



ORIGINAL CONTRIBUTION

Hedonic Motives as a Moderator: Examining the Interplay between Digital Competency and Consumer Purchase Behavior

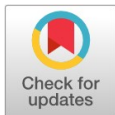
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Abstract— Consumers have been encouraged to shop online more in the digital age, which may result in e-impulse purchasing (e-IB). This study aims to experimentally examine the connections among digital competencies, e-impulse purchasing (e-IB), and Customer Satisfaction (CS). E-impulse purchasing maintains its consistency with a consistent marketing approach and language, which enhances consumer satisfaction and boosts brand revenue. Numerous digital marketing tools and capabilities are available in this digital age to enhance e-impulse buying and assist build strong relationships with clients in order to influence their purchasing decisions. We do not, however, fully grasp the factors that lead to e-impulse buying in the digital age or how hedonic motivation in brands may act as a moderator in consumers' decision-making. In this regard, the study's objectives are to identify the factors that contribute to impulsive online purchases in the digital age and investigate if customer satisfaction influences Consumer Purchase Decisions (CPD) in any moderating ways. A theoretical model has been constructed based on social identity theory and the resource-based view. Covariance-based structural equation modeling verifies our model based on survey responses from representatives of 413 organizations/brands. Hedonic motivation has a moderating role in the development of e-impulse buying, which influences sales strategy differently in different situations to influence CPD. Our investigation confirms that e-WOM, digital infrastructure, skilled manpower, and digital marketing competence have a favorable impact on this development. One of the study's shortcomings is that the results were obtained by evaluating the responses of respondents who were based in India, which raised questions about external validity.

Index Terms— Consumer Purchase Decisions, Hedonic Motives, Digital Competency

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Introduction

Due to the quick advancement of technology, businesses are now interested in implementing digital marketing strategies since they may boost their sales efforts (Rayburn, Badrinarayanan, Anderson, & Gupta, 2021). The use of digital platforms to promote brands that aid in boosting an organization's sales efforts is known as digital marketing (Varadarajan, 2020). Additionally, in this digital age, sales management is seen as a crucial component of the marketing mix that is expanding quickly in the business sector (Hasan & Sohail, 2021; Khan, Salamzadeh, Iqbal, & Yang, 2022; Nuseir & El Refae, 2022). In this regard, an organization's sales efforts are regarded as a significant endeavor to advance its brand in the marketplace (Babić Rosario, De Valck, & Sotgiu, 2020). With superior planning and strategy that

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can affect the purchasing choice of consumers, organizations can effectively fight competitors with effective brand management and controlled flexibility (Varadarajan, 2020; Wang, 2020). Furthermore, the rise of digital technology has altered the way businesses engage with potential customers, which has affected the sales management initiatives of brands that rely on brand value (Sugiat & Sudirman, 2024).

According to Ramdani, Sulhaini, and Handayani (2024), e-impulse buying involves many organizations interacting with their customers primarily through various digital platforms. These digital exchanges could assist businesses in promoting their brand positioning and giving consumers greater brand awareness and product understanding (Jabutay & Limpachote, 2024; Oktandani & Sholahuddin, 2023). E-impulse purchasing on social media sites is influenced by a number of factors. Their constant social media presence exposes them to advertising and influencer marketing tactics that engender exclusivity or a sense of urgency, which encourages e-impulse purchasing (Goel, Parayitam, Sharma, Rana, & Dwivedi, 2022). Additionally, young people are more likely to make impulsive purchases due to their desire for status and self-expression through fashion labels (Ampadu et al., 2022; Goel et al., 2022; Jabutay & Limpachote, 2024; Ramdani et al., 2024).

From this angle, e-impulse buying is crucial in educating consumers about the characteristics, functionalities, and positioning of the product. Digital marketing and social media are essential for advancing brand buying online (Goel et al., 2022). The proliferation of digital technology, such as smartphones, smart products, the internet of things, and Artificial Intelligence (AI), is driving a boom in digital marketing (Aghazadeh, Zandi, Amoozad Mahdiraji, & Sadraei, 2024; Nuseir & El Refae, 2022). This has a significant impact on business performance and is helping to reshape future marketing strategies (Phiri, 2020). In contrast to the organization's traditional services, smartphones offer quick access to services (Shams, Chatterjee, & Chaudhuri, 2024; Wang, 2020), which has the potential to significantly improve corporate performance. The advent of digital technology makes it easier for clients to receive services at any time and from any location by logging onto the company's website, which displays graphs and service information (Nuseir & El Refae, 2022).

Electronic word-of-mouth marketing is currently a widely used communication technique in online marketing. This is because advancements in technology have made it possible for consumers to engage in more meaningful interactions, sharing product reviews and comments with friends and others through online media (Ramdani, Sulhaini, & Handayani, 2024; Zhao, Wang, Tang, & Zhang, 2020). 80% of consumers are only willing to make an online purchase after speaking with other customers, and 61% of consumers use electronic word of mouth before making any purchases. This demonstrates how customer reviews through electronic word of mouth have a big impact on what people decide to buy (Hidayat, Wijaya, Ishak, & Endi Catyanadika, 2021). Before making an online purchase, consumers consult the reviews and suggestions of other customers. Consumer belief and trust in the brand based on feedback from other customers may influence consumers' purchasing decisions (Sudirjo et al., 2021; Zhao et al., 2020). In this digital age, businesses use a variety of strategies to strengthen their e-impulse buying and build strong relationships with customers that affect their purchasing decisions (Mbetse & Tanamal, 2020; Oktandani & Sholahuddin, 2023).

