

# **THE ROLE OF SHOPPING ENJOYMENT ON ONLINE IMPULSE BUYING WITH BROWSING AS MEDIATING AND BRAND AWARENESS AS MODERATING**

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## **ABSTRACT**

This research examines the role of shopping enjoyment in online impulse buying, with browsing as mediation and brand awareness as moderation. This research uses quantitative methods using Smart-PLS 3.0. The sampling technique used purposive sampling with a total sample of 215 respondents. The research results show that shopping enjoyment has a positive effect on browsing. Shopping enjoyment also has a positive impact on online impulse buying. Browsing has a positive impact on online impulse buying. Browsing mediates the relationship between shopping enjoyment and online impulse buying. Brand awareness moderates the relationship between browsing on online impulse buying.

**Keywords:** *shopping enjoyment; browsing; brand awareness; online impulse buying*

## **INTRODUCTION**

The rapid growth of internet users has transformed the internet into a prominent platform for information and communication services in online commerce. This is evident from the rising volume of Internet retail transactions. The growing population of internet users is leading to a shift in consumer activity, replacing offline buying with online shopping. As a result, this impacts consumer behavior and shopping attitudes.

The act of shopping has undergone significant transformations, largely due to the advent of online shopping platforms and the widespread use of digital marketing strategies. The Internet provides easy access to a variety of e-commerce channels, including websites and social media, where advertisements, promotions, and product recommendations are constantly visible. This shift is not only changing the way consumers interact with businesses but also influencing their purchasing decisions. The rise of online shopping has also led to a noticeable increase in online impulse buying.

Online impulse buying is the act of purchasing a product on the internet without prior thought or intention. This behavior is often triggered by emotional impulses, the pleasure derived from shopping, or stimuli encountered online. Impulsive purchases can be made quickly, without considering the necessity or value of the item. This behavior has become more prevalent in the digital age, particularly with the rise of online shopping. Online impulse buying is characterized by rapid decision-making, often influenced by

factors such as browsing, shopping enjoyment, promotions, brand recognition, appealing advertising, or emotional responses.

These consumers exhibit impulsive buying behavior due to their lack of consideration. These consumers will purchase due to their interest in the brand or product. This phenomenon facilitates a more expedient and effortless shopping experience and presents novel obstacles in customer buying choices. The rise of online impulse buying has significantly impacted our shopping habits and how we engage with things in the always changing digital landscape. The phenomenon of online impulse buying behavior is a clear example of how technology has impacted the cognitive processes of consumers. The primary obstacle in today's digital era is managing impulsive impulses while maintaining financial stability and long-term contentment. These advancements persistently alter the online buying environment and consumer engagement with products. Online impulse buying patterns will be influenced by the ongoing development of technology and consumers' growing knowledge and consciousness in the foreseeable future.

Shopping enjoyment, browsing, brand awareness and online impulse buying are interconnected aspects that significantly influence consumer behavior in the digital shopping landscape. The relationship between online impulse buying and shopping delight is often interconnected within online shopping. This association pertains to the impact of a positive shopping experience on impulsive purchasing.

Shopping enjoyment often known as the pleasure of shopping, refers to the positive feeling or happiness individuals derive from buying online. This can occur through various means, such as intuitive navigation, a gratifying user experience, or expediently locating the needed product. According to a study by Kwek et al., (2010) shopping enjoyment is defined as the gratification derived from shopping. In addition Cox et al., (2005) stated that shopping enjoyment refers to the pleasure individuals derive from shopping, which is derived from the individual. The pleasure obtained from shopping is a pivotal element that can result in impulsive purchasing inclinations (Lavuri, 2021; Purnama & Suprpto, 2022). Shopping enjoyment covers not only the act of purchase but also the pleasure and satisfaction consumers gain from the shopping experience (Lavuri, 2021). Furthermore, the pleasure derived from shopping can act as a mediator for hedonic motives, resulting in a greater tendency towards impulsive purchasing (Zhang, K, et al., 2018). Moreover, browsing is an essential component of the online shopping procedure. Exploring is an essential element of online shopping, particularly in internet commerce. Browsing significantly influences online impulse buying behavior since it benefits customers' inclination to make impulsive buying (Zhang, K, et al., 2018). Engaging in online product browsing can evoke anticipation and longing, ultimately shaping impulsive buying choices. Browsing is a crucial aspect of online shopping since it enables customers to search for products, navigate online stores, and complete purchases directly from their web browser (Zhang, K, et al., 2018).

