

Chapter 7

Shopping Therapy: How Social, Adventurous, Idea, and Value Shopping Behaviors Stimulate Impulse Buying Across Individuals in Oman

Zulfiqar Ali Jumani

 <https://orcid.org/0000-0002-9628-5295>

Khon Kaen Business School, Khon Kaen University, Thailand

Atheer Rashid Amur Al Salmani

Department of Management Studies, Middle East College, Oman

Muhammad Khuram Khalil

 <https://orcid.org/0000-0001-5336-2994>

Department of Management Studies, Middle East College, Oman

ABSTRACT

Online shopping has increased with the development of technology in the modern era, which leads people to make unplanned purchases. The purpose of this study is to examine the factors affecting the rush to buy online in the Omani market. These factors (social shopping, convenience shopping, adventure shopping, idea shopping) motivate consumers to initiate shopping readiness and impulse buying. The research also aims to know the relationship between factors and impulsive buying via the internet and how they affect the Omani market. The data were collected from 210 online buyers belong to capital city Muscat, Oman. Structure equation modelling was employed via SmartPLS to check the hypotheses. Results endorse that out of four hypotheses, only two are accepted. Following structure equation modelling results, there is a positive relationship between adventure shopping and impulse buying. In addition, a similar relationship has been seen between value shopping and impulse buying. Results are also helpful to understand the importance and great potential of concerned factors to encourage the consumers' buying behaviour towards impulsive buying.

DOI: 10.4018/979-8-3693-4864-2.ch007

INTRODUCTION

Online shopping and product shopping is becoming more and more popular nowadays. Online shopping is the latest fashion for shoppers because it symbolizes and distinguishes people in society, and it is an easy and fast process so that an individual can finish the purchase process and purchase the product with the click of a button (Sumetha, 2019). The desire of the buyer to make an impulse purchase of goods is known as impulsive buying. This procedure frequently takes place when a new product is introduced to the market or as a result of effective marketing in addition to the advertising message the product conveys, which encourages people to buy on impulse (Malpas, 2022; Khalil & Khalil, 2022). With the spread of e-commerce, impulsive buying online has become an emerging phenomenon for everyone, where impulsive consumers can be positively or negatively affected by impulse buying and thus affect the brand. Impulsive shopping is encouraged by many motivating factors that motivate people to buy products significantly and these factors may increase day by day. This research discusses the most important factors that influence the rush to buy online. Further, this study will take place in the Omani market.

The importance of research lies in building knowledge and understanding of the electronic market in the ways of marketing products that push customers to buy utilitarian, as well as knowing the most important factors resulting from it and discussing them to shop consciously and not spend money on unwanted products. On the other hand, from the theoretical side, the research helps in knowing the importance of impulsive shopping online, its benefits, risks, and the pros and cons resulting from it, to avoid them when applying the practical aspect while purchasing products.

Consumers like to buy products online since it is more convenient. Online shopping is preferred since it provides a diverse range of options for selecting and accessing complete information. Consumers can not only visit online retailers at any time, but they can also compare vendor offerings from around the world. Traditional businesses are distinguished by restrictive opening and closing times, product availability, and physical location, according to LaRose, but internet enterprises are not affected by these variables. In addition to these advantages, other elements such as lower social pressure and the lack of delivery attempts are key ingredients in SC that encourage online shoppers to buy impulsively. Consumers like to buy products online since it is more convenient. Online shopping is favoured because it provides a larger selection. Consumers can not only shop at internet retailers at any time; they can also shop at brick-and-mortar establishments. Consumers find internet purchasing more convenient than traditional shopping, according to Dawson and Kim, and this ease encourages spontaneous purchases. Based on aforementioned discussion, this study examines the impact of social shopping, adventure shopping, value shopping and idea shopping on online impulse buying across individuals in Oman as shown in Figure 1.

Literature Review and Hypothesis Development

Online Impulse Buying

When the consumer does the shopping process, whether online or in stores, he will create for himself a behaviour called the behaviour of impulsive buying. Referring to Malpas (2022) impulsive buying is defined as the customer's desire to purchase products without prior planning. This process often occurs when a new product is launched in the market or because of good marketing as well as the promotional message of the product that automatically motivates people to buy. As Yilmaz (2014) defined, profiteering online is getting something automatically without planning the purchase or searching on other sites to

12 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:

www.igi-global.com/chapter/shopping-therapy/344378

Related Content

Brand Equity, Brand Satisfaction, and Brand Loyalty: A Study of Select E-Commerce Industry

Anupreet Kaur Mokha (2021). *International Journal of Online Marketing* (pp. 34-50).

www.irma-international.org/article/brand-equity-brand-satisfaction-and-brand-loyalty/282483

Brand Positioning Practices in Services Sector: A Study of Banking Brands

Nazia Sultana (2020). *Global Branding: Breakthroughs in Research and Practice* (pp. 270-290).

www.irma-international.org/chapter/brand-positioning-practices-in-services-sector/231790

Taking Public Health Learning Global through Branding and Identity Management

Shalin Hai-Jew (2012). *Branding and Sustainable Competitive Advantage: Building Virtual Presence* (pp. 24-45).

www.irma-international.org/chapter/taking-public-health-learning-global/59788

Mobile Store Environment Dynamics: An Interdisciplinary Approach

Adam P. Vrechopoulos, Emmanouela E. Manganariand George J. Siomkos (2010). *Handbook of Research on Mobile Marketing Management* (pp. 346-361).

www.irma-international.org/chapter/mobile-store-environment-dynamics/39153

Drivers and Barriers to Online Social Networks' Usage: The Case of Facebook

Riyad Eidand Emrys Hughes (2011). *International Journal of Online Marketing* (pp. 63-79).

www.irma-international.org/article/drivers-barriers-online-social-networks/52105