



RESEARCH ARTICLE

## Factors That Influence The Impulse Buying Behavior Of Consumers In Online Shopping: Focus On Pakistani Online Buyers

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ARTICLE INFO	ABSTRACT
<p>Received: Nov 17, 2024 Accepted: Jan 20, 2025</p> <p><b>Keywords</b></p> <p>Online Shopping Impulsive Buying Consumer behavior Neuro-marketing E-Commerce</p> <hr/> <p><b>*Corresponding Author:</b> sajidhussain.ms@gmail.com</p>	<p>This study effectively discovered multiple factors that influence impulsive buying behavior among internet consumers in Pakistan. The main objective was to investigate the characteristics that impact impulsive buying behavior (IBB) in online settings, with perceived trust (PT) used as a mediating variable. A total of 350 questionnaires were distributed using snowball sampling procedures, and 328 fully completed questionnaires were analyzed. The results indicate that specific factors, such as online reviews (OR), logistics service quality (LSQ), promotion incentive information (PII), and promotion time limit (PTL), positively influence impulsive buying behavior in online contexts. Conversely, no statistically significant link was observed between online influencers (OI) and IBB. The findings also highlight the crucial mediating role of perceived trust in the positive relationships between online reviews, logistics service quality, promotion incentive information, promotion time limit, and impulsive purchase behavior. However, perceived trust does not mediate the relationship between online influencers and impulsive buying behavior. Additionally, the study revealed that individuals with higher income levels exhibit a stronger inclination towards impulsive buying compared to those with lower income levels. Moreover, female customers show a greater propensity for impulsive purchasing behavior than their male counterparts. This study establishes a foundation for developing targeted marketing strategies to address impulsive buying patterns among internet consumers. Utilizing the SOR model (Stimulus, Organism, Response) from consumer behavior theory, this research offers a fresh perspective on impulsive purchase behavior, particularly within a highly competitive digitalized business environment characterized by neuro-marketing tactics.</p>

### INTRODUCTION

Consumer behavior research has always piqued the curiosity of academics. It aims to comprehend what clients purchase, their motivations for purchasing, and when and how they purchase. This suggests that understanding the behavior pattern is important to comprehend the phenomenon. Since the epidemic's start in 2020, consumer demand has been reduced offline, which emphasizes the facilitative nature of online live broadcasting of commodities (Zhang et al., 2022). The phenomenon of "impulse buying," in which a customer makes a spontaneous and unplanned purchase, has recently gained prominence in the world of internet retail. A complex web of demographic, social, technical, and psychological influences shape this behavior. Among the most common psychological factors that could lead to impulsive purchases is heightened emotional state. Engaging online content and beautiful adverts can significantly boost the likelihood of impulse purchases by evoking positive feelings like joy and enthusiasm. Online retailers use cleverly placed and aesthetically pleasing ads to capture consumer attention and cause unexpected sales, according to Ahmed and Akhtar (2023). Emotions play a crucial role in this process. Also, when people are feeling down, such when they're anxious, they could buy something on impulse to cheer themselves up (Khan et al., 2024).

Recent technological advancements have significantly enhanced the online purchasing experience, facilitating impulsive buying by simplifying the process. To promote prompt purchases, we are now conducting trials with personalized recommendations, instant notifications, and limited-time discounts. Integrating artificial intelligence (AI) into e-commerce platforms improves impulsive purchases by forecasting user preferences and displaying appropriate products (Nawaz & Qureshi, 2023). Furthermore, the prevalence of impulsive purchasing is exacerbated by the convenience of mobile shopping applications, which offer a vast array of products that can be accessed from any location and at any time (Riaz & Bashir, 2024). Another important factor that influences people to buy things on impulse is their social effect. Online reviews, ratings, and social media endorsements provide a sense of urgency and validation for consumers, which in turn motivates them to make prompt purchasing decisions. Peer and social media recommendation bias has a significant effect on online shoppers' decisions (Farooq & Javed, 2023). To encourage last-minute purchases, online stores use marketing strategies including time-sensitive sales, discounts, and bundles to make customers feel like they need to act quickly (Malik & Saeed, 2024). Age, gender, and socioeconomic status are some of the demographic factors that influence impulsive purchases. The tech-savvy and impatient younger generations, especially millennials and Gen Z, are more likely to buy things on the spur of the moment. According to research, women are more likely than men to make impulsive purchases, and those with more discretionary income are even more likely to do so (Zafar & Shahid, 2023).

The question of what influences Pakistani buyer's behavior towards impulse buying when they shop online is one that should be studied right now and calls for the collaboration of academics and business professionals. Online shoppers are now exposed to a new development in e-commerce called live commerce. Pakistan stood in the 37th-largest market with \$5.9 billion in e-commerce sales in 2021. Moreover, in the year 2021, the e-commerce market in Pakistan expanded by 45% in response to the global growth rate of 15%. It is predicted that Between 2021 and 2025, Pakistan is even expected to outperform the 6% global average growth due to 19% internet penetration among Pakistani online buyers (ecommerceDB, 2022). The rapid development of digitalization has altered the purchasing habits of modern consumers. The rapid expansion of e-commerce, which is fueled by digitalization in recent years has amplified impulsive purchasing behavior. Online consumers see a notable benefit in comparison to individuals who shop in physical locations, since they are freed from the customary limitations encountered in conventional retail environments. The presence of this recently acquired liberty substantially increases the likelihood of engaging in spontaneous buying behaviors (Zhao et al., 2021).

According to Fota (2022), the dynamic growth of networks and information communications technologies has made a borderless digital world possible in recent decades. The information and knowledge gaps that exist across countries can be reduced or eliminated with the use of information networks. The decrease in the cost of information results in a simplification of the processes involved in communication and leads to significant shifts in the manner in which goods and services are produced. As a consequence of this, the world has become more and more interconnected, which has made it feasible for networks to instantaneously offer goods and services on a global scale. Exporters now have access to more prospects than ever before as a result of the Internet's greater accessibility to new markets, enhanced capability to process inquiries, and more efficiency in receiving orders from clients located all over the world. Therefore, consumption is possible everywhere there is Internet connectivity. Customers choose electronic commerce (e-commerce) over traditional shopping channels such as brick-and-mortar stores and direct sales as a result of digital access to items and services. E-commerce refers to all sorts of digital business transactions conducted across public and private networks between businesses and customers. E-commerce, or electronic retailing, focuses on the "initiation, negotiation, and/or processing of goods operations." However, researchers claim that the term e-commerce" encompasses more than only the purchase and sale of things.

Nowadays, people's impulsive buying habits are a major part of their spare time and way of life. The authors Sarah et al. (2020) attribute the rise of online impulse purchases to the expansion of e-commerce and advances in technology. Traditionally, the concept of "impulse buying" was synonymous with the idea of making a purchase on the spur of the moment. Online impulsive buying

is defined as "a sudden and immediate online purchase without any pre-shopping intentions" (Chan, Cheung & Lee, 2017). In connection with this, some experts contend that internet customers are more impulsive than conventional in-store shoppers (Sarah et al. 2020). It has been suggested by Chan, Cheung, and Lee (2017) that the environment of making purchases online is regarded to be more liberating for customers than the environment of making purchases offline. This is due to the fact that the restrictions that apply are not as stringent. Prior studies in the area of online impulse buying behavior reveal that about 40% of all consumer expenditure online can be ascribed to impulse purchases (Chan, Cheung & Lee, 2017). When exposed to stimulation cues that are linked to a significant need or want, a customer will make impulsive purchases (Wu, Chiu & Chen, 2020).