The resource-based view (RBV) supports the idea that businesses should improve their current digital capabilities and assets since they may have an effect on their e-impulse purchasing (Barney, Wright, & Ketchen Jr, 2001). This theory supports the idea that businesses can enhance their sales efforts and impact consumers' decision-making processes by enhancing impulse buying (Barney et al., 2001; Varadarajan, 2020). There are, however, few studies that thoroughly examine how organizational digital capabilities may influence consumer purchasing decisions by enhancing e-impulse buying and sales initiatives of the companies that are appropriately backed by the moderator hedonic incentive. All of these aspects must be taken into account in order to investigate how they can ultimately affect customer purchasing decisions. Accordingly, the following research questions (RQs) are the focus of this investigation.

RQ1: What are the electronic word of mouth has direct impact on e-impulse buying?

RQ2: What are the digital infrastructure capability has direct impact on e-impulse buying?

RQ3: What are the digital marketing capability has direct impact on e-impulse buying?

RQ4: What are the skilled manpower capability has direct on e-impulse buying?

RQ5: What are the e-impulse buying has direct impact on customer satisfaction?

RQ6: What are the customer satisfaction has direct impact on consumer purchase decision?

RQ7: Is there a moderating impact of hedonic motivation on customer satisfaction and consumer purchase decision?

With the aid of an analysis of 358 useful comments from respondents employed by manufacturing and service-oriented companies engaged in marketing and brand-building initiatives, the aforementioned three RQs have been addressed. A theoretical model that conceptually highlights the factors that predict e-impulse buying and may ultimately influence consumer purchase decisions has been officially suggested. By estimating and evaluating the proposed links between the exogenous and endogenous constructs, the covariance-based structural equation modeling method has tested the suggested hypothetical model. This study has made a comprehensive effort to incorporate the ideas and resource-based view (Barney et al., 2001) in order to successfully substantiate the empirical findings. This integrative approach was chosen because neither of these two approaches could clearly and convincingly explain how an organization's digital competency which includes digital marketing and infrastructure capabilities backed by electronic word-of-mouth and skilled manpower could affect e-impulse buying, which in turn could affect consumers' purchasing decisions under the moderating influence of hedonic mo-

tivation. According to this study, an organization's digital competency includes its capacity for electronic word-of-mouth dissemination, digital infrastructure, digital marketing, and the assistance of qualified personnel. With the aid of customer satisfaction initiatives that are appropriately tempered by hedonic motivation, these elements aid in improving e-impulse buying by influencing consumer purchase decisions.

The paper's following sections are arranged as follows. Following the introduction, background research is presented in part 2, and in section 3, hypotheses are developed. The research technique is then presented in section 4, and the data analysis and findings are presented in section 5. Section 6 then goes over the implications, limitations, and future scope of the debates.

Background Studies

Literature review

Research has indicated that management and personal marketing are crucial components of marketing strategy, and they are evolving quickly in the current digital age (Aghazadeh et al., 2024). According to Hu, Zhang, and Irfan (2023), e-impulse buyers who act as "brand ambassadors" assist businesses in learning about the wants and needs of customers while interacting with them under the current marketing environment (Nuseir & El Refae, 2022; Phiri, 2020). It has been noted that the relationship between branding, sales management, and personal selling is one that requires careful investigation. The top-tier journals have not sufficiently examined the research in this area of interaction (Ndubuisi, Otioma, & Tetteh, 2021). A vast amount of consumer data, including opinions about various goods and services as well as brand preferences, can be accessed through social networking sites like Facebook, according to (Phiri, 2020; Shams et al., 2024; Wang, 2020). Electronic word of mouth (e-WOM) is a communication system that people commonly use to interact with one another about their favorite brands and exchange views and opinions through social media platforms that could influence other consumers' purchase decisions (Hu et al., 2023; Ndubuisi et al., 2021). In order to implement digital marketing strategies through a variety of digital channels and advertise their brands to a larger audience, the organisations need to have the right digital infrastructure (Apasrawirote, Yawised, & Muneesawang, 2022; Phiri, 2020).

Research has indicated that companies should be proficient in digital marketing in order to engage in digital advertising. These organizations' capabilities are quite beneficial for reaching new customers and promoting their businesses. Consumer decision-making is influenced by digital marketing initiatives (Hidayat et al., 2021). However, organizations need to have enough skilled workers to continue with the digital marketing process in order to employ digital technologies successfully and efficiently (Islam et al., 2021; Jabutay & Limpachote, 2024). According to a study, in order to create effective brand strategies, businesses must enhance their relationship-building initiatives, which can boost sales and ultimately affect consumers' decision-making (Sudirjo et al., 2021; Tyrväinen, Karjaluoto, & Saarijärvi, 2020). Research has indicated that companies are using various digital communication channels to assist establish brand positioning and brand value, which are strongly tied to impulse buying (Shams et al., 2024; Zhao et al., 2020). Therefore, organisations must enhance their internal digital competences in order to effectively use digital communications technology; Resource-Based View (RBV) supports this approach (Barney et al., 2001). Additionally, when customers recognize a certain brand, they form a psychological bond with it and start to promote it. According to Ali and Anwar (2021) and Deng and Yu (2023), digital proficiency also helps businesses reach potential customers and understand their brand preference. However, there is a dearth of comprehensive and understandable research that could demonstrate how various facets of organizational digital competency could support organizational sales efforts and provide consumers with useful information about the benefits and drawbacks of various brands, which could ultimately influence consumers' purchasing decisions (Hidayat et al., 2021; Sudirjo et al., 2021). Consequently, there is a dearth of such a thorough methodology in the literature that is currently available, and this work has attempted to close this understanding gap.

