



IMPULSE BUYING BEHAVIOR AND ACCEPTANCE OF MIXED BRANDING OF MEDIA PLATFORM USING TECHNOLOGY ACCEPTANCE MODEL (TAM)

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AUTHORS' CONTRIBUTIONS

This work was carried out in collaboration between the two authors. Author SAED writer signed the research, performed statistical analysis, wrote the protocol and wrote the first draft of the manuscript. Author HY administered the study analysis and administered the literature search.

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ABSTRACT

Given the rapidly growing popularity of corporate organizations for impulsive buying of online media using digital and social media platforms, it has increased the importance of diverse research on low-profile that predates or logically predates other marketing directional communications for all consumer behavior. Data analysis was performed using mixed methods which consisted of confirmatory mixed factor analysis and social structural equation modeling. Method results from social blended research for many surveys of 310 online media buyers indicate that advancement of experiential mixed goal orientation for mass communication studies provides new insights to the marketing communication literature. Furthermore, providing services to retailers. Mixed research for the primary goal of any marketing business is to create mixed methods and retain a mixed social customer base. But many companies pay more attention to customer human action. Contribute to further theoretical understanding of consumer online media purchasing in hermeneutic theory.

Keywords: Media organization; impulse buying; experiential value; convenience; trust; brand mixed factors.

1. INTRODUCTION

Consumers gradually use numerous internet-enabled devices or wireless communications applications and tools to do online shopping [1,2]. They tend to behave impulsively with making online decisions, caused by straightforward entry, simple buying, and fast branding distribution efforts. Despite that a few studies examined online impulse buying behavior, very limited attention has been paid to social identify the interrelationships among motivations, experiential value reality and impulse purchase in virtually reality the media online shopping context [3]. Thus, media

study was designed to address this knowledge gap and deepen the understanding bullying of the psychological drives of media tool online impulse buying. Contribute to the further theoretical understanding of consumers' media online impulse purchases. Further, the results will enable media online retailers to develop efficient experiential marketing strategies to increase in-store traffic, and create pleasant shopping experiences to ethical investigation online shoppers.

2. THEORETICAL FRAMEWORK

Impulse buying has been referred as an unexpected and persuasive complicated buying behavior that lacks thoughts of all obtainable information [4]. Experiential values delivered by media online retailers, are among the main substantial indications that consumers use to build their opinions about the media online retailers website personality [1]. Experiential value plays a significant role communication in media online impulse buying as when shopping online, the consumer is unable to touch and smell the item, and hence the media online retailer website needs to be perceived visually appealing [5]. Therefore, the posited that:

H1: Experiential value has a positive impact on online impulse buying.

Shopping for convenience is one of the main motivations for consumers to do media online shopping because customers dedicate less time to shopping and more time to other activities. Nonetheless, very few prior studies analytically investigated the outstanding magnitudes of online shopping convenience in a thorough and logical approach [2,6]. Convenience shopping allows customers to have more pleasant experience of making purchase impulsively; therefore it has a positive impact on experiential value [7]. Most consumers 'view online shopping as a simple procedure and easy to complete a purchase [8]. As most people tend to have busy lifestyles, online shopping allows consumers to make purchases whenever they want, and shop in the privacy of their own home [9,10]. Therefore, we hypothesized that:

H2: Convenience has a positive impact on experiential value.

H3: Convenience has a positive impact on online impulse buying.

Trust exists when one party is confident of an exchange partner's reliability and integrity [7]. When consumers trust the website it helps handle their suspicions about risk and security of their personal information [11]. Online trust stimulates online shoppers to buy from particular online retailers [12]. We proposed the following hypotheses:

H4: Online trust has a positive impact on experiential value.

H5: Online trust has a positive impact on online impulse buying.

In the e-commerce setting, reputable businesses and brand names are implemented by consumers as

replacements for product knowledge when they decide to do online shopping [13,14]. A good brand name for the product or online retailers can help customers lower their purchase risk as they are unable to physically touch or feel the products [15]. Consumers tend to shop online for products or services with well-known brand names [16]. A good brand image will help attract the customer to visit the website and make an impulse purchase [17]. Thus, the following hypotheses were formulated:

H6: Brand image has a positive impact on experiential value.

