R. and Aragón-Zavala, A., 2007. Antennas and propagation for wireless
communication systems. John Wiley & Sons.
- Shapiro, D.L., Sheppard, B.H. and Cheraskin, L., (1992). Business on a handshake. Negot. J., 8,
p.365.
- Stern, H. (2015) 'Significance of Buying Impulse', 26(2), pp. 59–62.

- Shop.org and Nielsen Net ratings (2001), “Statistics vertical markets”, available at:
www.shop.org/learn/stats_vm_apparel.asp
- Sirbel, M. and Al-Rubaiee, L., (2012), ‘The Effect of Information Technology (IT) Capabilities and Customer Relationship Management (CRM) on Marketing Performance: An Empirical Study on Commercial Jordanian Banks in Amman. Amman, Jordan: Middle East University’
- Sneath, J.Z., Lacey, R. and Kennett-hensel, P.A. (2009) ‘Coping with a natural disaster : Losses , emotions , and impulsive and compulsive buying’, pp. 45–60. Available at:
<https://doi.org/10.1007/s11002-008-9049-y>.
- Sneath, J.Z., Lacey, R. and Kennett-Hensel, P.A. (2009) ‘Coping with a natural disaster: Losses, emotions, and impulse and compulsive buying’, Marketing letters, 20(1), pp.45-60.
- Songer-necks, A. (1976) ‘Misconceptions about the Fishbein Model : Reflections on a Study by Songer-Necks’, pp. 579–584.
- Soror, A. et al. (2015) ‘Good habits gone bad : Explaining negative consequences associated with the use of mobile phones from a dual-systems perspective’. Available at:
<https://doi.org/10.1111/isj.12065>.
- Subagio, H. (2011) ‘Effect of Supermarket Attributes on Motives of Hedonic buying Motives on Utilitarian buying and Consumer Loyalty’, Journal of Marketing Management, 6(1), pp.8-21
- Turel, O. and Osatuyi, B. (2018) ‘Tug of war between social self-regulation and habit ’, Computers in Human Behavior [Preprint]. Available at:
<https://doi.org/10.1016/j.chb.2018.03.037>. ‘No Title’ (2013), 17(4), pp. 460–469.
- Turel, O. and Qahri-saremi, H. (2017) ‘Problematic Use of Social Networking Sites : Antecedents and Consequence from a Dual- System Theory Perspective’, Journal of Management Information Systems, 33(4), pp. 1087–1116. Available at:
<https://doi.org/10.1080/07421222.2016.1267529>.

- Turel, O. and Qahri-Saremi, H. (2016) 'Problematic use of social networking sites: Antecedents and consequence from a dual-system theory perspective', *Journal of Management Information Systems*, 33(4), pp.1087-1116.
- Turkyilmaz, C.A., Erdem, S. and Uslu, A. (2015) 'The Effects of Personality Traits and Website Quality on Online Impulse Buying', *Procedia - Social and Behavioral Sciences*, 175(August), pp. 98–105. Available at:<https://doi.org/10.1016/j.sbspro.2015.01.1179>.
- Value, H.S. (2017) 'Hedonic Shopping Value and Impulse Buying Behavior in Transitional Economies ', 18(2), pp. 105–114.
- Verplanken, B. and Herabadi, A. (2001) 'Individual differences in impulse buying tendency: Feeling and no thinking', *European Journal of personality*, 15(1_suppl), pp.S71-S83.
- Vohs, K.D. and Faber, R.J. (2007). Spent resources: Self-regulatory resource availability affects impulse buying. *Journal of consumer research*, 33(4), pp.537-547.
- Wang, P. and Chapa, S. (2022) 'Online impulse buying behavior and marketing optimization guided by entrepreneurial psychology under COVID-19', *Frontiers in Psychology*, 13(August), pp. 1–12. Available at: <https://doi.org/10.3389/fpsyg.2022.939786>.
- Web, F.O.R.T.H.E. and Interface, U. (1999) 'For the web', 42(1), pp. 65–72.
- Wells, J.D., Parboteeah, D.V. and Valacich, J.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. Available at: <https://doi.org/10.17705/1jais.00254>.
- Wicklund, R.A. and Gollwitzer, P.M., (1981) 'Symbolic self-completion, attempted influence, and self-deprecation', *Basic and applied social psychology*, 2(2), pp.89-114.
- Wolfenbarger, M. and Gilly, M.C. (2003) 'eTailQ : dimensionalizing , measuring and predicting etail quality', 79, pp. 183–198. Available at: [https://doi.org/10.1016/S0022-4359\(03\)00034-4](https://doi.org/10.1016/S0022-4359(03)00034-4).