Underpinning theory

Resource based theory

RBV proponents contend that different organisational resources that are rare, imperfectly imitable, non-substitutable, and collectively valuable (VRIN) can help organisations build their internal capabilities and accomplish their objectives (Talaja, 2012). The traditional perspective emphasizes that in order to succeed, businesses should think about strategic investments that might boost product pricing for profitability and discourage easy market entry (Oktandani & Sholahuddin, 2023). RBV, however, contends that intra-organizational resources should be prioritized. This is due to the fact that by properly implementing organization-specific in-house VRIN resources, these resources can help organizations succeed and become more competitive (Talaja, 2012). According to the current study, an organization's digital capabilities which include things like digital marketing, e-Word of mouth, digital infrastructure, and talent capabilities are related to its brand identity. With VRIN characteristics, all of these skills are also viewed as internal resources of the company and have the potential to impact brand identity.

Hypothesis development

A few factors that may have an effect on the organizations' e-impulse buying have been found through the literature review and theories. Additionally, these factors may have an effect on how businesses handle their sales as well as how prospective customers make decisions. The effects of hedonic motivation in brands as a moderator that might affect consumers' purchasing decisions have also been taken into account in this study. In order to develop various hypotheses, all of these aspects will be covered in this part.

Digital competency

Research has shown that the use of digital platforms, such as social media, has become essential to the development of businesses' marketing plans (Aghazadeh et al., 2024). Companies can reap the benefits of digital competency by adopting the technology revolution quickly and implementing efficient planning and marketing strategies (Shams et al., 2024; Wang, 2020). Organisations can get a number of advantages from having a digital competency, which is made up of elements like their digital infrastructure, e-word of mouth, and digital marketing capabilities as well as their highly qualified internal workforce. The organizations have VRIN qualities because all of these competencies are valuable and uncopiable. RBV lends credence to this idea (Talaja, 2012). Utilising various digital platforms facilitates communication about product brands through word-of-mouth, which may ultimately influence an organization's sales and promotional efforts (Nuseir & El Refae, 2022). Research has shown that digitization may guarantee a higher degree of customer happiness, which is one of the objectives for businesses. Increased customer satisfaction can have a beneficial effect on an organization's ability to compete in the market (Hu et al., 2023; Phiri, 2020). Organisations must build their digital infrastructure by appropriately incorporating digital technologies with their current business strategy in order to achieve these aims by increasing the value of their brand (Ndubuisi et al., 2021; Shams et al., 2024). Organizations' marketing tactics are influenced by brand management operations, which are significantly impacted by digital evaluation. Customers prefer to share their thoughts and experiences about companies, and they seek out items that not only fulfill their demands but also beyond their expectations (Apasrawirote et al., 2022). By defining appropriate planning and strategies to enhance their current marketing capabilities, organizations must increase their digital marketing capabilities. Such enhanced marketing capabilities of the companies may enhance their capacity for adaptation, which could have a favorable effect on their brand values Ali and Anwar (2021). However, organizations need highly qualified staff in order to properly extract the most potential from digital communication tools. These knowledgeable workers can effectively connect with consumers using digital communication technologies (Apasrawirote et al., 2022; Babić Rosario et al., 2020; Khan et al., 2022; Sudirjo et al., 2021). The following hypotheses are developed with the assistance of all these insightful contributions.

H1: Electronic word of mouth has a direct impact on e-impulse buying.

H2: Digital infrastructure capability has a direct impact on e-impulse buying.

H3: Digital marketing capability has a direct impact on e-impulse buying.

H4: Skilled manpower capability has a direct on e-impulse buying.

E-Impulse buying

Prior studies have looked at the factors that influence purchasing decisions, but they haven't examined the direct correlation between impulsive online buying and customer satisfaction (Jabutay & Limpachote, 2024; Oktandani & Sholahuddin, 2023); Ramdani et al., 2024). Some customers have a propensity to visit websites, browse through a variety of products, read product evaluations, and enjoy themselves due to hedonic motives. Since it defies common sense to determine customer satisfaction prior to purchasing and using a product, it may be inferred from the literature study that researchers have not yet examined the connection between e-impulse buying and customer satisfaction. Any statistically significant correlation between e-impulse purchasing and client pleasure would either be fictitious or would only represent "intrinsic" contentment. As previously said, customers experience some level of ex-ante gratification when they shop in-store or through window shopping. Customers with hedonic motives are more satisfied with the shopping experience than with the consumption of products, as noted by Goel et al. (2022). The typical phases of rational decision-making, which include finding information, identifying problems, weighing options, making a buying choice, and evaluating the purchase after it has been made, are not followed by customers in e-impulse buying. A person acts on impulse and without planning (Ampadu et al., 2022; Ramdani et al., 2024). People with poor emotional regulation find it difficult to resist the urge to buy due to their high impulsivity (Jabutay & Limpachote, 2024). Previous studies have shown that the majority of impulsive purchases are emotional rather than logical (Dam & Dam, 2021; Hasan & Sohail, 2021).