According to Arul Rajan (2020), customers' impulsive purchasing behavior is influenced by the quality of the logistic service. Many scholars are interested in analyzing and developing marketing strategies based on these aspects because they help researchers comprehend rational and impulsive buying (ibid). Whereas online promotion time limits and promotion incentive information are common promotional activities that encourage consumers to make a purchase (Chandrashekar & Grewal 2003). By using time-limited offers, price promotions might deceive customers. For example, if a company dishonestly encourages customers to buy things by promoting an offer as "valid for 24 hours," this might be considered misleading. Instagram discount codes and their effects on impulse purchases among Swedish consumers remain an understudied area despite recent research (ibid). Kimiagari and Malafe (2021) state that consumers' purchasing behavior, influencing variables, lifestyles, attitudes, wants, tastes, and interests are always evolving. As a result, research on impulsive buying behavior will always be significant. Previous studies have demonstrated that different marketing strategies can influence how customers shop. In the conventional marketing mode, advertising marketing, direct marketing, and other strategies are utilized to encourage consumers to make purchases. There are numerous different commodities for live trade. For instance, some companies just introduce their products as part of the typical e-commerce marketing strategy. In order to enhance consumer comprehension of items and firms, the anchors engage in live commerce by actively demonstrating, describing, and personally testing the products throughout a comprehensive range. However, there is a lack of activities that are given preference. It is challenging to pique customers' desire to shop in this one manner. Using marketing incentives, situational influence, and individual traits, live merchants can encourage customers to make snap purchasing decisions. As can be observed, consumer purchase patterns vary greatly depending on the type of sales mode, making it more realistic to examine particular modes.

Impulsive purchase behavior is a complicated problem that may be explored. However, consumers are led to make rash purchasing decisions as a result of being persuaded by discount coupons, social media influencers, and other promotional materials. Customers are subjected to various forms of coercion to engage in purchasing activities, which can be perceived as a contributing element with detrimental implications for the environment. Moreover, buyers face the compulsion to consistently adhere to the most current trends as a means to pursue social acceptance, which is a consequence of the marketing strategies employed for these products. This results in overconsumption and a pattern in which customers purchase things they did not want to purchase in the first place. At the same time, it provides customers a lift and a sense of security (Vohs & Faber, 2007).

## 1.1 Research Questions

1. What is the current status of online influencers, online reviews, logistic service quality, promotion time limit, and promotion incentive information among Pakistani online buyers?
2. What are the important predictors/determinants of impulsive buying behavior among Pakistani online buyers?
3. What are the important predictors/determinants of perceived trust among Pakistani online buyers?
4. What is the mediation effect of perceived trust on the relationship between online influencers, online reviews, logistic service quality, promotion time limit, and promotion incentive information on the Impulsive buying behavior of Pakistani online buyers?

## 1. LITERATURE REVIEW

The current study investigates the variables that affect Pakistani online shoppers' impulsive buying behavior. Considering the function of perceived trust as a mediating variable between the dependent and independent variables, the study will propose some explanations for impulsive behavior, a major contributor to consumer behavior. This chapter defines online impulsive buying behavior and discusses online influencers, reviews, logistics service quality, promotion incentive information, and promotion time limit. Various theories have been proposed to elucidate individuals' emotional and affective states. One such theory is the PAD (Pleasure, Arousal, and Dominance) theory, which posits that these states can be understood through the dimensions of pleasure, arousal, and dominance. Another theory, known as the CAM (Competitive Arousal Model), suggests that individuals can experience arousal in response to stimuli that evoke competitive situations, and that these aroused feelings can subsequently impact their behaviors and decision-making processes. Another hypothesis that might be considered is the SOR (Stimulus-organism-response) theory. This theory posits that the stimulus, originating from many sources, has the ability to elicit an internal response in individuals, affecting both their affective and cognitive states. Ultimately, this internal response influences an individual's behavior.

Previous study in this particular topic has employed and widely embraced these theoretical frameworks. This study utilizes the SOR (Stimulus-Organism-Response) Theory to examine the factors that influence impulsive buying behavior among internet consumers. The SOR theory, originally proposed by Woodworth in 1928, is a widely recognized and foundational theory in the field of online impulse buying. It has been extensively utilized as a theoretical framework for studying consumer behavior in this context.

Impulse buying refers to the act of engaging in spontaneous and unplanned purchases, devoid of any premeditated intention to seek out a particular item in order to fulfill specific needs or desires (Beatty & Ferrell, 1998). Customers exhibit this behavior when they experience a quick and intense desire to make a purchase, leading them to acquire the item without sufficient deliberation (Hausman, 2000). The impetus for engaging in impulsive buying behavior is a multifaceted hedonic element that often triggers emotional turmoil. The potential occurrence of this conflict can be attributed to internal psychological and emotional variables, as well as the impact of external marketers. Four categories of buying impulses have been identified by prior research: pure suggested, reminded, and planned (Stern, 1962). An impulse buy is defined as a quick purchase made without much thought. Emotions play a significant role in this field. Customers are pushed into making hasty purchases of unknown products through the use of positive self-talk. He or she wants to attempt something new as a result. When customers see things, they have already viewed, it prompts them to make an impulse purchase. Planned impulse purchases happen when customers are ready to make a purchase but are unsure exactly which things they want to buy.

Three crucial factors considered by Wu, Chiu, and Chen (2020) when defining a spontaneous and impulsive purchase process are perceived risk, online store design, and the psychological condition of the online shopper. He also acknowledges that consumers perceive online shopping as having higher risks than they do in physical stores and that this perception of risk may have a negative impact on consumers' satisfaction and perception of the usefulness of online shopping. As a result, it is crucial to take steps to reduce risks in order to change consumers' perceptions and levels of satisfaction with online shopping. In order to reduce perceived risk, online influencers are very important. Online influencers as a dependent variable showed a positive impact on impulsive buying behavior. These steps can be taken by using a skilled browsing technique or entering the flow state, both of which are crucial for raising the change of impact (Wu, Chiu & Chen, 2020).

Impulsive purchasing behavior is one of the most difficult challenges in the field of marketing. According to the conventional model of consumer buying behavior, individuals carefully evaluate their options before making a selection, in contrast to the impulsive buying behavior model, which is characterized by spontaneous decision-making without extensive consideration of the purchase. Marketers are worried about the study because of its potentially huge impact in the marketing field and its pervasive influence on consumer behavior. Extensive studies have been conducted to discover what influences people to make hasty purchases online. Some scholars claim that the online

environment, characterized by its perpetual accessibility and vast assortment of products, may exert an influential influence in this phenomenon. The phenomenon of impulsive purchase behavior is a multifaceted issue that warrants more investigation. Nevertheless, consumer behavior is significantly impacted by several factors such as social media platforms, influential individuals, and promotional offers, resulting in impulsive buying tendencies. The method of promoting products in this manner induces customers to engage in consumption practices that can be perceived as environmentally harmful, while also exerting societal pressure on individuals to constantly pursue the latest trends in order to get social validation. This phenomenon leads to excessive consumption and a tendency for customers to acquire items that were not originally intended for purchase. Simultaneously, it affords customers both a boost and a feeling of assurance.

