

Examining the Antecedents of Online Impulsive Behavior of Consumers: An Empirical Study in Bangladesh

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Abstract

Purchasing products impulsively is one of the significant behavior consumers demonstrate over the Internet. During Covid-19 pandemic situation, most consumers adopted social media for buying different products and services. This study tries to find out the online impulse buying behavior of consumers by explaining the role of credibility of social influencers, sales promotion, and service quality of the online seller. A structured questionnaire was employed by the researcher for collecting data in a quantitative study design. The sample is drawn from people who lived in Chittagong metropolitan. A multiple regression analysis was applied for data analysis and hypothesis testing related to the factors that influence online impulse buying. The study concluded that the attractiveness and trustworthiness of influencers have a more significant effect on consumers' online impulsive purchase behavior than their level of expertise. Additionally, it was discovered that online service quality and sales promotion both influence consumers' online impulsive buying behavior favorably. The significant findings of current research in a developing nation like Bangladesh is online influencers have a profound affect on shaping consumer's online impulsive purchasing behavior.

Keywords: *Online impulse buying, credibility of social influencer, sales promotion, online service quality.*

1. Introduction

Social media like Facebook, Twitter, Instagram etc. has emerged as one of the most vital elements of integrated marketing communication (IMC) in recent times because of its enormous capacity to enhance buyer-seller relationships (Hassan et al., 2021). Businesses, service organizations, and brands are recently using this communication platform to engage and persuade their customers (McClure & Seock, 2020). In fact, consumers can rely more on social media influencers and are seen them as more authentic than traditional celebrities (Jin, et al., 2019). In 2022, there are 49.55 million active social media users in Bangladesh, and within that same year, the number of active users increased by

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10.1% (Oosga, 2023). The same source (Oosga, 2023) also revealed Facebook is the most preferable social media used by consumers in Bangladesh with 66.8 percent users and the number of users are increasing day by day. This increment indicates that consumers are adopting social media for entertainment and virtual experiences (Etzkorn, 2021). Additionally, those who were quarantined and confined due to the COVID-19 outbreak use social media to fulfil their informational and interpersonal needs (Yu et al., 2022). Besides using social media as a platform by organizations for informing consumers about their products and social networking, it is now used for selling and purchasing different types of products and services (Hassan et al., 2021). A current report done by (Ahmad, 2018) on social media trends mentioned that 94% of the marketers that use social influencers for promotion are found to be effective and influencer marketing generated 11 times the ROI of traditional advertising. Moreover, social media encourages consumers to spend four time more on their buying, claimed (Deloitte, 2015). Therefore, social media platforms and use of influencers in marketing campaign have been acknowledged as important channels by marketers for communicating and influencing purchase behavior of consumers. (McClure & Seock, 2020).

Online impulse purchasing get the maximum attention of academicians and researchers in recent years since social media has been widely accepted by consumers and they become more involved to purchase products impulsively. Additionally, the importance of online purchasing over traditional shopping also influences consumers toward online purchasing (Jamil & Hassan, 2014). Study conducted by (Wu et al., 2020) found that more than 50% of online shopping is impulsive in nature. Consumers are involved in impulse buying as they purchase a product with no prior planning or intention and made purchase decisions spontaneously and rapidly without thoughtful consideration (Abdelsalam et al., 2020). Individuals accepted social media rapidly at a young age may also exhibit online impulsive purchasing behavior (Badgaiyan & Verma, 2015). Comprehending consumers' online impulse purchase behavior is complex because an individual's psychological state of unplanned behavior is dependent on it (Wu et al., 2016).

The earlier studies uncovered a number of variables that affect online shoppers' impulsive behavior. Among these, (Dawson & Kim, 2009) examined external and internal factors that persuade consumers to buy products impulsively. The external factors may include website quality (Akram et al., 2018; Hayu et al.,

2020), sales promotion (Wiranata & Hananto, 2020) situational factors (Febrilia & Warokka, 2021), mobile marketing (Ittaqullah et al., 2020), product type and time pressure (Zhao et al., 2019), peer communication (Kusmaharani & Halim, 2020). Moreover, internal factors like consumer traits (Febrilia & Warokka, 2021), consumer lifestyle (Ittaqullah et al., 2020), self-control (Nghia et al., 2022) also influence consumer impulse buying.