E-impulse buying occurs when a person has "a strong and irresistible urge to buy" without taking the implications into account (Gazi, Al Mamun, Al Masud, Senathirajah, & Rahman, 2024; Jabutay & Limpachote, 2024). According to existing studies, e-impulse buying and customer satisfaction have a beneficial relationship (Nuseir & El Refae, 2022; Rayburn et al., 2021; Sudirjo et al., 2021). Given the

lack of prior theoretical and empirical support for a direct correlation between e-impulse purchasing and customer happiness, this study presents a compelling case for the following exploratory hypothesis:

H5: E-impulse buying has a direct impact on customer satisfaction.

Customer satisfaction

The positive assessment of environmental cues outweighs the drawbacks of impulse buying, notwithstanding the claims of some academics that persistent IB is an indication of a person's defective self-regulation and results in financial distress (Cavaliere et al., 2021). Website usability and functionality were found to be positively correlated with customer satisfaction with online purchasing (Sugiat & Sudirman, 2024). Another study on fashion products among college students revealed a significant correlation between e-impulse buying and satisfaction (Dam & Dam, 2021). Along with e-impulse buying, customers are turning to e-shopping during the epidemic due to the necessity and dearth of other options. Customers participate in impulse buying during this process as they browse different websites. Customers may be discouraged from online shopping at first due to the risk of accessing websites, but they will ultimately find safer and less dangerous ones. Customers do not avoid online buying despite the daily rise in cybercrime, either due to low self-regulation or necessity (economic reasons). According to several investigations, a positive outlook plays a significant role in the formation of customer satisfaction in addition to impulse buying (Gazi et al., 2024; Khan et al., 2022). Because happy consumers are more likely to stick with a brand and buy items, whereas unhappy customers are more likely to stop buying both, customer satisfaction is a crucial dependent variable that marketing researchers concentrate on. Customer satisfaction decides whether or not to continue with e-impulse buying, and according to some academics, retailers' long-term success hinges on their ability to retain customers (Goel et al., 2022; Khairawati, 2020). In specifics, a customer's conviction in the quality of the company's products is bolstered by their contentment with its offerings. Customers of this type are likely to buy from the same business again. According to other studies conducted across a range of industries, client loyalty and customer satisfaction are positively correlated (Islam et al., 2021). Likewise, prior studies have demonstrated a favorable correlation between loyalty and guest satisfaction in the brand sector (Ali & Anwar, 2021; Sudirjo et al., 2021). However, a lot of research has focused solely at the relationship between customer happiness and cognitive behaviour, conative behaviour towards the product itself (Mbeté & Tanamal, 2020), or total customer loyalty (Hidayat et al., 2021). Nonetheless, a number of experts believe that there is no correlation between customer loyalty and customer pleasure (Hasan & Sohail, 2021). Drawing from extant study data and logical reasoning, we postulate:

H6: Customer satisfaction has a direct impact on consumer purchase decisions.

Hedonic motivation

When the stimulus is relevant to the customer, motivation is impacted. This is determined by the unique values, goals, and needs of each individual consumer (Nikolopoulou, Gialamas, & Lavidas, 2021). The motivation process, which can be utilitarian (connected to the function of the product) or hedonistic (associated with multisensory elements, emotions, imaginations, or experiences), starts when the customer perceives a need. The majority of this research primarily concentrates on utilitarian motives that offer a logical shopping experience (Ramdani et al., 2024; Santo & Marques, 2022). However, a number of scholars contend that during the purchasing process, the motivation of emotional satisfaction should also be examined (Deng & Yu, 2023; Nikolopoulou et al., 2021). Customers buy things for the satisfaction they receive during the transaction as much as for their practical worth (Santo & Marques, 2022). Sudirjo et al. (2021) lists additional elements that influence purchasing decisions, including enjoyment, beauty, emotion, and amusement. According to Tyrväinen et al. (2020), the study of hedonic motivation has grown in significance because of the recognizable incentives that draw customers to a shopfront or website. Customers purchase goods for both practical and hedonistic reasons, as well as to satiate their emotional and experiential demands. Hedonistic motivations and their advantages are examined in a number of research (Deng & Yu, 2023; Nikolopoulou et al., 2021). Consumption activity with an eye on happiness, fantasy, enjoyment, amusement, and pleasure during the purchasing process is referred to as hedonic motivation. Arousing emotional and experiential reactions is the primary advantage of these hedonic motivational traits (Ramdani et al., 2024; Santo & Marques, 2022). Shopping is no longer a tedious chore in this way. According to Deng and Yu (2023) and Nikolopoulou et al. (2021) further categorize the following as hedonic motivations: adventure, value, social, being at the forefront, authority, and statute. Adventure motivations, which capture the sense of "breaking with routine" through shopping and characterized it as an adventure, were selected for this study (Aghazadeh et al., 2024). "The pursuit of such experiences is far more significant than the mere acquisition of products," according to (Apasrawirote et al., 2022). Customers who value hedonic motives will be more inclined to keep making purchases online since they enjoy trying new products and want to know what's fresh in the market (Hu et al., 2023). Very high levels of commitment and repurchase intention are likely to result from positive consumption associated with emotions in the hedonic environment (Phiri, 2020). As a result, the study hypothesis that follows is put forth:

H7: There is a moderating impact of hedonic motivation on customer satisfaction and consumer purchase decisions.