The Stimulus Organism and Response Model (S-O-R), initially proposed by Mehrabian and Russell in 1974, is frequently employed in several studies investigating consumer behavior. Eroglu et al. (2001) propose that the SOR model posits that stimuli exert an influence on individuals' internal states. An organism can be defined as an internal process or state that serves as a mediator between a stimulus and the eventual response exhibited by an individual. The response ultimately determines consumer behavior and avoidance. According to Hetharie et al. (2019), the S-O-R model posits that consumers' emotional responses significantly influence their reactions to environmental stimuli. Furthermore, the perceptions discussed in this context are influenced by external factors, as well as rational and irrational beliefs (Donovan & Rossiter, 1982). Consequently, the S-O-R model of consumer behavior has the capacity to consider several elements that are relevant to the attributes of commodities or items, including online reviews, the duration of promotions, and the quality of logistical services.

This study investigates the various elements that influence the online impulsive purchase behaviour of online buyers in Pakistan. The act of engaging in internet shopping has gained widespread popularity on a global scale. The global retail e-commerce industry generated a total revenue of 4.28 trillion US dollars in the year 2020. Projections indicate that this figure is anticipated to increase to 5.4 trillion US dollars by the year 2022. Online impulsive buying is a prevalent phenomenon observed among customers in the vast marketplace, characterized by many instances of spontaneous, unplanned, unreflective, and unthoughtful purchases. In the United Kingdom (U.K.), it has been observed that customers engage in impulsive purchases amounting to about £1 billion on a monthly basis. Similarly, it is estimated that approximately eighty percent of teenagers in the United States have participated in impulsive online purchases. Based on previous research, it has been determined that around 40% of worldwide internet transactions can be classified as impulsive (Gulfraz et al., 2022). The advent of technology has brought about substantial changes in consumer shopping behaviour, notably in the context of online shopping through digital platforms.

## 2.1 Impulsive Buying Behavior

Impulsive purchasing, as defined by Rook (1987), is "a sudden, frequently powerful, and persistent urge to buy something right away." Beatty and Ferrell (1998) expanded the definition to include "a sudden and immediate purchase without any pre-shopping intentions either to buy the specific product category or to fulfill a specific buying task" based on the original definition. The criteria for what constitutes an impulsive purchase can shift, but the fact that it is made without much thought is consistent. Researchers have worked hard to evaluate the literature in order to incorporate various findings and present a thorough overview of impulsive buying. Although the particular criterion for making impulsive purchases changed over time, the nature of these purchases being unplanned remained the same. According to facilitators, who are utilizing information technology, consumers are having a much easier time making purchases online. First, navigation and search tools speed up consumer search times and enable some users to make decisions more quickly (Moe, 2003). Second, consumers are more likely to make a spur-of-the-moment purchase due to the improvement in product discovery made possible by personalized recommendations (Smith & Linden, 2017). The internet has no effect on internal variables, which is the third point. Nonetheless, external factors are not as important as one's own unique personality, hedonic motivation, trust, etc. Second, consumers are more likely to make a spur-of-the-moment purchase due to the improvement in product discovery made possible by personalized recommendations (Smith & Linden, 2017). The internet has no effect on internal variables, which is the third point. Nonetheless, external factors are not as

important as one's own unique personality, hedonic motivation, trust, etc. According to Aragoncillo and Ors (2018), factors like online reviews and online promotion time limits play a significant role in impulsive buying.

## 2.2 Online Impulsive Buying

The increasing popularity of e-commerce has led to a significant shift in consumer behavior, with a substantial portion of individuals opting for online buying over traditional in-store purchasing. Since 2015, there has been a significant increase in the prevalence of online shopping, with the number of individuals engaging in this activity reaching its highest point at 1.7 billion in 2018. It is projected that this figure will further climb to approximately 1.92 billion in the current year. According to future projections, there is a strong indication that the upward trend will persist and experience substantial growth. The prevalence of online transactions has shown a significant surge across many categories, notably during the COVID-19 pandemic, with a concurrent upward trajectory in consumer inclination towards online purchasing.

The purchasing behavior of customers in physical stores exhibits significant differences compared to that of online shoppers, resulting in distinct triggers for impulsive purchases in the online and offline contexts. Several factors, particularly those pertaining to the characteristics of the website, have an impact on impulsive buying behavior in online settings compared to physical stores. A website assumes a crucial role in the advancement of online commerce by serving as a platform where buyers and sellers may congregate and engage in transactions. Therefore, it is imperative to shed new insights and conduct additional exploration into the phenomenon of impulsive online purchases made by clients.

## 2.3 Online influencers

Young adults are motivated to follow influencers for a multitude of reasons, hence stimulating their inclination to engage with and purchase the products or services endorsed by these influencers. The element of information seeking has been previously indicated. The use of the internet by young individuals for the purpose of conducting research on a subject matter that is entirely unrelated has been observed. During their online browsing activities, these individuals chance onto an advertisement featuring an influencer whom they actively follow, as documented by Croes and Bartels (2021). In order to effectively engage with their desired consumer base, numerous companies employ the services of influencers. Influencer marketing entails leveraging individuals of notable reputation to disseminate information regarding products or services to potential customers. The modern third-party tools for endorsement in this technological age are social media influencers. They considerably aid in educating their online followers of product information and the most recent or freshest promotions using different social media platforms such as Instagram, Facebook, YouTube, and Twitter. Social media influencers keep their fans up to know on new items as they interact with them.

An endorsement is a crucial marketing strategy for upholding a company's good reputation and achieving its corporate objectives. Influencers have made a step toward becoming endorsers by establishing numerous buzzwords, and they have been seen as the most economical and effective marketing tactic when compared to other marketing strategies (like celebrity endorsement). Additionally, influencers offer positive outcomes, exciting outcomes, and media attention in terms of customer persuasion. Customers typically find social media influencers' content to be more engaging and trustworthy, as shown by a substantial portion of followers' views, in which the potential customers are more likely to follow the advice of their favorite bloggers. Influencers have been viewed as more reliable, practical, and successful in marketing and promotion strategies than superstars due to their ease in building strong relationships with consumers. Companies that split their markets to attract the younger generation heavily rely on them.

According to Harrigan et al. (2021), influencers can be defined as those who possess a substantial number of followers on social media platforms and are consequently acknowledged as authoritative figures in terms of expressing opinions and influencing others. According to Zak and Hasprova (2020), the influence of a single influencer can extend to numerous individuals' purchasing choices. Furthermore, the author posits that with the rise in social media usage, consumers are presented

with a greater array of avenues to acquire information about products, disseminate this knowledge, and establish direct communication with key corporate players.

