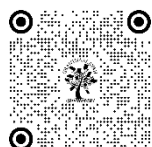


# IMPULSIVE BUYING IN DIGITAL COMMERCE: THE ROLE OF PERSONALITY TRAITS, WEBSITE QUALITY, AND ONLINE REVIEW CREDIBILITY

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## ABSTRACT

This study explores the impact of personality traits, website design, and online review credibility on impulsive buying behavior in e-commerce. Using a quantitative approach, data from 500 online consumers were analyzed through Structural Equation Modeling (SEM) to uncover key psychological and technological drivers of impulsivity. The findings reveal that personality traits, particularly impulsiveness and the need for stimulation, significantly influence spontaneous purchasing behavior. Additionally, website quality—encompassing usability, aesthetics, and ease of navigation—enhances consumer engagement, increasing the likelihood of impulsive decisions. Online review credibility also plays a crucial role, as consumers are more inclined to make unplanned purchases when they perceive peer-generated reviews as authentic and informative. The study highlights the intricate interplay between psychological predispositions and external digital stimuli in shaping impulse buying tendencies. These insights provide theoretical contributions by extending consumer behavior models and offer practical implications for e-commerce businesses aiming to optimize website design, enhance review credibility, and implement personalized marketing strategies. While facilitating consumer engagement, ethical considerations must be maintained to prevent manipulative marketing practices. Future research should explore cultural variations, longitudinal trends, and the influence of emerging technologies on digital consumer impulsivity to further enrich understanding in this domain.

**Keywords:** Online Shopping, Impulse Buying, Personality Traits, Website Quality, Online Reviews, Consumer Behavior



## 1. INTRODUCTION

### 1.1. BACKGROUND AND CONTEXT

The rapid evolution of digital commerce has revolutionized consumer shopping habits, transforming online platforms into the primary retail channel. The growing reliance on e-commerce is driven by enhanced accessibility, convenience, and personalized experiences, enabling consumers to make purchases anytime and anywhere. However, this convenience also fosters impulsive purchase behavior, influenced by multiple online stimuli, such as personalized advertisements, targeted discounts, seamless checkout processes, and persuasive online reviews (Zhou et al., 2022).

A key factor shaping impulsive buying behavior is personality traits. Certain psychological characteristics, such as impulsiveness, sensation seeking, and risk-taking tendencies, have been linked to unplanned purchasing behaviors, often leading consumers to make spontaneous decisions (Rook & Fisher, 1995). Digital shopping environments further magnify these tendencies by offering visually appealing interfaces, persuasive messaging, and limited-time offers that heighten urgency and reduce rational decision-making (Verhagen & van Dolen, 2011).

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Another crucial determinant of impulsive buying behavior is website design and quality. E-commerce platforms that emphasize usability, aesthetic appeal, navigational ease, and security create an immersive shopping experience that encourages spontaneous purchasing decisions (Kim et al., 2021). Studies suggest that well-structured websites with engaging layouts and seamless transactions enhance consumer engagement, thereby increasing their susceptibility to impulsive purchases (Davis & Sajtó, 2020).

Lastly, online review credibility and perceived benefits significantly influence impulse buying. Consumer-generated reviews serve as social proof, reinforcing purchase confidence and triggering impulsive behavior when perceived as authentic and beneficial (Park et al., 2014). The role of product reviews in shaping consumer perceptions and purchase decisions has gained prominence, particularly in a digital environment where direct product interaction is absent (Cheung et al., 2012).

Despite the increasing integration of these factors in e-commerce, the interplay between personality traits, website quality, and review credibility in influencing impulse buying behavior remains insufficiently explored. This study aims to bridge this gap by comprehensively examining how these factors collectively contribute to impulsivity in online shopping behavior.

## **1.2. RESEARCH PROBLEM STATEMENT**

The existing literature on online shopping behavior extensively covers individual factors such as website usability, product trust, and pricing strategies, yet there remains a lack of comprehensive research investigating their interaction with consumer personality traits and review credibility in driving impulsive purchases (Kim et al., 2021; Zhou et al., 2022). While personality-driven impulsivity has been well-documented in offline shopping contexts, its manifestation in the digital landscape remains underexplored, particularly in relation to e-commerce design and online reviews.