A theoretical model has been put forth based on the discussion above, and it is depicted in Fig. 1. The aforementioned figure (Fig. 1) illustrates how an organization's digital competency, which is made up of a few particular elements, may have an impact on e-impulse buying, which in turn may have an impact on the consumer's decision to buy, mediated through contextual factors like customer satisfaction and e-impulse buying. The moderator's hedonic motivation also affects the link between consumer purchasing decisions and customer satisfaction.

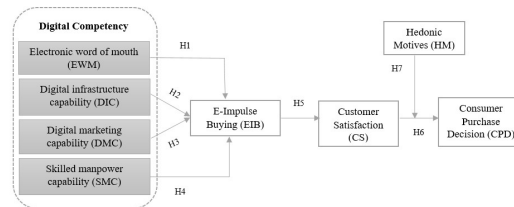


Fig. 1 Theoretical model

Research Methodology

A structural equation modeling technique has been started in order to verify the assumptions and validate the model. The estimated and evaluated link between the constructs is aided by this procedure. Using data that is symmetrical about the mean, the suggested model illustrates the connections to show the relationship between the components. Because multiple linear regression introduces difficulties like autocorrelation, heteroscedasticity, and endogeneity, the structural equation modeling techniques can analyze complex lifetime problems that other processes cannot. According to Hair, Sharma, Sarstedt, Ringle, and Lienggaard (2024), the structural equation modeling technique is capable of analyzing both exploratory and confirmatory models. The route coefficients of various connections, associated probability values, and the coefficients of determination of the endogenous variables can all be estimated using this method.

Preparation of the instruments

Using the knowledge of the existing literature, a set of instruments has been created. The instrument recitals have been appropriately adjusted to fit the current study's environment. With the assistance of nine experts, the instruments have undergone pretesting. Six specialists from the industry were chosen from among these nine experts; all of them had over ten years of experience working in the field under investigation. The remaining three specialists were academics with over fifteen years of combined research expertise in the field of this study. These experts' opinions were used to improve the instruments' performances and increase their understandability. Following the pretest phase, a pilot test was carried out by examining the responses of nineteen respondents who were chosen using a convenience sampling technique. Reconciling some of the formats and instruments to improve their accessibility, comprehension, and accuracy was made possible by the feedback analysis. These 19 respondents, however, were left out of the main survey. 30 instruments might be adjusted in this manner. A 5-point Likert scale was used to quantify these answers, with 1 denoting Strongly Disagree (SD) and 5 denoting Strongly Agree (SA). A 5-point Likert scale has been employed in this instance due to its ease of use and ability to allow respondents to express a neutral stance by selecting the "neither disagree nor agree" option. It should be noted that the instruments were created as assertions.

Data collection

UK-based organizations were specifically taken into consideration in order to gather the data for this study. India was chosen mainly because it has the sixth-largest economy in the world and one of the emerging economies with the quickest rates of growth among developing nations. Both convenience and purposive sampling techniques were used. The Stock Exchange (SE), UK, provided a list of companies engaged in marketing and brand-building initiatives that are service-oriented and manufacturing-related. First, 500 organizations were chosen at random from the list. It seems that 413 organizations out of these 500 participated in the study. One employee has been chosen to represent each organisation as the organisations served as the unit of representation. They were all asked to participate in the poll. They were told that the purpose of this study is solely academic and that the respondents' privacy and confidentiality will be scrupulously maintained. Ultimately, 413 organizations consented to participate in the study after much convincing. Every participant received a response sheet with 30 instruments on it. Within three months (July–September 2024), those who responded were requested to reply. There were instructions included with every response page that explained how to complete it. 289 organizations' representatives responded within the allotted time frame. Other responses were discovered to be lacking when these 289 responses were examined closely.

Due to the fact that each of the 16 respondents checked the same option out of five, their responses were deemed flawed and biased. As a result, these answers were disregarded. A statistical analysis was conducted using 30 instruments and 358 responses. Table 1 contains the organizations' information. In accordance with Armstrong and Overton (1977) suggestions, a non-response bias test has been conducted here. In these two instances, no divergence in the data was found, indicating that non-response bias could not be a significant risk to this investigation.

Table I
Statistical sample (*N* = 413).

Particulars	Category	Frequency	Percentage
Organization Type	SMEs	118	28.5
	MSMEs	149	36.0
	Manufacture	146	35.3
Sector	Public	109	26.3
	Private	127	30.7
	Owned	177	42.8
Size	Large	137	33.1
	Medium	114	27.6
	Small	162	39.2

Data Analysis with Results

Measurement properties

Each instrument's Loading Factor (LF) has been evaluated in order to assess the convergent validity of the instruments. Each construct's Cronbach's alpha (α) has been determined in order to determine the constructions' internal consistency. The Average Variance Extracted (AVE) and Composite Reliability (CR) of each construct have been calculated in order to confirm their validity and reliability. It is discovered that every anticipated value for these parameters falls inside the given range. This is due to the fact that all of the LFs' estimated values were determined to be higher than the 0.7 lowest threshold value. It was discovered that all of the AVEs' estimated values above the 0.5 lowest cutoff value (Hair et al., 2024). The results are shown in Table 2.

