VILNIUS UNIVERSITY

FACULTY OF ECONOMICS

MARKETING DEPARTMENT

Study program: Management and Business Administration,

Specialization: Marketing and International Business

GRETA SAMĖNĖ

THE IMPACT OF PERSONALITY TRAITS AND WEBSITE RELATED FACTORS ON ONLINE IMPULSE BUYING

Final Bachelor Thesis

Bachelor's student_____

Academic Supervisor_____
Assist. Dr. Karina Adomavičiūtė

Date of submission_____
Registration number_____

Vilnius, 2020

Declaration of thesis compliance with Vilnius University regulations

Greta Samėnė herewith confirm that:

1. All directly and indirectly cited sources of references in the paper are included into the literature and reference list;

2. The paper is submitted to students; database information system of Vilnius University is identical to the paper copy presented to the Marketing department;

3. No legal acts or copyrights were violated in the process of preparation of these thesis.

Student's signature:_____

Date:

Table of Contents

INTRODUCTION

Impulsive purchasing is a phenomenon that started to trigger consumer researchers' interest fifty years ago (Clover, 1950). In response to this interest, considerable efforts have been invested toward defining impulsive purchasing, and have resulted in a proliferation of definitions. Typically, as researchers strived to frame a "better" definition of impulsive purchasing, their attempt was combined with an investigation on the pervasiveness of impulsive purchasing. One of the result of this "growth" process is that consumer researchers are left with a some of ambiguous information. One cannot compare impulsive purchasing defined by Kollat and Willett (1967) simply as unplanned purchasing with the "relatively extraordinary and exciting" phenomenon that Rook (1987) defines as impulsive purchasing.

Consumers spend $5,400 per year on average on impulse purchasing of food, clothing, household items, and shoes (O'Brien, 2018). Thus, there is considerable need to investigate consumer impulsive buying, defined as episodes in which "a consumer experiences a sudden, often powerful and persistent urge to buy something immediately" (Rook, 1987). Products purchased impulsively often get assigned to a distinct category in marketing texts, yet decades of researches reveal that impulsive purchasing actually are not restricted to any specific product category. As Rook and Hoch (1985) assert, "it is the individuals, not the products, who experience the impulse to consume."

The process of impulsive buying behavior also differs from normal buying process. Normally, rational consumers would go through recognizing needs, searching information to figure out the goods they want, evaluating alternatives as well as experience of purchasing and post-purchase (Lamb, Hair, Jr., & McDaniel, 2013). However, within impulsive buying process, consumers are not searching information and evaluating alternatives. Consumers start with browsing products and have product awareness. During this moment, consumers are exposed to the external stimuli that can trigger their desire to buy impulsively (Tinne, 2010).

Impulsive buying behavior is mainly influenced by internal and external stimuli. Internal stimuli always refer as psychological factors, demographic factors. On the other hand, external stimuli always refer as product's characteristics and environmental characteristics (Tinne, 2010). The factors of online impulsive buying behavior is slightly different compared to in-store buying behavior are certain aspects. Therefore, there is a need to investigate consumer's psychological traits and website environmental factors and its influence to impulsively purchasing online.

Problem. The problem of this paper will be "How effects of personality traits and website related factors impact online impulse buying?"

Object. Influence of personality traits and website related factors on the online impulse buying.

Goal. To identify the impact of personality traits (need for cognition, personal innovativeness, extraversion) and website related factors (ease of use, web design) on the online impulse buying.

Objectives. In order to reach the goal of this thesis, the following objectives were created:

1. Provide the concept of online and in-store impulsive buying;
2. Explain the types of impulsive buying in online and in-store environment;
3. Based on the research articles and provided theory explain internal and external factors that impact online impulse buying;
4. Prepare methodological part in order to perform the planned research;
5. Perform the research in order to determine the relationship between personality traits, website related factors and online impulse buying;
6. Provide recommendations for the future research;

Bachelor thesis method. Systematic literature analysis and quantitative method (survey) will be used in order to get data for statistical analysis and to analyze the result of the research. Results will be analyzed with statistical program SPSS.

Bachelor thesis result. The research findings supported the view that personality traits (need for cognition, personal innovativeness and extraversion) and website related factors (web design and ease of use) have a positive impact on buying impulse Moreover, research results supported the theory that the buying impulse provides a positive impact on the online impulse buying behavior.

Structure of the paper. This paper consists of three main parts: literature review, research methodology and research results. In the first part of the thesis concept of the impulsive buying is explained, types of online impulse buying is provided. Later, personality traits and their influence on online impulsive buying explained. Finally, website related factors and their influence on online impulsive buying explained. Second part of the thesis consist of research methodology where hypothesis, research instrument and study design is described. In the final part research results are provided and explained.

1. THEORETICAL ANALYSIS OF ONLINE IMPULSIVE BUYING AND FACTORS INFLUENCING IT

1.1. Theoretical aspects of impulsive buying

1.1.1. Concept of impulsive buying

For most researchers, impulsive purchase is always referred as unplanned purchase (Jeffrey & Hodge, 2007). There are four characteristics to further explain impulse purchase. First of all, impulse purchase is unplanned purchase in which people decide to purchase goods without any plans in advance. Secondly, impulsive purchase is a result of exposure to the stimulus in which people purchase impulsively is triggered by the external stimulus such as the design of the good or the price of the good. Thirdly, impulsive purchase is an immediate nature of behavior in which people purchase without considering the information search, alternative evaluation and consequences of making purchase. People purchase goods is the result of sudden and powerful urge or desire that forces them to purchase immediately. Last but not least, impulsive purchase causes people to experience emotional or cognitive reactions. However, some studies have reported that impulsive purchase could be the lack of reflection as well (Tinne, 2010).

Impulse purchasing represents a significant portion of sales in the retail stores. In the early 1960s the DuPont Company completed a comprehensive study of impulse buying where shoppers entering a grocery store were surveyed and asked what they are planning to buy. As the shoppers exited the store, they were surveyed again, and the interviewer recorded the actual purchased items. The purchases in the cart that were not recorded or intended when the shopper entered the store were considered an impulse purchase. The results of this study indicated that 38.2% to 50% of the products in the cart were impulse purchases. These results are typical of impulse purchases in the in-store retail environment and are consistent with other researchers (Stern, 1962; Kollat &Willet, 1967).

Impulse buying can occur when shopping in the store and online. Online impulse buying also refers as unplanned purchase in which people decide to purchase without any plans in advance by buying goods in online environment. According to Dittmar et al. (2004) the nature of online transactions causes many consumers to overspend because the remote process does not really feel like spending money. This is very important for firms and organizations because they are trying to find ways to motivate individuals to spend or buy more and more. One of the ways firms use in this context is to motivate consumers' online impulsiveness. Since impulse purchasing occurs in about 40% of online expenditures (Verhagen & van Dolen , 2011) it is necessary to examine the subject and its drivers in more detail.

Store atmospheres (such as music, scent, touch the product) encourage consumers to do impulse buying (Banerjee & Saha, 2012), but what about the online retail environment? Online impulse buying only provides the product information through the website or internet (Mathai & Haridas, 2014). Online atmosphere has a limited effect compared with the atmosphere in the physical store (Kim, Kim & Lennon, 2009), however it might still make an impact on impulse purchase.

There are also many similarities between retail and online stores. Both channels sell products and must communicate product characteristics, value, warranty information, policies (such as privacy, delivery or return policies) and price to their customers. Both channels lead the customer through the purchase process which includes product selection, payment, and packaging or delivery. In addition, both retail and online stores allocate significant advertising and promotion budgets in order to recruit customers to visit and make purchase (Ling & Lawler, 2001). Retail stores design attractive signs and storefronts, advertise on the radio and in print publications, issue flyers, host onsite customer appreciation events, and send direct mails to customers. Online retailers design attractive and user-friendly website, print their web URL on their products, advertise online using banner ads, and submit their web URL to search engines to improve their ranking. These marketing techniques are not exclusive to either retail or online stores. Overlap exists between the sales channels, for example, both retail and online stores may purchase advertising in a magazine or publication related to their industry, products or services (Hodge, 2004).

Shopping on the internet has offered consumers more convenient and easy means of shopping (Szymanski & Hise, 2000). There are no more lines or closing times. The web stores are available "7 days a week, 24 hours a day, and 365 days a year". Consequently, the consumer can browse the product offerings of various e-retailers at any time. Moreover, online shoppers can save time and effort since it is so easy to locate retailers, find products, and buy them in the comfort of their homes (Madhavaram & Laverie, 2004). These features significantly increase the convenience and ease of shopping. For instance, at website such as Amazon.com, not only does the consumer have a wide range of products from which to choose from, but also has one-click ordering, which makes the purchasing process very easy. There is a positive relationship between the ease of buying and impulse buying (Stern, 1962). Similarly, the concept of browsing has been associated with increased impulsive buying (Beatty & Ferrell, 1998). These are the primary reasons why there are more unplanned purchases on the internet than in a traditional setting.

