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Online impulse buying of tourism products: The role of web site personality, utilitarian and hedonic web browsing

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Online impulse buying of tourism products

The role of web site personality, utilitarian and hedonic web browsing

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Abstract

Purpose – The purpose of this paper is to examine the structural relationship between web site personality, utilitarian web browsing, hedonic web browsing and online impulse buying of tourism products.

Design/methodology/approach – A total of 405 valid online questionnaires were collected to empirically test the measurement and structural model using partial least square path modelling approach, a variance-based structural equation modelling technique. The study sample includes experienced online shoppers who performed shopping tourism products and services via internet medium.

Findings – The results imply that web site personality is a second-order reflective construct comprising solidity, enthusiasm, genuineness, sophistication and unpleasantness. web site personality positively influences utilitarian web browsing, hedonic web browsing and online impulse buying; and both hedonic web browsing and utilitarian web browsing positively influence online impulse buying.

Originality/value – Online impulse buying of tourism products has not been profoundly explored in current literature, despite its important implication for managers, academicians and consumers alike. This study contributes to the field of e-commerce marketing, retailing and e-tourism research.

Keywords Perception, Tourism products, Hedonic web browsing, Online impulse buying, Utilitarian web browsing, Website personality

Paper type Research paper



1. Introduction

Previous studies (Law *et al.*, 2014; Berezina *et al.*, 2012; Powley *et al.*, 2004; Cobanoglu *et al.*, 2011; Moreo *et al.*, 2007; Cobanoglu *et al.*, 2013) indicate that information technology advancement has substitutional impact on tourism and hospitality industry sector and subsequently boosts online sales of travel agencies and other reservation services (Kim *et al.*, 2012, 2011; Moreno *et al.*, 2015; Zhao *et al.*, 2014; Park *et al.*, 2003).

Tourists have started to use the web and technologies in ever-greater proportions, and they often behave impulsively during online decision making (Young Chung *et al.*, 2011; Barreda and Bilgihan, 2013). WTTC (2011) forecasted one-third of the world's travel and tourism sales to be made via online channels and a rapid development in global online travel segment. In this context, Verhagen and van Dolen (2011) postulated that impulse purchasing apparently occurs in about 40 per cent of all online purchases of tourism products. Tourists' impulse behaviour, similar to buyers in other industries, is prompted by a number of factors including easy access to products, easy purchasing, lack of social pressures and absence of deliver efforts (Jeffrey and Hodge, 2007).

E-retailers recently have recognised profitability in selling their tourism products online. Purchase of online products from consumer's perspectives however varies frequently (Rezaei and Ismail, 2014; Rezaei *et al.*, 2014; Daliri *et al.*, 2014), and the choice of action is driven by consumer's hedonic behaviour – browsing or impulse buying (Park and Kim, 2008). This difference in behaviour has triggered scholars and practitioners to understand more about online shoppers, specifically the reason why consumers prefer purchasing products online, specifically tourism products (Susskind and Stefanone, 2010). Madhavaram and Laverie (2004) in this perspective have noted that online retailing encourages impulse purchase behaviour. In their view, online purchase encourages consumers by providing them opportunity to browse and purchase, depending on their moods. Furthermore, much of the literature on web browsing focus on not only utilitarian, but also hedonic considerations, pointing towards its significance for impulse buying (Smith and Sivakumar, 2004). Therefore, online tourism retailers should focus on impulse purchasers in web browser area of research to support e-business growth.

Moreover, web site personality characteristics may also influence consumers' browsing behaviour, leading to impulse shopping-related behaviour (Turkyilmaz *et al.*, 2015). Generally, emotional and informational web content matches with the online tourism products; however, its appearance on the web site is a critical motivation to enhance web browsing (Tsao and Chang, 2010). Therefore, e-retailers may need to develop their web site personality based on hedonic and utilitarian browsing to attract browsers and target and market their customers in a more profitable way. Despite the large amount of literature on online purchasing, few efforts identify the relationship between web site personality traits and web browsing behaviour for tourism products in the online shopping context. To fill the gap, this study incorporated the concept of web site personality, utilitarian and hedonic web browsing and online impulse buying in the context of online tourism products.

Considering the discussion above, the purpose of this study is to examine the role of web site personality, utilitarian web browsing and hedonic web browsing on online impulse buying of tourism products. The remainder of this paper is organised as follows. The first section consists of the theoretical background and concepts that are central to the study followed by the conceptual model and discuss the relationships among model elements. The next section narrates the research methodology and data collection. The last part consists of the findings, implications and suggestion for future research directions.

2. Literature review and hypothesis development

2.1 Web site personality

A number of previous scholars (Guido, 2006; Tsao and Chang, 2010; Turkyilmaz *et al.*, 2015) have examined the concept of user personality traits while studying impulse

buying. However, this study uses conceptualisation of web site personality based on propositions by (Aaker, 1997, p. 347) which the author relates brands with well-defined personalities. Brand personality, according to Aaker, is “a set of human characteristics associated with the brand”, which includes of five dimensions, namely, sincerity, excitement, competence, sophistication and ruggedness. Meanwhile, d’Astous and Lévesque (2003) came up with the concept of store personality which can be applied in a store or service environment. The authors define store personality as “the mentality representation of a store on dimensions that typically capture an individual’s personality” (d’Astous and Lévesque, 2003. p. 457). Later, Poddar *et al.* (2009) made comparison between the concept of brand personality and store personality. They state that brand personality is generated through observations of usual user of a brand, in which the user may think of advertisements, product categories, symbols, logos, prices and distribution channels. Store personality, on the other hand, is stimulated by customer–salesperson interactions. d’Astous and Lévesque (2003) proposed five dimensions of store personality, namely, enthusiasm, sophistication, unpleasantness, genuineness and solidity. Commercial web site is much like a store, as Poddar *et al.* (2009) argues, and it contains all functions of a store. Thus, store personality construct may be applied into web site personality because of the resemblance between web store and offline store. Therefore, this study adapts store personality scale, i.e. enthusiasm, sophistication, genuineness, solidity and unpleasantness in the internet context. Web site personality in this study is a mental representation of a web site store on dimensions which has similarity and reflects the dimensions of human personality.

