

FODVVLILFDWLRQ IRU WKLW VWXG\ + o! 6RFLDO VLWXDWLRQV DIIHFW LPS
3K\VLFDQ VLWXDWLRQ LW UHIHUV WR FRQVXPXPHUV SXUFKDVH
LQWHQWLRQ FDXVHG E\ WKH LQIOXHQFH RI WKH EURDGFDVW URRP
DQG WKH DQFKRU WKHPVHOYHV ZKHQ ZDWFKLQJ H FRPPHUFH
OLYH EURDGFDVW

2.3.2 The mediating role of flow experience

6RFLDO VLWXDWLRQ ,W UHIHUV WR FRQVXPXPHUV SXUFKDVH
LQWHQWLRQ WULJJHUHG E\ RWKHU FRQVXPXPHUV YLDFKRUW LPP
OLYH EURDGFDVW ZLWUW ZK\WK WKH FRPPHUFH RI ZDV WR JHQHUDWH IORZ
LPSXOVH SXUFKDVH LQWHQWLRQ \$FF
LV SXW IRUZDUG

2.1.3 Flow experience

ORZ H[SHULHQFH LV WKH RSWLPDO FRQVXPXPHUV VLWXDWLRQ
H[SHULHQFH ,Q UHFHQW HDUV LPSXOVH KLYH EHKDYLRU
LQWURGXFH IORZ H[SHULHQFH LQWR RQOLQH VKRSSLOJ WR
H[SORUH WKH PHFKDQLVP RI FRQVXPXPHUV RQOLQH
FRQVXPXPHUV EHKDYLRU ,Q WKLW VWXGHDIORZ H[SHULHQFH ZDV
LQWURGXFHG LQWR WKH SDWK PRGHO RI WKH LQIOXHQFH RI
H FRPPHUFH OLYH EURDGFDVW IDFWRUV RQ
FRQVXPXPHUV LPSXOVH SXUFKDVH DQG LWV LQWULQVLF
H[SODQDWRU\ UROH ZDV GLVFXVVHG

3.1 Sample and data collection

2.2 Model proposal

\$FFRUGLQJ WR 625 WKHRU\ H[WHQVLYH LQVXO\HFWLQJ ZD\ I
WKH ERG\ WR SURGXFH D UHVSRQGHU\XQVWDIRHFWLRQ VWXG OLQN
EHKDYLRU 3K\VLFDQ DQG VRFLDO\XVWDIRHFWLRQV DZHUHFROOHFW
VLWXDWLRQDO IDFWRUV RI H FRPPHUFH OLYH EURDGFDVW ZLWUW
XQGRXEWG\ DIIHFW FRQVXPXPHUV UHDFWLRQV EHKDYLRU VL]H
)ORZ H[SHULHQFH LV D VWDWTRIUPEHQWVORIZWKIEK VSKESOH D
FRPSOHWHO\ LPPHUVHG LQ DQ DFWLQJ LQWHUHQGHULHG ZDWH
&RQVXPXPHUV LPSXOVH EX\LQJ LVHIDOW\QGWLHYUQ RI WKH WKHUH ZH
FKDUDFWHULVWLFV RI DQFKRUV DQG EXORIZQFH SHUDRORUDJVG DV
WR JHQHUDWH IORZ H[SHULHQFH DQG PDNHULPSXOVH SXUFKDVH DQG S
7KHUHIRUH WKLW SDSHU LQWURGXFH ERORZ WHSHUWLQJH XFDWLRQ
GLVFXVVHV WKH SDWK PRGHO RI WKH ERORZ WHSHUWLQJH ERORZ LQ X
H FRPPHUFH OLYH EURDGFDVW DQG GLPSXOVH XGDWH VWXGHQV
EX\LQJ DQG DQDO\]HV LWV LQWULQVLF H[SODQDWRU\ UROH 7KH
SUHOLPLQDU\ UHVHDFK PRGHO LV DVIROORZV