The earlier literature focused on the credibility of celebrities who gain fame through sports, music, or movies on traditional offline consumers. The essential characteristics of celebrities play a critical role in enticing marketers and brands to continue them closely (Lou & Yuan, 2019). Empirical studies have examined how source credibility impacts consumers' actual buying behavior, their intentions to buy online as well as their attitudes in the conventional media context (Sallam & Wahid, 2012). The credibility of celebrity endorsers is a valuable source that positively affect consumers' purchase intentions and mitigates the negative effects of rumors. Moreover, celebrity endorsement has also a direct influence on the relationship quality with an endorsed brand (Dwivedi et al., 2016). (Biswas et al., 2006; Elliott and Percy, 2007) claimed that celebrities are widely utilized as brand endorsers as they successfully boost brand identification and recall. Nevertheless, there is still a gap exists on how the credibility of online influencers affects online impulse buying behavior.

Consumers face uncertainty and risk in online shopping as there is a lack of face to face communication and physical touch (Kim et al., 2019). Better online services may reduce such risks faced by consumer and induce their buying intention (Dapas et al., 2019). An exceptional customer service experience is crucial for survival in a highly competitive online world that ultimately encourages repeat purchases and customer loyalty (Gounaris et al., 2010). Service quality have a favorable impact on consumers' trustworthiness (Tran & Vu, 2019) and positive word of mouth (Rajaobelina et al., 2021) that reduce consumer's uncertainty and stimulate consumers' impulsive buying behavior (Ming et al., 2021). Previous studies focused on the various characteristics of website like website design and content (Childers et al. 2001), website visual appealing, navigation, transaction safety (Wells et al., 2011), entertainment, ease of use, and usefulness (Wiranata & Hananto, 2020) have a positive influence on online impulsive buying. Therefore, the current paper examined the role online service quality in consumers' impulsive buying behavior.

This research paper can contribute to the current body of knowledge in the following ways. Firstly, it aims to determine the impact of social media influencers, including traditional celebrities or online business owners who share information about brands, healthcare, and lifestyles on social media platforms, particularly those who are well-known on Facebook (Zhou et al., 2020). The current paper examined how the credibility of these Facebook influencers affect consumers' online impulsive buying behavior. Using the credibility theory of endorsement, the current research seeks to explain how a social influencer can encourage consumers to purchase products impulsively. Although few research has examined the influence of social influencers on online purchase behavior (Abdullah et al., 2020; Radwan et al., 2021; Saima & Khan, 2020), brand trust (Lou & Yuan, 2019); there is a dearth of published literature that critically examines the relationship between the influencer credibility and online impulse buying in Facebook. Second, while the majority of the papers investigated the role played by website quality in online impulsive behavior (Akram et al., 2018; Hayu et al., 2020), there is a gap in the literature on how online service quality is extensively studied to know the online impulse purchase behavior of consumers. Finally, a systematic literature review conducted by (Redine et al., 2023) showed that most of the studies related to impulse buying of consumers conducted in developed country perspective and there is no empirical research that may explain the online impulsive buying behavior of consumers in Bangladesh. According to (Statista, 2023) Bangladesh hold the 9th position worldwide who has 43.2 million Facebook users and online sellers may use this media to inform, persuade and sell their products. The comprehensive model developed in the current research is one of the few study that help to understand the online impulsive buying behavior of consumers in Bangladesh. Hence, the study help online marketers to improve their sales by adopting different strategies.

The rest of the paper is arranged as follows. At first, a study of the relevant literature and hypotheses development will be presented. In the next section, the research methodology, including the sample and sampling technique, data collection procedure and survey instrument will be described. The results will then be discussed before the report is closed with a discussion of the theoretical and practical implications of the study, its limits, and suggested direction for future research.