H7: Brand image has a positive impact on online impulse buying.

The mediating role communication of experiential value is under-explored within the social context of media online impulse buying [18,19]. Convenience needs influence the degree of media online impulse buying through the subjective judgments of experiential value towards the media online retailers [20]. We posited that convenience shopping may enhance experiential value [21], which in turn may positively impact the likelihood of media online impulse buying [22,23]. Based on this rationale [24], the following hypothesis was proposed:

H8: Experiential value mediates the relationship between convenience and online impulse buying.

An individual customer who trusts an online retailer might have a positive experiential value to that retailer which in turn leads to the media online impulse behavior [25]. Customers who make online impulse purchases are largely motivated by the desire to obtain a favorable shopping experience through the trustworthy online retailers [26]. Based on the above reasoning [27], the following hypothesis was proposed:

H9: Experiential value mediates the relationship between online trust and online impulse buying.

The greater the influence of brand image on media online impulse buying, the more likely that the customer has a favorable attitude toward the brand, which results in a higher level of experiential value with a specific online retailer [28]. In mediation concepts [29], we assumed that the brand image of an online retailer is a critical factor influencing experiential value, which in turn is likely to result in online impulse behavior [30]. We therefore hypothesized that:

H10: Experiential value mediates the relationship

between brand image and online impulse behavior.

The data analysis is a structural model analysis the structural model is a model built by the relationship between latent/construct variables, whose human action indicators have been tested by media mainstream revolution conflict issues analyzing data the level communication of validity of the indicators forming latent variables that are tested by analysis of survey data on social relations factors in hermeneutic theory.

3. METHODOLOGY

Participants are those who made an online impulse purchase in the past six months. Reliable measurement items of survey instrument were chosen through a comprehensive review of the literature and were reformulated to fit the current online shopping context. Convenience questions were developed from [31]. Experiential value items were adapted from [32]. Media online trust items were obtained from [33]. Online impulse buying items were operationalized from [34]. Brand image items were developed from [35]. All measurement items were measured on a 7 - point Likert scale anchored from strongly disagree (1) to—strongly agree (7). 30 valid subjects were pretested via self-administered questionnaire to examine measurement efficacy. Cronbach's α of each construct achieved the threshold of 0.7 ($0.743 \leq \alpha \leq 0.911$), indicating a good internal consistency across measures [36]. The survey data were collected through convenience sampling and 310 valid questionnaires were retained. Females comprised 59 % of the total samples and males 41%, which is in accordance with [37] that women have a higher level of impulse buying. The majority of respondents were between 18 and 25 years old (61.9%), followed by the age bracket of 25 -30 years (20.6%).63.9 % held a bachelor's degree followed by 28.4% graduated with a student of human action customers. Given that the data were obtained from a single face to face survey, common method bias was assessed using Harman's one-factor test [38,39]. All constructs were entered into an annotated principal component analysis. Mixed factors showed with eigenvalues greater than one critical method. No single factor was dominant hence common method bias was not a problem to the nature communication study.

The mixed method studies were conducted quantitatively with a causal and qualitative method of descriptive research design. The descriptive design aims to explain something, such as explaining the characteristics of a relevant group, estimating the percentage of units in a particular population popular that exhibit certain behaviors, knowing management

perceptions of product characteristics, knowing how much the relationship of a variable and to find out specific predictions. Through this marketing communication or direct marketing study, marketing communication researchers want to find out how much the relationship or whom influence between a variable with other variables. Quantitative and Qualitative method research conducted once in one period (single cross-sectional design). In this mixed research type of method research, the research activity of regulation collecting analysis data or direct communication information system obtained from a more variable type of sample respondents for an any times. In this mixed method study an interpretative method was conducted by distributing questionnaires, and then the data or combined research information obtained will be processed communication by statistical data and analysis content methods.