- Xiang, Z. and Gretzel, U. (2010) 'Role of social media in online travel information search', *Tourism Management*, 31(2), pp. 179–188. Available at: <https://doi.org/10.1016/j.tourman.2009.02.016>.
- Yu, C. and Bastin, M. (2010) 'Hedonic shopping value and impulse buying behavior in transitional economies: A symbiosis in the Mainland China marketplace', In *Advances in Chinese Brand Management* (pp. 316-330). Palgrave Macmillan, London.
- Zikmund, W.G., Babin, B.J., Carr, J.C. and Griffin, M. (2003) 'Research methods', *Health economics research method*, 2.

APPENDEX I-Survey Questionnaire



Addis Ababa University
አዲስ አበባ ዩኒቨርሲቲ

SEEK WISDOM, ELEVATE YOUR INTELLECT AND SERVE HUMANITY !



ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE DEPARTMENT OF MARKETING MANAGEMENT MASTERS PROGRAM

Online impulse Buying Behavior Survey Questionnaire

Dear respondents,

In partial fulfillment of requirements for the degree of Masters of Arts in Marketing Management at the Addis Ababa University School of Commerce, I am carrying out a study which aims at studying factors affecting online impulse buying behavior of consumers of apparels in Addis Ababa, Ethiopia. Impulse buying is defined as “a sudden powerful and persistent urge to buy something immediately. Your experience and opinion are highly valuable and I would be very grateful if you would spare 20 minutes of your invaluable time to take part in this survey by completing the questionnaire below.

This survey is completely anonymous and no information you give can be traced back to you or used against you in any way. If you have any questions, please do not hesitate to contact me.

Thank you so much for your cooperation

For more information I can be reached

at: Tel: +251-912-74-38-99

E-mail: saniabdu85@gmail.com

Appendix Ia-Questionnaire (English Version)

Section 1: General Information

- The following are list of different general questions, please kindly tick (✓) your answer in in the box given.

I. 1-Gender:

- 1.Female ☐ 2. Male ☐

II. Age

1. Below 20 ☐ 3. 31 to 40 years ☐
2. 21 to 30 years ☐ 4. 41 to 50 years ☐

III. Educational Background

1. High school and below ☐ 4. Master's degree ☐
2. Technical/vocational certificate (Diploma) ☐ 5.Other (please specify)_____
3. Bachelor's degree ☐

IV. Current Occupation:

1. Student ☐ 4. Housewife ☐
2. Self-employed/ business owner ☐ 5. Retired ☐
3. Professional (e.g. Doctor, accountant...etc.) ☐ 6. Unemployed ☐

V. Income/Monthly

1. Below 2000 ☐ 3. 4001-6000 ☐ 5. 8001-10,000 ☐
2. 2001-4000 ☐ 4. 6001-8000 ☐ 6. Above10,000 ☐

.

Section 2: Impulse Buying Behavior and factors Affecting Impulse buying

- This section has questions about impulse buying behavior website quality attributes affecting impulse buying. Please indicate your answer by ticking (✓) in a box as per your level of agreement for corresponding questions according to the following instruction.

Where 1= Strongly disagree 2= Disagree 3=Neutral 4=Agree 5= Strongly Agree

S/N	impulse Buying Behavior	1	2	3	4	5
IB1	My buying of the clothing/shoes was spontaneous	1	2	3	4	5
IB2	My buying of the clothing/shoes was unplanned	1	2	3	4	5
IB3	I did not intend to do this buying of clothing/shoes before this buying trip.	1	2	3	4	5
IB4	Before visiting the site, I did not have the intention to do this buying.	1	2	3	4	5
IB5	I could not resist to do this buying at the site	1	2	3	4	5
	Factors Affecting Online Impulse Buying Behavior					
	I. Visual Appeal					
VA1	The website/s from which I bought the clothing/shoes was/were visually pleasing.	1	2	3	4	5
VA2	The website/s from which I bought the clothing/shoes displayed visually pleasing design	1	2	3	4	5
VA3	The layouts the of the website from which I bought the clothing/ shoes were attractive.	1	2	3	4	5
	II. Ease of Use					
EOU1	I think getting product information in online buying websites is simple.	1	2	3	4	5
EOU2	For me, getting product information is easy from online buying websites.	1	2	3	4	5
EOU3	In online buying websites, relevant information is presented in an obvious and easy to find manner	1	2	3	4	5
EOU4	I think getting product information in online buying websites is simple.	1	2	3	4	5
	III. Hedonic shopping value					
HSV1	Online buying is always exciting for me	1	2	3	4	5
HSV2	Online buying gives me more pleasure than what I get from the products buying	1	2	3	4	5
HSV3	Compared to other things I could do, the time spent online buying is/are truly enjoyable	1	2	3	4	5
HSV4	I continue to shop not because I have to, but because I want to	1	2	3	4	5
	IV. Utilitarian shopping value					
USV 1	The clothing's/shoes and I buying online are always right priced and are of good quality	1	2	3	4	5
USV 2	I am successful in my online buying	1	2	3	4	5
USV 3	I accomplish just what I want to when reading online reviews on the group buying website	1	2	3	4	5
USV 4	While buying online, I search just the items I am looking for	1	2	3	4	5
USV 5	I am able to buy what I really need	1	2	3	4	5
USV 6	I am able to accomplish just what I want on the online buying trip	1	2	3	4	5