2. Literature Review and Hypotheses Development

2.1 Online Impulse Buying

Impulse buying is conceptualized as consumers' insistent and sudden urge to purchase anything without prior planning (Abdelsalam et al., 2020). Scholars record that consumers are more impulsive in buying products from online rather than through traditional media (Akram et al., 2018). Consequently, the importance of learning about consumer online impulse buying increases significantly. This unplanned buying decision is triggered by consumers' psychological state like emotions, feelings, and attitudes (Kathiravan et al., 2019) and other external factors like product type and time pressure, promotional activities, and website quality (Akram et al., 2018; Ittaqullah et al., 2020; Zhao et al., 2019). Moreover, there are four notable types of impulsive buying have been identified by (Kimiagari & Asadi Malafe, 2021). In pure impulse buying, consumers show no intention to purchase a product but it stimulates consumers' emotions that ultimately lead to the act of buying; but when the consumer sees a product it reminds him/her about the shortage of product stock and recalls about the promotional information that the consumer previously wish to purchase, the reminder impulsive purchase takes place; suggestion impulse buying happens when the consumer identified a need to be satisfied after seeing an item for the first time; and in planned impulse buying, consumers' purchase decision is dependent on different promotional programs offered by the store although they arrive at the store to buy other products.

2.2 Influencer Marketing

Influencer marketing, a recent buzzword, is now seen as a touch point for connecting with a target audience on social media. Influencer marketing is defined as the process of locating and utilizing individuals who can sway a specific target audience and who actively participate in the promotion of a brand through sponsored content. Influencer marketing seeks to improve product sales and brand awareness while also fostering consumer engagement (Nurfadila, 2020). Social media influencers are commonly known as celebrity endorsers or opinion leaders in traditional media. Social media influencers are those regular people in addition to celebrities or public figures, who use social media platforms like Facebook, Youtube, Instagram, Snapchat, or personal blogs by creating and sharing their experiences and content (Lou & Yuan, 2019). Influencers are people who have millions of loyal followers on social sites

(Cooley & Parks-Yancy, 2019). Social media influencers can make an innovative and trustworthy message to draw the consumers' attention to the products they endorsed (Abdullah et al., 2020). They give recommendations to the customers by evaluating products and services that match their lifestyles (Munnukka et al., 2016). Brand awareness can be created by using celebrity endorsers whereas social media influencers can have the capacity to engage audiences and create loyal customers through their posts about products on social media. The trustworthiness of social media influencer can also develop consumers' trust in the product that they endorsed which in turn increases product sales and product referrals (Cooley & Parks-Yancy, 2019). When influencers support brands relevant to their field of expertise, consumers may embrace and believe their opinion (Saima & Khan, 2020). The recommendations given by the influencers improve sales, gain potential customer attention, generate positive word of mouth, and engage customers with the brand or a product (Brown & Hayes, 2008).

2.3 Influencer Credibility

According to (Ohanian, 1990) credibility of a source refer to "the positive characteristics of a communicator influencing the receiver's acceptance of the message". Researchers give a considerable amount of attention to learning what constitutes the credibility of an endorser. The current study is based on the Source Credibility Model (Ohanian, 1990). Although various dimensions are used to measure the credibility of the source, the most important components of source credibility are expertise, trustworthiness, and attractiveness.

The experience, skill, or knowledge of the source that makes a source competent or qualified is termed source expertise (Erdogan, 1999). The expertise of the source is an effective and relevant factor that can positively influence the consumer's buying intention (Ismagilova et al., 2020). Online reviews improve the buying intention of consumers as they found that their source has expertise in the related area (Filiari et al., 2018). The knowledge, skills, and competences of the endorsers boost the accuracy of the consumer's decision-making, which fosters positive purchasing intention. The celebrity endorsement model, however, highlights the value of celebrity expertise and claims that customers engage in rigorous purchasing behaviors because of the source's perceived expertise (Liu, 2022).

The trustworthiness of the influencer in social media is one of the key dimensions of the credibility of source (Ismagilova et al., 2020). It is the degree of confidence, honesty, and integrity of the source that persuades consumers (Ohanian, 1990). As purchasing products using an online platform is a risky decision that may lead to error decision, trust can positively enhance consumers' readiness in taking this risk (C. H. Lee & Chen, 2021). Additionally, the trustworthiness of the endorser can encourage consumer purchase intention (Liu, 2022). The trustworthiness of social media influencers made them more accepted by consumers than traditional celebrities because of their interactivity and engagement with consumers (Jin et al., 2019).