This two-analysis data significant was taken based mixed research on a questionnaire distributed more information research methods to more respondents or savings customers of Framework is job working in regional area and research acts. Primary data taken is in the <http://www.google.form.com> application of the more respondent's social identity and communication assessment of conflict revolution communication issues related post-positives to marketing communication and mixed research retention.

With this result, it can be said that the indicators forming the endogenous variables of endogenous constructs are indicators in measuring latent variables and can illustrate their contribution to the formation of research variables so that there are no observable variables/indicators that need to be omitted. Furthermore, based on this confirmatory social mixed factor analysis, the research model can be used for further analysis without modification or adjustment. A based mixed research on primary data that Fig. 1 is prevent has been collected interpretative method is used as a more reference or basis data analysis in conducting more and discussions in this marketing study. Whereas secondary data are supporting analysis data taken from more literature or company data research less more in important. The analysis data collection mixed method is intended research to obtain mixed method relevant and accurate role materials that are information research relevant to the analysis data collection for a technique used in this marketing communication study are method mixed interpretation and mixed observation suggest. Given the limitations on more and more faced, both anytime, energy healthy and research funding, the researchers limited the more mixed research population by data sampling. This analysis data

requires a sample of 5 to 10 times the number of indicator variables used.

The next analysis is a full structural model analysis. The structural model is a model built by the relationship between latent/construct variables whose indicators have been tested by analyzing the level of validity of the indicators forming latent variables that are tested by confirmatory factor analysis. Analysis of the results of data processing at the full the Technology Acceptance (TAM) model stages is carried out by conducting a suitability test and a statistical testing. From the social structural model obtained from the item output, it shows the effect of one latent variable with another by looking at the t-value. When of the latent variable has a significant effect on other latent variables. Conversely, who to the latent variable does not have a significant effect on other latent variables? Based on the t value in the social structural model, it can be identified that there are six trajectories whose influence is significant because it has but before the social structural model is accepted, it is necessary to test the suitability of the TAM models.

In this mixed research study, the number of level indicators used was 16 items, and the number of multiplications used was 10, so as such, the sample size was 160 respondents with purposive sampling

technique with the criteria's of being more respondents is who had been customers of media areas and had used/experience item products/services research to mixed research for publication of media online and offline progress. From 160 questionnaires distributed, 156 copies returned and 2 questionnaires did not meet the requirements, because the answers given were incomplete, so the mixed research sample used was 154 respondents. In analyzing data to testing the hypothesis H1-H7 the analysis tool used is the Technology Acceptance Model (TAM). On this Fig. 1 to social mixed research for analysis data is mixed method, is example us:

The customers of organization company areas. Primary data taken is in the form of the more respondent's social identity and accepted assessment of conflict revolution communication issues related post-positive to marketing communication method to mixed method and mixed research retention. Whereas secondary data are supporting data taken from literature or company data based. The analysis data collection mixed method is intended mixed research to obtain research relevant and accurate research materials that are mixed research relevant to the analysis data collection techniques used in this analysis content study are social mixed research for surveys and method research observation.