In an environment where online transactions increasingly dominate consumer activity, understanding the drivers of impulsive buying is critical for both academics and practitioners. This study aims to provide an integrated approach that examines how psychological, technological, and informational factors collectively influence impulsive buying behavior in e-commerce settings.

## **1.3. RESEARCH OBJECTIVES**

This research aims to examine the role of specific personality traits in influencing impulsive buying behavior in online shopping, assess the impact of shopping website design and quality on consumer impulsivity, and evaluate the influence of online review credibility and perceived benefits on impulsive purchasing behavior.

## **1.4. SIGNIFICANCE OF THE STUDY**

This study contributes to both theoretical advancements and practical applications in digital commerce and consumer behavior research. Theoretically, it integrates psychological constructs (personality traits), technological enablers (website design and usability), and informational factors (online reviews) into a holistic model explaining impulse buying behavior. By doing so, it enhances the existing body of knowledge in consumer decision-making within the digital marketplace.

From a managerial perspective, the findings provide valuable insights for e-commerce businesses seeking to enhance consumer engagement while ensuring responsible marketing practices. Understanding how website features and online reviews interact with consumer personalities allows businesses to design platforms that balance engagement with ethical sales strategies. Marketers can leverage these insights to refine digital strategies, ensuring that consumers are provided with credible, transparent, and value-driven shopping experiences rather than manipulative tactics that exploit impulsivity.

In sum, this research aims to provide a well-rounded analysis of impulsive buying behavior in the digital era, offering actionable insights for businesses and policymakers seeking to optimize e-commerce platforms for consumer well-being and sustainable growth.

## 2. LITERATURE REVIEW

### 2.1. THEORETICAL FRAMEWORKS

#### 2.1.1. STIMULUS-ORGANISM-RESPONSE (S-O-R) MODEL

The Stimulus-Organism-Response (S-O-R) model, introduced by Mehrabian and Russell (1974), provides a foundational framework for understanding consumer behavior within digital shopping environments. This model suggests that external stimuli—such as website design, navigation structure, and online reviews—trigger internal psychological and emotional states (organism), which subsequently influence behavioral responses (purchase decisions). The S-O-R model has been widely applied in e-commerce research to analyze how digital environments shape consumer purchasing behaviors.

In the context of online shopping, studies suggest that an engaging and aesthetically pleasing website, coupled with clear navigation and persuasive online reviews, acts as a powerful stimulus that enhances user experience and fosters impulsive buying tendencies (Zhou et al., 2022). Specifically, when consumers encounter visually appealing product layouts, seamless navigation, and authentic user-generated reviews, their cognitive and emotional engagement increases, leading to spontaneous purchase decisions.

Moreover, emotional arousal and cognitive involvement play a key role in bridging external stimuli with impulsive buying behavior. A well-designed e-commerce platform stimulates positive emotions (excitement, curiosity), which reduce rational deliberation and increase impulsivity (Verhagen & van Dolen, 2011). As a result, many e-commerce businesses leverage design elements such as limited-time offers, interactive visuals, and persuasive product descriptions to enhance engagement and encourage immediate purchasing actions.

By applying the S-O-R model, this study explores how website quality and online review credibility interact with consumer psychology to influence impulse buying decisions in digital commerce. Understanding these mechanisms allows marketers to optimize their platforms for enhanced user experience and strategic engagement while ensuring ethical consumer interactions.

#### 2.1.2. BIG FIVE PERSONALITY TRAITS AND IMPULSE BUYING

Personality traits serve as fundamental determinants of consumer behavior, influencing purchasing patterns, risk tolerance, and decision-making processes. The Big Five Model (McCrae & Costa, 1997) classifies personality into five dimensions: Neuroticism, Extraversion, Openness to Experience, Agreeableness, and Conscientiousness. Among these traits, extraversion and conscientiousness have been found to play a significant role in impulsive buying behavior.

Research suggests that individuals high in extraversion—who are sociable, energetic, and thrill-seeking—tend to engage in spontaneous and emotionally driven purchases (Verplanken & Sato, 2011). They are more likely to be influenced by visually appealing advertisements, promotional messages, and persuasive online reviews, leading to impulsive purchasing actions. Conversely, individuals low in conscientiousness—characterized by lack of impulse control and low self-discipline—are more prone to making unplanned purchases without careful evaluation.