The last component of source credibility is attractiveness that describe the likeability and physical attractiveness of the source (Ohanian, 1990). The appealing appearance of the endorser has a favorable effect on consumer behavior and it is a means of grabbing the attention of audiences in traditional media (Jamil & Hassan, 2014). In some product categories (soap, clothing, hair color, shampoo etc.) physical attractiveness is the most influential factor that change consumers' attitude towards the product (Menon et al., 2001). Consumer behavior, buying power, and disposition are all enhanced by the celebrity's attractiveness. According to the study by (Liu, 2022), the attractiveness of brand endorsers maximizes customer brand preferences, which increases consumer purchase intention.

Previous studies revealed that consumer behavior is largely affected by source credibility. When consumers see the influencers as credible, they perceive the endorsed brand as highly valuable which improves their purchase intentions (Weismueller et al., 2020) A research conducted by (Hu et al., 2019) found that source credibility is favorably related with online impulse buying of consumers in China. (Y. Lee & Koo, 2015) discovered that when consumers perceive that influencers are credible in endorsing a brand, they tend to be contented with the company's offerings and are thereby more likely to purchase it spontaneously. Consumers develop positive attitudes toward the products that are endorsed by their favorite influencer which eventually stimulate them to make impulsive purchase behavior (Koay et al., 2022). In the light of the above discussion, we can hypothesize:

H1: Attractiveness of influencers has a positive influence on the consumer's impulse buying online.

H2: Trustworthiness of influencers has a positive influence on the consumer's impulse buying online.

H3: Expertise of influencers has a positive influence on the consumer's impulse buying online.

2.4 Relationship between Sales Promotion and Online Impulse Buying

Sales promotion is one of the major communication tools used by companies to stimulate the immediate and short-term purchase decisions of consumers (Kotler, 2018). The objective of designing consumer sales promotional tools is to boost store image, generate more revenues, and move additional inventory (Akram et al., 2018). Different forms of sales promotion trigger consumer impulse buying behavior because the consumer gets hedonic and utilitarian benefits from sales promotion (Chandon et al., 2000). (Badgaiyan & Verma, 2015) found out that sales promotion is one of the situational factors that highly influence consumer impulse buying behavior in-store environment. A discount is a form of price reduction offered to the consumers to elicit an immediate positive purchase response. (Ismail & Siddiqui, 2019) found out that sales promotion (price discount, coupon, buy 1 get 1, and sample) activities performed by retail chains can substantially influence consumer impulse buying in a traditional shopping environment. Sales promotion exerts a substantial impact on consumers in an online shopping environment. In the online context, sales promotion acts as moderator that influences online impulse buying consumers (Wiranata & Hananto, 2020). A study conducted by (Ittaquallah et al., 2020) highlighted that in the online marketplace, discount is positively and significantly influence the impulse buying behavior of consumers. So, based on the discussion the author can assume the following hypothesis,

H4: Sales promotion activities have a positive impact on online impulse buying

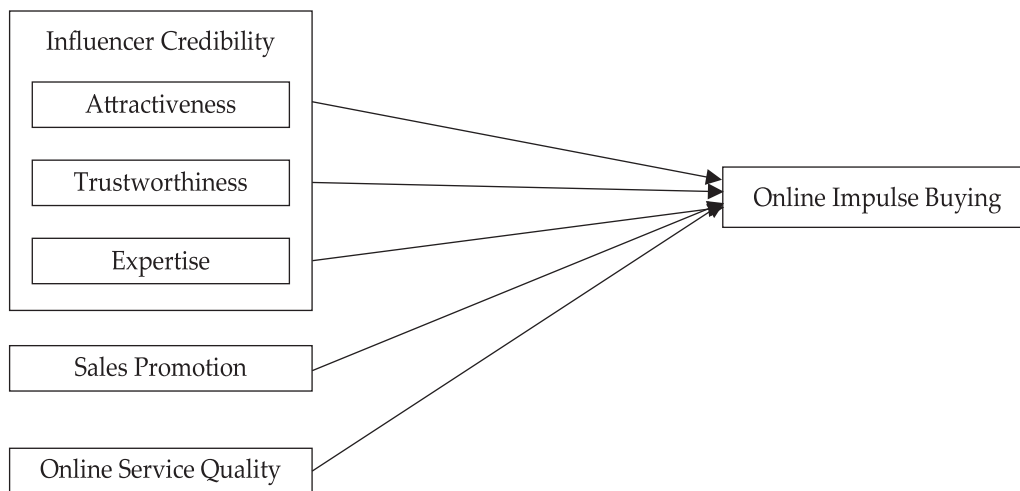
2.5 Relationship between Online Service Quality and Online Impulse Buying