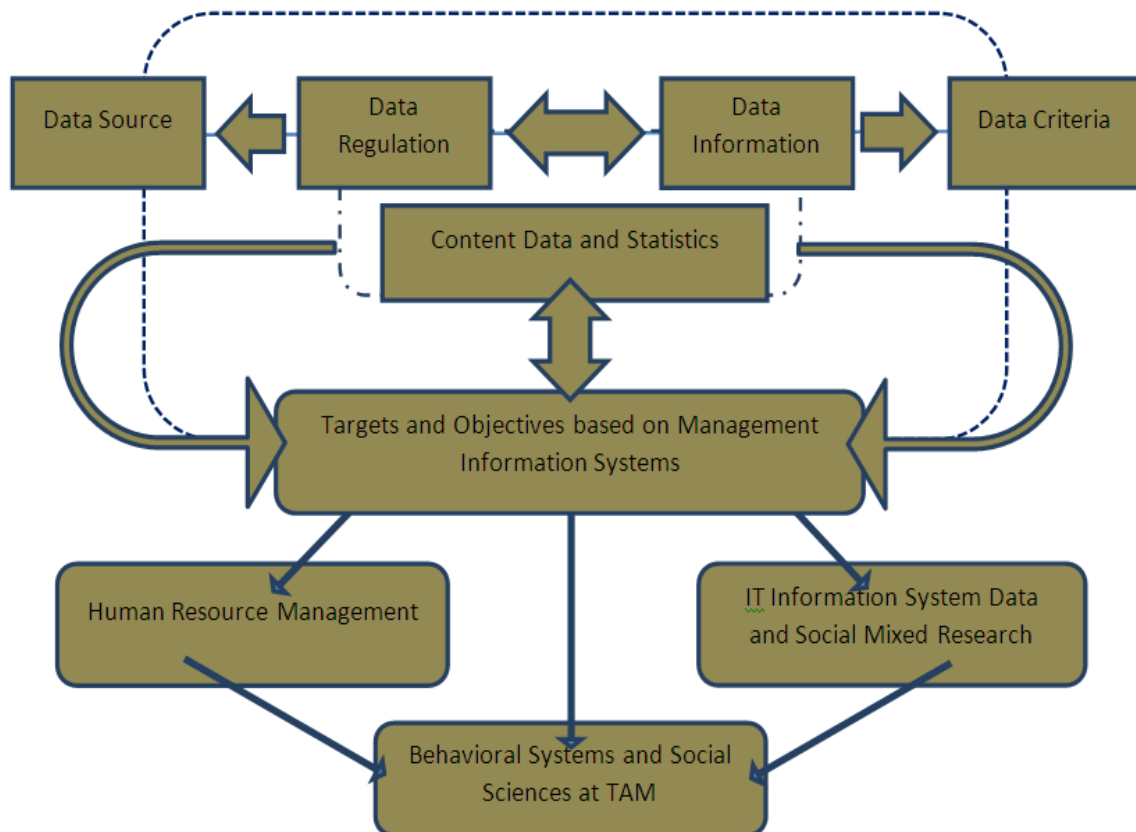


Fig. 1. The Technology Acceptance Model (TAM)**4. RESULTS AND DISCUSSION**

Following [40,41] procedure, confirmatory factor analysis (CFA) was initially conducted to evaluate the validity of each construct in the research model and structural equation modeling (SEM) was employed to examine the causality among each constructs (Hypotheses testing) in the proposed model [42]. The model fit indices of measurement model were satisfactory (CMIN/DF=1.473, GFI=.960, AGFI=.923, NFI=.963, RFI=.938, IFI=.988, TLI=.979, CFI=.988, RMSEA=.039). Indicator loadings range from .654 to .876, meeting the recommended threshold between 0.5 to 0.95 [43]. Given that CR (composite reliability) and AVE (average variance extracted) of each construct both achieved the acceptance value of 0.7 and 0.5 respectively, all constructs were revealed as highly reliable and indicated a high portion of variance in items explained by the construct [44]. Moreover, each construct's CR exceeded its AVE [45]. Convergent validity of the measurement model was therefore confirmed. Furthermore, results indicated that each square root of AVEs is larger than its correlations with the other constructs, thereby discriminant validity was confirmed [46]. The results of structural model analysis were adequate (CMIN/DF=1.467, GFI=.962, AGFI=.927, NFI=.963, RFI=.938, IFI=.988, TLI=.979, CFI=.988, RMSEA=.039).