Appendix – Ib: Questionnaire (Amharic Version)



Addis Ababa University
አዲስ አበባ ዩኒቨርሲቲ



በአዲስ አበባ ዩኒቨርሲቲ

የንግድ ሥራ ትምህርት ቤት

ማርኬቲንግ ማኔጅመንት ማስተርስ ፕሮግራም

የበይነመረብ ግብይት ድንገተኛ/ያልታቀደ የግዢ ባህሪ ዳሰሳ መጠይቅ

ውድ መልስ ሰጪዎች፡

በአዲስ አበባ ዩኒቨርሲቲ የንግድ ሥራ ትምህርት ቤት በማርኬቲንግ ማኔጅመንት ማስተርስ ዲግሪ በከፊል ማሟያ የዳሰሳ ጥናት እየሰራሁ እገኛለሁ። ጥናቱ በዋናነት የሚያትኩረው በአዲስ አበባ የደንበኞች የበይነመረብ ግብይት ድንገተኛ ግዢ ባህሪ ላይ ያተኮረ ሲሆን በዚህ ጥናት የእርስዎ ሀሳብና ተሞክሮ በጣም አስፈላጊ በመሆኑ ከጊዜዎ ጥቂት ደቂቃዎችን በመውሰድ መጠይቆቼን ስለሚሞሉልኝ ከወዲሁ አመሰግናለሁ።

ይህ የዳሰሳ ጥናት ሙሉ በሙሉ ስም-አልባ ነው እና እርስዎ የሚሰጡት መረጃ ለእርስዎ ተመልሶ ሊመጣ ወይም በማንኛውም መንገድ በእርስዎ ላይ ሊያገለግል አይችልም። ምንም ጥያቄዎች ካሉዎት እባክዎን እኔን ለማነጋገር አያመንቱ።

ለትብብርዎ በድጋሚ በጣም አመሰግናለሁ።

ለበለጠ መረጃ

Tel: +251-912-74-38-99

ኢሜል: saniabdu85@gmail.com

ክፍል 1 : አጠቃላይ መረጃ

- ከታች የተዘረዘሩት መረጃዎች ጥቅል መረጃን የሚጠይቁ ሲሆን እባክዎ በተሰጠው ሳፕን ውስጥ የ “X” ወይም “✓” ምልክት ያድርጉ

ፆታ

1. ወንድ ☐ 2. ሴት ☐

ዕድሜ

1. ከ20 በታች ☐
2. ከ21 እስከ 30 አመት ☐
3. ከ 31 እስከ 40 አመት ☐
4. ከ41 እስከ 50 አመት ☐

የትምህርት ደረጃ

1. ሁለተኛ ደረጃ ያጠናቀቀ እና ከዚያ በታች ☐
2. ቴክኒክና የሙያ ☐
3. የመጀመሪያ ዲግሪ ☐
4. ማስተርስ ዲግሪ ☐
5. ሌላ (እባክዎን ይግለፁ) _____

ወቅታዊ የስራ መስክ

1. ተማሪ ☐
2. የግል ስራ/ነጋዴ ☐
3. ባለሙያ (ዶክተር፣መሀንዲስ፣የሂሳብ ባለሙያ፣ጠበቃ...ወዘተ) ☐
4. የቤት እመቤት ☐
5. ጡረተኛ ☐
6. ስራ የሌለው ☐

ገቢ/ወርሃዊ

1. ከ 2000 በታች ☐ 3. 4001-6000 ☐ 5. 8001-10,000 ☐
2. 2001-4000 ☐ 4. 6001-8000 ☐ 6. ከ 10,000 በላይ ☐

ክፍል 2: ድንገተኛ የግዥ ባህሪ እና ምክንያቶች

- ከዚህ በታች ያሉት ጥያቄዎች የድንገተኛ የግዥ ባህሪ እና ምክንያቶችን በተመለከተ ሲሆን እባክዎን የመስማማት ደረጃ ይገልፁልኛል በሚለት የመልስ መስጫ ሳጥን ውስጥ “X” ወይም “√” ምልክት ያድርጉ::