Online merchandising has also been considered as an advantage of online shopping. Merchandising here refers to the "factors associated with selling offerings online separate from site design and shopping convenience" (Szymanski & Hise, 2000) and includes the product offerings and information about the product. In an online setting, consumers are presented with a vast assortment of products. For example, a video store would only carry few thousands of video titles, while an

7

online movie rental store will carry millions of titles. Moreover, the cost of finding one particular title in a video store is much higher than that in an online store. The consumer is also provided with helpful information, such as product reviews, on which to base their decision.

Personalization is an important aspect of a website that enhances online purchasing, whereby each visitor is considered as an individual and the website content is tailored to the needs and preferences of the individual (Chakraborty et al., 2003). This feature allows the visitor to control the type of information he or she wants to view. Consequently, the individual gets more relevant information and also, targeted advertisements. Personalization thus keeps out unwanted information or products, reduces the effort needed to filter unwanted information, improves the accuracy of searches, and increases the ease and speed of making a transaction (Chakraborty et al., 2003). For example, a consumer can choose to receive emails from an e-retailer about products of interest and based on those emails, make a decision to buy a product without the need of an extensive search. At the same time, the retailer can track the purchasing patterns of the consumer and recommend new products. For example, at an online clothing store, different garment pieces and accessories are recommended when a consumer is reviewing a product.

With this new mode of shopping, the consumer can review product from various vendors or use websites to compare the prices of the same product across different vendors. In an offline setting, it can be very inconvenient to go to several shops in order to find the best deal. In comparison, it is very easy and quick to make price comparisons on the internet. Such price comparisons enhance competition among the online vendors, which can be beneficial to the consumer. Price has been found to be an important determinant in impulse buying (Zhou & Wong, 2003).

There are also several web characteristics that make online impulse buying more difficult. First, with online retailing, the consumer has to rely on visual cues only, since the interface lacks sensory cues, which are available in a traditional commerce setting. However, marketers have found ways to enhance the shopping experience. For instance, different media formats are used to display information about the product. The product pictures can be enlarged, and color samples can be viewed in addition to any information in the form of text. The use of multi-media can trigger emotions just as in-store displays would. Online retailing does not allow the consumer to try any of the products. However, product reviews can compensate for the lack of product trials (Parboteeah, 2005).

One of the driving forces of the impulse buying behavior in a traditional commerce setting is immediate gratification after the product of interest has been purchased. However, in the case of online retailing, product delivery is deferred by a number of days, unless the product being purchased is software or music. Therefore, this situation does not necessarily promote impulse buying. However, it has been proposed that the consumer fulfills the urge to buy impulsively by the mere act of acquiring the product, rather than actually possessing it (LaRose, 2001). In other words, in the context of online

shopping, immediate gratification is derived from the purchasing transaction rather than the actual delivery of the product. Therefore, the online shopping environment can be more conducive to impulse buying than the traditional shopping environment, since it allows the consumer to satisfy any urges to buy impulsively easily and at practically any time (Parboteeah, 2005).

1.1.2. Types of online impulsive buying

Stern (1962) has identified different types of impulsive purchases that fits both in-store and online shopping behavior - pure, reminder, suggestive, and planned impulsive purchases. Wells et al. (2011) explains each of these types:

Pure impulse buying is truly buying on impulse where the purchase is outside of the normal purchase behavior and is initiated by emotional appeal. A pure impulse purchase considered when an individual makes an unplanned purchase after exposure to a stimulus. This type of impulse purchase is characterizes by a total lack of planning before the purchase occurs, and represents a novelty purchase that breaks a normal buying pattern. In an online context, idly browsing through iTunes to kill some time, without an prior shopping goal, and deciding to purchase a song would be considered a pure impulse purchase.

Reminder impulse buying occurs when a purchase is made upon something cueing or reminding the consumer to make the purchase. In reminder impulse buying the consumer knows the product's features prior to being exposed to the product as a result of prior experience through a past purchase or exposure to advertising. The individual did not plan to make a purchase until he or she remembered a previous experience with or a need for the product when exposed to it. For instance, a reminder impulse purchase would be if an individual purchases a fragrance product at www.douglas.lt after seeing it on the website and realizing that he or she is running out of that product. In contrast, in a pure impulse purchase, the item is not something that the user or planned to purchase.

In contrast to a reminder impulse purchase, a suggestion impulse buying occurs when the customer sees the product, visualizes an application for it, and decides that he needs it. In this case, the user has no prior product knowledge about the item and must learn about it based on the display, packaging, or product itself. Purchasing the suggestion impulse item fulfills the desire for the product immediately even though use of consumption of the product may be delayed. For instance, an unplanned purchase of a new product made at www.pigu.lt based on the recommendations of the website would be considered a suggestive impulse purchase. This is not a pure impulse purchase because the user has a rational or functional purpose for the item, whereas during the pure impulse transaction the user is fulfilling an emotional desire. This is not reminder impulse buying because the

9

consumer does not regularly buy the item. The consumer made this decision upon being exposed to the item, its display and instructions for the first time and envisioning an application for it.

Finally, a planned impulse purchase occurs when an individual does not plan a purchase, but searches for or take advantage of promotions. The individual goes into a shopping environment with the shopping list, but has the intention of making purchases based on coupons or promotions. Although the concept of a planned impulse purchase "may seem anomalous, it is accurate" (Stern, 1962). For instance, such purchase would result if an individual visited www.barbora.lt on sales days in search of good deals. In this situation, an individual enters a shopping website with a little to no knowledge of certain products and no explicit intention to buy them, but may very well purchase them based on the terms of the deal (low prices, dree accessories, etc.). The common thread across these different types of impulse purchases is the unplanned nature of the behavior, whereby the individual buys the product impulsively after being exposed to it.

1.2. Factors influencing online impulse buying

1.2.1. Personality traits and their influence on online impulse buying

Personality is defined as 'a unique and dynamic organization of characteristics of a particular person – physical and psychological – which influences behavior and responses to the social and physical environment' (Badgaiyan & Verma, 2014). Larsen and Buss (2008) describe personality as a set of organized and relatively enduring psychological traits within an individual. A marketer identifies personality as a construct that reflects consumer difference and based on its one or more traits, i.e., the consumer can be characterized into different groups. As a personality is a consistent and enduring individual phenomenon, marketers know that they cannot change the personality of an individual but can develop products that can be appealing to a target group of consumers with inherent relevant traits.

Thus, several personality traits seem to be the major influencers of shopping behavior, in which need for cognition (NFC) and general innovativeness represent the "broader" compound traits, and trust, value consciousness, as well as buying impulsiveness are more situational specific. Moreover, online purchase intention as a trait is the "immediate" disposition of online shopping behavior (Cacioppo et al., 1984).

Need for Cognition. The internet is an environment rich with information, and more cognitive effort is needed for sorting and comprehending the great amount of information at hands. The personal inclination or not to engage in elaborating cognitive activities or information processing depends on different internet motivation. Need for cognition was defined as an "individual's

tendency to engage in and enjoy effortful cognitive endeavors" (Cacioppo et al., 1984). Persons scoring high on the NFC Scale intrinsically enjoy thinking, whereas persons scoring low on the scale tend to avoid effortful cognitive work. Research showed that high need for cognition individuals report greater enjoyment of complex tasks and need to structure relevant situations in meaningful, integrated ways (Cacioppo et al., 1984).

The easy and rapid interaction on the Web means that interactive information needs to be structured by the user, and this activity requires extensive cognitive effort. Information processing increases as interactivity increases, an interactive website will result in an increase in information processing for low-NFC individuals. NFC has a strong effect on information seeking behavior on the Web. Studies also show that consumers search the Web for product and price information leads to purchases on the Web (Donthu & Garcia, 1999).

Innovativeness. The concept of innovativeness id well known due to the diffusion of innovations paradigm, which provides explanations for when and how a new idea, practice, or technique is accepted, rejected, or reevaluated over time in a given society (Rogers, 1995). Midgley and Dowling (1978) viewed innovativeness as a personality trait construct possessed to a greater or lesser degree by all individuals. It is believed to be a continuous variable normally distributed within a population of consumers and generalizable across products.

There a two dimensions of innovativeness that are often measured – global innovativeness and context-specific innovativeness. The former is a personality dimension that cuts across the span of human behavior, while the latter refers to innovative attitude and behaviors within a certain category (Goldsmith, 2002). Global innovativeness is exactly what Midgley and Dowling (1978) referred to as a personality trait construct. A few attempt have been made to investigate the influence of personal innovativeness in online consumer behavior. Positive relationship between personal innovativeness and online shopping and intention to shop online were reported (Eastlick & Lotz, 1999). Moreover, both general innovativeness and internet innovativeness are predictive of online buying and buying intention (Goldsmith, 2002).