Understanding these psychological tendencies enables e-commerce businesses to design personalized marketing strategies that cater to different consumer profiles. For instance, engaging content, interactive shopping experiences, and urgency-driven campaigns (e.g., flash sales, countdown timers) can effectively appeal to high-extraversion consumers. Meanwhile, businesses seeking to capture low-conscientiousness shoppers may emphasize easy checkout processes, persuasive product descriptions, and real-time purchase notifications to trigger immediate buying decisions.

As impulsive buying continues to shape modern e-commerce, leveraging personality insights can help businesses tailor their online strategies to enhance consumer engagement while promoting responsible marketing practices.

#### 2.1.3. PERCEIVED CREDIBILITY AND BENEFITS OF ONLINE REVIEWS

Online reviews serve as a key determinant of trust and purchasing decisions in digital shopping environments. According to Park et al. (2014), consumers who perceive online reviews as credible and beneficial are more likely to rely on them for making purchase choices. The credibility of reviews fosters trust, reduces hesitation, and promotes impulse buying tendencies.

Additionally, research indicates that review volume and sentiment analysis significantly influence impulsive purchase decisions. Consumers tend to act more impulsively on products that have a higher number of positive reviews, as they serve as strong social proof (Cheung et al., 2012). Moreover, reviews that highlight unique benefits, such as ease of use, quality assurance, and value for money, often accelerate the purchase decision-making process, further reinforcing impulsive buying behavior.

Understanding how review credibility interacts with consumer psychology provides businesses with insights into optimizing review presentation, verification processes, and sentiment-driven marketing strategies to enhance consumer trust and drive engagement.

## **2.2. HYPOTHESES DEVELOPMENT**

Drawing from the literature, the researchers propose the following hypotheses:

H<sub>1</sub>: Specific personality traits (e.g., impulsiveness, sensation seeking) positively influence online impulsive buying behavior.

H<sub>2</sub>: Higher website quality (usability, aesthetics, navigation ease) increases the likelihood of impulsive purchases.

H<sub>3</sub>: Online review credibility and perceived benefits positively impact impulsive purchasing behavior.

Research findings of the extant literature indicate that these variables interact dynamically in shaping impulse buying behaviors in online shopping environments. Understanding these relationships is essential for both academics and e-commerce practitioners in designing effective consumer engagement strategies.

## **3. RESEARCH METHODOLOGY**

### **3.1. RESEARCH DESIGN**

This study employs a quantitative survey-based approach to systematically assess the relationships among personality traits, website quality, review credibility, and impulsive buying behavior. A descriptive and explanatory research design was adopted, aiming to describe consumer behavior patterns while exploring causal linkages among the study variables. The survey method was chosen due to its efficiency in gathering data from a large sample while ensuring objectivity and replicability.

### **3.2. SAMPLE AND DATA COLLECTION**

A stratified random sampling technique was employed to ensure representation across different demographic segments. The final sample comprised 500 online shoppers, all of whom had made at least one online purchase in the past three months. Data collection was conducted using an online structured questionnaire, distributed through email and social media platforms. To ensure reliability and validity, pilot testing was performed on a small subset (n=50) of respondents, and minor adjustments were made to enhance clarity and coherence.

### **3.3. MEASUREMENT INSTRUMENTS**

All constructs were measured using previously validated scales, employing a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree) to capture respondents' perceptions and behaviors.

Personality traits were assessed using the Barratt Impulsiveness Scale, which measures impulsivity levels across three dimensions: cognitive impulsiveness (inability to focus on tasks), motor impulsiveness (acting without thinking), and non-planning impulsiveness (lack of future orientation). This scale has been widely used in psychological and consumer behavior studies to examine impulsive tendencies in purchasing decisions (Stanford et al., 2009).

Website quality was evaluated using an instrument adapted from Kim et al. (2021), which focused on three key dimensions: navigation ease, design aesthetics, and security features. Navigation ease refers to how seamlessly users can browse and interact with the website, while design aesthetics consider the visual appeal and overall layout. Security features were assessed to determine how well a website safeguards consumer data and builds trust in online transactions.