Brand awareness also significant factor in consumer preferences and impulsive purchasing behavior, is often underestimated. It's not just about how well people know a brand, but about the influence it has on their choices. In the realm of e-commerce, brand awareness is not just important, but a game changer. Consumers tend to gravitate towards products offered by well established or reputable businesses, and a well executed marketing plan can significantly enhance brand recognition, thereby increasing the likelihood of consumers selecting products from that brand when making online purchases. This study builds upon the research conducted by Yiğit & Tiğli, (2018) and Wijaya, (2017), but takes a different angle. It focuses on investigating the role of shopping enjoyment on online impulse buying, with browsing as a mediating and brand awareness as a moderating. The analysis used in this study is

known as Moderated-Mediated Analysis, a method that promises to shed new light on the topic.

## LITERATURE REVIEW

### Online Impulse Buying

Online impulse buying is a prevalent phenomenon in e-commerce, characterized by unplanned and immediate purchasing behavior driven by consumers' emotions, spontaneous actions, and low cognitive control (Akram et al., 2018). This behavior is often triggered by appealing products or stimuli that lead to impulsive purchases without thorough consideration of financial implications or other aspects of online shopping (Akram et al., 2018). Online impulse buying is associated with consumers' inability to control themselves under sudden and irresistible forces during online shopping (Zuo & Lian, 2022). Understanding online impulse buying is crucial for businesses to develop effective marketing strategies and optimize website layouts to encourage further impulsive purchases (Milaković, 2023). The behavior of online impulse buying contributes significantly to online retail profit, making it an area of increasing interest and research focus (Lee et al., 2021).

Impulse buying behavior exhibits both similarities and differences between customers who engage in online shopping and those who choose traditional shopping methods. One key difference is that online shopping is more prone to eliciting impulsive purchasing than traditional shopping. Online impulse buying, a term we will explore in this study, refers to the spontaneous act of making a purchase online without any prior purpose to shop. This is in contrast to traditional impulse buying, which involves purchasing a commodity without thoughtful deliberation on the necessity or purpose of the product (Verhagen & Van Dolen, 2011).

According to Verhagen & Van Dolen, (2011) identifies two fundamental components that define impulse purchase. Initially, the process is spontaneous and without deliberate cognitive deliberation. The process is initiated by product contacts during store browsing and does not result in the development of cognitive structures related to attitudes or intentions. This study examines the phenomenon of online impulse buying, which refers to the impulsive and unplanned act of making immediate and direct purchases online without any prior intention or pre-shopping preparation.

### **Shopping Enjoyment**

The pleasure derived from shopping also impacts impulsive purchases made online. Shopping enjoyment refers to the satisfaction derived from the act of shopping. In a study by Kwek et al.,(2010) shopping enjoyment refers to the level of satisfaction derived from shopping. According to Wijaya (2017) states that internet buying is a favored activity for specific consumers, providing entertainment and personal satisfaction. Consumers typically allocate their leisure time to engage in internet shopping. This began with casually visiting one of the marketplaces to observe, without any intention of making an impulsive purchase.

According to Wijaya (2017) define shopping enjoyment as a hedonic attitude that focuses on experimenting and the level of pleasure consumers derive from purchasing. Various incentives, such as the desire to negotiate, engage in social interactions, or experience the thrill (Cox et al., 2005) can result in engaging in purchasing activities. While first considered as a variable that varies between individuals, subsequent research indicates that the construct is a reliable indicator of real-life behavior, but in a more precise and situational manner (Koufaris, 2002). Their findings indicate that individuals engage in Internet searches not solely to acquire information but also for enjoyment.

### **Browsing**

Browsing plays an important role in online impulse buying. Browsing is a preliminary search form used before purchasing (Yiğit & Tiğli, 2018). Browsing is a form of entertainment and an example of external search behavior. Through browsing, consumers can satisfy their curiosity and enhance their self-worth through the product and purchasing experience (Bloch & Richins, 1983). Kim et al.,(2007) states that the impulsive buying process originates with browsing behavior. Individuals initiate their browsing activity without any purpose of making a purchase but experience spontaneous urges for impulse buying as they continue browsing. Rook, (1987) examined the correlation between browsing behavior and impulsive purchasing. Engaging in browsing can result in spontaneous and unplanned purchases driven by impulsive behavior. Likewise, according to Rook (1987) shoppers suddenly need to buy a product when they peruse the content on a store's website. Most web browsers store a record of the websites a user has visited and employ complex algorithms to offer personalized product suggestions. This has the potential to impact

impulsive buying decisions. For instance, when an individual is perusing a certain item and the web browser suggests a similar product, it can stimulate an impulsive acquisition because of the convenience of accessibility. Similarly, according to Brown et al.,(2003) discovered notable variations in online search behavior based on the purchase motive of online clients.