Propensity to Trust. One of the most widely investigated topics of e-commerce is how trust influence the willingness of consumers to purchase online. Trust is a willingness to be vulnerable to the actions of another person or people. The lack of trust, on the other hand, is one of the main inhibitors of consumer participation in e-commerce with the online vendor whom they are engaging in business (Mayer et al., 1995).

Since trust was emerging as a potentially central aspect leading to IT acceptance and is especially needed in the case of gaining and retaining consumers of online vendors, the dimensionality of trust construct has been investigated by e-commerce researchers (McKnight & Chervany, 2002). Tan and Sutherland (2004) formed their multi-dimensional trust model with

11

dispositional, institutional, and interpersonal trusts as antecedents of intention to trust in online purchase behavior. The disposition to trust can be looked upon as the necessary foundation in the formation of the trust, as it is a prerequisite for the other dimensions of trust.

Price Consciousness. Inexpensiveness is one of the main reasons people shop online (TWNIC Report, 2011). Value consciousness therefore can be one of the determinant factors which drive consumers adopted e-commerce. Lichtenstein et al. (1990) defined value consciousness as "a concern for paying low prices, subject to some quality constraint". They further explained that though a consumer recognizes one brand as offering the highest ratio of quality to price, it may not necessarily be the best value for the particular consumer because that value may exceed his requirement. Therefore, what "subject to some quality constraint" means is that the highest value for certain consumer is viewed as the lowest priced product that meets his or her specific quality requirement. Given the current state of economy, there was a negative relationship between the level of status consumption and value consciousness (Eastman & Eastman, 2011). In search of the predictors of bargain proneness, Mowen (2000) placed value consciousness at the situational trait level, because people express a disposition to be value conscious within the general context of purchasing goods and services.

The history of psychology shows that researches have attempted to develop more systematic personality frameworks to explain individual differences. One of these frameworks is the Big Five Model. Today, The Big Five model of McCrae and Costa (1990) is regarded as one of primary benchmarks of in the trait theory of personality. Although individuals can exhibit all five dimensions, they may score quite highly on one or several dimensions and lower on others (Mulyanegara et al., 2009). Big Five Dimensions can be summarized as extraversion, agreeableness, conscientiousness, neuroticism and openness to experience.

Extraversion. Extraverted individuals are likely to be sociable, energetic, dominant, cheerful and positive in their outlook on life. Extraversion is the indication of the tendency of outgoing, highly social, assertive, active, and excitement seeking. Consequently, he values his external images more, and he is more receptive to new things, ideas, and changes. The persons who are extraverts prefer interpersonal relations (Larson & Sachau, 2008).

Openness to Experience. Individuals who score high on openness to experience are creative, curious and imaginative, and tend to be unconventional. They seek novel experiences and like to explore new ideas. People who score low on this trait can be characterized as conventional and unanalytical, with a preference for the familiar and routine. The more open a person is, the more varied his interests are, the more iconoclastic he is, the higher his inclination to challenge authority, and he is more willing to consider different opinions and viewpoints (Turkyilmaz et al., 2014).

Agreeableness. Agreeable individuals tend to be trusting, forgiving, caring, warm, cooperative and altruistic. They place a high value on interpersonal relationships. The more agreeable a person is, the more polite he is, the more people trust him, the more friendly he treats others, and the better people get along with him. This type of people easily maintains friendly relationships with others, believe that all men are born righteous, like to help others, and are considerate (Larson & Sachau, 2008).

Conscientiousness. Conscientiousness reflects the tendencies of achievement, hardworking, responsibility and dependability. They tend to be more risk averse and form long term relationships. The more conscientious a person is, the more he is individualistic, detail-oriented, efficient, responsible, highly organized, and self-controlled (Turkyilmaz et al., 2014).

Neuroticism. Neuroticism shows the tendencies of anxiousness, fearfulness, depressed and poor emotional adjustments. Neurotic peoples have no socialistic approach and stay away from situations which demands taking control. The more neurotic a person is, the harder it is for the person to control his/her emotions and purchases on a whim, the easier it is for the person to feel inferior complex, to be sensitive to other people's reproaches and ridicules and to be able to handle stress (Haq et al., 2010).

Bosniak et al. (2007) examined effect on personality trait on the online buying intention. The result from the 808 pre-recruited panel of internet users from the Puls Institute, Croatia, showed that the willingness to buy online is explained by affective involvement, need for cognition, neuroticism, agreeableness and openness to experience. However, Huang and Yang (2010) examined the association between Big Five Model and stimuli for internet purchasing. Based on 216 participants, the findings showed that openness is significantly related to idea of motivation and adventure while conscientiousness is linked to convenience motivation. Extraversion is associated to socially motivation whereas neuroticism is linked to the lack of sociality motivation. Finally Chen and Lee (2008) have examined the moderating effect of personality traits in online shopping. Based on 20 cosmetics and 20 hotel website respondents, the results showed that for consumers with high degree of conscientiousness and agreeableness, central route website contents are more promising for stimulating utilitarian shopping value. For consumers with high level of extraversion, openness and emotional stability, peripheral route website content will be more favorable in promoting experiential and hedonic shopping value.

1.2.2. Website related factors and their influence on online impulse buying

Marketers deliberately design external stimuli to appeal to shoppers' sense (Eroglu et al., 2001). Managers expend substantial time and effort in designing retail environment and the resulting

13

retail interactions to increase shoppers' psychological motivation to purchase (Berry et al., 2002). It has been estimated that about 62% of in-store purchase are made impulsively and online buyers are more likely to be impulsive (Chamorro-Premuzic, 2015). Thus, impulse buying can be triggered by various marketing stimuli such as merchandise, communications, store atmospherics, and price discounts (Mohan et al., 2013).

Over time the interest in this phenomenon is increasing. Koufaris (2002) used the environmental psychology literature and emerging information systems and marketing research to examine the factors that lead to increased consumer loyalty and unplanned purchases. The model studies the direct or moderating effect of individual and environmental (web store) factors on consumer attitudes and behavior (see Figure 1). The consumer behaviors studied were the intention to return and unplanned purchases; the attitudinal factors studied were perceived control and shopping enjoyment; the individual factors studied were customer tenure, need specificity, and product involvement; and the environmental factors studied were search mechanisms and challenges. The authors validate the model in the context of a Web-based video rental and delivery store (Parboteeah, 2005).

Figure 1. Theoretical Framework for Consumer Attitudes and Behavior on the Web (from Koufaris, 2002)
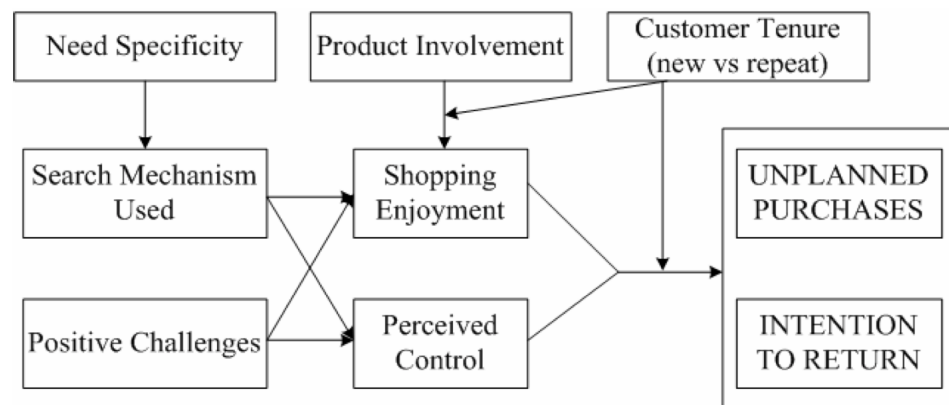
The authors found support for some of their hypotheses. In terms of the environmental factors, the search engine used and positive challenges were found to increase shopping enjoyment, but had no effect on perceived control. A negative relationship was found between need specificity and the search mechanism used. In other words, the more certain a consumer is about what he or she is looking for, the less he or she will use a search mechanism. Product involvement was found to have a significant effect on shopping enjoyment. There were significant differences between the shopping experience and the behavior of new and repeat customers (Parboteeah, 2005).

Interestingly, the authors did not find support for any of the hypotheses relating to unplanned purchases. More specifically, there was no relationship between shopping enjoyment or the perceived

14

level of control and unplanned purchases. The authors attribute these results to the fact that the online store only rented and sold movies and believe that the findings would have been different if the online store sold a wide range of products. Moreover, the use of a field study implies limited generalizability and precision (McGrath, 1982).