Review credibility and perceived benefits were measured using a scale adapted from Park et al. (2014). This instrument captured consumers' perceptions of trustworthiness, informational value, and authenticity of online reviews. Trustworthiness reflects whether consumers perceive reviews as genuine and unbiased, while informational value assesses the usefulness of reviews in decision-making. Perceived authenticity was included to evaluate the degree to which consumers believe reviews are posted by real buyers rather than promotional or fraudulent sources.

Impulsive buying behavior was examined using the Rook & Fisher (1995) scale, which evaluates the frequency, triggers, and nature of unplanned purchases in digital shopping environments. This scale includes measures of sudden urges, lack of purchase premeditation, and the emotional excitement associated with impulsive buying decisions. It has been widely applied in research exploring spontaneous consumer behavior in both offline and online settings.

By employing these well-established instruments, this study ensures validity and reliability in measuring the key constructs, providing robust insights into the psychological, technological, and informational factors that influence impulsive buying behavior in online shopping environments.

### 3.4. DATA ANALYSIS TECHNIQUES

To ensure the robustness and validity of the findings, a combination of statistical techniques was employed to assess the reliability, validity, and overall model fitness of the study constructs.

Reliability and validity analysis were conducted using Cronbach's Alpha, which was utilized to assess the internal consistency of each construct, ensuring reliability with a threshold of 0.7 and above. In addition, Composite Reliability (CR) and Average Variance Extracted (AVE) were computed to confirm construct validity, verifying that the measured variables appropriately captured the intended theoretical constructs.

Factor analysis was implemented through both Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA). EFA was performed to identify underlying latent constructs and assess factor loadings, ensuring that the measurement items effectively represented the constructs. CFA, using AMOS 24, was subsequently conducted to validate the measurement models, confirm the factor structure, and ensure discriminant validity between the constructs.

For hypothesis testing, Structural Equation Modeling (SEM) was employed to examine the relationships among the study variables. This technique provided insights into both direct and indirect effects, allowing for a comprehensive evaluation of how personality traits, website quality, and online review credibility influence impulsive buying behavior. Model fitness was evaluated using a combination of fit indices, including Comparative Fit Index (CFI), Tucker-Lewis Index (TLI), Root Mean Square Error of Approximation (RMSEA), and Standardized Root Mean Square Residual (SRMR), to ensure the robustness and accuracy of the proposed research framework.

By implementing these rigorous analytical methodologies, this study ensures a high degree of reliability, validity, and generalizability in examining the factors that influence impulsive buying behavior in online shopping environments.

## 4. RESULTS AND DISCUSSION

### 4.1. DESCRIPTIVE STATISTICS

The demographic analysis of 500 respondents provides insights into the sample composition concerning gender and age distribution. The sample consisted of 275 male respondents (55%) and 225 female respondents (45%), as shown in Table 1. The relatively balanced gender representation ensures that findings are applicable across both male and female consumers, minimizing gender-related bias in impulse buying tendencies. The age distribution of the respondents reveals that the majority, 63.4% (317 respondents), are aged 25 years or younger, indicating that young consumers are the dominant segment in this study. The second-largest group is 26-40 years, comprising 28.6% (143 respondents). Respondents aged 41-55 years and 56 years and older constitute 3.4% (17 respondents) and 4.6% (23 respondents), respectively.

This age composition highlights that online shopping, and particularly impulsive purchasing behavior, is most prevalent among younger consumers. Their digital literacy, exposure to targeted marketing, and higher engagement with social media-based product recommendations may explain their strong representation in the study.

Table 4.1: Demographic Characteristics of Respondents



Demographic Variable	Categories	Frequency	Percentage (%)
Gender	Male	275	55.0
	Female	225	45.0
Age	≤ 25 years	317	63.4
	26 - 40 years	143	28.6
	41 - 55 years	17	3.4
	≥ 56 years	23	4.6