1=በጣም አልስማማም 2=አልስማማም 3=መካከለኛ 4=እስማማለሁ 5=በጣም እስማማለሁ

ተ/ቁ	ድንገተኛ የግዥ ባህሪ	1	2	3	4	5
IB1	ግዢዬ ቅጽበታዊ/ድንገተኛ ነበር	1	2	3	4	5
IB2	ግዢዬ ያልታቀደ ነበር	1	2	3	4	5
IB3	ዕቃ ግዥ ለማድረግ ስወስን ልብስ/ጫማ ለመግዛት አላሰብኩም ነበር	1	2	3	4	5
IB4	የመገበያዩ ድረገጹን ከመጎብኘቴ በፊት፣ ልብስ/ጫማ ለመግዛት አልፍለግኩም ነበር	1	2	3	4	5
IB5	ይህንን ግዢ ከመገበያዩ ድረገጹ ላይ ላለመግዛት ራሴን መከልከል አልቻልኩም ነበር	1	2	3	4	5
	ድንገተኛ የግዥ ባህሪ ምክንያቶች					
	I. የድረገጽ ማራኪነት					
VA1	የበይነመረብ የግብይት ደረገጾች ውብነት ደስታን የሚሰጥ ነው	1	2	3	4	5
VA2	የበይነመረብ የግብይት ደረገጾች ለእይታ ደስ የሚል (የሚማርክ) ንድፍ ያሳያሉ።	1	2	3	4	5
VA3	የበይነመረብ የግብይት ደረገጾች ገጽታ ማራኪ ነው	1	2	3	4	5
	II. የበይነመረብ የግብይት ደረገጾች የአጠቃቀም ምቹነት/ቀላልነት					
EOU1	የበይነመረብ የግብይት ደረገጾች ላይ የምርት/የአገልግሎት መረጃ ማግኘት ቀላል ነው።	1	2	3	4	5
EOU2	ለእኔ የበይነመረብ የግብይት ደረገጾች ላይ የማንኛውንም ምርት መረጃ ማግኘት ቀላል ነው።	1	2	3	4	5
EOU3	የበይነመረብ የግብይት ደረገጾች ተዛማጅ መረጃዎች በግልጽ እና በቀላሉ ለማግኘት እንዲያቻል ሆነው ቀርበዋል።	1	2	3	4	5
EOU4	ከበይነመረብ የግብይት ደረገጾች ላይ የማንኛውንም ምርት መረጃ ማግኘት ቀላል ነው ብዬ አስባለሁ	1	2	3	4	5
	III. ከዕቃ ግዥ ሂደት ጋር በተያያዘ የሚገኝ ደስታ አሴት					
HSV1	የበይነመረብ ግብይት ሁልጊዜ ለእኔ አስደሳች ነው	1	2	3	4	5
HSV2	የበይነ መረብ የግብይት ሂደቱ በራሱ ከምገዛው ዕቃ በላይ ደስታን ይሰጠኛል	1	2	3	4	5
HSV3	ከሌሎች ማድረግ ከምችላቸው ነገሮች ጋር ሲነጻጸር፣ የበይነመረብ ግብይት ላይ የማውለው ጊዜ በጣም ያስደስተኛል	1	2	3	4	5
HSV4	ከበይነ መረብ ድረገጾች ላይ የምገዛው መግዛት ስላለብኝ ሳይሆን መግዛት ስለምፈልግ ነው።	1	2	3	4	5
	IV. የሚገዛው ዕቃ ከሚሰጠው ጥቅም ጋር የተያያዙ አሴቶች					
USV 1	በበይነመረብ የግብይት ደረገጾች ላይ የምገዛቸው ምርቶች እና አገልግሎቶች ሁልጊዜ ትክክለኛ ዋጋ ያላቸው እና ጥሩ ጥራት ያላቸው ናቸው።	1	2	3	4	5
USV 2	በበይነመረብ የግብይት ደረገጾች ላይ በማድርገው ግዥ ውጤታማ ነኝ	1	2	3	4	5
USV 3	በበይነመረብ የግብይት ደረገጾች ላይ የሚሰጠው የግለሰብ አስተያየቶች ተጽዕኖ ሳያደርጉብኝ ማድረግ የምፈልገውን ብቻ አሳካለሁ።	1	2	3	4	5
USV 4	በበይነመረብ የግብይት ደረገጾች ላይ ስገዛ፣ የምፈልጋቸውን እቃዎች ብቻ ነው በገጹ ላይ የማስሰው(የምፈልገው)	1	2	3	4	5
USV 5	በበይነመረብ የግብይት ደረገጾች ላይ ስገዛ በትክክል የሚያስፍልገኝን መግዛት ያስችለኛል	1	2	3	4	5
USV 6	በበይነመረብ ግብይት የግዢ ሂደቱ ላይ የምፈልገውን ብቻ ማከናወን እችላለሁ	1	2	3	4	5