Moreover, mental states are related with the environmental conditions that may have an effect on individuals' behaviors. In an online context Childers et al. (2001) proposed a term called "webmospherics" inclusive of such web design attributes as frames, graphics, text, pop-up windows, search engine configuration, "one-click" check-out or purchase procedures, and hypertext links, media dimensions (e.g., graphics, text, audio, color, and streaming video) and site layout dimensions (e.g., organization and grouping of merchandise); and these web design attributes may contribute to triggering online impulse purchase to a different extent. In several other studies website related attributes are found to have an effect on consumers' online impulse buying. For instance, Liu et al. (2013) revealed that visual appeal of the website, website ease of use is important precursor of online impulse buying. Similarly, Moez (2013) revealed that attributes of the web site (navigation, visual appearance and customized preview) are three important antecedents of the pleasure of serving consumers increasingly affecting their commitment to this site and therefore their buying impulse. Verhagen & vanDolen (2011) proposed that website functional convenience and representational delight have significantly influences positive and negative shopping emotions which in turn impact online impulsive action. Parboteeah et al. (2009) proposed that both task-relevant cues (e.g. navigability) and mood-relevant cues have a positive effect on consumers' urge to buy impulsively. Website assessment and evaluation is a widely studied area and several quantitative and qualitative methodologies and frameworks have been presented in literature. Mostly used evaluation model for internet shopping sites is SITEQUAL model – an instrument developed to measure perceived quality of an internet shopping site, uses elements that are categorized into four main dimensions: ease of use, aesthetic design, fulfillment, and security (Li et. al., 2009).

Ease of use. It refers to the easiest of the Web site for customers to conduct external search in cyberspace as well as internal navigation and search within the Web site (Ojasalo, 2010). It relates to the degree of ease of use the web site, high ability for searching for service and related information, the easy navigation through the pages, easy to login and perform the service. According to Santos (2003), easy to use is related to easy website navigation, concise and understandable contents. This dimension affects customers' satisfactions significantly. Also, it refers to the ease of use of the website. The statements of ease of use dimension are derived from (Ladhari, 2009).

Web design. It is the main access for users to online services so; it should provide appropriate information and multiple functions for users. Website refers to good and easy structure, attractive appearance and aesthetics (Ojasalo, 2010). It also refers to use various languages and respect the other

cultures. The website design deficiency can lead to a user negative impression of website quality and may increase his dissatisfaction and lead to leave the site (Li & Suomi, 2009). Also it refers to the site design and appearance and how the site is tailored to users' preferences. The statements of web design dimension are derived from (Sultan & Wong, 2011).

Fulfillment. It is the degree of keeping the site of his promises in providing the expected services and delivering the mat acceptable time. It also refers to the availability of the services and reasonable processing time for service. Fulfillment is one of the significant dimensions to judge online services quality and can lead to achieve customer satisfaction or dissatisfaction (Yang & Fang, 2004). It is very important for website to keep its promise in providing and delivering good services within the time to improve user trust and satisfaction (Yang & Fang, 2004). Also it refers to the speed on providing and delivering the services. The statements of fulfillment dimension are derived from (Vanpariya & Patel, 2010).

Privacy/security: This dimension refers to safe transactions and secured user's personal information. It refers to freedom from danger, risk, or doubt during the service process. Privacy and security are significant issues for both e-services and users (Ojasalo, 2010). They can be achieved by developing privacy policies that ensure security of users' information. Enhancing privacy and security can enhance user trust, which leads to attract and retain of many good users and prevent them abandoning e-services and returning to exercise traditional services. Users perceive a great risk in conducting online e-services fearing exposure of their personal information and improper use of it. Shopping websites should ensure the safety of personal information retrieved or submitted through the site (Li et al., 2009). Also it refers to the level of security and protection to user's personal information provided by using credit cards. The statements of privacy/security dimension are derived from (Didegah & Erfanmanesh, 2010).

According to Wells et al. (2011) such website characteristics represent the many facets of the website quality. Every website has these characteristics in different levels. In this regard, a website that provides these characteristics (at least some of them) at a high-quality level constitutes an online interface of high-quality and vice versa (Wells et al., 2011). So it can be said that a website with characteristics at a high quality level will be considered as a high-quality website. It is expected that website quality will also have an effect on impulse buying because website quality depends on the presence of these various characteristics. A well designed and high-quality website will increase the likelihood of impulse purchases at the website (Wells et al., 2011).

2. RESEARCH METHODOLOGY

2.1. Research problem and goal

Although impulse purchases are likely to be prevalent in online shopping, marketing scholars have not paid much attention to impulse buying in an online context yet. Much of previous research has focused on impulsive buying behavior in traditional brick and mortar shopping (Rook & Fisher, 1995). With the tremendous growth potential of online shopping and the prevalence of impulse buying today, more research is needed to understand and predict impulsive buying behavior online.

Therefore, the purpose of this study is to investigate impulse buying behavior in an online context. The research objectives were to:

1) investigate how personal human's factors (need for cognition, personal innovativeness, extraversion) can influence online impulse buying; and

2) examine how external factors (website design and ease of use) can impact online impulse buying.

Consumers are affected by both internal and external factors of impulse buying. Since impulsive buying behavior is often stimulus driven (Rook & Fisher, 1995), increased exposure to certain external stimuli increases the likelihood of impulsive buying online. Such factors decipher which consumers engage in impulse-buying behavior, and how retailers play a part in encouraging impulse buying behavior online.

The findings of this study are expected to add more palpable value to existing literature by providing insight into consumers' impulsive buying behavior in online shopping. Also, the findings of this study will provide useful information for online retailers to help develop an effective marketing strategy to promote impulse buying and increase profitability. Consumers are also expected to benefit from the findings by being aware of factors affecting their own impulse buying behavior.

Problem of the research: „Do personality traits (need for cognition, personal innovativeness, extraversion) and website related factors (ease of use, web design) have an influence on the online impulse buying?"

Goal. To identify the impact of personality traits (need for cognition, personal innovativeness, extraversion) and website related factors (ease of use, web design) on the online impulse buying.

2.2. Research model and hypotheses

Consumers are affected by both internal and external factors of impulse buying (Wansink, 1994). Since impulse buying behavior is often stimulus driven, increased exposure to certain stimuli increases the likelihood of impulse buying (Rook & Fisher, 1995). In online context, external factors of impulse buying refer to marketing cues or stimuli such as ease of use or web design. Consumers can experience an urge to impulsively buy when visually encountering this kind of cues (Rook, 1987).

Internal cues of impulse buying include a person's affective and cognitive state. Internal stimuli are processed by the consumer affectively and/or cognitively resulting in impulsive or non-impulsive behavior. In result, personal traits such as need for cognition, personal innovativeness, or extraversion might include an "irresistible urge to buy, positive buying emotions, and mood management". When a consumer experiences an "irresistible urge to buy", he/she feels compelled to make an impulse purchase (Coley & Burgess, 2003).

Figure 1 shows a model in impulse online shopping. The five antecedents in the model include personal traits (need for cognition, personal innovativeness, extraversion) and website factors (ease of use and web design). When one or more of these five antecedents are presented to an adequate level, the consumption impulse is formed (an irresistible urge to consume). Beatty and Ferrell (1998) shows the necessity to separate the buying impulse from the actual online buying behavior. By doing that, the author of this thesis considers buying impulse as the final dependent variable in the model. Consistent with the prior studies (Beatty & Ferrell, 1998; Rook, 1987), it can be also distinguished that between buying impulse and online impulse buying as the actual buying behavior acting upon the buying impulse. Once the consumption impulse is formed, possible constraints to enactment are automatically evaluated.
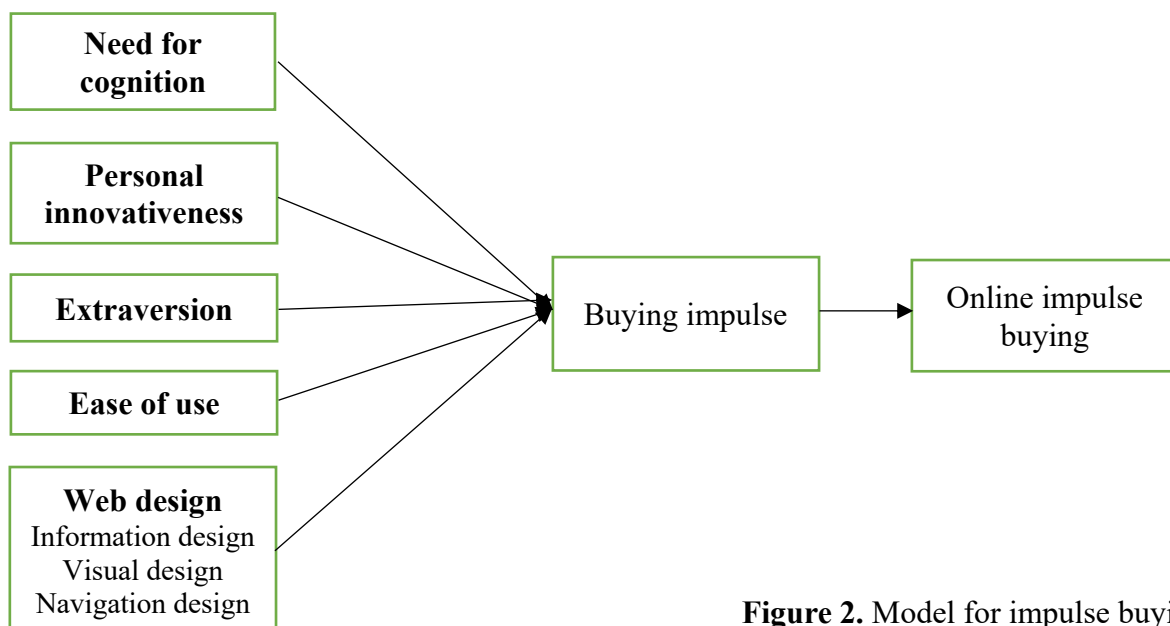

Figure 2. Model for impulse buying online

Based on previous context, need for cognition is the tendency to engage in and enjoy effortful cognitive activity. This factor has a strong effect on information seeking behavior on the web (Das et al., 2003). Studies also show that consumers search the Web for product and price information lead to purchases on the web (Donthu & Garcia, 1999):

H1: Need for cognition has a positive influence on the buying impulse.