## 2.4 Online Influencers

The material in the literature review helps readers have a better grasp of the essential components needed for this study to determine how easily Pakistani internet shoppers are convinced to make impulsive purchases. According to Haenlein et al. (2020), the research indicates that influencers undeniably influence consumers' inclination towards impulsive buying, as seen by the current popularity of the influencer marketing strategy. The internet has become a crucial element in contemporary society. The Indonesian population has embraced the utilization of the internet for conducting business activities, particularly through the utilization of social media platforms such as Instagram. This trend can be attributed to the rapid and extensive spread of the internet in the country. The prevalence of online shopping has steadily increased as a viable alternative to in-person retail transactions, offering enhanced convenience, efficacy, and security. Companies will collaborate with "fashion influencers," or people with more than a thousand followers on social media sites like Instagram and who have the power to influence their followers, to advertise their products. A fashion influencer is a well-liked social media personality who specializes in creating content about fashion and has the power to persuade others to form opinions and make purchases (Alexander, 2018). Early adopters, or people who are seen as setting trends for a fashion product in their environment, are individuals who genuinely want to be first. They tend to be more impulsive and feel pressure to buy anything right away and without hesitation, which is a type of pure impulsive buying. Early majority of them also develop impulsivity due to the effect of their fashion adaptations that do not adhere to the current fashion trends and desire to adopt a fashion product; their sort of impulsivity can result in pure impulsive purchasing (Prihana Gunawan & Permadi Iskandar, 2020).

## 2.5 Online Influencers

Contemporary online word-of-mouth communication manifests in the shape of online reviews, which are progressively exerting a significant impact on the purchasing choices made by internet users due to the substantial importance individuals attribute to the opinions and experiences of their peers. Customers, including potential, current, and former ones, have the ability to participate in electronic word-of-mouth (eWOM) by expressing their opinions, whether favorable or negative, regarding a brand or service through a digital platform. Subsequently, these proclamations are disseminated through the Internet to a substantial multitude of persons and establishments.

Recent studies have emphasized the significance of comprehending the online review process in order to better understand how consumers make decisions (Pop et al., 2021). Customer reviews are remarks sent to a business based on the customer's dealings with it. These reviews, which may be public or private, are obtained by the company or unaffiliated review websites. By gathering and analyzing customer feedback, businesses can determine how happy their customers are and improve their relationships with them. Reviews that are unfavorable or neutral provide your business the chance to grow and learn. Having the chance to share feedback with prospective clients is the other main benefit of collecting reviews (Restuputri et al., 2021).

## 2.6 Online Reviews

Chatterjee (2011) made the initial suggestion that online reviews may have an impact on customers' purchases from a marketing viewpoint one of the scholars who had previously spoken the commercial worth of online reviews. Consumers may research any relevant product information based on their needs and then make purchase decisions, which is more favorable than traditional word-of-mouth in terms of accessibility, scope, source, and timing, according to Chatterjee (2001). Moreover, he believes that comments posted online will affect the recipient's cognition, beliefs, attitudes, and ultimate judgements. Through an empirical study, it has been discovered that support and entertainment motivation are what drive customers to read online word-of-mouth. Many shoppers concentrate on Internet word of mouth for amusement or to look for confirmation of a choice they have made (Restuputri et al., 2021). They enjoy reading interesting stories in the comments because they find it amusing to observe knowledge exchange. They will consequently be aware of the reasons behind the support of the goods or services that are discussed and learned at

the same time. As a result, when customers read encouraging recommendations, the volume of online reviews may encourage them to make an impulse buy.

When it comes to the kind of word-of-mouth that consumers are already familiar with, positive and negative reviews have about the same effect on how they feel about a product, according to studies (L. Wang 2015). Customers may not be totally satisfied or dissatisfied with all parts of online comments, and they may be satisfied with certain areas but dissatisfied with others, leading to mixed double remarks that are both good and negative. In addition to the chair described information of the positive and negative comments, a single online remark text comment also includes double mixed information. More research is also needed on the use of hybrid information and its effects on impulsive purchasing (Zhang et al., 2018).

## **2.7 Logistics service quality**

The utilization of information and communication technology (ICT) in logistics has proven to be a very innovative approach, particularly in its ability to enhance the level of service quality (LSQ) provided to clients. Gil et al. (2008). The advent of the internet has had a profound effect on the economic model of traditional retail businesses, resulting in substantial implications for both entities. The internet has exerted a substantial influence on the purchasing procedures of consumers, resulting in cost and time efficiencies, as well as overcoming limitations related to time and geography. The proliferation of the Internet has significantly expanded the range of opportunities available to e-commerce enterprises. According to the study conducted by Wang and Wang (2014).

The growth of e-commerce, namely in the business-to-consumer (B2C) sector, has led to an increased need for logistical services due to the rising customer expectations for a wider range of products and prompt delivery. When examining logistics services in the context of business-to-consumer e-commerce, the emphasis has shifted beyond the mere transportation of goods from suppliers to customers. Presently, there is a growing emphasis on expeditious logistics services that offer flexibility and high-value additions. The quality of logistical distribution has become an increasingly crucial factor in the development of B2C internet commerce (Wang, 2015).

## **2.8 Online Promotion Time limit**

Promotions that are time-restricted are only valid for a short time and have the capacity to prompt purchases when consumers sense that they are running out of time. Because of this, customers make unintentional purchases and make decisions without weighing the pros and drawbacks (Y. Wu et al., 2021). Chou (2019) looks at the impact of countdown marketing on consumers, particularly customers who are hesitant or feel the need for additional time to consider alternatives and may feel pressured by countdowns to make a purchase. Hodkinson (2016) posits that customers may experience psychological consequences characterized by a sense of apprehension and fear of being excluded if they fail to take advantage of a promotional offer, a particular product, or an upcoming event. Social media often serves as a catalyst for generating significant effects. Customers often experience emotions related to social acceptance, elevated self-esteem, and a significant level of personal investment when they make a purchase as a means of mitigating the "fear of missing out" phenomenon.

Advertising strategies that reduce prices are frequently used to increase consumers' sense of value and, by extension, their propensity to make a purchase. The utilization of time-limited offers has the potential to mislead clients through price promotions. According to Chandrashekar and Grewal (2003), businesses may engage in deceptive practices by falsely claiming that an offer is "valid for 24 hours" in order to manipulate customers into making purchases.

According to Hong (2021), the likelihood of customers opting to make purchases is enhanced when online merchants provide products with a restricted timeframe and significant time constraints. The implementation of time-limited promotions has a significant influence on the desire of consumers to make impulsive purchases online. The consideration of the impact of progressively various promotion tactics on customers' inclination towards impulsive online purchases would be of utmost importance in the future (Luo et al., 2021).



## 2.9 Promotion incentive information

To enhance consumer enthusiasm and public engagement, the dissemination of promotional incentive information can play a crucial role in facilitating consumers' comprehension of the allure of cost savings associated with the promotion, the diverse range of product categories, quantities, and styles available, as well as the appeal of participating in time-sensitive purchasing activities within the broadcast setting. The broadcast room will induce phenomena of gathering shopping by utilizing this short-term stimulation mechanism, which will, to some extent, overcome consumers' tendency to wait and watch. This phenomenon also boosts consumers' feelings of trust by establishing a hurried buying environment, which minimizes perceived risks, removes pre-purchase uncertainties, and raises the possibility that impulse purchases will be done. Price marketing has a significant effect on customer happiness, claim Prasilowati et al. (2021). Promotional incentives like price promotion and gift promotion, according to Chen, can successfully increase and decrease customers' perceptions of savings and risk, respectively, and thus increase their desire to make a purchase (2021). To boost consumer involvement and purchasing power, e-commerce companies influence how sensitive consumers are to pricing. The promotion incentive is frequently stronger than typical buying behaviors, especially when e-commerce platforms use the "hunger marketing" technique to compel customers to buy certain products right away. This immediately influences the perceived value, trust, and buy intention of clients who are sensitive to pricing.