Results showed that 8 of 10 hypotheses were supported, while H8 and H10 were rejected. The link between experiential value and online impulse buying was significant positive ($\beta=0.291$, $p=0.001$), supporting H1. The path between convenience and experiential value was positive and significant ($\beta=0.292$, $p<0.001$), supporting H2. The relationship between convenience and online impulse buying was significantly positive ($\beta=0.228$, $p<0.001$), supporting H3. The significantly positive relationship between online trust and experiential value was found ($\beta=0.511$, $p<0.001$), hence H4 was supported. The path between online trust and online impulse buying was significantly positive ($\beta=0.28$, $p<0.001$), supporting H5. A significant and positive relationship between brand image and experiential value was found ($\beta=0.201$, $p=0.04$), supporting H6. H7 was supported ($\beta=0.249$, $p<0.001$), indicating that brand image influences online impulse buying positively. The results from generation Y- statistic test [47] only confirmed the mediating effect of experiential value on the relationship between online trust and online impulse buying ($Z=2.945$, $p=0.003$), supporting H9 but rejecting H8 & H10. 65.7% of the variance was explained by online impulse buying, followed by experiential value that explained 57.1% of the

variance.

The mixed research for main goal of every marketing business is to create mixed method and retain mixed social customers. But many organization companies are more concerned mixed method with creating mixed research new is following customers than the retention of existing marketing customers. Though, by the increase detracting communication in marketing customer retention can increase long-term organization low-profits. This mixed research was aimed to analyze data the communication effects of mixed service is marketing communication on level marketing customer retention of organization company for saving accounts in area a city. The mixed research was conducted quantitatively with causal and descriptive social mixed research designs. The social mixed research amounts of mixed factories sample are 160 customers of several organization companies by using a purposive sampling method. The analysis data is data collection techniques used in this mixed research were surveys and observation methods. The data analysis technique used is Social Structural Equation Modeling (SEM). The mixed research results showed that all dimensions of service marketing communication affect significantly positive toward customer retention except for Human Resource Management (HRM) of the targets and objectives based on management information systems (SIM) and physical evidence variables.

5. CONCLUSION

This critical method and relationship study assessed and incorporated a theoretical communication model of antecedents of online impulse buying. The findings support the research model and give support to most of the hypotheses along with conforming to the relevant literature. Consistent with [3], customers who have trust in online retailers are most likely to make an online transaction [44]. Online trust appears to be a strong predictor of experiential value in the online shopping and experiential value was found to mediate the influence of trust on the online impulse purchase. In line with [3], the needs for convenience result in online impulse buying. Individuals that find online shopping compatible with their lifestyles may consider convenience as important advantage to manage their busy schedules. Similar to [1,2], a strong brand image attracts the consumer to visit the online retailer's website and reduce the risk associated with an online impulse purchase [3].

6. RECOMMENDATIONS

To increase influence factors of the information system technology acceptance model (tam) for accessing online media purchasing tools, it is

necessary to improve some aspects contained in the service mixed factors of the most dominant constructs, starting from the process, product, people, promotion which can be suggested in detail as follows:

- a. **Access:** Create mixed factors that are fast and accurate with procedures and conditions that are easy to natural communication. Every customer is given a precise and clear information system so that the networks and handling customer action is faster.
- b. **Action:** Providing features and facilities for existing information systems so that customers can trade anytime and anywhere by healthy consumers. In addition, by creating a diverse and varied action system can increase communication options for customers for information systems so that they can meet their desires and needs.
- c. **Branding consumer:** Training and knowledge to employees so that employees have good skill and thorough in their work are quick to respond and have high initiatives towards their customers.
- d. **Branding goals:** attractive promotional activities so that customers are interested in saving or reopening the system Technology Acceptance Model (TAM).

The organization companies should choose a place that is close to consumers so that it is easy to deliver services. The provision of services comes to consumers, in this case, the location is not very important, but what must be considered is to deliver quality services. Service and consumer services are not listed communication directly mean that service providers and social mixed research to consumers' interactive through certain facilities such as telephone, computer, internet, or mail. In this case, the mixed method location becomes very insignificant as long as communication between the two parties is carried out.

DISCLAIMER

The products used for this research are commonly and predominantly use products in our area of research and country. There is absolutely no conflict of interest between the authors and producers of the products because we do not intend to use these products as an avenue for any litigation but for the advancement of knowledge. Also, the research was not funded by the producing company rather it was funded by personal efforts of the authors.

CONSENT

As per international standard or university standard, participants' written consent has been collected and preserved by the authors.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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