### **Brand Awareness**

According to Yiğit & Tiğli (2018) defines brand awareness as the level of a brand's presence in customers' minds and identifies it as one of the four critical elements in establishing and sustaining brand equity. Similarly, Kotler & Keller (2016) assert that brand awareness is a constituent of brand equity and that establishing brand awareness is crucial for developing a customer based brand value model. Brand awareness plays a crucial role in influencing purchasing behavior. As stated by Kotler & Keller (2016) consumers are more likely to purchase things that they understand and are familiar with. If a brand fulfills its requirements, consumers will prefer it without requiring information about alternative brands.

Brand awareness refers to how people recognize and remember a brand in various contexts. Brand awareness encompasses two components: brand recall and brand recognition. Brand recall refers to a customer's capacity to remember a brand name, while brand recognition refers to a customer's ability to identify a brand when exposed to brand cues. Brand awareness is a crucial and primary constraint in any search related to a brand, and it directly impacts consumers' choices while making purchases. According to Dabbous & Barakat (2020) suggest that corporations can use social media platforms to enhance brand promotion, generate awareness, and translate this awareness into actual purchases.

### **Development of Hypothesis**

Shopping enjoyment has a favorable impact on browsing. Customers who engage in exploratory search can derive enjoyment from the process itself. Shopping enjoyment and browsing are essential components of the consumer experience, whether in physical stores or online platforms. Moreover, multiple research studies indicate that the need for leisure and enjoyment drives browsing. In the context of online shopping, motivations such as shopping enjoyment, browsing enjoyment, and novelty are key drivers of consumer behavior (Venkatesh et al., 2022). Consumers who derive pleasure or amusement from shopping and are not limited by time

restrictions exhibit a greater tendency to engage in browsing activity. Multiple empirical research studies have also demonstrated that the experience of shopping enjoyment significantly impacts on browsing. According to Floh & Madlberger (2013) study demonstrates that shopping enjoyment significantly influences browsing behavior.

This study emphasizes the possible effect of shopping enjoyment on browsing behavior in online settings. Furthermore, Purnama & Suprpto (2022) also shown that shopping enjoyment has a favorable and noteworthy influence on in store browsing, underscoring the importance of enjoyment in stimulating browsing behavior among consumers. This finding provides evidence that a higher level of enjoyment in purchasing is linked to a greater inclination to browsing, and this relationship may also be applied to the setting of online shopping (Purnama & Suprpto, 2022). As a person's enjoy with online shopping grows, their tendency to engage in market browsing behavior will also increase. Based on the explanation, we can formulate a hypothesis in the following:

**H<sub>1</sub> : Shopping Enjoyment has a positive impact on Browsing**

Academic studies have thoroughly examined the correlation between shopping enjoyment and online impulse buying. Mihić & Milaković (2017) highlight the significance of shopping enjoyment as a crucial element in consumer behavior and marketing communications. The primary catalyst for impulse purchase is the gratification or satisfaction derived from shopping. Individuals who derive pleasure from online shopping may exhibit a higher likelihood of impulsive behavior, as they may become easily swept away by the ambiance and positive emotions associated with the experience. Enjoyment play a crucial role in encouraging impulse buying behavior. The online shopping experience, which encompasses pleasure and perception, significantly affects consumer impulse buying behavior. Understanding the factors that contribute to shopping enjoyment is crucial for retailers to create engaging and satisfying shopping experiences for their customers. This provides evidence that enhancing the enjoy of shopping when engaging in online shopping can lead to a higher inclination to make impulsive online purchases. Therefore, the greater an individual's enjoyment with online purchasing, the higher the likelihood of an increase in impulsive online purchases. Based on the explanation, we can formulate a hypothesis in the following:

**H<sub>2</sub>: Shopping Enjoyment has a Positive Impact on Online Impulse Buying**

Online impulse buying behavior is correlated with online browsing activity. Consumers allocate a significant portion of their leisure time to peruse marketplaces. Online impulse buying behavior refers to the phenomenon where a buyer initially intending to browse products in an online marketplace experiences a sudden and strong desire to make unplanned purchases. Upon entering a market place, individuals engage in browsing activities. Engaging in this online surfing activity stimulates the development of impulsive online purchasing.