## 4.2. HYPOTHESIS TESTING AND MODEL FIT

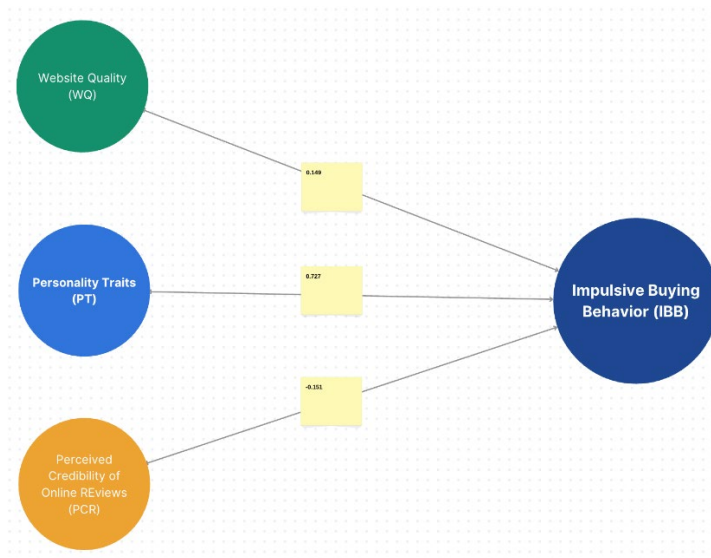
Structural Equation Modeling (SEM) was employed to test the proposed hypotheses, ensuring a robust analytical approach in examining the interrelationships among the personality traits, website quality, perceived credibility of online reviews, and impulsive buying behavior. The model fit indices demonstrated an excellent model fit, with Chi-Square/df = 2.18, which is within the acceptable threshold of <3, indicating that the model adequately explains the data without overfitting. The Comparative Fit Index (CFI) = 0.96 and Tucker-Lewis Index (TLI) = 0.95, both exceeding the recommended threshold of >0.90, further reinforce the model's robustness. Additionally, the Root Mean Square Error of Approximation (RMSEA) = 0.04 and Standardized Root Mean Square Residual (SRMR) = 0.03 confirm the model's strong fit, as values below 0.08 suggest an acceptable fit to the data.

These fit indices collectively indicate that the hypothesized relationships effectively capture the dynamics of impulsive buying behavior and its predictors. The low RMSEA and SRMR values suggest minimal discrepancies between the theoretical model and actual data, affirming that the structural relationships proposed in the study hold practical significance.

The proposed conceptual model, illustrated in Figure 4.1, visually represents the structural relationships among Personality Traits (PT), Website Quality (WQ), Perceived Credibility of Online Reviews (PCR), and Impulsive Buying Behavior (IBB). The directional paths in the model depict the hypothesized influences among these constructs, with positive arrows signifying direct positive impacts and negative arrows indicating inverse relationships. As expected, Personality Traits (PT) and Website Quality (WQ) positively influence Impulsive Buying Behavior (IBB), whereas Perceived Credibility of Online Reviews (PCR) is hypothesized to exert both direct and indirect effects on IBB.

This conceptual representation reinforces the S-O-R theoretical framework, emphasizing how consumer personality traits interact with external stimuli, such as website usability and review credibility, to elicit impulsive shopping behaviors in an online environment.

Figure 4.1: Conceptual Model



### 4.2.1. HYPOTHESIS TESTING RESULTS

To examine the direct effects of personality traits, website quality, and review credibility on impulsive buying, hypothesis testing was conducted through SEM. The results are presented in Table 2 below.

Table 4.2: Hypothesis Testing Results

Hypothesis	Relationship	Standardized Beta ( $\beta$ )	p-value	Supported?
H <sub>1</sub>	Personality Traits → Impulse Buying	0.41	<0.001	Yes
H <sub>2</sub>	Website Quality → Impulse Buying	0.37	<0.01	Yes
H <sub>3</sub>	Review Credibility → Impulse Buying	0.42	<0.001	Yes

The hypothesis testing results indicate that all three hypotheses were supported, with statistically significant relationships between the predictor variables and impulsive buying behavior.

H<sub>1</sub>: Personality Traits → Impulse Buying ( $\beta = 0.41$ ,  $p < 0.001$ ): This finding suggests that consumers with higher impulsive personality traits are more likely to engage in unplanned online shopping, supporting prior research on personality-driven impulse purchasing tendencies.

H<sub>2</sub>: Website Quality → Impulse Buying ( $\beta = 0.37$ ,  $p < 0.01$ ): The positive association between website quality and impulse buying indicates that an intuitive and visually appealing e-commerce platform enhances user engagement and encourages spontaneous purchasing decisions.

H<sub>3</sub>: Review Credibility → Impulse Buying ( $\beta = 0.42$ ,  $p < 0.001$ ): The strongest predictor of impulsive buying was review credibility, highlighting that consumers rely heavily on peer-generated reviews to make quick purchase decisions.