Table II
Measurement properties

Constructs/ Items	Mean	SD	LF	AVE	CR	α
EWM				0.61	0.79	0.81
EWM 1	3.6	1.5	0.82			
EWM2	4.5	1.2	0.94			
EWM3	2.1	1.3	0.88			
DIC				0.79	0.85	0.96
DIC1	3.5	1.1	0.89			
DIC2	2.8	1.3	0.90			
DIC3	4.4	1.6	0.85			
DMC				0.82	0.88	0.87
DMC1	4.5	1.7	0.80			
DMC2	3.2	1.2	0.83			
DMC3	3.4	1.0	0.81			
SMC				0.77	0.98	0.90
SMC1	2.9	1.2	0.82			
SMC2	5.3	1.8	0.92			
SMC3	4.8	1.5	0.89			
EIB				0.87	0.89	0.91
EIB1	2.5	1.0	0.81			
EIB2	4.8	1.5	0.84			
EIB3	3.3	1.1	0.83			
EIB4	3.0	1.4	0.91			
EIB5	4.9	1.9	0.94			
CS				0.73	0.82	0.88
CS1	2.7	1.1	0.87			
CS2	4.1	1.9	0.97			

Cont...

Constructs/ Items	Mean	SD	LF	AVE	CR	α
CS3	3.8	1.6	0.88			
CS4	3.3	1.8	0.83			
CS5	2.6	1.2	0.87			
HM				0.82	0.89	0.95
HM1	4.1	1.2	0.81			
HM2	4.6	1.5	0.89			
HM3	4.8	1.7	0.86			
HM4	4.0	1.1	0.91			
HM5	3.9	1.7	0.87			
CPD				0.88	0.81	0.79
CPD1	2.9	1.0	0.88			
CPD2	4.7	1.5	0.82			
CPD3	3.9	1.6	0.84			
CPD4	3.5	1.9	0.87			

Discriminant validity test

It is crucial to determine whether the things linked to a construct can adequately describe that construct without providing less explanation for the other constructions.

Table III
Discriminant validity test (Fornell and Larcker criteria)

Constructs/ Items	Mean	SD	LF	AVE	CR	α
EWM				0.61	0.79	0.81
EWM 1	3.6	1.5	0.82			
EWM2	4.5	1.2	0.94			
EWM3	2.1	1.3	0.88			
DIC				0.79	0.85	0.96
DIC1	3.5	1.1	0.89			
DIC2	2.8	1.3	0.90			
DIC3	4.4	1.6	0.85			
DMC				0.82	0.88	0.87
DMC1	4.5	1.7	0.80			
DMC2	3.2	1.2	0.83			
DMC3	3.4	1.0	0.81			
SMC				0.77	0.98	0.90
SMC1	2.9	1.2	0.82			
SMC2	5.3	1.8	0.92			
SMC3	4.8	1.5	0.89			
EIB				0.87	0.89	0.91
EIB1	2.5	1.0	0.81			
EIB2	4.8	1.5	0.84			
EIB3	3.3	1.1	0.83			
EIB4	3.0	1.4	0.91			
EIB5	4.9	1.9	0.94			
CS				0.73	0.82	0.88
CS1	2.7	1.1	0.87			
CS2	4.1	1.9	0.97			
CS3	3.8	1.6	0.88			
CS4	3.3	1.8	0.83			
CS5	2.6	1.2	0.87			
HM				0.82	0.89	0.95
HM1	4.1	1.2	0.81			
HM2	4.6	1.5	0.89			
HM3	4.8	1.7	0.86			
HM4	4.0	1.1	0.91			
HM5	3.9	1.7	0.87			

Cont..

Constructs/ Items	Mean	SD	LF	AVE	CR	α
CPD				0.88	0.81	0.79
CPD1	2.9	1.0	0.88			
CPD2	4.7	1.5	0.82			
CPD3	3.9	1.6	0.84			
CPD4	3.5	1.9	0.87			
CS3	3.8	1.6	0.88			
CS4	3.3	1.8	0.83			
CS5	2.6	1.2	0.87			
HM				0.82	0.89	0.95
HM1	4.1	1.2	0.81			
HM2	4.6	1.5	0.89			
HM3	4.8	1.7	0.86			
HM4	4.0	1.1	0.91			
HM5	3.9	1.7	0.87			
CPD				0.88	0.81	0.79
CPD1	2.9	1.0	0.88			
CPD2	4.7	1.5	0.82			
CPD3	3.9	1.6	0.84			
CPD4	3.5	1.9	0.87			

A discriminant validity test must be performed for this. For ascertaining the discriminant validity of the constructs, square roots of all the AVEs have been computed. All of the square roots were discovered to be larger than the matching factor correlation coefficients. This meets the requirements set forth by Fornell and Larcker (1981). The results are shown in Table 3.

Table IV
Heterotrait Monotrait (HTMT) test

Constructs	EWM	DIC	DMC	SMC	EIB	CS	HM	CPD
EWM								
DIC	0.82							
DMC	0.77	0.84						
SMC	0.59	0.76	0.76					
EIB	0.71	0.67	0.62	0.81				
CS	0.69	0.77	0.58	0.58	0.88			
HM	0.72	0.74	0.63	0.61	0.75	0.79		
CPD	0.68	0.64	0.57	0.67	0.71	0.68	0.77	

The Heterotrait Monotrait (HTMT) test has also been conducted to support the discriminant validity test in accordance with the Fornell and Larcker (1981) criteria, and all of the relevant values were determined to be below the maximum suggested value of 0.85. This validates the constructs' discriminant validity. Table 4 presents the findings.