2.2 Impulsiveness and online impulsive buying

Bayley and Nancarrow (1998) believe that impulse buying is characterised by consumer’s sudden, compelling and hedonically complex behaviour in which consumers are unaware about alternative information and choices. While making online purchase, consumers normally tend to make unintended and immediate purchases (Jones *et al.*, 2003); their intention might be related to web site simplicity or complicity (Wu *et al.*, 2016). In this perspective, Sharma *et al.* (2010) have noted that online purchase is driven by consumers’ emotions, low cognitive control or spontaneous behaviour. They argue that consumers’ impulse buying behaviour is driven by appealing objects, which cause them to make purchase without considering financial and other consequences of the online purchase. Some scholars also argued that online shoppers are more spontaneous as compared to traditional store shoppers (Park *et al.*, 2012; Verhagen and van Dolen, 2011). Impulse buying inclinations dominate online purchases of sensory products that support the notion that hedonic shopping motives influence e-impulse buying. Online marketing stimuli allow online shoppers to be less risk averse for their initial search, shopping (Wu *et al.*, 2015) and make it easy to shop impulsively (Madhavaram and Laverie, 2004). Moreover, it is a fact that purchasing of tourism products involves planning because of being a high involvement activity (March and Woodside, 2005). However, tourists’ interest in the short trips, increase in the availability of last-minute offers and low-cost airline connections have substantially reduced the planning factor. This indicates that impulse purchase of tourism products is increasing; yet, there is a limited knowledge about the drivers of impulse buying of tourism products (Laesser and Dolnicar, 2012).

2.3 Web site personality, web browsing and online impulse buying

Poddar *et al.* (2009) assumed that there are many similarities between a physical store and an e-seller's web site because both aid interaction with the customers, provide recommendations and support by sales representatives, etc. Hence, they used different dimensions of personality including enthusiasm, sophistication, unpleasantness, genuineness and solidity to examine web site personalities. Poddar *et al.* (2009) stated that an enthusiastic web site is the one that effectively uses its structure and design to create a lively, friendly and welcoming atmosphere for the visitors, whereas solidity of a web site refers to the degree to which it performs its business in a professional manner. Genuineness of a web site personality refers to its reliability and security, whereas sophistication refers to elegant, classy and upscale web site (Poddar *et al.*, 2009). Moreover, a pleasant web site is the one that does not include annoying layout or irritating purchase processes. This concludes that various qualities of a web site show the personality of that web site. In a recent study, Turkyilmaz *et al.* (2015) examined and confirmed the web site quality traits on online impulse buying. Similarly, in another study, various web site qualities such as perceived ease of use and perceived enjoyment influences browser's impulse buying behaviour. Lin and Chen (2013) indicated that impulse buying behaviour that implies on an unplanned decision to buy with an non-economic purpose, such as joy, fantasy and social or emotional enjoyment, may steer consumers to buy impulsively. Moreover, different features of web site personality include web site atmospheric cues, web site design, web site usability and privacy and security impact utilitarian (i.e. goal-directed) and hedonic (i.e. experiential mood) purposes of web browsing (Park *et al.*, 2012, Wu *et al.*, 2015). In a recent study conducted by Gohary and Hanzaae (2014), the relationship between personality traits, compulsive and impulsive buying and hedonic and utilitarian shopping values were studied. Results confirmed that some of the personality traits influence shopping motivations and impulse buying. Hence, it is hypothesised that:

- H1. There is a positive relationship between web site personality and utilitarian web browsing.
- H2. There is a positive relationship between web site personality and hedonic web browsing.
- H3. There is a positive relationship between web site personality and online impulse buying.

2.4 Web browsing and online impulse buying

Both hedonic and utilitarian browsing impact impulse buying (Novak *et al.*, 2003). Impulse buying and different types of searching are less effort feelings (Sharma *et al.*, 2010). Shoppers' motivations of e-shopping experience encompass searching for benefits such as uniqueness, fun, entertainment (Ha and Stoel, 2012). For some products, impulse buying is because of hedonic and emotional browsing (Joo Park *et al.*, 2006). Internet enables browsing the online merchandise for hedonic (recreational) and/or utilitarian (informational) purposes (Madhavaram and Laverie, 2004). Consumers usually act impulsively when generating online decisions which begins with easy access to products, easy buying "for instance: click order", less social pressures and absence of delivery efforts; impulse purchasing apparently happens approximately about 40 per cent of all online expenditures (Verhagen and van Dolen, 2011). Moreover, Gohary and

Hanzaee (2014) have also supported the impact of utilitarian and hedonic browsing on impulsive buying behaviour which points towards the significance of utilitarian and hedonic browsing for impulse buying over the internet (Verhagen and van Dolen, 2011; Kim and Eastin, 2011). Additionally, Park *et al.* (2012) confirmed that there is a relationship between utilitarian and hedonic browsing and buying impulsiveness in the context of online purchasing of apparel products. Hence, it is hypothesised that:

- H4. There is a positive relationship between utilitarian web browsing and online impulse buying.
- H5. There is a positive relationship between hedonic web browsing and online impulse buying.