Furthermore, personal innovativeness is a personality trait that is possessed by all individuals to a greater or lesser degree, as "some people characteristically adapt while others characteristically innovate" (Limayem et al., 2000). Shopping online is an innovative behavior that is more likely to be adopted by innovators than not innovators. The idea implies that innovative individuals are more likely to be favorable toward online shopping, which in turn affects positively their buying impulse:

H2: Personal innovativeness has a positive influence on the buying impulse.

Moreover, one of the important dimensions of Big five model is extraversion in which individuals are positive, active, enjoyable, social and dominant (Yim, Yoo, Sauer & Seo, 2014). Extraverted individuals are always ready to experience new things, are innovative, imaginative, creative and curious and always try to do something extraordinary and unique through new ideas:

H3: Extroversion has a positive influence on the buying impulse.

Also, in addition to individual traits, environmental cues are also considered as a strong determinant of impulse buying (Rook & Fisher, 1995). In an online context, Childers et al. (2001) proposed a term called "webmospherics" inclusive of such web design attributes as frames, graphics, text, pop-up windows, search engine configuration, "one-click" check-out or purchase procedures, and hypertext links, media dimensions (e.g., graphics, text, audio, color, and streaming video) and site layout dimensions (e.g., organization and grouping of merchandise); and these web design attributes may contribute to triggering buying impulse to a different extent:

H4: Web design of the online store has a positive influence on the buying impulse.

In several other studies website related attributes are found to have an effect on consumers' online impulse buying. For instance, Liu et al. (2013) revealed that website ease of use is also

19

important precursors of online impulse buying. Verhagen & vanDolen (2011) proposed that website functional convenience and representational delight have significantly influences positive and negative shopping emotions which in turn impact buying impulse. Parboteeah et al. (2009) proposed that task-relevant cues (e.g. ease of use) have a positive effect on consumers' buying impulse:

H5: Ease of use of the online store has a positive influence on the buying impulse.

The buying impulse provides a motivational impetus for the subsequent buying behavior. "Once triggered, an impulse encourages immediate action, and the urge may be powerful and persistent" (Rook, 1987). Obviously, the strength of the buying impulse will determine the likelihood of engaging in impulse purchasing (Beatty & Ferrell, 1998):

H6: The buying impulse has a positive impact on the online impulse buying.

2.3.   Research method and instrument

For the further research author of this thesis will concentrate on collecting respondents information on constructs that impact online impulse buying by providing online questionnaire. The online questionnaire was published on www.manoapklausa.lt. Data was collected from 12th to 17th of May, 2020. Online survey was chosen because it is the easiest way to survey the respondents, since the convenient sampling method was used. To analyze results Cronbach's alpha and Linear regression analysis were used.

Questionnaire will consist of 9 questions that is grouped into four question parts: (1) questions obtaining information about respondents' personal factors (need for cognition, personal innovativeness, extraversion); (2) questions obtaining information about website related factors (ease of use and web design); (3) respondents' tendency to impulse buying behavior; (4) respondents' demographic information.

Firstly, three questions presented to evaluate respondents' personal factors. Respondents were asked to measure whether or not the statement is characteristic of them or of what they believe. First question consists of eighteen statements for measuring need for cognition. Scales for measurement were taken from Cacioppo, Petty, & Kao (1984). Second question consists of twenty statements for measuring personal innovativeness. Scales were taken from Hurt, H. T., Joseph, K., & Cook, C. D., (2013). Third question consists of eight statements measuring respondents' extraversion. Scales were taken from John, O. P., & Srivastava, S. (1999). All three questions will be answered by using a Likert scale from extremely uncharacteristic of me (1) to extremely characteristic of me. (5).

Secondly, other dependent variables of this research – website related factors will be examines using next two questions. First question consists of ten statements to measure respondents' opinion about ease of use of the website (System Usability Scale (SUS), 1980). Second question consists of seven statements that will be measuring respondents' opinion about web design. Scales were taken from Cyr, D. (2008). Respondents will rate feeling towards the website they lately used. The items in these questions will be measured using a Likert scale from strongly disagree (1) to strongly agree (5).

Furthermore, important variables of this research – buying impulse and online impulse buying will be examined using thirteen items from Beatty and Ferrell (1998) and Rook and Gardner (1993) research. This question will be able to show respondents' tendency for buying impulse and online impulse buying behavior. The items in the questionnaire will be measured using a Likert scale from strongly disagree (1) to strongly agree (5).

The last three questions in the questionnaire will indicate demographics of the respondents. The demographic questions are about gender, age and income per month of the respondents. These questions will be used in order to check if demographical characteristics make an impact and will provide difference in result.

2.4.   Research sample

Sampling method. Research will be conducted according nonprobability sampling. Author of this thesis will use convenience sampling method. According to the prof. Vytautas Dikčius convenience sampling method is described "Attempts to obtain a sample of convenient elements. Often, respondents are selected because they happen to be in the right place at the right time." (Dikčius, 2005).

Sample size. Research will be based on Lithuania citizens without any age restrictions. Age group is not selected because Internet accessibility is now available to most of the people of any age group. Author of this paper work will determine the sample size based on comparative method comparing the sample sizes which were used in the previous researches. According to the table 2 "Previous researches sample size" the previous researches simple size average is 254,(6). Therefore, author of this paper work will used approximate sample size of 250 respondents as valid and reliable.

Table 2. Previous researches sample size

John D. Wells, Veena Parboteeah, Joseph S. Valacich, 2011. Online Impulse Buying: Understanding the Interplay between Consumer Impulsiveness and Website Quality.	223

Sandy Dawson, Minjeong Kim, 2009. External and internal trigger cues of impulse buying online.	300
Yong Liu, Hongxiu Li, Feng Hu, 2013. Website attributes in urging online impulse purchase: An empirical investigation onconsumer perceptions.	319
Kathy Ning Shen, Mohamed Khalifa, 2012. System design effects on online impulse buying.	151
Yin Xu , Jin-Song Huang, 2014. Effects of price discounts and bonus packs on online impulse buying	280

Source: created by the author of the paper work based on:*; Wells, Parboteeah, Valacich, 2011; Dawson, Kim, 2009; Liu, Li, Hu, 2013; Shen, Khalifa, 2012; Xu, Huang, 2014.*

Research data analysis methods: Software SPSS was used for research data analysis. First of all, demographics characteristics of respondents' were collected and described. Secondly, reliability of scales was checked. Finally, the hypotheses were tested. Furthermore, all hypotheses and results will be discussed below.

3. RESULTS OF THE RESEARCH

3.1. Demographics characteristics of the respondents

In order to use data deeper, demographical characteristics were added to the questionnaire and will be discussed here. In general, questionnaire has been filled correctly by 251 respondents: (1) 139 of all respondents are women, that presents 55,4 % of respondents; (2) 112 men participated in this research and that presents 44,6 % of all respondents. In Figure 3 "Respondents' distribution by gender" graphical view of the results is presented (Appendix 2).

Second demographical characteristic is age of respondents. Age of the respondents' was grouped in to the categories: (1) under 18 years; (2) 19 – 30 years; (3) 31 – 40 years; (4) 41 - 50 years; (5) 51 and more years. All 251 respondents distribute by age: (1) 1 respondent was under 18 years old and represent 0,4 % from all respondents; (2) 93 respondents were from 19 – 30 years old and represented the biggest part 37,1 % from all respondents; (3) 83 respondents were from 31 – 40 years old and represented 33,1 % from all respondents; (4) 46 respondents were from 41 – 50 years old and represented 18,3 % from all respondents; (5) 28 respondents were 51 and more years old and represented 11,2 % from all respondents. In Figure 4 "Respondents' distribution by age" graphical view of the results is presented (Appendix 3).