There exists a direct correlation between browsing and online impulse buying. This is not just a theoretical concept, but a fact supported by a study conducted by (Iyer, 1989), a renowned expert in the field, which asserts that consumers will dedicate their time to both browsing and making purchases, resulting in a direct correlation between browsing and online impulsive buying. This is further supported by the research of S. Kim & Eastin (2011) respected scholars in the field, who found a correlation between browsing behavior and impulse purchase behavior in online shopping. Some reasearch also indicate that regular web browsing enhances the inclination to make impulsive purchases, demonstrating a positive correlation between browsing and impulsive buying behavior (Noviantari & Rahardja, 2022). So, The more browsing behavior increases, the more impulsive desire to buy online increases. Based on the explanation, we can formulate a hypothesis in the following:

**H<sub>3</sub>: Browsing has a Positive Impact on Online Impulse Buying**

The relationship between shopping enjoyment, browsing, and online impulse buying, several studies provide valuable insights. Floh & Madlberger (2013) suggests that browsing does not necessarily result in purchasing. Customers who engage in exploratory search can derive enjoyment from the process itself. According to Floh & Madlberger (2013) study demonstrates that browsing significantly influences online impulse purchasing. In addition, Noviantari & Rahardja (2022) investigated the impact of shopping intentions on impulse purchases, with internet browsing as a mediator. Floh & Madlberger (2013) states that browsing does not invariably result in purchasing. Customers who engage in exploratory search can derive enjoyment from the process itself. Furthermore, multiple research indicates that

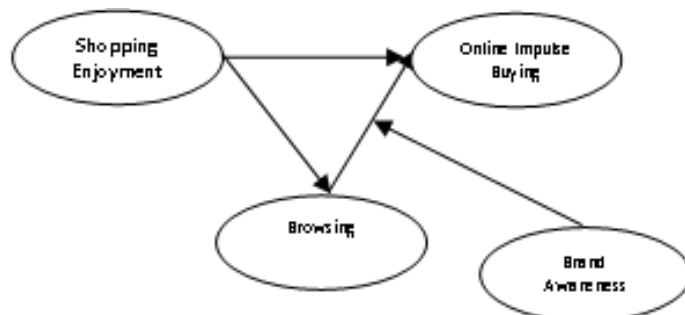
browsing is driven by the need for leisure or enjoyment. Online impulsive buying is likely to rise when consumers experience pleasure and comfort while shopping online, facilitated by browsing activities. According to Wijaya (2017), it was shown that shopping enjoyment has a favorable effect on online impulse buying, with browsing as a mediating. The greater a person's enjoyment in online shopping, the more extensive their browsing activity will be in the marketplace. Based on the explanation, we can formulate a hypothesis in the following:

**H<sub>4</sub>: Shopping Enjoyment has a Positive Impact on Online Impulse Buying with Browsing as a Mediator**

Consumers who prefer acquiring things they are already acquainted with significantly impact consumer buying choices. According to Yiğit & Tiğli (2018) asserts that browsing is an instinctive habit characterized by rapidity and lack of conscious thought. When consumers see a brand they are already acquainted with during their browsing activities, their attention will be primarily directed towards the products offered by that particular brand. However, the intent to make

impulsive purchases for well established companies is significantly more concealed. Consumers familiar with a brand that offers a restricted range of products tend to make faster and more impulsive selections, leading to impulse purchases. Iyer, (1989) asserts that consumers deliberately set aside time for looking and shopping, directly correlating with browsing and online impulsive buying. Studies conducted by Brown et al.,(2003) provide evidence of a direct correlation between brand awareness and online impulse purchase. Studies conducted by Brown et al., (2003) provide evidence of a direct correlation between brand awareness and online impulse purchase. More studies that utilize brand awareness as a moderator in examining the connection between browsing and online impulse purchases need to be conducted (Yiğit & Tiğli, 2018). Greater brand awareness in online purchasing enhances the connection between browsing and online impulse buying. Based on the explanation, we can formulate a hypothesis in the following :

**H<sub>5</sub>: Browsing has a Positive Impact on Online Impulse Buying with Brand Awareness as Moderation**



**Figure 1**  
**Research Framework**

**RESEARCH METHODS**

This study uses a quantitative methodology to assess the correlation between variables. Its purpose was to investigate the impact of shopping enjoyment on online impulse buying, with browsing as a mediating and brand awareness as a moderating. The research employed the purposive sampling strategy, a non probability sampling method. The purposive sampling strategy employed in this research is a method that considers several characteristics when selecting samples. Specifically, it focuses on consumers who have made impulse purchases at the Shopee marketplace within the past six months. The sample size was 215, which adhered to the criteria outlined by Hair et al.,(2014) for determining the

minimum number of samples. According to their theory, the number of study indicators should be multiplied by 5 to 10 to determine the appropriate sample size.