3. Research method

To empirically test the proposed model (Figure 1) and assess the proposed hypothesis, a quantitative research method was performed. Accordingly, a cross-sectional data collection approach using online questionnaire which is advantage (Cobanoglu and Cobanoglu, 2003) was used to empirically test the model and find out the structural relationships between reflective latent constructs. To capture the information regarding to online impulse buying of tourism products, the questionnaire was designed in three main sections. The first and important section was designed to ensure that respondents have experience with buying tourism items (products) from online vendors within past three months. For this reason, a screening question was embedded into first section of questionnaire (yes or no answer). The respondents were redirected to the last page of the questionnaire if they have not purchased tourism product within past three months. In fact, those respondents who have not purchased any tourism product within past three months were automatically removed from the study; thus, our sample includes experienced online shoppers who experience with shopping tourism products. The respondents mainly purchased accommodation services (e.g. hotel booking), food and

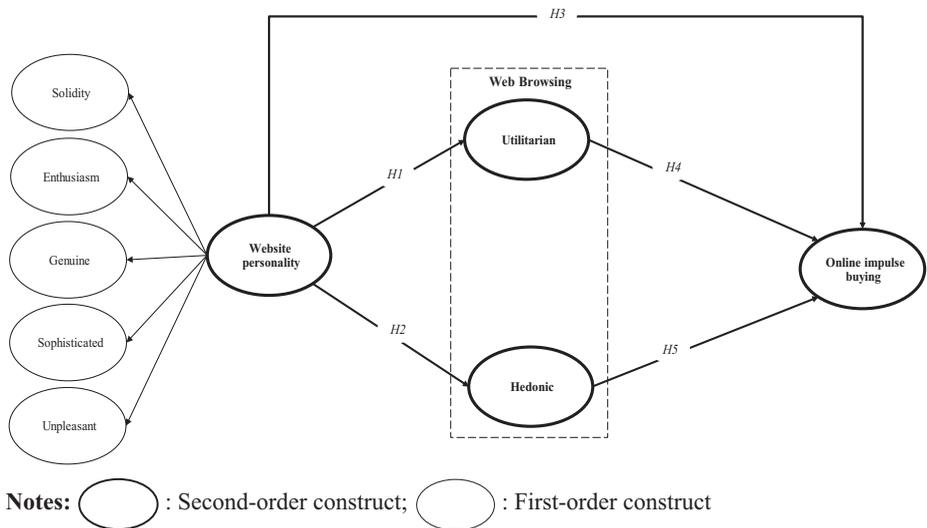


Figure 1.
Research model

beverage services (e.g. restaurant reservation) and transportation and rental services (e.g. online air ticketing) from travel agencies and other reservation services. The second section of questionnaire was designed to capture information regarding to respondents' demographic characteristics such as age, gender and income. Table I shows the demographic profile of respondents.

The third part of questionnaire was designed to assess the structural relationship among constructs. To measure the research constructs, five items were adopted from Verhagen and van Dolen (2011) to measure online impulse buying, five items were adopted to measure utilitarian web browsing and four items were adopted to measure hedonic web browsing from Park *et al.* (2012). To measure web site personality as a second-order construct, five dimensions were designated including solidity with seven items, enthusiasm with six items, genuineness with seven items, sophistication with seven items and unpleasantness with four items adopted from previous study (Poddar *et al.*, 2009). Appendix 1 shows the measurement items. Seven-point Likert scale ranging from strongly disagrees to strongly agree was designed. Prior to main data collection, a pre-test ($n = 18$) and pilot test ($n = 122$) were conducted. Furthermore, 550 online questionnaires were distributed among online consumers in which a total of 405 valid questionnaires were collected to (response rate = 73.636 per cent) empirically test the measurement and structural model using partial least square (PLS) path modelling

No.	Demographic	Category	(%)
1	Age	18 to 24	22.5
		25 to 31	32.3
		32 to 40	34.1
		Above 40	11.1
2	Gender	Male	49.1
		Female	50.9
3	Ethnicity	Malay	36.3
		Chinese	39.3
		Indian	21.2
		Other	3.2
4	Education	Doctorate/PhD	7.7
		Master	26.2
		Bachelor/Advanced diploma	32.8
		Diploma	24.9
5	Occupation	Other	8.4
		Business owner	8.4
		Managerial level	18.8
		Employee level	34.3
		Student	34.6
6	Income	Other	4.0
		Below RM1,000 per month	6.4
		RM1,100–RM2,000 per month	31.9
		RM2,100–RM3,000 per month	35.8
		RM3,100–RM4,000 per month	18.5
More than RM5,000 per month	7.4		

Table I.
Demographic profile
of respondents

approach, a structural equation modelling (PLS-SEM) technique. Table I depicts the demographic profile of respondents.

3.1 Missing values treatment

As “missing data is a pervasive problem in sample surveys” (Little, 1988, p. 287), its possibility causes a problem in multivariate analysis. However, how to effectively treat the missing value remains challenging for researchers in social science like information systems (IS), marketing, tourism and hospitality researchers. Of several missing value remedies, multiple imputation considered as effective and reliable (Schafer and Olsen, 1998; Rezaei and Ghodsi, 2014). Multiple imputation (Rubin, 1987) is “a simulation technique that replaces each missing datum with a set of complete data > 1 plausible values” (Schafer and Olsen, 1998, p. 545). In this research, to effectively impute missing values and handle missing values, using SPSS software, expectation maximisation algorithm (EMA) (Little, 1988) was performed. Little’s missing completely at random (MCAR) χ^2 statistic attained and found that missing data are at random (Little’s MCAR test: $\chi^2 = 344.360$, $df = 342$, Significance = 0.454). Thus, EMA performed to impute missing values.

3.2 Common method variance and non-respondent bias

Common method variance (CMV) and non-respondent bias as a threat to survey study were assessed before we performed PLS-SEM analysis. CMV or common method bias is an issue in quantitative research and other self-report surveys (Spector, 2006), and it occurs when the data were collected from a single source (Avolio *et al.*, 1991). Reio (2010) recommends that procedural design and statistical control are two solutions to lessen probability of CMV. Following Podsakoff *et al.* (2003), this study address CMV issue at questionnaire design stage and using statistical techniques (i.e. Harman’s one-factor test) after the empirical data were gathered. Consequently, our statistical results demonstrate that CMV is not an issue in this study, and we proceed for main data analysis (PLS-SEM).