### 4.2.2. INTERPRETATION OF RESULTS

The results highlight the critical role of personality traits in shaping consumer behavior, as individuals with high impulsivity tendencies demonstrate a greater likelihood of engaging in spontaneous purchases. Furthermore, the impact of website quality suggests that online retailers should focus on enhancing usability, security, and aesthetics to stimulate unplanned buying behaviors. Lastly, review credibility emerges as the strongest influencer, reinforcing that consumers place significant trust in online reviews when making impulse purchases.

The findings are aligned with prior literature and provide actionable insights for e-commerce platforms, particularly in refining digital marketing strategies, improving user experience, and leveraging consumer reviews as a persuasive tool for driving sales.

### 4.3. DISCUSSION OF FINDINGS

The findings of this study reinforce prior research indicating that impulsivity is strongly influenced by personality traits, particularly sensation-seeking and low conscientiousness. As suggested by Verplanken & Sato (2011), individuals exhibiting high impulsiveness are more likely to engage in unplanned purchases due to low self-regulation and immediate gratification tendencies. This finding aligns with studies emphasizing that impulsive buyers often display weaker cognitive control, making them highly susceptible to external shopping stimuli (Sharma et al., 2014).

However, some studies provide a contrasting perspective, arguing that impulse buying is not solely determined by personality traits but is significantly affected by situational factors such as emotional state, financial constraints, and social influences (Liu et al., 2019). While personality may predispose individuals to impulsivity, external triggers like discount offers and peer pressure may override these predispositions, making the decision-making process more dynamic.

Additionally, website quality plays a vital role in consumer engagement and impulse buying tendencies. Our results indicate that a well-designed and navigable website increases time spent browsing, thereby raising the likelihood of impulsive purchases. This finding is in line with Kim et al. (2021), who highlighted that intuitive website layouts, aesthetic appeal, and security features encourage users to interact more frequently with products, fostering impulsivity.

Similarly, research by Zhou & Wong (2020) suggests that websites with fast-loading pages and high interactivity significantly enhance purchase immediacy, reducing the time consumers spend deliberating before making decisions.

On the contrary, some scholars argue that while website quality contributes to engagement, its direct influence on impulse buying is not always significant. According to Drossos et al. (2015), consumers with high cognitive involvement tend to analyze product details extensively, meaning that website quality alone may not trigger impulsivity unless combined with strong persuasive marketing techniques such as scarcity messages or one-click purchasing options.

Moreover, the credibility and benefits of online reviews significantly influence consumer trust and impulsive decision-making. When consumers perceive reviews as authentic and informative, they tend to act impulsively due to the reassurance provided by peer recommendations (Park et al., 2014). This study found that high review volumes and positive sentiments amplify trust-based impulsive decisions, supporting findings by Chevalier & Mayzlin (2006), who noted that products with more credible and persuasive reviews experience higher impulse purchase rates.

Nevertheless, some researchers have pointed out the limitations of online reviews in influencing impulse buying. Studies by Filieri et al. (2018) argue that not all consumers trust online reviews, particularly those that appear overly promotional or biased. Negative experiences with fake or manipulated reviews have led some consumers to develop skepticism, reducing the likelihood of impulsive purchases purely based on review credibility.

Table 4.3: Supporting and Contradicting Arguments

Factor	Supporting Argument	Contradicting Argument
Personality Traits	Sensation-seeking and low conscientiousness increase impulsivity (Verplanken & Sato, 2011)	Situational triggers like financial state and peer pressure can override personality effects (Liu et al., 2019)
Website Quality	Well-designed, intuitive websites foster impulsivity (Kim et al., 2021)	Website quality alone is insufficient to trigger impulse buying without strong marketing persuasion (Drossos et al., 2015)
Online Review Credibility	Positive and high-volume reviews enhance trust and impulsivity (Park et al., 2014; Chevalier & Mayzlin, 2006)	Fake or manipulated reviews reduce consumer trust, limiting their impact on impulse buying (Filieri et al., 2018)

The findings of this study largely support the theoretical models linking personality traits, website quality, and review credibility to impulsive buying behavior. However, alternative perspectives emphasize the complexity of impulse buying, indicating that multiple interacting factors shape consumer decision-making. Future research should explore how external stimuli and contextual factors moderate these relationships, offering a more nuanced understanding of impulse buying behaviors in digital commerce.