Service quality is a critical factor that influences the success of e-commerce because there is a lack of face-to-face interaction in the case of online shopping (Rita et al., 2019). Service quality in online shopping is defined as a customer's overall experience before and during the purchase of a product using online (Tsao et al., 2016). Consumers compare the overall quality of retailers' services

when they shop online and they gain a satisfying experience if the online shop can provide improved service to them (Shin et al., 2013). Online service quality can be measured by responsiveness, empathy, and assurance. This dominant factor of service quality determines the satisfaction (Rita et al., 2019) and loyalty (Giao et al., 2020) of customers in online purchases. As most customers remain fearful of the deceptive practices of online sellers, providing them with customized information, interacting with them properly, and giving on-time and accurate delivery will ensure the service quality of online stores (Liang & Chen, 2009). But less focus has been given to how the service quality can influence consumer impulse purchases online. To fill this research gap, the researcher can hypothesize:

H5: Online service quality of the site has a positive impact on online impulse buying

2.6 Research Proposed Model



3. Research Methodology:

3.1 Sample and Sampling Technique:

Data are collected to investigate empirically the impact of influencer credibility, sales promotion, and online service quality on the impulse buying behavior of consumers online. A self-administered questionnaire was employed by the researcher. To test the face validity of the questionnaire, the research performed a pilot study on 60 consumers, each of whom is from Chittagong.

As convenience sampling represents an exact, unknown population size and eliminates the possibility of biases in sample selection, the data has been collected from consumers using a non-probability approach (Malhotra & Das, 2011). The research received 290 questionnaires, 20 of which were invalid because some respondents failed to provide satisfactory answers to the screening questions and some had missing data. Thus, there are 270 samples in total, and the response rate is 93.10 percent. The minimal sample size was calculated using an approach that multiplies the number of survey items used in the questionnaire by 10 (Hair et al. 2010). The required sample size is 260 since there are 26 questions in the research study, multiplied by 10. The study did, however, adhere to the maxim "The higher, the better." Table 1 shows the demographic profile of the sample respondents used in the investigation. Male respondents make up 39.3% of the sample, while female respondents make up 60.7%. The age between 18 years to 22 years of respondent are 32.22%, whereas 36.67% of the respondents are university undergraduates, and 28.15% are post-graduation-completed. Moreover, 46.30% of the respondents are students, and 11.46% are in different services. The majority of respondents (70.74%) utilized social media for longer than five hours daily.

Table-1
Profile of Respondents

Gender	Frequency	%	social media	Time spent on	
				Frequency	%
Female	164	60.7	Less than 5 hours	191	70.7
Male	106	39.3	More than 5 hours	79	29.3
Sources of Money	Frequency	%	Age	Frequency	%
Tuition	46	17.03	18-22	87	32.2
Family	71	26.30	23-27	80	29.6
Savings	39	14.44	28-32	72	26.7
Business	41	15.19	33-37	31	11.5
Others	73	27.04	Above 38	0	0
Education	Frequency	%	Occupation	Frequency	%
High school	58	21.48	Student	125	46.30
University undergraduate	99	36.67	Professional	27	10.00
University post-graduate	76	28.15	Homemaker	47	17.41
Others	37	13.70	Service	31	11.48
			Managerial	5	1.85
			Others	35	12.96