According to the findings of the study, the promotion of incentive information has a significant impact on the impulsive purchasing behavior of online shoppers in Pakistan. This was determined by looking at the data. It is obvious when any promotional benefit is well communicated to the customers then customers may get attracted to that offer, and as a result, a positive impact is created in terms of impulsive buying from the customer side. The advertising of incentive information has a substantial influence on Pakistani internet customers' impulsive purchasing behavior.

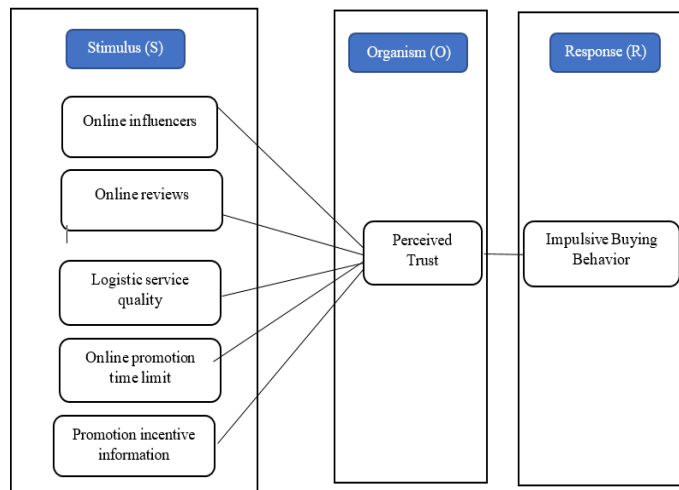
## 2.10 THE SOR (STIMULI-ORGANISM-RESPONSE)

The present study applies the Stimuli Organism Response (SOR) theory. The SOR theory, as proposed by Zhang et al. (2022), is a cognitive psychology framework that aims to explore human behavior and the underlying sources of psychological activity. Nevertheless, it is important to note that this observation also underscores the significance of individual physiological and psychological processes in mediating responses, as dictated by the stimulus-response principle. This hypothesis facilitates our comprehension of the development of consumer buying behavior. The present study centers on the factors that impact impulsive purchase behavior among online buyers in Pakistan. Consequently, this theory holds significant pertinence to the ongoing research. According to Lamis et al. (2022), the SOR hypothesis posits that the occurrence of a stimulus elicits an internal reaction within an individual, known as the organism. The subsequent impact of this internal reaction is reflected in an individual's behavioral response to various external stimuli.

Based on the Social-Organismic Response (SOR) framework, it is posited that the presence of various stimuli can elicit internal responses in individuals, encompassing both affective and cognitive dimensions. These internal reactions, in turn, exert an influence on subsequent behavioral outcomes (Chan et al., 2017). The term "stimulus" encompasses a The concept of "organismic response" (Liu & Lu, 2017) is frequently employed to characterize the phenomenon of an individual's internal reaction to stimuli. The action undertaken by an individual in response to an internal input is referred to as their response (Liu et al., 2019). Previous studies have examined several aspects, such as purchasing intention and impulsive buying behavior, as explored by Liu et al. (2019, 2013) and Liu & Lu (2017). The hypothesis is supported by independent variables such as internet influencers, online reviews, logistics service quality, promotion incentive information, and promotion time restriction, which contribute to its relevance and explanatory power.

As previously mentioned, a stimulus refers to a component or event that elicits a behavioral response in an individual. However, in this particular scenario, online consumers are subject to the influence of these variables, which in turn affects their tendency towards impulsive purchasing. Perceived trust is conceptualized as an internal evaluation made by the consumer, functioning as a cognitive process within the individual. Finally, the consumer's decision to engage in impulsive buying behavior is

documented as a consumer response. The foundation of comprehending consumer behavior is in the stimulus-response concept. Consumers develop an awareness of the impacts exerted by marketing strategies and environmental factors. The amalgamation of psychological processes contributes to the formation of decision-making and purchase decisions, which are influenced by distinct consumer features. The influence of customer responses to different marketing stimuli is determined by four key psychological processes, including motivation, perception, learning, and memory (Kotler & Keller, 2006).



**Figure 2.1: Conceptual Framework with Stimulus – Organism – Response (SOR) model**

### 2.10 Hypotheses Development

The research question is designed to predict the potential consequence of the relationship between the stated factors. A hypothesis refers to a suggested explanation or resolution to a given research question or statement. A robust hypothesis is characterized by its logical coherence, conciseness, and its ability to spontaneously arise from the progression of the study. Following the completion of statistical analysis, researchers typically employ two distinct types of hypotheses, namely the null hypothesis and the alternative hypothesis. According to Guercini (2014), when the null hypothesis is rejected, it is generally believed that the alternative hypothesis holds true, and conversely. The following table, labeled as Table 2.1, presents the codes and corresponding descriptions of the hypotheses under investigation in the study.

**Table 2. 1: Research Hypotheses and Descriptions**

Hypotheses	Descriptions	Path
H1	Online Influencers have a significant positive impact on Impulsive buying	OI → IBB
H2	Online reviews have a significant positive impact on Impulsive buying	OR → IBB
H3	Logistics service quality has a significant positive impact on Impulsive buying	LSQ → IBB
H4	Promotion incentive information has a significant positive impact on Impulsive buying	PII → IBB
H5	The promotion time limit has a significant positive impact on Impulsive buying	PTL → IBB
H6	Perceived trust has a significant positive impact on consumers' impulse buying.	PT → IBB

H7	Online Influencers have a significant positive impact on Perceived Trust	OI → PT
H8	Online reviews have a significant positive impact on Perceived Trust	OR → PT
H9	Logistics service quality has a significant positive impact on Perceived Trust	LSQ → PT
H10	Promotion incentive information has a significant positive impact on Perceived Trust	PII → PT
H11	The promotion time limit has a significant positive impact on Perceived Trust	PTL → PT
<b>Hypotheses</b>	<b>Mediation Effects of Perceived Trust</b>	
H12	Perceived Trust mediates the relationship between online influencers and Impulsive buying behavior.	OI → PT → IBB
H13	Perceived Trust mediates the relationship between online reviews and Impulsive buying behavior.	OR → PT → IBB
H14	Perceived Trust mediates the relationship between logistic service quality and Impulsive buying behavior.	LSQ → PT → IBB
H15	Perceived Trust mediates the relationship between online promotion time limit and Impulsive buying behavior.	PII → PT → IBB
H16	Perceived Trust mediates the relationship between online promotion time limit and Impulsive buying behavior.	PTL → PT → IBB