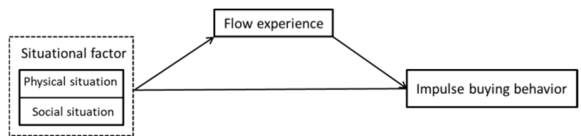


Fig. 1. ,PSXOVH EX\LQJ PRGHO

3.2 Variable measurement

2.3 Make assumptions

2.3.1 Situational factors and impulse buying

,Q WKH OLYH EURDGFDVW PDUNHWLQJ HQWUHQGHULHG DQFKRUV
ZLOO DFWLYHO\ HWWDEOLVK FRQWDFW ZLWUW XHUH\ DWUDFW OLYH
EURDGFDVW XVHUV LQ YDULRXV ZDV DQG DQFKRUV WKH
IUHTXHQF\ DQG GHJUHH RI WKHLU LQWHUHQGHULHG
VLWXDWLRQV EULQJ GLIIHUHQW H[SHULHQFHV IORZ FRQVXPXPHUV WKXV
DIIHFWLQJ FRQVXPXPHUV FRQVXPXPHUV
\$FFRUGLQJ OHWUWHLK\SRWKRUZDUG

Table 1. .02 DQG %DUWOHWW WHVWV

Path	Path Coefficient	t-value	p-value
Flow experience → Impulse buying behavior	0.21	2.34	0.02
Situational factor → Impulse buying behavior	0.15	1.65	0.10
Situational factor → Flow experience	0.12	1.35	0.18

+ o! 6LWXDWLRQDO IDFWRUV DIIHFW LPSXOVH XGDWH VLWXDWLRQ
EHKDYLRU RI FRQVXPXPHUV
+ o! 7KH SK\VLFDQ VLWXDWLRQ DIIHFWLQJ WKH EURDGFDVW
EX\LQJ EHKDYLRU RI FRQVXPXPHUV

	, QIOXH QFHG E\ WKH H[SUHV VLRQV Table 6. (IIHFW DQDO\VLV DFWLRQV RI DQFKRUV DQG WKH LQWUDFWLRQ 6(//&, 8(IIHFW EHWZHHQ DQFKRUV , KDYH WKH 7/8, 8(IIHFW EHKDYLRUDO LQWHQWLRQ WKLQJG FROOHFW VKDUSDFH DQ RUGH 'LUHFW LQWHQWLRQ WR SXUFKDVH FROOHFW VKDUSDFH SODFH DQ RUGHU GXH WR WKH SUHV VLRQWLDQ VWUDWHJLHV RI WLPH OLPLW DQG SULFH Z<...>					
	, OLNH WKH OD\RXW GL 4.1.2 Physical situations and impulse buying WKH EURDGFVW URRP VR DV WR JHQHUDWH WKH EHKDYLRUDO LQWHQWLRQ Table 5. QWHUPHGLDWH UHJUHV VLRQ D FROOHFWLRQ SODFH DQ RUGHUV , PSXOVH, PSXOVH)ORZ ZDV DIIHFWHG E\ WKH ZDUP EX\LQJ EX\LQJ H[SHULHQFH DWPRVSKHUH RI RWKHU FRQVXPHUV LQ WKH W S W S EURDGFVW URRP DQG WKH EHKDYLRUDO LQWHQWLRQ RI DGG LQJVLWLRQWLDQ VKDULQJ RU SODFLQJ DQ RUGHU ZDV %>...>					
6RFLDO VLWXDWLRQ	, UHFHLYHG KHDWHG GLVXVLRQV DQG H[SHULHQFH IURP RWKHU FRQVXPHUV LQ WKH FRPPHQW VHFWRU RI WKH EURDGFVW URRP UHVXOWLQJ LQ WKH EHKDYLRUDO LQWHQWLRQ WR SXUFKDVH FROOHFWLRQ RU SODFH DQ RUGHU Table 6. (IIHFW ZLOO EX\ FROOHFW VKDUSDFH SODFH DQ //&, 8(IIHFW RUGHU EHFDXVH RI WKH LQWUDFWLRQ "±...>					
)ORZ H[SHULHQFH	7KH SURFHVV RI ZDWFKLQJ YH ZLOO DURXVH P<...> , RIWHQ LPPHUVH P\VOI LQ LQ IHOW WKDW WGWLPHU STDLFNO , DP RIWHQ XQDZDUH RI P\ VXURXQGLQJV 4.1.3 Social situations and impulse buying					
, PSXOVH EX\LQJ EHKDYLRU	, ZLOO EX\ DQGHG XSGXFWV Table 7. , QWHUPHGLDWH UHJUHV VLRQ D , ZLOO ILQG VRFH SURGXFWV WKDW DQGHG XSGXFWV H[SHULHQFH SODQHG EXW ZDQW WR EX W S W S W S 6RFLDO LQWHQWLRQ ZLOO EX\ ZLWV XW EX XQGHFJRVDU , ZLOO EH DIIHFWHG E\ WKH LQWUDFWLRQ WLPH DQG 5 VT)					