Sources: Survey 2021-22

3.2 Survey Instrument

The questionnaire has been designed by reviewing the earlier literature related to impulse buying, the credibility of the endorser, sales promotion tools, and online service quality. Some items are adopted directly from previous literature whereas some changes are done to help respondents clarify the items. There are 5 screening questions that help to screen out respondents who have no social media experience. Individuals are also asked to mention the name of the Facebook page and name of the influencer who influences in purchasing goods. There are two sections in a questionnaire. The first section makes understand the perception of the individual respondents regarding the research topic and the second part consists of the demographic information of the respondents like gender, age, occupation, time spent on social media and sources of money. All the items are measured using the 7-point Likert scale (Malhotra, 1996) where 1=Strongly Disagree to 7=Strongly Agree. The scales consist of 13 items used to measure a social media influencer's credibility (attractiveness, expertise, and trustworthiness) were adapted from (Ohanian, 1990). The scales were revised to be compatible with the research context. Other constructs used in the study were developed from earlier studies, such as online impulse buying with a 5-item scale established by (Kimiagari & Asadi Malafe, 2021), 4-item sales promotion scale taken from (Badgaiyan & Verma, 2015), and a 4-item service quality scale developed by (Ahn et al., 2007).

3.3 Reliability and Validity Analysis

Reliability analysis helps to relate the extent to which the repeated trials of a test yield the same results or not (Fornell & Larcker, 1981). To assess the internal consistency, a reliability coefficient called Cronbach's Alpha is used. According to guidelines provided by (Nunnally, 1978), an internally consistent constructed scale should have a minimum alpha value of 0.60; alternatively, an alpha value of 0.70 is frequently regarded as the accepted requirement (Fornell & Larcker, 1981). A Cronbach's alpha of 0.80 or above indicates high reliability. Table 2 shows Cronbach's alpha for various parameters. It shows that reliability ranges from 0.797 to 0.907 representing that some factors are more reliable for further analysis.

Table 2: Descriptive Analysis and Reliability and Validity analysis

Constructs	Items	Reliability		
		Cronbach's Alpha	Mean	Std. Deviation
Attractiveness	4	0.797	4.7352	1.07621
Trustworthiness	4	0.842	4.8120	1.09072
Expertise	5	0.907	4.6793	1.30829
Sales Promotion	4	0.885	4.6944	1.36460
Service Quality	4	0.851	4.5324	1.25181
Online Impulse Buying	5	0.884	4.8407	1.22779

Sources: Survey 2021-22

3.4 Exploratory Factor Analyses

The Varimax rotation approach and an exploratory Principal Component Analysis were employed in the study using SPSS 22.0. The threshold value of the factor loading value is higher than 0.5 (Hair et al., 2010) to meet the requirements. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy test has generated 0.835, while Bartlett's Test of Sphericity is significant. Table 3 presents that all items are loaded in their construct, and the value of factor loading is higher than 0.6 that satisfies the criteria.

Table 3: Exploratory Factor Analysis

Rotated Component Matrix

Items	Components					
	AT	TR	EX	SP	SQ	OIB
Social influencer/blogger is attractive	.820					
Social influencer/ blogger is elegant	.860					
Social influencer/blogger is beautiful	.717					
Social influencer/blogger is sensual	.688					
Social influencers/blogger give dependable information		.778				
Social influencer/blogger is honest		.817				
Social influencer/blogger is sincere in his/her work		.850				
Social influencer/blogger is trustworthy		.791				
Social influencer/blogger is expert in their work			.823			
Social influencer/blogger is experienced			.879			
Social influencer/blogger is knowledgeable			.852			
Social influencer/blogger is qualified			.868			
Social influencer/blogger is skillful			.831			
If I see discount price, I tend to buy it impulsively				.863		
If I see an interesting promotional offer (reduced price, sales etc.) on online, I tend to buy				.906		
I am more likely to make an unintended purchase if the product has a sale or clearance sign				.899		
I buy product if I can get free product				.763		

The online seller provide on time service	.670
The online seller provide prompt responses	.784
The online seller provide professional services	.906
The online seller provide personalized services	.868
During online shopping, I buy product without a lot of thinking	.823
I tend to buy thing I have no desire to buy during online shopping	.849
I tend to think about it after purchase	.836
when I find something I like on online, I purchase it immediately	.844
when I go online I buy product that I had not planned to buy	.752

Sources: Survey 2021-22

4. Analysis and Results

4.1 Correlation Analysis

To conduct multiple regression analysis, correlation coefficients between the variables were done. Table 5 shows no value of the correlation coefficient is higher than 0.85 (Kline, 2015) or 0.90 (Hair et al., 2010). Consequently, the data set is free of multi-collinearity problems but all the factors have a positive correlation with each other.