In addition to CMV, the “survey method” as a methodological approach in this study to collect the primary data was a concern regarding to “non-response bias” issue. Lewis *et al.* (2013, pp. 240-241) defined this issue “a systematic and significant difference between those who respond to a survey and those who do not in terms of characteristics central to the research focus”. Base on continuum of resistance theory (Lin and Schaeffer, 1995), we performed analysis of respondents demographic characteristics such as ethnicity (Malay, Chinese, Indian and other) and compared key endogenous latent constructs such as utilitarian web browsing, hedonic web browsing and online impulse buying. Our results demonstrate that no significant differences were shown between groups using the *t*-test. Further, we compare the early and late respondents (wave analysis) as another method in evaluation of non-response bias, and the results imply that there are no significant differences between early and late respondents. Thus, the study sample is free of non-respondent bias.

3.3 Structural equation modelling

Compared to the first generation data analysis techniques, to perform parameter evaluation (measurement model) and hypothesis testing (structural relationships) for a casual model, SEM analysis is preferred (Chin, 1998; Rezaei, 2015) in tourism and hospitality researches (Ali and Amin, 2014; Ali *et al.*, 2013, 2015; Shahijan *et al.*, 2015).

PLS path-modelling approach that is a variance-based SEM (VB-SEM) attracts remarkable attention for researcher in marketing and consumer behaviour studies (Reinartz *et al.*, 2009; Sarstedt, 2008; Henseler, 2010; Hair *et al.*, 2011; Rezaei, 2015). VB-SEM including PLS is more suitable for explaining complex relationships based on a component construct concept rather than co-variation between constructs (Sarstedt, 2008). Furthermore, PLS does not required assumptions such as normality of data distributions and sample size (Vinzi *et al.*, 2010), and it is an advantage when the primary concern of the analysis is the prediction originated or prediction accuracy (Sarstedt, 2008; Hair *et al.*, 2011; Rezaei, 2015). It is appropriate to perform PLS, as several latent constructs that are circuitously measured by several indicators could be analysed as confirmatory analysis (Ringle *et al.*, 2005a). PLS is also effective, as its methodological procedure allows researchers to measure heterogeneity within path modelling. Chin (2010) and Henseler and Chin (2010) recommend the two-stage approach. First, the assessment of measurement model, and second, the structural model evaluation followed by previous studies (Rezaei, 2015). Therefore, PLS-SEM is performed using SmartPLS software (Ringle *et al.*, 2005b) to empirically test the proposed model (Figure 1), measurement and structural model.

4. Results

4.1 Assessment of measurement model

To evaluate reflective measurement model in this study, we assess outer weights or loadings composite reliability (CR) average variance extracted (AVE = convergent validity) and discriminant validity which were obtained from PLS algorithm option. Further, to assess construct validity, loadings, AVE, CR and Cronbach's alpha were assessed. Table II shows all outer loadings of constructs are well above the minimum threshold value of 0.70. In addition, all reflective constructs have high levels of internal consistency reliability presented by CR and Cronbach's alpha values. The AVE values which imply convergent validity are also well above the minimum required level of 0.50, thus demonstrating convergent validity for all research constructs.

Moreover, to examine the first-order construct on designated second-order construct, hierarchical component model (Chin *et al.*, 2003) or repeated indicators approach (Lohmoller, 1988) which is popular approach in estimating higher order constructs with PLS (Wilson and Henseler, 2007) was performed. Table III shows the weights of first-order on designated second-order constructs indicating that web site personality empirically is a second-order reflective construct comprising solidity, enthusiasm, genuineness, sophistication and unpleasantness. Shown in Table III, *t*-statistic of item and *t*-statistic of first-order construct are significant at *t*-value 2.58 (sig. level = 1 per cent). In addition, the CR and AVE were obtained for second-order construct indicating a valid value of 0.925 and 0.717, respectively.

To examine discriminant validity, Fornell and Larcker (1981) criterion (Table IV) and loading and cross-loading criterion (Table V) were assessed. A comparison of the loadings across the columns in the matrix (loadings and cross-loadings of items) reveals that an indicator's loadings on its own construct are in all cases higher than all of its cross-loadings with other constructs. The results indicate that there is a discriminant validity between all the constructs based on Fornell–Larcker criterion (Table IV) and loading and cross-loading criterion (Table V).

Construct	Item	Weights or loadings	AVE ^a	Composite reliability ^b (CR)	Cronbach's alpha
Enthusiasm	ENT1	0.875	0.739	0.944	0.929
	ENT2	0.846			
	ENT3	0.863			
	ENT4	0.864			
	ENT5	0.849			
	ENT6	0.861			
Genuineness	GEN1	0.817	0.781	0.934	0.906
	GEN2	0.915			
	GEN3	0.891			
	GEN4	0.907			
	GEN5	0.815			
Solidity	SLD1	0.815	0.680	0.927	0.906
	SLD2	0.789			
	SLD3	0.851			
	SLD5	0.858			
	SLD6	0.788			
	SLD7	0.843			
	SLD4	0.789			
Sophistication	STC3	0.609	0.602	0.856	0.775
	STC4	0.865			
	STC5	0.811			
	STC6	0.794			
	STC7	0.792			
	STC1	0.767			
Unpleasantness	UNP1	0.792	0.671	0.800	0.640
	UNP3	0.767			
	UNP4	0.707			
	UNP2	0.707			
Utilitarian web browsing	UWB1	0.872	0.800	0.941	0.917
	UWB2	0.895			
	UWB3	0.932			
	UWB4	0.879			
	UWB5	0.879			
Hedonic web browsing	HWB1	0.906	0.849	0.957	0.941
	HWB2	0.942			
	HWB3	0.938			
	HWB4	0.899			
	HWB5	0.899			
Online impulse buying (OIB)	OIB1	0.885	0.701	0.920	0.891
	OIB2	0.924			
	OIB3	0.640			
	OIB4	0.884			
	OIB5	0.824			