Moderator analysis

The linkage CS → CPD (H7) has been examined to determine the impact of the moderator Hedonic Motivation (HM). A bootstrapping process that takes into account 5000 resamples has been employed for this. Based on Hair et al. (2024), it seems that the *p*-value difference between the impacts of Strong and Weak on the linkage CS → CPD is 0.00, which is less than 0.05. As a result, the moderator HM has a major impact on the relationship CS → CPD (H7).

Common bias method

The possibility of common method bias in the respondents' responses cannot be eliminated because the study's findings mostly rely on the data that came from the survey. The current study has adopted a comprehensive strategy to reduce the dangers of this bias by implementing some statistical techniques in addition to procedural ad hoc procedures. As an ad hoc procedural measure, the survey's questionnaire was made more comprehensive and straightforward by conducting a pretest and pilot test concurrently, removing any barriers to respondents' ability to reply. Additionally, the respondents were informed that their anonymity and confidentiality would be

maintained in order to get objective answers. Furthermore, Harman's Single Factor Test (SFT) was used to assess the risks of common technique bias. The results showed that the first component accounted for 25% of the variance, which was much less than the highest recommended value of 40% (Hair et al., 2024). The marker correlation ratio test has also been used because Harman's SFT is thought to be neither a reliable nor a decisive test for confirming common method bias (Armstrong & Overton, 1977). Additionally, this test produced negative results. As a result, neither of these tests offered any solid proof of common technique bias. Therefore, in this study, common technique bias could not be a serious risk.

Hypothesis testing

A Chi-square ratio has been estimated in order to evaluate the hypotheses. Every one of these predicted values falls inside the acceptable range. The endogenous constructs' route coefficients, associated probability values, and coefficients of determination (R^2 values) have all been accurately measured. The results are shown in Table 4. After validation, the model with all of these inputs is shown in Fig. 2.

Table V
Path coefficients, *p*-values, and remarks

Linkage	Hypothesis	Path coefficients	<i>P</i> -values	Remarks
EWM→EIB	H1	0.28	0.001	Supported
DIC→EIB	H2	0.18	0.000	Supported
DMC→EIB	H3	0.57	0.005	Supported
SMC→EIB	H4	0.48	0.000	Supported
EIB→CS	H5	0.63	0.015	Supported
CS→CPD	H6	0.75	0.000	Supported
HM* CS→CPD	H7	0.33	0.000	Supported

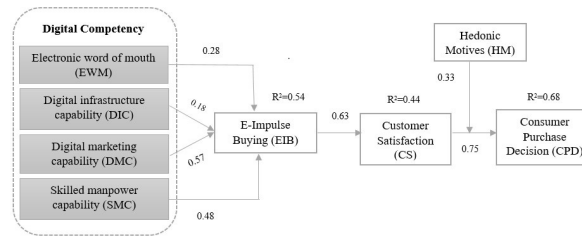


Fig. 2 Validated model

Discussion and Conclusion

Path coefficients of 0.28, 0.18, 0.57, and 0.48 for H1, H2, H3, and H4, accordingly, this study has shown that e-word of mouth, digital infrastructure capability, digital marketing capability, and social manpower capability might all have a significant and beneficial impact on e-impulse buying. These hypotheses have undergone adequate statistical validation, and additional research such as (Apasrawirote et al., 2022; Deng & Yu, 2023; Ramdani et al., 2024; Sugiat & Sudirman, 2024) has supported them. Additionally, the study has shown that e-impulse purchasing may have a substantial and favorable effect on customer satisfaction, as evidenced by the concerned path coefficient of 0.63 with H5. Additionally, as the concerned path coefficient is 0.75 with H6, the current study has shown that customer satisfaction could have a considerable and favorable impact on consumer purchase decisions. Both of these hypotheses (H5 and H6) have been supported by Babić Rosario et al. (2020) and have undergone statistical validation. Since the relevant path coefficient is 0.33 with a level of significance H7, the current study has demonstrated that hedonic motivation functions as a substantial moderator on the relationship between customer satisfaction and consumer purchase decisions. The results of the research study by Cavaliere et al. (2021), which took into account the moderating factor of ethical belief, are in line with this moderation impact. With an R^2 value of 0.54, the current study also shows that e-word-of-mouth, digital infrastructure capability, digital marketing capability, and social personnel capability may all predict 54% of e-impulse buying. Additionally, since the relevant R^2 value is 0.44, e-impulse buying could predict consumer happiness to the tune of 44%. Once more, this study shows that, given the relevant R^2 value of 0.68, which represents the explanatory power of the suggested theoretical model, customer satisfaction might account for 68% of consumer purchase decisions. It is important to note that R^2 , or the coefficient of determination, is a number that falls between 0 and 1 and can be used to precisely determine how well a model could forecast a result.

Now, by classifying the impacts of HM into two groups—Strong HM and Weak HM—the moderator hedonic motivation's effects on the linkage CS → CPD [H7: (HM*SAE → CPD)] will be graphically explored. In Fig. 3, this is highlighted. The effects of high HM and low HM are shown in Fig. 3 as straight and lines with dots, correspondingly. Given that the continuous line in Figure 3 has a steeper slope than the line with dots, it would seem that the effects of Strong HM would cause the CPD to increase at a faster rate than the effects of Weak HM as CS increased. It should be noted that the angle a straight line forms with the horizontal axis in a positive direction is known as its slope.