The research data was collected by distributing online questionnaires using google forms. The gathered data is analyzed with the Smart-PLS analysis tool, namely version 3.0. All factors in this research were measured using indicators developed from earlier studies. The measurement of shopping enjoyment is based on three variables derived from (Floh & Madlberger, 2013). Browsing which serves as an intervening variable in this research model, is assessed using three indicators adopted from (Verhagen & Van Dolen, 2011). This study assesses the moderating variable of brand awareness using four indicators

derived from (Dabbous & Barakat, 2020) and online impulse buying is measured using five

indicators adopted from (Verhagen & Van Dolen, 2011).

**Table.1 Measurement**

Variable	Item	Source
Shopping Enjoyment	- Shopping I entertaining for me	(Floh & Madlberger, 2013)
	- Shopping makes me happy	
	- Shopping is one of my favorite activities	
	- The percent of my time I spent just looking around on the trip was fairly high	
Browsing	- I would say that I was primary “just looking around” on my trip	(Verhagen & Van Dolen, 2011)
	- I devoted most of my attention to the items I planned to buy in this trip	
	- I can quickly recognize brands I have seen on shopee among other competing brands	
	- I am more familiar with brands I have seen on shopee than brands I have seen in other contexts	
Brand Awareness	- Characteristics of brands I have seen on shopee come to my mind quickly	(Dabbous & Barakat, 2020)
	- It is easy to remember the logo of brands I have seen on shopee	
	- My purchase was spontaneous	
	- My purchase was unplanned	
Online Impulse Buying	- Before visit the site, I did not have the intention to do this purchase	(Verhagen & Van Dolen, 2011)
	- I could not resist to do this purchase at the site	

**RESULTS AND DISCUSSION**

**Profil of Respondents**

Most respondents were women, with 141 people (65.6%) of the total respondents. Meanwhile, the number of male respondents was 74 people (34.4%). This shows that women are more dominant in this research. Regarding age, most respondents were in the 17-20 year age range, with 85 people or 39.5%. The second largest age group was the 21-30 age group, with 56 respondents or 26.0%. Ages 31-40 included 41 respondents (19.1%), while ages 41-50 consisted of only 14 people (6.5%). The age group over 50 years includes 19 people (8.8%). This data shows that respondents are dominated by the young age group, especially those under 30. Most respondents had a high school education, 126 people or 58.6%.

Respondents with a Bachelor's degree amounted to 46 people (21.4%), while respondents with a Master's degree reached 41 people (19.1%). Only two people (0.9%) had a doctoral degree. This shows that most respondents have a

secondary to undergraduate educational background. In terms of monthly expenditure, the largest group is those who spend between IDR 1,000,001 - IDR 2,500,000, with 70 respondents or 32.6%. The group who spent IDR 0 - 1,000,000 included 55 people (25.6%), while those who spent IDR 2,500,001 - IDR 5,000,000 were 51 people (23.7%). The group with more than IDR 5,000,000 expenditures consisted of 39 people (18.1%). This shows variations in respondents' monthly spending levels. Most respondents were students, with 129 people or 60% of the total respondents. Other worker groups include civil servants (14 people, 6.5%), self-employed (14 people, 6.5%), lecturers (32 people, 14.9%), private employees (11 people, 5.1%), BUMN (5 people, 2.3%), and other jobs (10 people, 4.7%). Almost all respondents use smartphones to shop online, with 213 people, or 99.1%. Only two people (0.9%) use laptops to shop online. Regarding the frequency of impulsive shopping, the majority of respondents, as many as 108 people (50.2%), shop impulsively 1-2 times. The group who shopped impulsively 3-4 times

consisted of 68 people (31.6%), while only 13 people impulsively 5-6 times (6.0%). There were 26 people (12.1%) shopped impulsively more than six times.