Notes: ^aAverage variance extracted (AVE) = (summation of the square of the factor loadings)/{(summation of the square of the factor loadings) + (summation of the error variances)}; ^bComposite reliability (CR) = (square of the summation of the factor loadings)/{(square of the summation of the factor loadings) + (square of the summation of the error variances)}; Acronyms: Solidity (SLD), Enthusiasm (ENT), Genuineness (GEN), Sophistication (STC), Unpleasantness (UNP); GEN5, GEN6, GEN7, SLD4, STC1, STC2, STC7 and UNP2 were removed due to low loading

Table II.
Construct validity

Second-order construct	First-order construct	Item	CR	AVE	<i>t</i> -statistic of item	<i>t</i> -statistic of first-order construct	Outer weights
Web site personality	Enthusiasm	ENT1	0.925	0.717	48.819*	176.738*	0.195
		ENT2			45.934*		0.199
		ENT3			47.942*		0.195
		ENT4			50.365*		0.191
		ENT5			42.021*		0.198
		ENT6			49.653*		0.186
	Genuineness	GEN1	NA	NA	38.182*	109.167*	0.277
		GEN2			80.728*		0.288
		GEN3			67.585*		0.287
		GEN4			71.997*		0.280
	Solidity	SLD1	NA	NA	30.339*	120.327*	0.184
		SLD2			30.561*		0.188
		SLD3			44.842*		0.199
		SLD5			44.213*		0.209
SLD6		29.730*			0.209		
SLD7		50.037*			0.223		
Sophisticatation		STC3			NA		NA
	STC4	18.354*	0.389				
	STC5	11.003*	0.322				
	STC6	13.187*	0.331				
Unpleasantness	UNP1	NA	NA	18.974*	13.721*	0.555	
	UNP3			11.233*		0.438	
	UNP4			7.623*		0.318	

Notes: Average variance extracted, AVE; Composite reliability, CR; **t*-value 2.58 (significance level = 1 per cent)

Table III.
Weights of first-order
on designated
second-order
constructs

4.2 Structural model

After the measurement model was validated based on measurement model, structural model was assessed which involves assessment of the research model's predictive capabilities and the relationships between reflective constructs. Although before assessing the structural model, structural model for collinearity was assessed which the results show that collinearity is not an issue in this study (tolerance levels above 0.20; variance inflation factor (VIF) below 5.00). Accordingly, significance of the path coefficients, level of the R^2 values and predictive relevance (Q^2) were calculated.

Performing PLS-SEM algorithm, the estimates were obtained for the path coefficients (β) which represent the hypothesised relationships between the constructs as shown in Table VI in addition to examining their significance by performing bootstrapping option of 5,000 resample. Figure 2 depicts the structural model results. *H1* that proposes the positive relationship between web site personality and utilitarian web browsing was supported with path coefficient of 0.818, standard error of 0.030 and *t*-statistics of 27.024. This implies that web site personality positively and strongly influences utilitarian web browsing. As shown in Table VI, the *H2* (web site personality → hedonic web browsing) with path coefficient of 0.789, standard error of 0.032 and *t*-statistics of 25.007 and *H3* (web site personality → online impulse buying) with path

Table IV.
Discriminant
validity–Fornell–
Larcker criterion

Construct	Enthusiasm	Genuineness	HWB	OIB	Solidity	Sophistication	UWB	Unpleasantness
Enthusiasm	<i>0.739</i>							
Genuineness	0.590	<i>0.781</i>						
HWB	0.537	0.584	<i>0.849</i>					
OIB	0.434	0.398	0.444	<i>0.701</i>				
Solidity	0.565	0.491	0.534	0.562	<i>0.680</i>			
Sophistication	0.286	0.301	0.221	0.163	0.317	<i>0.602</i>		
UWB	0.601	0.580	0.614	0.445	0.581	0.277	<i>0.800</i>	
Unpleasantness	0.319	0.323	0.388	0.188	0.264	0.131	0.592	<i>0.671</i>

Notes: The off-diagonal values in the above matrix are the square correlations between the latent constructs and diagonal are AVEs; Acronyms: utilitarian web browsing, hedonic web browsing, online impulse buying (OIB)