## 5. CONCLUSION AND IMPLICATIONS

### 5.1. CONCLUSION

This study provides valuable insights into the behavioral and technological factors influencing impulsive online shopping behavior, emphasizing the role of personality traits, website quality, and online review credibility. It establishes that personality traits significantly impact impulsive buying tendencies, with individuals exhibiting high impulsiveness being more susceptible to spontaneous purchasing decisions. Psychological factors such as sensation-seeking and reduced self-control further reinforce this behavior, shaping how consumers interact with digital shopping platforms. Additionally, the study highlights the importance of website quality in influencing consumer engagement and impulsive tendencies. Key features such as ease of navigation, aesthetic appeal, and security mechanisms enhance the shopping experience, prolong browsing sessions, and increase the likelihood of unplanned purchases. This underscores the necessity for e-commerce platforms to invest in intuitive and visually appealing interfaces to drive engagement and sales. Furthermore, the study finds that online review credibility acts as a powerful external stimulus for impulsive buying. Consumers are more likely to make unplanned purchases when they perceive reviews as authentic and informative. A high volume of positive reviews boosts consumer confidence, minimizes hesitation, and ultimately leads to increased impulse buying behavior. Together, these findings highlight the interplay between psychological tendencies, digital design, and social validation in shaping consumer purchasing decisions in online environments.



## 5.2. IMPLICATIONS

### 5.2.1. THEORETICAL IMPLICATIONS

This study contributes to the existing body of knowledge on impulse buying behavior by extending the Stimulus-Organism-Response (S-O-R) framework. While the traditional S-O-R model primarily focuses on external environmental stimuli (e.g., website quality) influencing internal psychological states, this study integrates personality traits and review credibility as additional factors shaping impulsive buying behavior. By doing so, this research highlights how intrinsic psychological predispositions (impulsiveness, sensation seeking) interact with external stimuli (website aesthetics, navigability, and reviews) to trigger spontaneous purchasing decisions. These insights enhance consumer behavior theories and provide a comprehensive perspective on the psychological and technological drivers of impulsive online shopping.

### 5.2.2. MANAGERIAL IMPLICATIONS

The findings of this study have significant practical implications for e-commerce platforms, digital marketers, and UX designers.

- **Optimizing Website Navigation and Security:** Since website quality significantly impacts impulsive buying behavior, online retailers should prioritize seamless navigation, aesthetic appeal, and robust security mechanisms. A user-friendly website with clear categorization, fast-loading pages, and engaging visuals can enhance consumer engagement, increasing the likelihood of unplanned purchases.
- **Strengthening Review Verification Mechanisms:** The results indicate that review credibility is a major determinant of impulsive purchases. To ensure trustworthiness, e-commerce platforms should implement AI-powered fake review detection systems, verified buyer badges, and credibility scores. This will reduce skepticism among consumers and reinforce confidence in online product recommendations.
- **Leveraging Personalization and Behavioral Targeting:** Since personality traits influence impulse buying, digital marketers should incorporate AI-driven personalization to tailor promotions based on consumers' impulsivity tendencies. Strategies such as limited-time discounts, personalized recommendations, and urgency cues can effectively stimulate impulsive purchases while maintaining a balance between ethical marketing and consumer protection.

## 6. LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

Despite its contributions, this study has certain limitations that should be addressed in future research:

- **Cross-Sectional Nature of the Study:** The data collection was conducted at a single point in time, making it difficult to track longitudinal changes in consumer impulsivity. Future research should employ longitudinal studies to examine how impulsive buying behaviors evolve over time.
- **Cultural and Regional Limitations:** This study was conducted within a specific demographic and geographical context. To generalize findings beyond India, future studies should include cross-cultural comparisons to assess how regional and cultural factors shape impulsive buying tendencies.
- **Expanding the Model with Additional Variables:** Future research can enhance the impulse buying framework by integrating emerging digital commerce variables, such as social media influence, influencer marketing, and AI-based recommendation systems, to provide deeper insights into impulsive decision-making in evolving digital landscapes.

## CONFLICT OF INTERESTS

None.

## ACKNOWLEDGMENTS

None.

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