**Instrument Testing for Research**

Before hypothesis testing, the measurement model is examined to validate the indicators and latent variables. This review includes tests for construct validity and construct reliability. The initial research assessed convergent validity by examining the outer loading values and Average Variance Extracted (AVE). AVE rating must exceed 0.5. A valid indicator must have an

outer loading of at least 0.7 and an average variance extracted (AVE) score higher than 0.5. Reliability values are determined by assessing the composite reliability score, which must exceed 0.7, and the Cronbach's Alpha value, which must exceed 0.7. If all of these criteria are met, the construct is deemed trustworthy.

**Validity Test**

The results of the convergent validity testing are shown in Tables 2 and 3. This testing involves looking at the outer loading value and the Average Variance Extracted (AVE) value.

**Table 2**  
**Outer loading**

Item	Brand Awareness	Browsing	Online Impulse Buying	Shopping Enjoyment
B1		0,752		
B2		0,727		
B3		0,859		
BA1	0,866			
BA2	0,882			
BA3	0,882			
BA4	0,805			
OIB1			0,862	
OIB2			0,851	
OIB3			0,813	
OIB4			0,759	
SE1				0,892
SE2				0,906
SE3				0,858

Source: Process Data (2024)

The validity test conditions in Table 2 have been met. This is indicated by an outer loading of over 0.70 and an indicator AVE value exceeding 0.50. Each statement item has an external loading value greater than 0.70, and the Average Variance Extracted (AVE) values for

shopping enjoyment, browsing, brand awareness, and online impulsive buying are all above 0.5. This demonstrates the validity of the results for these variables. Therefore, all the indicators in this study demonstrate convergent solid validity and are considered valid for assessing the variables under investigation.

**Table 3. Average Variance Extrated (AVE)**

Variable	AVE
Shopping Enjoyment	0,784
Browsing	0,611
Brand Awareness	0,738
Online Impulse Buying	0,676

Source: Process Data (2024)

Subsequently, discriminant validity was assessed using the Fornell Larcker Criterion method, which evaluated the outer model test. The Fornell Larckel Criterion method demonstrates that each indicator within a variable, such as shopping

enjoyment, browsing, brand awareness, and online impulse buying. It has a stronger correlation with its variable than with other variables that are not empirical indicator constructs of that variable. Based on the collected results, it can be concluded

that each tested variable has shown discriminant validity under the stated conditions. These results provide a better understanding of the variable

compared to other variables. The Fornell Larcker Criterion results can be seen in Table 4 below:

**Table 4. Fornell Larcker Criterion**

	Brand Awareness	Browsing	Online Impulse Buying	Shopping Enjoyment
Brand Awareness	0,859			
Browsing	0,383	0,782		
Online Impulse Buying	0,486	0,571	0,822	
Shopping Enjoyment	0,425	0,360	0,525	0,886

Source: Process Data (2024)

**Reliability Test**

The assessment of construct reliability is determined by examining the composite reliability and Cronbach's alpha values, which are displayed in Table 5. It measuring instrument can be considered reliable if the composite reliability >

0.7 and Cronbach's alpha > 0.7. Table 5 shows that the construct has strong reliability, as the research got composite reliability values greater than 0.7 and Cronbach's Alpha greater than 0.7, meeting the necessary parameters.

**Table 5. Reliability Test**

Variable	Cronbach's Alpha	Rho_A	Composite Reliability
Brand Awareness	0,882	0,889	0,919
Browsing	0,712	0,817	0,824
Online Impulse Buying	0,840	0,846	0,893
Shopping Enjoyment	0,862	0,865	0,916

Source: Process Data (2024)

**R-Square**

The structural model (inner model) is evaluated by examining the R-square value, which serves as a test for the quality of fit of the model.

The R-Square value quantifies the extent to which the exogenous variables in the model can account for the variation in the endogenous variables.