Latent construct	Item	ENT	GEN	HWB	OIB	SLD	STC	UNP	UWB
Enthusiasm	ENT1	<i>0.875</i>	0.667	0.609	0.573	0.649	0.474	0.443	0.652
	ENT2	<i>0.846</i>	0.631	0.652	0.548	0.545	0.511	0.522	0.617
	ENT3	<i>0.863</i>	0.592	0.633	0.594	0.545	0.484	0.438	0.676
	ENT4	<i>0.864</i>	0.514	0.616	0.532	0.543	0.454	0.500	0.635
	ENT5	<i>0.849</i>	0.571	0.664	0.571	0.503	0.455	0.530	0.696
	ENT6	<i>0.861</i>	0.503	0.601	0.578	0.425	0.374	0.476	0.615
Genuineness	GEN1	0.691	<i>0.817</i>	0.646	0.517	0.442	0.447	0.497	0.638
	GEN2	0.587	<i>0.915</i>	0.472	0.541	0.554	0.483	0.509	0.681
	GEN3	0.696	<i>0.891</i>	0.591	0.620	0.638	0.524	0.489	0.670
	GEN4	0.667	<i>0.907</i>	0.690	0.547	0.502	0.484	0.512	0.499
HWB	HWB1	0.633	0.559	<i>0.906</i>	0.569	0.429	0.487	0.484	0.505
	HWB2	0.512	0.529	<i>0.942</i>	0.581	0.415	0.500	0.578	0.663
	HWB3	0.687	0.520	<i>0.938</i>	0.636	0.672	0.441	0.583	0.621
	HWB4	0.665	0.404	<i>0.899</i>	0.666	0.674	0.310	0.643	0.699
OIB	OIB1	0.570	0.560	0.608	<i>0.885</i>	0.640	0.316	0.430	0.607
	OIB2	0.547	0.545	0.580	<i>0.924</i>	0.641	0.337	0.360	0.584
	OIB3	0.321	0.289	0.331	<i>0.640</i>	0.373	0.216	0.174	0.331
	OIB4	0.598	0.557	0.589	<i>0.884</i>	0.689	0.425	0.345	0.582
	OIB5	0.646	0.611	0.614	<i>0.824</i>	0.518	0.361	0.440	0.620
Solidity	SLD1	0.609	0.575	0.542	0.639	<i>0.815</i>	0.475	0.367	0.588
	SLD2	0.678	0.590	0.571	0.650	<i>0.789</i>	0.413	0.417	0.623
	SLD3	0.670	0.557	0.623	0.668	<i>0.851</i>	0.482	0.419	0.629
	SLD5	0.522	0.510	0.612	0.616	<i>0.858</i>	0.513	0.410	0.619
	SLD6	0.609	0.535	0.596	0.592	<i>0.788</i>	0.416	0.421	0.625
	SLD7	0.416	0.615	0.560	0.558	<i>0.843</i>	0.485	0.494	0.681
	STC3	0.277	0.269	0.338	0.374	0.315	<i>0.609</i>	0.219	0.403
Sophistication	STC4	0.509	0.504	0.416	0.380	0.538	<i>0.865</i>	0.378	0.478
	STC5	0.410	0.444	0.361	0.280	0.445	<i>0.811</i>	0.159	0.340
	STC6	0.427	0.447	0.346	0.242	0.419	<i>0.794</i>	0.343	0.417
Unpleasantness	UNP1	0.552	0.553	0.554	0.389	0.476	0.303	<i>0.792</i>	0.512
	UNP3	0.392	0.398	0.464	0.322	0.364	0.338	<i>0.767</i>	0.428
	UNP4	0.273	0.273	0.353	0.241	0.282	0.143	<i>0.707</i>	0.379
	UNP5	0.552	0.553	0.554	0.389	0.476	0.303	<i>0.792</i>	0.512
UWB	UWB1	0.698	0.671	0.617	0.589	0.694	0.481	0.531	<i>0.872</i>
	UWB2	0.691	0.571	0.617	0.653	0.680	0.422	0.551	<i>0.895</i>
	UWB3	0.518	0.518	0.532	0.580	0.704	0.527	0.545	<i>0.932</i>
	UWB4	0.666	0.663	0.539	0.564	0.649	0.451	0.488	<i>0.879</i>

Table V.
Discriminant
validity–loading and
cross loading
criterion

Notes: Italicized values are loadings for items that are above the recommended value of 0.5; Acronyms: utilitarian web browsing; hedonic web browsing; online impulse buying (OIB)

coefficient of 0.402, standard error of 0.102 and t -statistics of 3.945 were supported. $H4$ implying a positive relationship between utilitarian web browsing and online impulse buying with path coefficient of 0.168, standard error of 0.099 and t -statistics of 1.698 and $H5$ implying a positive relationship between hedonic web browsing and online impulse buying with path coefficient of 0.218, standard error of 0.089 and t -statistics of 2.456 were also supported.

As shown in Table VII, the R^2 values of the endogenous latent variables are available in the PLS algorithm option. The R^2 value for hedonic web browsing (0.622) and online

impulse buying (0.543) is considered as moderate rather than utilitarian web browsing (0.669) which is considered as strong. In addition to the assessment of magnitude of the R^2 values as a criterion of predictive accuracy, Q^2 value examined which is an indicator of the model's predictive relevance. By performing Blindfolding option, Q^2 was obtained for endogenous constructs of study. As shown in Table VII, all Q^2 values are considerably above zero which imply that the model's predictive relevance for the four endogenous constructs is supported. Figure 2 depicts the R^2 and structural model results.

5. Discussion and implications

With a tremendous penetrating rate of internet, web browsing is viewed as an important part of the online buyer's shopping experience. This study provides significant understanding of buyers' impulse buying behaviour based on their web-browsing and web site personality for marketers to develop e-business strategies. This study examines online shoppers' impulsive buying behaviour towards tourism products and investigates whether a web site personality and web browsing have any influence on it. This empirical study contributes to existing literature by using variables from two different categories to predict online shoppers' impulse buying behaviour, namely, web site personality and web browsing. Tremendous growth prospects of online business have created potential customers, and this research has brought to light the importance of web site personality and web browsing behaviour which influences the online impulse behaviour. As the companies are facing severe competition, it is highly essential to know how to improve ways to increase impulse buying, and the findings of this research will definitely be useful.