Table 4: Correlation analysis

	OIB	AT	TR	EX	SP	SQ
OIB	1					
AT	0.273**	1				
TR	0.246**	0.325**	1			
EX	0.176**	0.191**	0.320**	1		
SP	0.309**	0.266**	0.167**	0.166**	1	
SQ	0.297**	0.260**	0.254**	0.198**	0.232**	1

OIB = Online Impulse Buying, AT = Attractiveness, TR = Trustworthiness, Ex = Expertise,

SP = Sales Promotion, SQ = Service Quality

** Indicates significance at $p < 0.01$ level, * Indicates significance at $p < 0.05$ level

4.2 Regression Analysis

Table 5: Regression analysis

	Unstandardized Coefficients (β)	Standardized Coefficients (β)	T	Sig.
(Constant)	1.738		3.574	.000
Attractiveness	.165	.138	2.209	.028
Trustworthiness	.129	.124	2.040	.042
Expertise	.041	.042	.707	.480
Sales Promotion	.194	.208	3.427	.000

Service Quality	.131	.128	2.169	.002
Gender	.155	.145	1.071	.285
Education	-.239	.088	-2.732	.004
Age	.094	.083	1.130	.259
F = 11.809, P=0.00, R =.383, R Square =.183, Adjusted R Square = .167, Dublin Watson = 1.665				
Sources: Survey 2021-22				

Multiple regression analysis has been used to test the model. The study's findings demonstrate a significant relationship between the independent and dependent variables. R Square values of (0.183) and R (0.383) indicate that there is an association between the set of independent variables and the dependent variable, which has a standard error of 1.120. Table-5 also suggests that consumer's online impulse buying is 38% dependent on online influencer's attractiveness, trustworthiness, sales promotion programs developed by the online seller and service quality of particular site.

The F value of the test for the data is 11.809, as determined from the result mentioned above. The P value associated with this F value which is .000 which is significant. The results of the research suggest a relationship between the predictors and the dependent variable.

The study investigates the relationship between online impulse buying and the influencer's attractiveness (H1, $\beta = 0.138$, $t = 2.209$, $p < 0.05$), trustworthiness (H2, $\beta = 0.124$, $t = 2.040$, $p < 0.05$), sales promotion (H4, $\beta = 0.208$, $t = 3.427$, $p < 0.01$), service quality (H5, $\beta = 0.128$, $t = 2.169$, $p < 0.01$).

The analysis of the data revealed that, in the majority of cases, "P values are less than the significance level, i.e. 0.05. Therefore, all of the hypothesis are supported except the expertise of the influencer because online impulse buying is mostly influenced by the attractiveness and trustworthiness of the influencer. Besides, different sales promotional efforts and online service quality also encourage the online purchase behavior of the online buyer. However, as customers are unable to predict the expertise of the influencer, it rarely influences customers' online impulse behavior. In explaining control variables, the results show that there is no evidence of the effects of gender ($\beta = 0.145$, $t = 1.1071$, $p < 0.01$) and age ($\beta = 0.088$, $t = 1.130$, $p < 0.01$) on the consumers' impulse buying yet education ($\beta = 0.083$, $t = -2.732$, $p < 0.05$) has an effect on online impulse buying.

5. Discussion

The purpose of the research is to investigate the antecedents that influence the online impulse behavior of consumers in Chittagong. The findings support that consumers show impulsive buying behavior online because statistics recommend that our model matches the data quite well. Furthermore, we discuss the conclusion of every hypothesis one by one in the following.

H1 a, b, c: The author establishes that the attractiveness and trustworthiness of the influencer clearly impact the impulsive buying of consumers over the internet. The results indicate that consumers are attracted to purchase a product if it is demonstrated by influencers whose appearances are very attractive. Additionally, the influencers must exercise extreme caution while disseminating trustworthy information because it has a significant impact on consumers' online impulse buying. These results are in line with the previous studies by (Koay et al., 2022; Sokolova & Kefi, 2020).

