ABSTRACT

This study focused on customers’ online impulse buying behavior of innovative products amongst undergraduate students in Tianjin, the People’s Republic of China. This study collected a total of 405 questionnaires from respondents who have online shopping experiences at Taobao.com already in Tianjin, China. The Statistical Package for Social Science (SPSS) program was used to analyze and summarize the data. Pearson Correlation Coefficient was the tool for analysis and predicts the relationship between each independent variable and dependent variable.

From the findings of the study, indicate that there is significant relationship between each independent variable and the dependent variable. The variable fun experience on online shopping was found to have a very strong relationship with online impulse buying behavior (.881), followed by website security and online impulse buying behavior (.815), perceived escapism and online impulse buying behavior (.738), the novelty of innovative products and impulse buying online (.684), website page visual appeal towards shopping online impulsively (.504), word of mouth and impulse buying online (.494), perceived website navigability and shopping impulsively online (.480), social norms and impulse buying online (.323).

The results of the study found that the impulse buying behavior in online context were affected by variables such as website quality in terms of website security, website navigability, and visual appeal, hedonic shopping value in terms of product novelty, fun, and escapism, product knowledge in terms of word of mouth and social norms. The findings of the study can be applied to the online shopping market of China to help the online shopping website design and online shop owners to better understand undergraduate students’ online impulse shopping behavior and how they choose online shopping website and shop stores, even what factors affect online shoppers’ purchase impulsively. This information is able to help the online shopping website to improve their website quality. Furthermore, online shop owners could adjust their shop style and products’ choosing, manage their shop image online to attracts more customers and to expand the business.