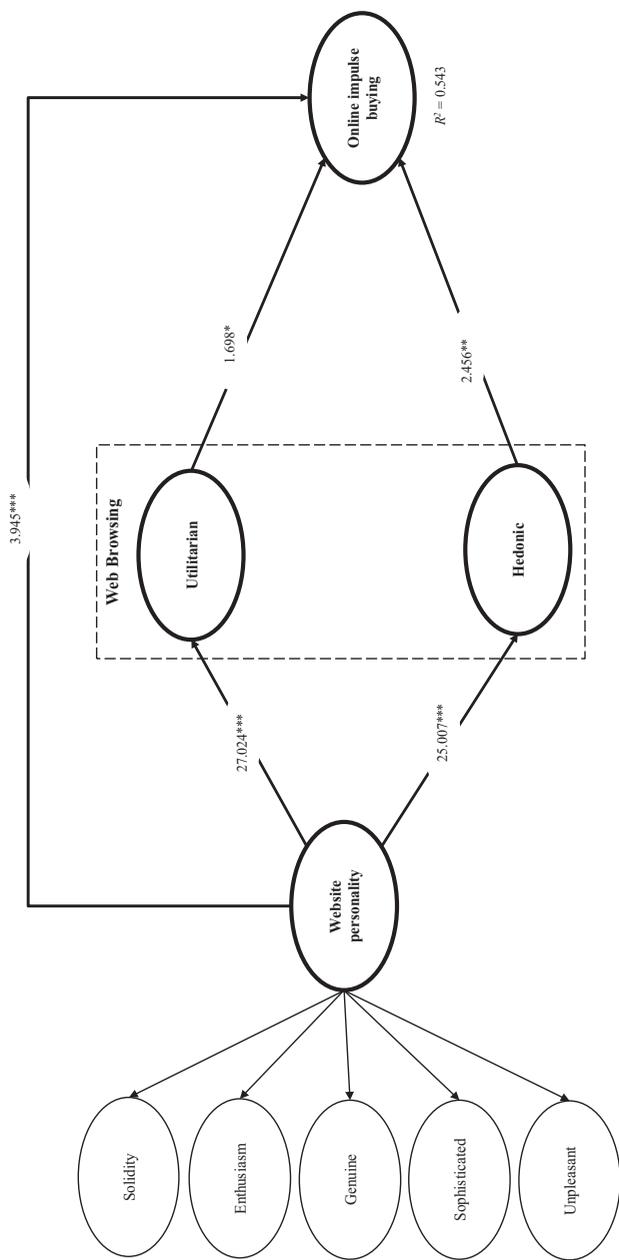
The study focuses on five attributes of web site personality, i.e. enthusiasm, sophistication, genuineness, solidity and unpleasantness, and two motives of web browsing, i.e. utilitarian and hedonic web browsing, as perceived by online buyers. All the hypotheses of the study are supported indicating that web site personality impacts buyers' web browsing and impulse buying behaviour. The results also reinforce a broadened theory of impulse buying behaviour (Baumeister, 2002), which suggests that web browsing is a key to influence online impulse buying for apparel purchase from both utilitarian and hedonic perspectives. The result of this study found that web personality has significant relationship on utilitarian web browsing ($\beta = 0.818$) and hedonic web browsing ($\beta = 0.789$), and it indicates that the definition of web browsing

Hypothesis	Path	Path coefficient	Standard error	t-statistics	Decision
H1	Web site personality → UWB	0.818	0.030	27.024***	Supported
H2	Web site personality → HWB	0.789	0.032	25.007***	Supported
H3	Web site personality → OIB	0.402	0.102	3.945***	Supported
H4	UWB → OIB	0.168	0.099	1.698*	Supported
H5	HWB → OIB	0.218	0.089	2.456**	Supported

Table VI.

Result of hypothesis testing and structural relationships

Notes: t-values for two-tailed test: * 1.65 (significance level 10 per cent); ** 1.96 (significance level = 5 per cent); and *** t-value 2.58 (significance level = 1 per cent) (Hair et al., 2011); Acronyms: utilitarian web browsing; hedonic web browsing; online impulse buying (OIB)



Notes: t -values for two-tailed test: *1.65 (sig. level 10 per cent); **1.96 (sig. level = 5 per cent) and *** t -value 2.58 (sig. level = 1 per cent)

Source: Hair *et al.* (2011)

Figure 2.
Structural model results

concept between utilitarian and hedonic behaviour has no significant difference. In line with this finding, Kim and Eastin (2011) found that there is a significant difference between utilitarian and hedonic behaviour online shopping. For utilitarian value, the customers are more focused on accomplishing consumption objectives (Babin *et al.*, 1999; Choi *et al.*, 2014; Odekerken-Schröder *et al.*, 2003), and in hedonic value, the customers are more focused on fun, entertainment and emotional when dealing with online browsing (Choi *et al.*, 2014; Kaltcheva and Weitz, 2006). Although web sites offer experiences for favour fun and entertainment, however, in this study, customers still focus on traditional aspect of shopping motivation behaviour where intangible aspects is dominant. Therefore, the utilitarian element of attitude towards the web site will affect the utilitarian value of attitude towards the product and similarly will happen for the hedonic values. In addition, López and Ruiz (2011) point out that the majority of consumers will form attitudes through the utilitarian value or hedonic value, and suggested that market segmentation based on how consumers form attitudes and intentions when interacting with a web site will help companies to design more effective online communication tools.

Additionally, this approach can become the basis of e-tailors' web site strategy in interacting with customers to advertising strategy. In fact, the idea of web site personality and customer browsing indicates that consumers build associations with web sites based on its characteristics. For example, a web site perceived as sophisticated and/or more modern may have a positive impact on customers' attitudes towards the web site and may result in higher browsing rate of that web site. Therefore, the way web sites handle consumers is just as important as how the web site looks and feels; together, these factors determine consumer willingness to make further transactions with the site. For this reason, Park *et al.* (2005) suggested that web sites might use different permutations of visual attributes – including simplicity, cohesion, contrast, density and regularity – to describe several e-brand personalities. Similarly, Poddar *et al.* (2009) indicate that fundamental elements such as overall layout, structure and colour scheme might support in developing an enthusiastic or sophisticated personality for a web site. Consequently, a firm personality will create from ease of purchasing on the web site or depth of selection that it offers its customers (Shobeiri *et al.*, 2013).