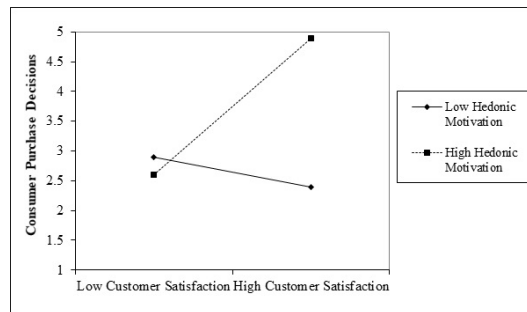


Fig. 3 Effects of HM on H6

Theoretical contribution

There are various theoretical contributions in this topic. It is true that the literature on marketing has recognised consumer purchase decision as a crucial component. However, there don't seem to be many studies on e-impulse buying. Accordingly, by examining the effects of e-impulse purchasing on the customer satisfaction initiatives of the businesses affecting the consumer's purchase decision, the current study has enhanced the body of existing literature. Additionally, the marketing literature does not analyse the consequences of e-impulse buying among individuals across organisational boundaries, with the exception of a few research. By examining how e-impulse buying influenced by an organization's digital competency could enhance customer satisfaction initiatives, which ultimately affect consumers' purchase decisions under the moderating influence of e-impulse buying, this study has been able to close that theoretical gap. Additionally, several new concepts have been allowed to be imported into the current study. These elements may eventually have an impact on the organizations' e-impulse purchases. According to this study, the trained workforce of organizations may use digital communication, enhanced digital infrastructure, and digital marketing capabilities to help spread important information to consumers through electronic word-of-mouth (e-WOM). Through the use of various virtual communication techniques, these organizational capabilities also enhance the organizations' e-impulse buying. By arguing that various digital capabilities of the organisations have VRIN traits that might aid to build e-impulse buying of the organisations and affect the consumer buying decision, this study has utilised the concept of RBV (Barney et al., 2001). According to this study, when customers select a brand, they develop a psychological bond with it and start to advocate for it in the community. This concept expands upon the idea of RBV. According to Ampadu et al. (2022), e-impulse purchasing may have an impact on customer satisfaction, which in turn may enhance an organization's efforts to satisfy its customers, ultimately affecting its performance. The current study has expanded on the findings of previous study by emphasising that brand identity may be improved more quickly through digital means, which may eventually affect customers' purchasing decisions, regulated by their level of satisfaction. The body of existing literature has benefited from this. Dam and Dam (2021), emphasise in another study that brand identity aids SMEs in enhancing their performance. This concept has been broadened and expanded upon in the current study to show that e-impulse buying supports an organization's attempts to increase customer satisfaction, which may also have an effect on the decision-making process of consumers. Additionally, this has enhanced the body of existing material.

Implication to practice

In the event that the results are more widely applicable, the current study has offered a number of useful implications. The current study has offered preliminary evidence that increasing an organization's digital competency could hasten the growth of e-impulse buying. This suggests that the organizations' satisfaction should work to increase e-impulse purchasing, using various digital communication channels including e-WOM, digital marketing capabilities, and so on. The organization's satisfaction should make sufficient investments to upgrade its digital infrastructure in proportion to the potential for using digital technology to strengthen the company's e-impulse buying. Organisational management must prioritise enhancing the adoption of digital marketing integration (Hu et al., 2023). The improvement of customer purchasing decisions should be the primary goal of the organization's management. Digital technologies are used in consumer purchasing decisions by organisations to guarantee customer loyalty and create a smooth, enhanced electronic communication setting that

supports e-WOM, or consumer referral benefit (Phiri, 2020). Employees must effectively use various digital communication technologies to connect with both current and potential customers of the companies, as this study has argued that digitalization in the communication process could lead to success and enhance the organizations' brand vision, reputation, and image. The workforce's skill set needs to be substantially enhanced in order to guarantee this. To do this, the leaders should support various training sessions and preparedness opportunities for the staff members using various digital communication technologies to connect with customers. Employees who receive this training may be able to use the many digital communication technologies available to them to their fullest capacity. Leaders can also develop appropriate strategies to improve their sales management efforts by establishing a solid rapport with potential clients in order to raise their level of happiness, reliability, and loyalty to the brand. This kind of approach could subsequently persuade customers to choose favorably to buy a particular brand of the company.

Limitations and future scope

Numerous theoretical and practical contributions have been made by the current investigation. It is still not possible to claim that this study is without limitations. First, the input of the UK-based respondents determines the study's outcomes. This raises questions about external validity. It is recommended that future researchers gather data from respondents who are evenly distributed throughout the world in order to fix this flaw. Analysing such input could yield results that are more broadly applicable. Second, by examining the responses of 413 participants, this study has reached a conclusion. The entire society is not represented by this. Future researchers are advised to gather more data for analysis in order to provide a result with greater generalizability. Third, the cross-sectional survey data, which was gathered all at once, is what determines the current study's outcomes. As a result, it is impossible to establish a causal relationship between the constructs, and variation bias frequently affects cross-sectional research. Future researchers should carry out a longitudinal study to get rid of all these flaws. Fourth, the suggested theoretical model has a 80% explaining capacity. Future studies should take into account other constructs and boundary conditions to see if doing so could improve the model's predictive ability. Fifth, a competing model that could have clarified this part was not examined in the current study. The authors may have compared the rival model with the suggested theoretical model to see whether the proposed theoretical model is better than the rival model, but they chose not to review a rival model. This is seen as one of the study's significant drawbacks. It is proposed that this problem be pursued by researchers in the future.

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