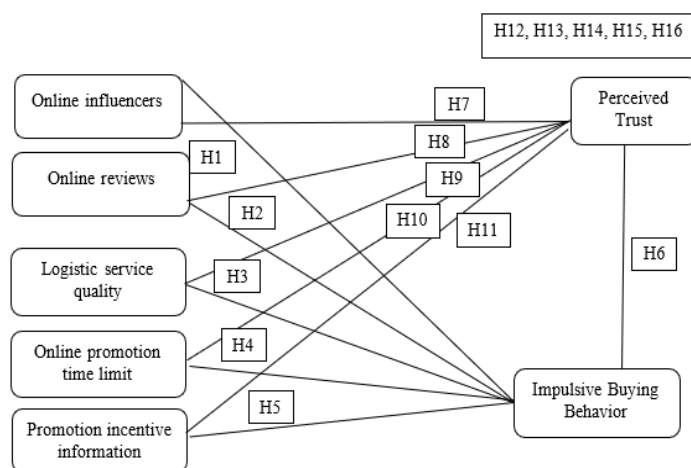


Figure 2. 2: Conceptual framework with Research Hypotheses

2. RESEARCH METHODOLOGY

The study has used quantitative research design to analyze the mediating impact of perceived trust on impulsive buying in Pakistani e-commerce. The population includes online customers from diverse demographics, including geographic regions, socioeconomic backgrounds, genders, and age groups. By using snowball sampling technique: The sample includes 350 respondents, collected through online communities, social media platforms, and e-commerce websites. The study has used Partial Least Squares Structural Equation Modeling (PLS-SEM).

### 3. Data Analysis & Results

The primary aims of this research were to examine the impact of online influencers, online reviews, logistic service quality, promotion time limit, and promotion incentive information on the impulsive purchasing behavior exhibited by online customers in Pakistan. Perceived trust served as a mediator in the connections among variables influencing impulsive buying behavior among online customers in Pakistan.

#### 4.1 Hypotheses Testing

##### **H1: Online Influencers (OI) have a significant positive impact on Impulsive buying behavior (IBB)**

A hypothesis was formulated positing that the presence of Online Influencers (OI) has a notable and favorable effect on Impulsive Buying Behavior (IBB). Nevertheless, the results presented in Table 4.17 indicate that there is no statistically significant association between Online Influencers and Impulsive purchase behavior ( $\beta=0.118$ ,  $t=1.189$ , and  $p>0.05$ ). Thus, the hypothesis H1 is not substantiated.

The present findings align with the research conducted by Haenlein et al. (2020), indicating that influencers indeed exert influence on customers' impulsive purchasing behavior. This suggests that the current effectiveness of the influencer marketing strategy is supported by empirical evidence. The internet is often regarded as a fundamental component in contemporary society. The utilization of social media platforms, such as Instagram, for conducting business activities has become increasingly prevalent among Indonesians, owing to the exponential expansion of the internet.

##### **H2: Online reviews (OR) have a significant positive impact on Impulsive buying behavior (IBB)**

A hypothesis was formulated positing that online reviews (OR) exert a substantial beneficial influence on impulsive purchase behavior (IBB). Nevertheless, the results presented in Table 4.17 indicate that there is no statistically significant association between online reviews and impulsive buying behavior ( $\beta=0.077$ ,  $t=1.282$ , and  $p>0.05$ ). Consequently, the hypothesis H3 lacks empirical evidence.

Based on previous research that substantiates the researcher's findings, it is evident that a considerable number of online shoppers rely on the evaluations of others when making purchasing choices. Consequently, online reviews have emerged as a contemporary manifestation of word-of-mouth communication in the digital realm, progressively gaining significance. Electronic word-of-mouth (eWOM) is "any positive or negative statement made about a product or firm by prospective, actual, or past customers that is made available to numerous individuals and institutions over the Internet". Recent studies have emphasized the significance of comprehending the online review process in order to better understand how consumers make decisions (Pop et al., 2021).

##### **H3: Logistics service quality (LSQ) has a significant positive impact on Impulsive buying behavior (IBB)**

A hypothesis was formulated positing that there exists a notable positive relationship between logistics service quality (LSQ) and impulsive buying behavior (IBB). Nevertheless, the results presented in Table 4.17 indicate that there is no statistically significant association between logistical service quality and impulsive purchase behavior ( $\beta=0.061$ ,  $t=0.357$ ,  $p>0.05$ ). Thus, the hypothesis H1 is not substantiated.

Consistent with past research that validates the researcher's findings, it is seen that customers engage in an initial phase of information gathering on desired products prior to proceeding with the online shopping process, encompassing order placement and payment. In some circumstances,

customers have the choice to pay after delivery (Arnold & Reynolds, 2003). Websites that are trustworthy and easy to use draw customers (Wu et al., 2016). Additionally, elements including the physical atmosphere of establishments, sales, and discounts have an impact on impulse purchase habits.

#### **H4: Promotion incentive information (PII) has a significant positive impact on Impulsive buying behavior (IBB)**

The hypothesis posited that the provision of promotion incentive information (PII) had a notable and favorable influence on impulsive buying behavior (IBB). The results presented in Table 4.17 indicate a statistically significant association between promotion incentive information and impulsive buying behavior ( $\beta=0.394$ ,  $t=2.655$ ,  $p<0.05$ ). Thus, the evidence supports the hypothesis H4.

Based on past research that supports the conclusions stated by Prasilowati et al. (2021), it is proposed that price marketing exerts a significant influence on consumer satisfaction. Chen (2021) posits that the manipulation of price promotion and gift promotion as promotional incentives can effectively influence customers' perceptions of savings and risk, hence stimulating their inclination to engage in purchasing activities. In order to enhance consumer engagement and purchasing capacity, e-commerce enterprises exert influence over consumers' price sensitivity.

#### **H5: The promotion time limit (PTL) has a significant positive impact on Impulsive buying behavior (IBB)**

Likewise, a hypothesis was formulated suggesting that the perception of trust (PT) exerts a substantial beneficial influence on impulsive buying behavior (IBB). The results presented in Table 4.17 indicate a statistically significant association between perceived trust and impulsive purchase behavior ( $\beta=0.377$ ,  $t=6.44$ ,  $p<0.05$ ). Thus, the evidence supports the hypothesis H5.

Based on previous research that corroborates the conclusions obtained by Kemp and Bolle (1999), the term "scarcity" denotes the state in which an item or service is limited in availability. Temporary scarcity is a phenomenon that has been discussed by Lynn (1989). Scarcity, as a fundamental principle in the field of marketing for e-commerce, has the potential to induce a sense of time constraint among buyers, hence fostering increased purchasing behavior (Aggarwal et al., 2011). According to Wu et al. (2020), the presence of limited-time scarcity has the potential to stimulate impulsive purchasing behavior in the context of online shopping. Lu and Huang (2014) found that the duration of a promotion has a significant impact on consumers' perception of opportunity cost and their cognitive response to the perceived value of the promotion.

#### **H6: Perceived trust (PT) has a significant positive impact on Impulsive buying behavior (IBB)**

The hypothesis posited that there exists a notable positive correlation between the promotion time limit (PTL) and impulsive buying behavior (IBB). The results shown in Table 4.17 indicate a statistically significant association between the time restriction for promotions and impulsive buying behavior ( $\beta=-0.221$ ,  $t=2.977$ ,  $p<0.05$ ). Thus, the hypothesis H6 is substantiated.