With respect to the role of web browsing, this study documents that utilitarian and hedonic web browsing mediates the relationship between web site personality traits and online buyers' impulsive buying behaviour. This implies that consumers are likely to make impulse purchases based on web site personality traits such as sophistication and/or genuineness during web browsing. These findings provide several managerial implications for improving the e-tail environment and converting browsing behaviour

Endogenous latent construct	R^2	Q^2
HWB	0.622	0.528
OIB	0.543	0.372
UWB	0.669	0.535

Notes: Acronyms: utilitarian web browsing; hedonic web browsing; online impulse buying (OIB); Assessing predictive relevance (Q^2); Value effect size 0.02 = Small 0.15 = Medium 0.35 = Large

Table VII.
Results of R^2 and Q^2

into purchasing behaviour, all of which may increase online market share for tourism products. Tourism e-retailers need to focus as much on developing an enthusiastic web site by effectively using its structure and design to create a lively, friendly and welcoming atmosphere for the visitors. Another successful e-tail strategy would emphasize on utilitarian and hedonic browsing of visitors by ensuring the professionalism (e.g. good selection range, easy purchase process), security and elegance of the web site. These can then lead to impulse buying of the visitors. Additionally, *To et al. (2007)* point out that that hedonic shopping value can influence unplanned shopping behaviour, while utilitarian shopping value does not. For example, products bought for pleasure have a different level of effect than products purchased for functional purposes. In the situation where a decision must be made to give up certain products, products for pleasure are usually the ones to be given up first (*To et al., 2007*). For example, utilitarian value is more cognitive aspects of attitude, such as economic “value for the money” and decisions of convenience and time savings (*Overby et al., 2005; Teo, 2001*) and comparing traders and evaluating price/quality ratios (*Grewal et al., 2003; Mathwick et al., 2001*).

This study has significant practical implication towards online impulse buying of tourism products. This research outcome will help the practitioners and online shoppers who purchased the tourism products through travels and similar reservation services based on impulse buying to understand the flaws in the services. Sparse information about the role of web site personality and web browsing towards online impulse buying of tourism products may lead to major deficiencies, as the findings of this research indicate web site personality positively influence utilitarian web browsing, hedonic web browsing and online impulse buying. Marketers should concentrate on these strategies, as it may highlight the image of the web sites whereby increasing the impulse buying behaviour which may be a significant contribution to the field of e-commerce marketing, retailing and e-tourism research.

5.1 Limitations and future research directions

To generalize the findings, future research should consider the limitation of study. One of the limitations relates to the use of tourism products e-tailors to test the model. In different e-environments, the hypothesised linkages could also result a different insights. Although this study support for the model in an online shopping environment towards of travel agencies and other reservation services, the result could be used to improve other type of e-commerce web site. Furthermore, for online shopping attributes of tourism products, more reliable scales need to be developed by a qualitative approach (e.g. focus group interviews). Future studies are recommended to manipulate the flow of web browsing and estimate how browsers are converted into purchasers (impulse vs planned) during online shopping. Lastly, future studies should apply the proposed model (*Figure 1*) to other cultural context to generalize the findings of this study.

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No.	Construct	Scale ^a	Source
1	Online impulse buying	To what extent do you agree or disagree with the following statements? <i>OIB1</i> My purchase was spontaneous <i>OIB2</i> My purchase was unplanned <i>OIB3</i> I did not intend to do this purchase before this shopping trip <i>OIB4</i> Before visiting the site, I did not have the intention to do this purchase <i>OIB5</i> I could not resist doing this purchase at the site	(Verhagen and van Dolen, 2011)
2	Web site personality (31 items)	<i>Solidity</i> <i>SLD1</i> This web site can be described as solid in performance <i>SLD2</i> This web site can be described as hardy <i>SLD3</i> This web site can be described as reputable <i>SLD4</i> This web site can be described as thriving <i>SLD5</i> This web site can be described as imposing <i>SLD6</i> This web site can be described as well organized <i>SLD7</i> This web site can be described as a leader <i>Enthusiasm</i> <i>ENT1</i> This web site can be described as welcoming to all <i>ENT2</i> This web site can be described as enthusiastic <i>ENT3</i> This web site can be described as lively <i>ENT4</i> This web site can be described as dynamic <i>ENT5</i> This web site can be described as friendly <i>ENT6</i> This web site can be described as congenial <i>Genuineness</i> <i>GEN1</i> This web site can be described as reliable	(Poddar <i>et al.</i> , 2009)

Table AI.
(continued) Measurement items

No.	Construct	Scale	Source
		<i>GEN2</i> This web site can be described as truthful in its dealings	
		<i>GEN3</i> This web site can be described as genuine	
		<i>GEN4</i> This web site can be described as honest	
		<i>GEN5</i> This web site can be described as sincere	
		<i>GEN6</i> This web site can be described as trustworthy	
		<i>GEN7</i> This web site can be described as contentious	
		<i>Sophistication</i>	
		<i>STC1</i> This web site can be described a high class	
		<i>STC2</i> This web site can be described as chic	
		<i>STC3</i> This web site can be described as elegant	
		<i>STC4</i> This web site can be described as stylish	
		<i>STC5</i> This web site can be described as having a snobbish feel	
		<i>STC6</i> This web site can be described as selective	
		<i>STC7</i> This web site can be described as upscale	
		<i>Unpleasantness</i>	
		<i>UNP1</i> This web site can be described as annoying	
		<i>UNP2</i> This web site can be described as irritating	
		<i>UNP3</i> This web site can be described as superficial	
		<i>UNP4</i> This web site can be described as outmoded	
3	Utilitarian web browsing	<i>UWB1</i> I browse to buy better items in price or quality	(Park <i>et al.</i> , 2012)
		<i>UWB2</i> I browse the shopping web sites to gather information about products	
		<i>UWB3</i> I look around the shopping web sites to comparison shop	
		<i>UWB4</i> I browse the shopping web sites to get additional value as much as possible	
		<i>UWS5</i> I browse for efficient shopping online	

Table AI.

(continued)

No.	Construct	Scale	Source
4	Hedonic web browsing	<i>HWB1</i> While web browsing, I am able to forget my problems and to feel relaxed <i>HWB2</i> During web browsing, I am very excited, like playing <i>HWB3</i> I enjoy web browsing enough to forget a time out <i>HWB4</i> I look around at items on the internet just for fun	(Park <i>et al.</i> , 2012)

Notes: ^aSeven-point Likert scale ranging from strongly disagree to strongly agree; GEN5, GEN6, GEN7, SLD4, STC1, STC2, STC7 and UNP2 were removed due to low loading

Table AI.

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