

The Influence of Website Attributes on Impulsive Buying Behavior: The Mediating Role of Hedonic Motivation

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Abstract

Purpose: The study aims to analyse the influence of website attributes' direct and indirect impact on impulsive buying behaviour with the mediation role of hedonic motivation in the Sri Lankan context.

Design/methodology/approach: The study was carried out with the results of a survey in which 319 respondents participated, and the data were analysed using structural equation modelling. (SmartPLS 4 software).

Findings: The results indicate that website experience impacts consumers' hedonic motivation more than other website attributes. At the same time, hedonic motivation mediates the relationship between the website attributes (web experience, website quality, and website content) of online purchasing and impulsive buying behaviour.

Practical implications: Managers should focus on website experience rather than other attributes. At the same time, website quality and content should also be considered in online purchasing to attract customers.

Practical limitation: This study examined a limited number of antecedents of hedonic motivation. Analyzing other influencing factors, such as social media, technological facilities, and the comfort of shopping, may also explain hedonic motivation.

Originality/value: This study investigates the mediating role of hedonic motivation between website experience, website quality, and website content with impulsive buying behaviour. Moreover, by using the models of S-O-R, this study highlights the customer experience in a website's motives for impulsive online purchasing.

Keywords: *Website experience, website quality, website content, website attributes, impulsive buying behaviour, Hedonic motivation, and Millennials*