\$QDO\VLV RI HPSLULFDO UHVXOWV

4.1 Inspection result

4.1.1 Situational factors and impulse buying

Table 3. , QWHUPHGLDWH UHJUHV VLRQ DQDO\VLV

	, PSXOVH)ORZ EX\LQJ EX\LQJ H[SHULHQFH				
	W S W S W				
6LWXDWLRQ IDFWR					
)ORZ H[SHULHQFH					
5 VT					
)					

Table 8. (IIHFW DQDO\VLV

	(IIHFW 6(//&, 8(IIHFW UDWLR			
, QGLUHF HIIHFW				
'LUHFW HIIHFW				
7RWDQ HIIHFW				

4.2 Model evaluation

7KURXJK WKH DQDO\VLV RI WKH DERY
WKLV PRGH FDOHQSO DLIQV WKH DLIQV
RQ LPSXOVH SXUFKDVH 3 %RRW
DUH ERWK JUHDWHU WKDQ DPRQJ
KDV D VLJQLILFDQW LQIOXH QFH RQ LF

%RRW//&, DQG %RRW8/&, DUH ERWK6XUHLQWFIHQ W4KDDQJ /LQKHLQ 5HVHDI
 HIIHFW RI VRFLDO FRQWH[W RQ LPSXOVLYH FRQVXPHUV LQ VDWXUHQW LQVWLWXWLRQV
 VLJQLILFDQW 3 %RRW//&, DQGR%RQW8/& DQGR%RQW8/& DQGR%RQW8/&
 JUHDWHU WKDQ 7KHUHIRUH + +DQGLDRIUH ;XUHLHQGLQJ 7KH
 DGGLWLRQ WKHFRGLDORIZQH[SHULHQFHFRPPHUFH DQFKRU \$WWULEXWH
 VLJQLILFDQW %RRW//&, DQG %RRW8/&LQVWLWXWLRQVWKHFRGLDORIZQH[SHULHQFH
 WKDQ DQG WKH HIIHFW UDWLR ZDYKFRUWK JUHDWHUWKFRGLDORIZQH[SHULHQFH
 DQG + ZDV YHULILHG PDQDJHPHQW 7KH '2,

&RQFOXVLRQ

7KLV VWXG\ IRFXVHV RQ WKH TXHVWLRQV RI FRQVXPHUV LQ VDWXUHQW LQVWLWXWLRQV
 PDNH LPSXOVLYH SXUFKDVHV LQ H FRPPHUFH *MURDGFDVWLQJ
 DQG VWXGLHV WKH PHFKDQLVP RI KRZ VLWV LQVWLWXWLRQV IDFWRUUV RQ
 LQIOXHQFH FRQVXPHUV LPSXOVLYH FRQVXPHUV IDFWRUUV RQ &RQVXPHUV
 WKH PHGLDWLQJ HIIHFW RI FRZDQGLQJ IDFWRUUV RQ &RQVXPHUV
 IROORZLQJ >5.4? ••

7KH LQWHQVLW\ RI SURPRWLRQ LQVWLWXWLRQV DQGLDRIUH ;XUHLHQGLQJ 3HUVRQD
 DIIHFWLQJ FRQVXPHUV LPSXOVLYH SXUFKDVHV WKHFRGLDORIZQH[SHULHQFH RQ
 GLVFRXQW RIIHUHG E\ DQFKRUV LV FRPPHUFH XPRUWKHFRGLDORIZQH[SHULHQFH
 ZLOO KDYH D VWURQJ LPSXOVLYH WR EX\ PDQDJHPHQW UH\HLZ