Consistent with past research, the current study's findings align with those of Feng and Lu (2020), who assert that the webcast environment effectively fulfills customers' need for extensive information and fosters consumers' trust in promotional links. These links serve as intermediaries in consumers' impulsive purchasing choices. Trust plays a pivotal role in the examination of consumer behavior. The prevailing perspective characterizes it as a psychological phenomenon characterized by individuals possessing positive expectations on the acts or intentions of others. Consumer trust is widely recognized as a crucial element in the realm of electronic commerce, serving as an essential prerequisite for customers engaging in online transactions. Additionally, it has the potential to reduce purchasing confusion and enhance client loyalty and acceptability.

#### **H7: Online Influencers (OI) have a significant positive impact on Perceived Trust (PT)**

In a similar vein, a hypothesis was posited suggesting that the presence of Online Influencers (OI) yields a notable and favorable effect on the perception of trust (PT). However, the results presented in Table 4.17 indicate that there is not a statistically significant association between Online

Influencers and perceived trust ( $\beta=0.649$ ,  $t=4.509$ , and  $p>0.05$ ). Thus, the hypothesis H7 lacks support.

Consistent with earlier research, Haenlein et al. (2020) assert that the findings provided provide evidence of the significant influence exerted by influencers on consumers' impulsive purchasing behavior. This suggests that the current effectiveness of the influencer marketing strategy can be attributed to this impact. The internet has become an indispensable component in contemporary society, playing a pivotal role in the lives of individuals. The utilization of social media platforms such as Instagram for commercial purposes has been increasingly prevalent among Indonesians, owing to the rapid expansion of the internet.

#### **H8: Online reviews (OR) have a significant positive impact on Perceived Trust (PT)**

A hypothesis was formulated positing that online reviews (OR) exert a substantial beneficial influence on perceived trust (PT). The results shown in Table 4.17 demonstrate a statistically significant association between the time limit for promotions and the level of perceived trust ( $\beta=-0.163$ ,  $t=2.306$ , and  $p<0.05$ ). Thus, the proposition H8 is substantiated.

Consistent with the research conducted by Wu et al. (2021), it was observed that online reviews exert a significant influence on the perceived trust of online consumers. Although the regional context varied, the respondents expressed a shared belief that internet reviews instill a sense of trust in their online purchasing decisions.

#### **H9: Logistics service quality (LSQ) has a significant positive impact on Perceived Trust (PT)**

A hypothesis was formulated positing that there exists a substantial positive relationship between logistics service quality (LSQ) and perceived trust (PT). The results presented in Table 4.17 indicate a statistically significant association between logistical service quality and perceived trust ( $\beta=-0.649$ ,  $t=0.144$ ,  $p<0.05$ ). Thus, the hypothesis H9 is corroborated.

Consistent with previous study conducted by Luo et al. (2021), it was determined that there is a significant correlation between logistics service quality and the perceived trust of online purchasers. In order to meet the demands of customers seeking personalized and unique logistics services, enterprises must effectively incorporate and streamline resource allocation within the market, while also enhancing the overall consumer experience. The provision of logistics services that meet consumers' needs is expected to enhance consumer satisfaction and foster stronger commercial relationships. In a similar vein, enhancing the quality of logistics services has the potential to elevate consumers' perceptions of value in the context of online shopping. According to Yen et al. (2022), the increase in perceived value is likely to be more pronounced when consumers derive enjoyment from their purchasing experiences.

#### **H10: Promotion incentive information (PII) has a significant positive impact on Perceived Trust (PT)**

A hypothesis was formulated suggesting that the provision of promotion incentive information (PII) has a substantial and favorable influence on the perception of trust (PT). The results shown in Table 4.17 indicate a statistically significant association between the provision of promotion incentive information and the level of perceived trust ( $\beta=-0.474$ ,  $t=3.617$ ,  $p<0.05$ ). Thus, the hypothesis H10 is substantiated.

Consistent with the past investigation conducted by Zhang et al. (2022), a similar association was seen between the disclosure of promotion incentives and the perception of trust. In order to enhance consumer engagement and purchasing capacity, e-commerce enterprises exert influence over consumers' price sensitivity. The promotional incentive often exhibits greater potency compared to conventional price sensitivity. The promotional incentive often exhibits greater potency compared to conventional purchasing patterns, particularly when e-commerce platforms employ the "hunger marketing" strategy to induce customers into immediate purchases of specific products. The aforementioned factor has an instant impact on the perceived value, trustworthiness, and purchase intention of customers who exhibit sensitivity towards pricing. The examination of incentives is a common practice within the context of agency theory, aiming to align the interests of the principal and the agent, as well as to foster desirable performance from the agent. This study focuses on the analysis of implicit incentives related to promotion prospects.

**H11: The promotion time limit (PTL) has a significant positive impact on Perceived Trust (PT)**

It was expected that the perceived trust (PT) is significantly increased when there is a promotion time limit (PTL). On the other hand, according to the findings that can be seen in Table 4.17, there is a significant association between the promotion time restriction and perceived trust ( $=-0.595$ ,  $t=8.872$ , and  $p0.05$ ). As a result, support is given for H11.

According to the findings of earlier research carried out by Chen (2021), there was a considerable favorable impact that promotion time limit had on perceived trust. According to Wu et al. (2020), a limited-time scarcity can stimulate impulsive purchasing behavior while shopping online. The shorter the length of the offer, the stronger the consumers' awareness of the opportunity cost, and the higher their cognitive response to the promotion's perceived value. This is according to research conducted by Lu and Huang (2014). According to Hong (2021), the practice of online retailers advertising products with a limited time period and severe time pressure increases the likelihood that potential buyers will opt to make a purchase of the advertised product(s).

**Table 4. 1: Assessment of Structural Model: Hypotheses Testing for Direct Relationship**

Relationship	Std Beta	Std Error	t-value	P-values	Hypotheses Results
OI -> IBB	0.118	0.099	1.189	0.117	H1) Not supported
OR -> IBB	0.077	0.06	1.282	0.1	H2) Not supported
LSQ -> IBB	0.061	0.171	0.357	0.361	H3) Not supported
PII -> IBB	0.394	0.149	2.655	0.004	H4) Supported
PTL -> IBB	-0.221	0.074	2.977	0.001	H5) Supported
PT -> IBB	0.377	0.059	6.44	0	H6) Supported
OI -> PT	0.145	0.098	1.487	0.069	H7) Not supported
OR -> PT	-0.163	0.071	2.306	0.011	H8) Supported
LSQ -> PT	0.649	0.144	4.509	0	H9) Supported
PII -> PT	-0.474	0.131	3.617	0	H10) Supported
PTL -> PT	0.595	0.067	8.872	0	H11) Supported

**H12: Perceived Trust mediates the relationship between online influencers and Impulsive buying behavior.**

It was expected that perceived trust would act as a mediator between the connection between online influencers and impulsive purchasing behavior. Perceived trust, on the other hand, was discovered to be a significant mediator for the association between promotion incentive information and impulsive buying behavior. The results of the study are as follows: ( $=-0.178$ ,  $t=2.972$ , and  $p0.050$ ). As a result, the H12 theory was proven correct.

**H13: Perceived Trust mediates the relationship between online reviews and Impulsive buying behavior.**

It was anticipated that perceived trust acts as a mediator between impulsive purchasing behavior and the connection between online reviews and that conduct. However, it was discovered that perceived trust is a major mediator for the association between the quality of the logistical service and impulsive purchase behavior. The outcomes of the study are ( $=0.245$ ,  $t=3.615$ , and  $p0.050$ ). As a result, the H13 theory was proven correct.