Last demographical characteristics that were used in the questionnaire were income per month. Monthly incomes of the respondents' were grouped in to the categories: (1) Less than 350 euro; (2) 351 – 499 euro; (3) 500 – 999 euro; (4) 1000 – 1999 euro; (5) More than 2000 euro. All 251 respondents distribute by income: (1) the smallest part 0.4 % from all respondents incomes were less than 350 euros per month; (2) 10,4 % from all respondents indicated income from 350 to 499 euro per month; (3) the biggest group 40,2 % from all respondents indicated income from 500 to 999 euros; (4) 36,7 % from all respondents had incomes from 1000 to 1999 euros; (5) 12,4% from all respondents indicated incomes more than 2000 euros per month. In Figure 5 "Respondents' distribution by income" graphical view of the results is presented (Appendix 4).

3.2. Scales reliability testing

Table 3. Reliability of scales

	Cronbach's Alpha	N of Items
Personality traits		
Need for cognition	.836	18

23

Table 3. Reliability of scales

	Cronbach's Alpha	N of Items
Personal innovativeness	.859	20
Extraversion	.820	8
Website related factors		
Ease of use	.710	10
Website design	.868	7
Behavioral factors		
Buying Impulse	.703	4
Online impulse buying	.853	9

Reliability of scales was checked and results are provided in Table 3 "Reliability of scales". Cronbach's alpha reliability coefficient normally ranges between 0 and 1. However, there is actually no lower limit to the coefficient. The closer Cronbach's alpha coefficient is to 1.0 the greater the internal consistency of the items in the scale. George and Mallery (2003) provide the following rules of thumb: "> .9 – Excellent; > .8 – Good; > .7 – Acceptable; > .6 – Questionable; > .5 – Poor, and < .5 - Unacceptable". Based on this rule, author of this thesis can conclude that all scales are reliable and will be used because in all scales Cronbach's alpha were higher than 0,7.

3.3. Hypotheses testing

H1: Need for cognition has a positive influence on the buying impulse.

In order to check H1 hypothesis need for cognition scales were selected (mean - 3,4841). Regression between need for cognition and buying impulse was done. The results are provided in the Table 5 "Regression between need for cognition and buying impulse". Significance is equal to p = 0.000 (p < 0.05) and R Square is equal to 0.312 therefore, there is regression between need for cognition and buying impulse. Moreover, this relation is positive due to beta standardized coefficient is equal to 0.736. **Hypothesis H1 is accepted**.

Table 4. Model summary between need for cognition and buying impulse

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.559ᵃ	.312	.309	.55979
a Predictors: (Constant), Need for cognition b Dependent Variable: Buying impulse				

Table 5. Regression between need for cognition and buying impulse

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	.940	.244		3.855	.000
Need for cognition	.736	.069	.559	10.630	.000
a. Dependent Variable: Buying impulse					

H2: Personal innovativeness has a positive influence on the buying impulse.

In order to check H2 hypothesis personal innovativeness scales were selected (mean - 3,525). Regression between personal innovativeness and buying impulse was done. The results are provided in the Table 7 "Regression between personal innovativeness and buying impulse". Significance is equal to p = 0.000 (p < 0.05) and R Square is equal to 0.227 therefore, there is regression between personal innovativeness and buying impulse. Moreover, this relation is positive due to beta standardized coefficient is equal to 0.626. **Hypothesis H2 is accepted**.

Table 6. Model summary between personal innovativeness and buying impulse

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.477ᵃ	.227	.224	.59327
a Predictors: (Constant), Personal innovativeness b Dependent Variable: Buying impulse				

Table 7. Regression between personal innovativeness and buying impulse

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	1.296	.261		4.973	.000
Personal innovativeness	.626	.073	.477	8.561	.000
a. Dependent Variable: Buying impulse					

H3: Extroversion has a positive influence on the buying impulse.

In order to check H3 hypothesis extroversion scales were selected (mean - 3,521). Regression between extroversion and buying impulse was done. The results are provided in the Table 9 "Regression between extroversion and buying impulse". Significance is equal to p = 0.000 (p < 0.05) and R Square is equal to 0.195 therefore, there is regression between extroversion and buying

impulse. Moreover, this relation is positive due to beta standardized coefficient is equal to 0.444. **Hypothesis H3 is accepted**.

Table 8. Model summary between extroversion and buying impulse

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.442[a]	.195	.192	.60555
a Predictors: (Constant), Extroversion b Dependent Variable: Buying impulse				

Table 9. Regression between extroversion and buying impulse

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	1.940	.205		9.474	.000
Extroversion	.444	.057	.442	7.768	.000
a. Dependent Variable: Buying impulse					

H4: Web design of the online store has a positive influence on the buying impulse.

In order to check H4 hypothesis web design of the online store scales were selected (mean - 3,73). Regression between web design and buying impulse was done. The results are provided in the Table 11 "Regression between web design of the online store and buying impulse". Significance is equal to $p = 0.001$ ($p < 0.05$) and R Square is equal to 0.041 therefore, there is regression between web design of the online store and buying impulse. Moreover, this relation is positive due to beta standardized coefficient is equal to 0.192. **Hypothesis H4 is accepted**.

Table 10. Model summary between web design of the online store and buying impulse

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.201[a]	.041	.037	.66113
a Predictors: (Constant), Web design b Dependent Variable: Buying impulse				

Table 11. Regression between web design of the online store and buying impulse

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	2.786	.225		12.378	.000
Web design	.192	.059	.201	3.243	.001
a. Dependent Variable: Buying impulse					

H5: Ease of use of the online store has a positive influence on the buying impulse.

In order to check H5 hypothesis ease of use of the online store scales were selected (mean - 3,395). Regression between ease of use and buying impulse was done. The results are provided in the Table 13 "Regression between ease of use of the online store and buying impulse". Significance is equal to p = 0.000 (p < 0.05) and R Square is equal to 0.222 therefore, there is regression between ease of use and buying impulse. Moreover, this relation is positive due to beta standardized coefficient is equal to 0.576. **Hypothesis H5 is accepted**.

Table 12. Model summary between ease of use of the online store and buying impulse

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.472ᵃ	.222	.219	.59517
a Predictors: (Constant), Ease of use				
b Dependent Variable: Buying impulse				

Table 13. Regression between ease of use of the online store and buying impulse

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	1.546	.235		6.582	.000
Ease of use	.576	.068	.472	8.440	.000
a. Dependent Variable: Buying impulse					

H6: The buying impulse has a positive impact on the online impulse buying.

In order to check H6 hypothesis ease of use of the online store scales were selected (mean - 3,503). Regression between buying impulse and online impulse buying was done. The results are provided in the Table 15 "Regression between buying impulse and online impulse buying". Significance is equal to p = 0.000 (p < 0.05) and R Square is equal to 0.297 therefore, there is regression between buying impulse and online impulse buying. Moreover, this relation is positive due to beta standardized coefficient is equal to 0.546. **Hypothesis H6 is accepted**.

Table 14. Model summary between buying impulse and online impulse buying

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.545ᵃ	.297	.294	.56680
a Predictors: (Constant), Buying impulse				
b Dependent Variable: Online impulse buying				

Table 15. Regression between buying impulse and online impulse buying

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	1.590	.190		8.374	.000
Buying impulse	.546	.053	.545	10.263	.000
a. Dependent Variable: Online impulse buying					

Summary of hypotheses is presented in the table 16 "Summary of hypotheses". To sum up, after analysis of the research results it is clear that 6 out of 6 hypotheses are accepted and supported. However, some results of the research contrasting with the theory. This could be important reason to research deeper this topic.

Table 16. Summary of hypotheses

Hypotheses	Accepted(+) / rejected(-)
H1: Need for cognition has a positive influence on the intention on the buying impulse.	+
H2: Personal innovativeness has a positive influence on the buying impulse.	+
H3: Extroversion has a positive influence on the buying impulse.	+
H4: Web design of the online store has a positive influence on the buying impulse.	+
H5: Ease of use of the online store has a positive influence on the buying impulse.	+
H6: The buying impulse has a positive impact on the online impulse buying.	+

CONCLUSIONS

According to the performed literature analysis and results of the research about personality traits (need for cognition, personal innovativeness and extraversion) and website related factors (web design and ease of use of the website) influence on the online impulse buying the conclusions are presented below:

– First of all, thesis have focused on internal factors of the individual, examining the internal cues and characteristics of the individual that make them engage in impulse buying behavior. Such factors involve a consumer's personality traits which determine the degree of their buying impulse tendency. Several researchers have suggested that consumer's personality traits can exemplify online impulsive behavior more than other traits (Beatty and Ferrell, 1998; Rook and Fisher, 1995). Research contends that these personality traits can help determine the degree of a person's tendency for online buying impulse (Beatty and Ferrell, 1998; Rook and Fisher, 1995). Results from this thesis web survey showed that personal traits (need for cognition, personal innovativeness and extraversion) were related to online impulse buying. A person's personality traits score and online impulse buying were positively related. Research contends that these personality traits can help determine the degree of a person's buying impulse, and that person's buying impulse tendency is a reliable indicator of online impulse buying.