6LWXDWLRQDO IDFWRUUV ZLOO HQFRXUDJH FRQVXPHUV WR PDNH
 XQSODQQHG SXUFKDVHV ,Q WKH YLUWXDO HQYLURQPHQW RI D
 EURDGFDVW URRP VLWXDWLRQDO IDFWRUUV LQVWLWXWLRQV LPSXOVLYH
 LPSDFW RQ FRQVXPHUV HPRWLRQV RQ LQVWLWXWLRQV LPSXOVLYH SXUFKDVHV
 VWURQJHU LPSXOVLYH DQG PDNH XQSODQQHG SXUFKDVHV LQVWLWXWLRQV 0HG
 7KH PRUH DFWLYH WKH EURDGFDVW URRP LV SHULHQFHUHQDO RI +D

OLNHO\ LW LV WR FDXVH LPSXOVLYH FRQVXPHUV RQ &RQVXPHUV 6RF
 DWPRVSKHUH LQ ZKLFK FRQVXPHUV LQVWLWXWLRQV OLYH EURDGFDVWV
 WRJHWKHU LV D YHU\ VWURQJ VRFLDO LQVWLWXWLRQV /LX &KHQJ

7KLV VWXG\ H[SORUHV WKH PHFKDQLVPV LQVWLWXWLRQV LPSXOVLYH SXUFKDVHV
 IDFWRUUV RQ FRQVXPHUV LPSXOVLYH SXUFKDVHV LQVWLWXWLRQV LQ WKH
 FRQWH[W RI OLYH VWUHDPLQJ H FRPPHUFH DLPLQJ WR SURYLGM FDUU
 UHWHUHQFHV DQG VXJJHVWLQJ RUFHQW OLYH VWUHDPLQJ
 H FRPPHUFH RSHUDWRUV DQG FRQVXPHUV DQG KLJKOLJKW WKH
 DSSOLFDWLRQ YDOXH RI WKH WKHRU\ +RZHYHU WKLV VWXG\ DOVR
 KDV OLPLDWLRQV &RQVXPHUV LPSXOVLYH EX\LQJ EHKDYLRU LV
 D FRPSOH[SURFHVV %HVLGHV WKH LQIOXHQFH RI VLWXDWLRQDO
 IDFWRUUV WKHUH DUH RWKHU SRVVLEOH UHDVRQV WKDW PD\ DIIHFW
 WKH DFFXUDF\ RI WKH UHVHDUFK FRQFOXVLRQ 7KHUHIRUH WKH
 UHVHDUFK PHWKRGV FDQ EH RSWLPL]HG LQ WKH IXWXUH WR
 IXUWKHU DQDO\]H WKH LQIOXHQFH DQG UROH RI RWKHU IDFWRUUV

5HIHUUHQFHV

&DL - :RKQ ' < 0LWWDO \$ HW DO 8WL0LWDULDQ DQG
 KHGRQLF PRWLYDWLRQV IRU OLYHVWUHDPLQJ VKRSSLQJ
 3URFHHGLQJV RI WKH \$&0 LQWHUQDWLRQDO
 FRQIHUHQFH RQLQWHUDFWLYH H[SHULHQFHV IRU 79 DQG
 RQOLQH YLGHV>&@ 1HZ <RUN \$&0
 'LQJ /HL 5HVHDFK RQ WKH 'HYHORSPHQW ORGH RI
 1HWZRUN /LYH %URDGFDVW LQ WKH (UD RI)LQDQFLDO
 0HGLD \$ &DVH 6WXG\ RI 2ULHQWDO =KHQ]KDQ
 %URDGFDVW 5RRP >-@ 3UHVV 1R
 '2, M FDURO FDUUROO QNL [ZDK]

/LX <DQJ /L 4L <LQ 0HQJ /LYH RQOLQH VKRSSLQJ
 IHDWXUHV LPSDFW RQ FRQVXPHUV EX\LQJ EHKDYLRU VWXG\
 >-@ -RXUQDO RI VRIW VFLHQFH 7KH
 '2, M V