Nevertheless, the influencer's expertise is not a reliable predictor of how it will affect online impulse purchases. This finding is in contrast to the findings by (Siqi and Yee, 2021) According to (Ahmad et al., 2019; Koay et al., 2022), expertise may not be a significant factor in online impulsive purchases since influencers may not be recognized as genuine experts for the products or services they advertise as well as consumers are unable to measure the expertise of an influencer. (Parmar and Patel 2015) supported the notion that the perceived level of expertise of a celebrity doesn't have an impact on the effectiveness of celebrity endorsement. Rather than real expertise, consumers are attracted to influencers who are competent at disseminating information (Djafarova and Trofimenko, 2019).

H2: The literature review revealed that sales promotion is one of the indicators that influence consumers' online impulse buying (Badgaiyan & Verma, 2015; Ismail & Siddiqui, 2019; Ittaqullah et al., 2020; Lamis et al., 2022). The current study also finds a consistent result. Therefore, customers are stimulated to buy products/services online as they notice discounts, buy one get one and other sales promotions on the internet, which eventually stimulate customers' online impulse purchases.

H3: As mentioned in the literature, service quality strongly motivates customers to purchase the product online (Rita et al., 2019). The study also got

similar findings as good service quality prompts customers to purchase products impulsively. When customers see the good recommendations given by other customers regarding the service quality of an online seller, they become enthusiastic to purchase products.

6. Theoretical and Practical Implications

The results of current study have both theoretical and practical implications. Theoretically, it can enrich the current literature of e-commerce by investigating the online impulse purchasing behavior of Bangladeshi consumers. The research shows that factors like influencer credibility, sales promotion and service quality significantly influence the impulsive buying behavior of consumers using social media. Although in the previous studies, influencer credibility is used as mediator and sales promotion is used as moderator to influence online impulse buying. The present paper contribute by identifying the direct effect of both the variables on impulse buying. The research also contributes by explaining the role of service quality on online impulse buying. It further expands the body of knowledge by clarifying the significance of service quality in online impulsive purchases.

The study findings represent some practical contributions to the organizations that sell the products using social media. First, online sellers can be able to understand that in the competitive business environment, consumers purchase products impulsively. They are not driven by any specific needs rather they are prone to buy products impulsively. So, if the seller attracts them by using social influencers, they buy a product without much thinking. Online retailers can influence consumers' impulse buying behavior if they select an attractive influencer who has the capability of demonstrating different products to the customers efficiently. Additionally, influencers must be trustworthy which means that the influencers must be free from all the negative evaluations and accepted by the consumers. Although the current study is unable to find the impact of expertise on online impulse buying behavior in promoting a product, a certain level of expertise help companies develop trust toward the endorsed brand.

Second, it is already believed that the use of different sales promotional tools in the traditional market induced consumers to buy impulse products. Different sales promotions developed by online sellers influence impulse buying behavior. Consumers get attracted by seeing sales promotional tools like discounts, free products etc., and started to purchase them online impulsively.

Thus, the companies may design different sales promotional tools to induce consumers' online impulse buying.

Finally, due to the worthy service provided by online sellers, customers are also encouraged to impulsively purchase the product online. Hence, it is important for online shoppers to give good customer service during and after product purchase. To reduce the risk of online shopping, marketers can ensure prompt service. Personal interaction and customized service also encourage customers to buy product impulsively.

7. Limitation, and Direction of Future Research

Although the researcher tries to find out some insightful findings but the study has also some limitations. Firstly, the study only included customers from Chittagong. Different demographic characteristics of customers in various cities around the country may provide completely new insights that may help to generalize the findings. Secondly, the study did not receive a satisfactory number of responses to provide a meaningful research scenario due to limited time. The data collected through convenience method do not always provide valuable insights. Thirdly, just three components are covered based on the literature review for the study. Several additional elements may yet be discovered to produce reliable research outcomes. Hence future researchers as well as academicians can add new methodologies, and new elements to learn about the online impulse buying behavior of consumers.

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