– Secondly, consumers can experience an urge to buy impulsively when visually encountering cues (Rook, 1987). This study supports premise that a well-designed and easy to use website increases the likelihood of online impulse buying behavior. This research found a significant relationship between a website related factors (web design and ease of use) and online impulse buying. These visual factors score and online buying impulse tendency were positively related. In other words, when a consumer feels that an online store is visually appealing and easy to use, consumers will have more pleasure of making purchase and have a positive evaluation on making impulse buying online. To conclude, research determines that website related factors can help to increase customer's involvement into online impulsive buying behavior.

– Moreover, research results supported the theory that the buying impulse provides a motivational impetus for the subsequent online impulse buying behavior. This research showed that the strength of the buying impulse can determine the likelihood of engaging in online impulse behavior. Buying impulse and online impulse buying is positively related.

FUTURE IMPLICATIONS

This research provides a theoretical and methodological background for impact of personal customer's traits and website related factors influence on online impulse buying. Despite potential prevalence of impulse buying in online shopping, research examining online impulse buying behavior is largely lacking. However, there are several aspects that further research could take place.

- Firstly, the findings of this research contribute to the field of studying only few personal traits involvement in online impulse buying. Although, future research can examine other types of personal traits that could possibly trigger consumer's tendency for online impulse buying behavior.

- Secondly, future research can examine more different types of external impulse triggers cues that would have an influence on online impulse buying behavior.

- Thirdly, future research could be more concentrated into specific websites and groups of customers. For example, if young customers (18 – 25 years old) are more likely to be involved in online impulse buying.

Managerial implications: This study further provides useful insights for both marketers and consumers. The findings of the study could be useful to marketers in recognizing potential external impulse trigger clues included on their websites that encourage impulse purchases. This research also provides information to consumers in terms of what personality traits could encourage them to buy impulsively. With this knowledge consumers are better apt to make more informed purchase decisions without being swayed by external stimuli.

SUMMARY

The impact of personality traits and website related factors on online impulse buying

Greta Samėnė

Bachelor degree thesis

Global business and Marketing specialization

Vilnius University, Faculty of Economics, Marketing Department Supervisor – Assist. Dr. Karina Adomavičiūtė, Vilnius, 2020.

44 pages, 5 figures, 16 tables, 71 references.

The main purpose of this bachelor degree thesis is find out how personality traits and website related factors influence online impulse buying.

The bachelor degree thesis consists of three main parts: (1) theoretical part analysis; (2) methodology (3) the analysis of the results.

The first part is based on the analysis of the scientific researches and publications, academic journals' articles and databases. Literature review based on the publications about personality traits, website factors and how they contribute to online impulse buying behavior.

Second part of the thesis is based on the methodology of the research, which was form after theory analysis. In the second part, the scales usage, type of the research, questionnaire formulation and research process was explained.

In the third part of the bachelor thesis the data analysis was carried out using the results of the survey made. Scales reliability used in the questionnaire was confirmed because the Cronbach's alpha were higher than 0,6 for all scales. In total the 251 respondents' answer were analyzed. Findings of the research supported the literature analysis and previous researches. Such as that the personality traits (need for cognition, personal innovativeness and extraversion) have a positive impact on buying impulse. Secondly, study showed that website related factors (web design and ease of use) have a positive impact on buying impulse. Moreover, research results supported the theory that the buying impulse provides a motivational impetus for the online impulse buying behavior.

This bachelor degree thesis can be used for the further researches about what impact personality traits and website related factors have on online impulse buying behavior . Moreover, thesis could be used by the marketing specialist, managers of the companies and consumers.

LITERATURE AND REFERENCES

1. Badgaiyan A. J., Verma A. (2014). "Intrinsic factors affecting impulsive buying behavior." Journal of Retailing and Consumer Services 21 (2014) 537–549.

2. Banerjee Sonali, Saha Sunetra (2012). Impulse Buying Behavior in Retail Stores-Triggering The Sense. Asia Pacific Journal of Marketing & Management Review, Vol. 1 No. 2, 2012, pp, 1-21.

3. Beatty, S., & Ferrell, M. E. (1998). Impulse buying: Modeling its precursors. Journal of Retailing, 74(2), 169–191.

4. Berry, L. L., Seiders, K., & Grewal, D. (2002). Understanding service convenience. *Journal of Marketing, 66*(3), 1–17.

5. Bosniak, M., Galesic, M. and Tuten, T. (2007), "Personality determinants of online shopping: explaining online purchase intentions using a hierarchical approach", Journal of Business Research, Vol. 60 No. 6, pp. 597-605.

6. Cacioppo, J. T., Petty, R. E., & Kao, C. F. (1984). The efficient assessment of need for cognition. Journal of Personality Assessment, 48, 306-307.

7. Chakraborty, G., Lala, V., and Warren, D. (2003), "What Do Consumers Consider Important in B2B Websites?," *Journal of Advertising Research*, 43:1, 50-61.

8. Chamorro-Premuzic, T. (2015), The Psychology of Impulsive Shopping, *The Guardian*, November 26.

9. Chen, S.H. and Lee, K.P. (2008), "The role of personality traits and perceived values in persuasion: an elaboration likelihood model perspective on online shopping", Social Behavior and Personality: An International Journal, Vol. 36 No. 10, pp. 1379-1399.

10. Childers, T.L., Carr, C.L., Peck, J. and Carsoni S. (2001). Hedonic and Utilitarian Motivations For Online Retail Shopping Behavior, Journal of Retailing. 77(4). 511-535.

11. Clover, Vernon T. (1950), "Relative Importance of Impulse Buying in Retail Stores;" Journal of Marketing, 25 (July), 66-70.

12. Coley, A. and Burgess, B. (2003), "Gender differences in cognitive and affective impulse buying", Journal of Fashion Marketing & Management, Vol. 7 No. 3, pp. 282-95.

13. Cyr, D., (2008). 'Modeling website design across cultures: relationships' to trust, satisfaction, and e-loyalty', Journal of Management Information Systems, Omaha, NE, USA, 11-14th Augsut.

14. Didegah, F. and M.A. Erfanmanesh, (2010). The study of Malaysian public Universities' performance on the World WideWeb. Library Hi Tech News, 27(3): 7- 11.

15. Dikčius, V. (2005). Marketingo tyrimai: teorija ir praktika. *Vilnius: Vilniaus vadybos akademija*.

16. Dittmar H, Long K, Meek R. (2004). Buying on the Internet: gender differences in online and conventional buying motivations;50:423–44.

17. Donthu, N., & Garcia, A. (1999). The Internet Shopper. *Journal of Advertising Research*, 39 (3), 52-58.

18. Eastlick, M. A., & Lotz, S. (1999). Profiling Potential Adopters and Non-Adopters of an Interactive Electronic Shopping Medium. *International Journal of Retail & Distribution Management*, 27 (6), 209-223.

19. Eastman, J. K., & Eastman, K. L. (2011). Perceptions of Status Consumption and the Economy. *Journal of Business and Economic Research*, 9 (7), 9-19.

20. Eroglu, S. A., K. A. Machleit, and L. M. Davis (2001) "Atmospheric Qualities of Online Retailing: A Conceptual Model and Implications," Journal of Business Research (54) 2, pp. 177-184.

21. George, D., & Mallery, P. (2003). SPSS for Windows step by step: A simple guide and reference. 11.0 update (4th ed.). Boston: Allyn & Bacon.

22. Goldsmith, R. E. (2002). Explaining and Predicting Consumer Intention to Purchase over the Internet: An Exploratory Study. *Journal of Marketing Theory and Practice*, 10 (2), 22-28.

23. Haq, I.U., Ramay, M.I., Rehman, M.A. and Jam, F.A. (2010). Big Five Personality and Perceived Customer Relationship Management. *Journal of Business & Retail Management Research*. 6(1), 37-45.

24. Hodge, R. (2004). Factors Influencing Impulse Buying During an Online Purchase Transaction

25. Huang, J.H. and Yang, Y.C. (2010), "The relationship between personality traits and online shopping motivations", Social Behavior and Personality: an International Journal, Vol. 38 No. 5, pp. 673-679.

26. Jeffrey, S. A., & Hodge, R. (2007). Factors influencing impulse buying during an online purchase. Electronic Commerce Research, 7(3), 367-379.

27. Kim Jung-Hwa, Kim Minjeong, Lennon Sharron J. (2009). Effect of Web Site Atmospherics on Consumer Responses; Music and Product Presentation. Direct Marketing Journal Vol. 3 No. 1, 2009, pp. 4-19.