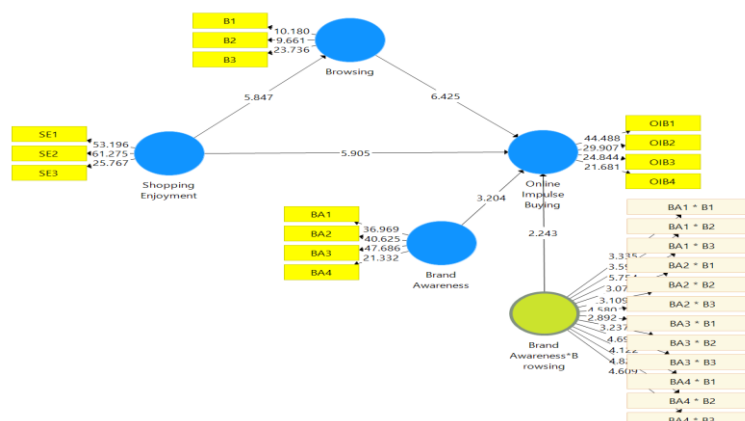
**Table 6. R-Square**

Variable	R square
Browsing	0,129
Online Impulse Buying	0,478

Sumber: Process Data (2024)

Table 6 reveals that the R-Square value for the browsing variable is 0.129, while the R-Square value for the online impulsive purchase variable is 0.478. This indicates that the browsing variable can account for 12.9% due to the shopping enjoyment variable. The remaining percentage is

explained to other variables not included in the research model. Furthermore, the variable of online impulsive buying can be accounted for by 47.8% through shopping enjoyment, browsing, and brand awareness and other is attributed to variables not included in the study model



**Figure 2. PLS-SEM Output Hypothesis Testing**



The study employed the Structural Equation Modeling model using the PLS (Partial Least Square) approach to conduct hypothesis testing. The aim was to examine the impact of the latent variables of Shopping Enjoyment on Online Impulse Buying with browsing as mediating and

brand awareness as moderating. The model was subsequently evaluated using SmartPls 3.0. Hypothesis testing involves analyzing the t-statistic and p-value, which can be found in Table 7, and examining the results of the bootstrapping computation displayed in Figure 2.

**Tabel 7. Hypothesis Testing Result**

Hypothesis	Original Sample	Sample Mean	Standar Deviation	T Statistic	P Value	Conclusion
Shopping Enjoyment -> Browsing	0,360	0,365	0,061	5,847	0,000	Accepted
Shopping Enjoyment => Online Impulse buying	0,312	0,306	0,053	5,905	0,000	Accepted
Browsing => Online Impulse Buying	0,347	0,347	0,054	6,425	0,000	Accepted
Shopping Enjoyment => Browsing => Online Impulse Buying	0,125	0,127	0,028	4,375	0,000	Accepted
Brand Awareness*Browsing => Online Impulse Buying	0,108	0,126	0,048	2,243	0,025	Accepted

Sumber: Process Data (2024)

**DISCUSSION**

The findings from hypothesis 1 indicate that shopping enjoyment has a favorable and statistically significant impact on browsing. The t-statistic value is 5,847, more than the critical value of 1.96, indicating a statistically significant result (p < 0.001). These data indicate that hypothesis 1 in this study has been accepted. Shopping enjoyment and browsing are interconnected aspects of the consumer experience that significantly impact shopping behavior. These findings are in accordance with the research results with Floh & Madlberger (2013) which demonstrates that shopping enjoyment has a favorable and substantial impact on browsing. Shopping enjoyment has been found to lead to increased browsing, desire to spend more time in online stores, and higher intention to buy (Yaoyuneyong et al., 2018). Furthermore, shopping enjoyment is described as a characteristic where individuals find shopping enjoyable and derive pleasure from the experience (Karim et al., 2020). Studies have shown that shopping enjoyment can impact in-store browsing and impulse buying behaviors (Purnama & Suprpto, 2022). Consequently, those who derive greater pleasure or enjoy from shopping are likelier to engage in extensive browsing behavior during their buying experiences. So, Consumers who derive pleasure from shopping and spending time browsing for products are more likely to engage in

online shopping activities (Nirmala & Dewi, 2011).

The findings from hypothesis 2 testing indicate that shopping enjoyment has significant impact on online impulse buying. The t-statistic value is statistically significant, exceeding the critical value of 1.96, with t-sataitstic 5,905 and significant result (p < 0.000). These results confirm the acceptance of hypothesis 2 in this study. The relationship between shopping enjoyment and online impulse buying behavior has been extensively studied. Research has consistently shown that shopping enjoyment positively influences impulse buying behavior, both in physical stores and online environments (Mohan et al., 2013); (Yusak et al., 2022);(Hashmi et al., 2020);(Purnama & Suprpto, 2022). Shopping enjoyment creates a positive experience for customers, leading to an increase in impulse buying tendencies (Zhao & Hooi, 2017). Moreover, Yusak et al., (2022) and Wijaya (2017) also found that shopping enjoyment positively influences online impulsive buying behavior.