**H14: Perceived Trust mediates the relationship between logistic service quality and Impulsive buying behavior.**

It was expected that perceived trust would act as a mediator between the relationship between the quality of the logistic service and impulsive purchasing behavior. In a similar vein, it was discovered that perceived trust is a significant mediator for the association between promotion time restriction and impulsive purchase behavior. The results are as follows: ( $\beta=0.224$ ,  $t=4.887$ , and  $p<0.050$ ). As a result, the H14 theory was proven correct. **H15: Perceived Trust mediates the relationship between online promotion time limit and Impulsive buying behavior.**

It was expected that perceived trust would act as a mediator between the connection between the time limit of an online campaign and impulsive purchasing behavior. Perceived trust was found to be a significant mediator for the association between online reviews and impulsive purchasing behavior, and the results of the study are as follows: ( $\beta=-0.061$ ,  $t=4.887$ , and  $p<0.050$ ). As a result, the H15 theory was proven correct.

**H16: Perceived Trust mediates the relationship between online promotion time limit and Impulsive buying behavior.**

The present study posited that the perceived trust of consumers serves as a mediator in the association between the time limit imposed on online promotions and impulsive buying behavior. Based on the findings, it was determined that perceived trust serves as a major mediator in the association between online reviews and impulsive purchase behavior. The statistical results indicate a negative relationship, with a beta coefficient of  $-0.061$ , a t-value of  $4.887$ , and a p-value of less than  $0.050$ . As a result, hypothesis H16 is accepted.

**Table 4. 2: Structural Model: Test of Significance for Mediating Relationships**

Hypotheses	Relationship	Std Beta	Std Error	t-statistics	p-values	Decision
H12	OI -> PT -> IBB	0.055	0.04	1.378	0.084	Not supported
H13	OR -> PT -> IBB	-0.061	0.028	2.178	0.015	Supported
H14	LSQ -> PT -> IBB	0.245	0.068	3.615	0	Supported
H15	PII -> PT -> IBB	-0.178	0.06	2.972	0.001	Supported
H16	PTL -> PT -> IBB	0.224	0.046	4.887	0	Supported

Table 4.3 presents a brief summary of the hypotheses testing outcomes. It encompasses each hypothesis, the employed statistical procedure, and the resultant consequences. The table delineates the acceptance or rejection of the proposed hypothesis.

**Table 4.3: Summary of Hypotheses Finding**

No	Hypotheses Statements	Decision
H1	Online Influencers (OI) have a significant positive impact on Impulsive buying behavior (IBB).	Not Supported
H2	Online reviews (OR) have a significant positive impact on Impulsive buying behavior (IBB)	Not Supported
H3	Logistics service quality (LSQ) has a significant positive impact on Impulsive buying behavior (IBB)	Not Supported
H4	Promotion incentive information (PII) has a significant positive impact on Impulsive buying behavior (IBB)	Supported



H5	The promotion time limit (PTL) has a significant positive impact on Impulsive buying behavior (IBB)	Supported
H6	Perceived trust (PT) has a significant positive impact on Impulsive buying behavior (IBB)	Supported
H7	Online Influencers (OI) have a significant positive impact on Perceived Trust (PT)	Supported
H8	Online reviews (OR) have a significant positive impact on Perceived Trust (PT)	Not supported
H9	Logistics service quality (LSQ) has a significant positive impact on Perceived Trust (PT)	Supported
H10	Promotion incentive information (PII) has a significant positive impact on Perceived Trust (PT)	Supported
H11	The promotion time limit (PTL) has a significant positive impact on Perceived Trust (PT)	Supported
H12	Perceived Trust mediates the relationship between online influencers and Impulsive buying behavior.	Supported
H13	Perceived Trust mediates the relationship between online reviews and Impulsive buying behavior.	Supported
H14	Perceived Trust mediates the relationship between logistic service quality and Impulsive buying behavior.	Supported
H15	Perceived Trust mediates the relationship between online promotion time limit and Impulsive buying behavior.	Supported
H16	Perceived Trust mediates the relationship between online promotion time limit and Impulsive buying behavior.	Not supported

The following is the conclusion to the research questions offered in this study based on the analysis done in the previous chapter:

**RQ 1: What is the current status of online influencers, online reviews, logistic service quality, promotion time limit, and promotion incentive information among Pakistani online buyers?**

It is found that people are reluctant to buy online with respect to online influencers. People may feel that these influencers may get paid by the companies to propagate positive online influence for their products and services. Since e-commerce companies are striving for better logistics service quality was key for the respondents to consider with respect to their impulsive buying. However, promotion time limit and promotion incentive information are very key components, but online buyers in Pakistan are not considering these variables' influence is weak some way or another.

**RQ 2: What are the important predictors/determinants of impulsive buying behavior among Pakistani online buyers?**

The answer to this question was the important predictors/determinants of impulsive buying behavior among Pakistani online buyers are Logistic service quality, online reviews, and perceived trust. Online buyers feel logistics service and online reviews give them a feeling of trust; thus it motivates to go for online buying.

**RQ 3: What are the important predictors/determinants of perceived trust among Pakistani online buyers?**

The answer to this question was the important predictors/determinants of impulsive buying behavior among Pakistani online buyers are online influencers, Logistic service quality, online reviews, promotion incentive information, and promotion time limit. They are all play significant role in online buyers buying decisions.

**RQ 4: What is the mediation effect of perceived trust on the relationship between online influencers, online reviews, logistic service quality, promotion time limit, and promotion incentive information on the Impulsive buying behavior of Pakistani online buyers?**

In a similar vein, the present analysis seeks to investigate the mediating interactions. The study revealed that there is no mediating effect of Perceived Trust on the association between online influencers and impulsive buying behavior. The present study discovered that the association between online reviews, logistical service quality, promotion incentive information, and promotion time limit on impulsive buying behavior of online buyers in Pakistan is mediated by Perceived Trust.

#### **4. CONCLUSION**

This study aimed to analyze the factors that influence online impulsive purchasing behavior among Pakistani online consumers. A total of 350 samples were distributed using snowball sampling and 328 surveys were analyzed using Structural Equation Modeling (SEM) software. The results showed a strong positive correlation between online reviews, logistic service quality, promotion incentive information, promotion time limit, and impulsive buying behavior.

The study also found that trust plays a mediating role in the strong positive correlation between online reviews, logistic service quality, promotion incentive information, promotion time limit, and impulsive buying behavior. E-commerce anchors' behaviors directly impact consumers' awareness of product information and activity content. However, there is a lack of consistency in the proficiency of live commerce anchors. To improve customer satisfaction, platforms should engage anchors with reputable standing, expertise, and favorable dispositions. Logistical service quality is crucial for online businesses. Offering post-purchase assistance, enhancing security, offering free freight insurance, transparency in pricing comparisons, and adjusting promotional frequency are essential. Temporal constraints on promotional activities can also affect consumer behavior. To mitigate attrition, retailers should establish clear commencement times, simplify procedures for direct broadcast promotion, and establish a strong consumer-brand connection through well-designed promotional initiatives. In conclusion, effective marketing strategies should consider these factors to maintain their current customer base and attract potential customers, ensuring their survival against intense competition.

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