The findings from hypothesis 3 testing indicate that browsing has a significant impact on online impulse buying. The t-statistic value is 6,425, significantly more than the critical value of 1.96 (p < 0.001). So, hypothesis 3 in this study has been accepted This finding aligns with the research findings of (S. Kim & Eastin, 2011) which demonstrate that browsing has a favorable and

substantial impact on online impulse buying. Moreover, browsing behavior, especially in online contexts, can trigger impulse buying tendencies, particularly for consumers with high levels of impulsiveness (Zhang, K, et al., 2018).

Additionally, Gültekin & Özer, (2012) also supported a positive relationship between browsing, and impulse buying. Moreover, Rezaei et al., (2016) emphasized the significance of web browsing in influencing online impulse buying from utilitarian and hedonic perspectives. Similarly, Zhang, K, et al.,(2018) identified browsing as a significant predictor of consumers' online impulse buying behavior. These findings collectively indicate that browsing behavior significantly influences online impulse buying tendencies. Online impulse buying behavior refers to the phenomenon where a buyer initially intends to just browse products in an online marketplace but then experiences a strong desire to make unplanned purchases. Upon entering e-commerce, individuals engage in browsing activities. Engaging in this online surfing activity catalyzes the emergence of impulsive online purchases.

The findings from hypothesis 4 testing indicate that shopping enjoyment has a significant impact on online impulse buying with browsing as a mediating . The t-statistic value is 4,375 and significantly more than the critical value of 1.96 ( $p < 0.00$ ). So, hypothesis 4 in this research has been accepted. This finding aligns with the research findings of Wijaya (2017) which indicate that the shopping enjoyment has positive impacts on online impulse buying with browsing as a mediating. Shopping enjoyment, browsing behavior, and impulse buying are interconnected in the online shopping environment. Shopping enjoyment can lead to increased browsing activities, which, in turn, may influence impulsive buying behaviors. Shopping enjoyment extends to impulse buying behavior, where factors like store environment, individual characteristics, and browsing tendencies can influence impulsive purchasing decisions (Mohan et al., 2013). In-store browsing is closely linked to shopping enjoyment, as customers who derive pleasure from shopping tend to engage in longer browsing sessions, leading to increased in-store exploration and potentially higher levels of impulse buying (Purnama & Suprpto, 2022). This demonstrates that a positive shopping enjoyment experience has the potential to enhance browsing activity and foster a tendency to make impulsive purchases while buying online. This indicates that the act of browsing as a mediator in the connection between the enjoyment of shopping and the tendency to make impulsive purchases online. So

the more consumers enjoy shopping online, the more browsing behavior will increase and the occurrence of online impulse buying will increase.

The findings from hypothesis 5 testing indicate that browsing has positive impact on online impulse buying, with brand awareness as a moderating variable. This is shown by the t-statistic value, which exceeds 1.96, with a specific value of 2,243 ( $P < 0,025$ ). The results of this hypothesis are consistent with Yiğit & Tiğli (2018) which demonstrate that brand awareness moderates the relationship between browsing and online impulse buying. Yiğit & Tiğli (2018) focused on the moderator effect of brand awareness on online impulse buying behavior, highlighting the relationship with browsing behavior. These data confirm the acceptance of hypothesis 5 in this study. The findings of this study indicate that brand awareness enhances the connection between browsing and online impulse purchasing.

## CONCLUSION

This study demonstrates that shopping enjoyment has a favorable impact on browsing behavior and online impulse buying. Engaging in online browsing has a beneficial impact on the tendency to make impulsive online purchases. Browsing mediates shopping enjoyment and the tendency to make impulsive purchases online and brand awareness is proven to moderate the relationship between browsing and online impulse buying. In conclusion, the enjoyment derived from shopping, coupled with browsing habits, brand awareness, and intrinsic factors, all contribute to shaping online impulse buying behavior. Understanding these interplays is essential for businesses looking to optimize their online platforms and marketing strategies to cater to the impulsive buying tendencies of consumers in the digital realm.

These research findings suggest that e-commerce providers should strive to enhance and advance the convenience of purchasing to stimulate a rise in impulsive buying transactions. By focusing on enhancing shopping enjoyment and facilitating seamless browsing experiences, retailers can cultivate positive relationships with consumers and differentiate themselves in a competitive marketplace. Further research is needed, as there are still gaps that can be filled, such as adding moderating variables such as brand loyalty to increase the diversity of research on online impulse buying behavior.

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8