28. Kollat, David T. & R.P. Willett (1967), "Consumer Impulse Purchasing Behavior," Journal of Marketing Reasearch.

29. Koufaris, M. (2002) "Applying the Technology Acceptance Model and Flow Theory to Online Consumer Behavior," Information Systems Research (13) 2, pp. 205-223.

30. Ladhari, R., (2009). A review of twenty years of SERVQUAL research. Int. J. Qual. Serv. Sci., 1(2): 172-198

31. Lamb, C. W., Hair Jr. J. F., & McDaniel, C. (2013). Marketing (12th ed.). Singapore: Cengage Learning Asia Pte Ltd.

32. LaRose, R. (2001), "On the Negative Effects of E-Commerce: A Socio-Cognitive Exploration of Unregulated On-Line Buying," *Journal of Computer-Mediated Communication*, 6:3.

33. Larsen, R. J., Buss, D. M. (2009). Personality psychology: Domains of knowledge of human nature.

34. Larson, A.J. and Sachau, D.A. (2008). Effects on Incentives and the Big Five Personality Dimensions on Internet Panellists' Ratings. I*nternational Journal of Market Research*, 51(5), 687-706.

35. Li, H. and R. Suomi, (2009). A proposed scale for measuring e-service quality. Int. J. u-and e-Serv. Sci. Technol., 2(1): 1-10.

36. Lichtenstein, D. R., Netemeyer, R. G., & Burton, S. (1990). Distinguishing Coupon Proneness from Value Consciousness: An Acquisition-Transaction Utility Theory Perspective. *Journal of Marketing*, 54, 54-67

37. Ling, M. C.-H., & Lawler, K. (2001). Internet Advertising, Game Theory and Consumer Welfare. Electronic Commerce Research, 1, 169-181.

38. Liu, Y., Li, H. and Hu, F. (2013), "Website attributes in urging online impulse purchase: an empirical investigation on consumer perceptions", Decision Support Systems, Vol. 55 No. 3, pp. 829-837

39. Madhavaram, S.R. and Laverie, D.A. (2004), "Exploring Impulse Purchasing on the Internet," Advances in Consumer Research, 31, 59-66.

40. Mathai Sagini Thomas, Haridas R. (2014). Personality – Its Impact on Impulse Buying Behavior Among the Retail Consumers in Kochin city. IOSR Journal of Business and Management (IOSR-JBM), Vol 16 Issue 14 Ver. IV, 2014, pp 48-55.

41. Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). An Integrated Model of Organizational Trust. *Academy of Management Review*, 20 (3), 709-734.

42. McCrae, R. R. and Costa, P.T. (1990). *Personality in Adulthood*. New York: Guildford Press.

43. McGrath, J. E. (1982). Dilemmatic: The study of research choices and dilemmas. Judgment calls in research (pp. 69-102).

44. McKnight, D. H., & Chervany N. L. (2002). What Trust Means in E-Commerce Customer Relationships: An Interdisciplinary Conceptual Typology. *International Journal of Electronic Commerce*, 6 (2), 35-59.

45. Midgley, D. F., & Dowling, G. R. (1978). Innovativeness: The Concept and Its Measurement. *Journal of Consumer Research*, 4, 229-242. http://dx.doi.org/10.1086/208701

46. Moez, L. (2013). Antecedents and Effect of Commitment on the Impulse Buying By Internet. J.of Internet Banking and Commerce, 18(1), 1-22.

47. Mohan, G., Sivakumaran, B., & Sharma, P. (2013). Impact of store environment on impulse buying behavior. *European Journal of Marketing, 47*(10), 1711–1732.

48. Mowen, J. C. (2000). *The 3M Model of Motivation and Personality- Theory and Empirical Applications to Consumer Behavior*. Norwell, MA: Kluwer Academic Publishers.

49. Mulyanegara, R.Z., Tsarenko, Y. and Anderson, A. (2009). The Big Five and Brand Personality: Investigating the Impact of Consumer Personality on Preferences Towards Particular Brand Personality. *Brand Management,* 16(4), 234-247.

50. O'Brien, S. (2018). Consumers Cough Up $5,400 a Year on Impulse Purchases

51. Ojasalo, J., (2010). E-service quality: A conceptual model. Int. J. Arts Sci., 3(7): 127-143

52. Parboteeah D. V. (2005). A Model of Online Impulse Buying: An Empirical Study. Dissertation for Degree of Doctor of Philosophy, Washington State University, pp. 1-360.

53. Parboteeah, D. V., Valacich, J. S., & Wells, J. D. (2009). The influence of website characteristics on a Consumer's urge to buy impulsively. *Information Systems Research, 20*(1), 60–78.

54. Rogers, E. M. (1995). *Diffusion of Innovations.* (4th ed.). NY: The Free Press.

55. Rook, D.W. and Fisher, R.J. (1995), "Normative influences on impulsive buying behavior", Journal of Consumer Research, Vol. 22 No. 3, pp. 305-13.

56. Rook, Dennis W. (1987), "The Buying Impulse," Journal of Consumer Research, 14 (September), 189-199.

57. Rook, Dennis W. and Stephen J. Hoch (1985), "Consuming Impulses," in Advances in Consumer Research, Vol. 12, eds. Morris B. Holbrook and Elizabeth C. Hirschman, Provo, UT: Association for Consumer Research, 23-27.

58. Santos, J., (2003). E-service quality: A model of virtual service quality dimensions. Manag. Serv. Qual. Int. J., 13(3): 233-246.

59. Stern, H. (1962) "The Significance of Impulse Buying Today." Journal of Marketing (26) 2, p. 59-62.

60. Sultan, P. and H.Y. Wong, (2011). Service quality in higher education context: Antecedents and dimensions. Int. Rev. Bus. Res.Papers, 7(2): 11-20.

61. Szymanski, D.M. and Hise, R.T. (2000), "e-Satisfaction: An Initial Examination," *Journal of Retailing, 76:3, 309-322.*

62. Tan, F. B., & Sutherland, P. (2004). Online Consumer Trust: A Multi-Dimensional Model. *Journal of Electronic Commerce in Organization*, 2 (3), 40-58.

63. Tinne, W. S. (2010). Impulsive purchasing: A literature overview. ASA University Review, 4(2).

64. Turkyilmaz C. A., S. Erdem, A. Uslu (2014). The Effects of Personality Traits and Website Quality on Online Impulse Buying. *International Conference on Strategic Innovative Marketing, IC-SIM 2014, September 1-4, 2014, Madrid, Spain*

65. Vanpariya, B. and V . Patel, (2010). Assessing Electronic Service Quality through E-S-QUAL Scale.Retrieved from: http://www.academia.edu/384582/Assessing_Electronic_Service_Quality_through_E-S-QUAL_Scale.

66. Verhagen,T. and vanDolen,W. (2011) .The Influence of Online Store Beliefs on Consumer Online Impulse Buying: A Model and Empirical Application. Information Management, 48(8),320–327.

67. Wansink, B. (1994), "The dark side of consumer behavior: empirical examinations of impulsive and compulsive consumption", Advances in Consumer Research, Vol. 21, p. 508.

68. Wells, J. D., Parboteeah, D. V., Valacich J. S. (2011). *Journal of the Association for Information Systems Vol. 12 Issue 1 pp. 32-56.*

69. Yang, Z. and X. Fang, (2004). Online service quality dimensions and their relationships with satisfaction: A content analysis of customer reviews of securities brokerage services. Int. J. Serv. Ind. Manag., 15(3): 302-326.

70. Yoo, B. and N. Donthu, 2001.Developing a scale to measure the perceived quality of an Internet shopping site (SITEQUAL). Q. J. Electron. Commerc., 2(1): 31-47.

71. Zhou, L. and Wong, A. (2003), "Consumer Impulse Buying and In-Store Stimuli in Chinese Supermarkets," *Journal of International Consumer Marketing*, 16:2, 37-53.

Appendix 1. Questionnaire

Esu Vilniaus Universiteto Ekonomikos Fakulteto ketvirto kurso studentė Greta Samėnė. Šiuo metu rašau savo baigiamąjį darbą apie veiksnius, kurie daro įtaką impulsyviam pirkimui internetinėse parduotuvėse . Užtikrinu jūsų dalyvavimo apklausoje konfidencialumą. Gauti rezultatai bus naudojami tik šio tyrimo tikslais. Iš anksto dėkoju!

1. Prašome įvertinti kaip stipriai sutinkate ar nesutinkate su pateiktais teiginiais, pasirinkdami atsakymą nuo 1 – visiškai manęs neatitinka iki 5 – visiškai mane atitinka, įrašydami skaičių kairėje esančioje juostelėje šalia teiginio. Naudokite apačioje pateiktą vertinimo skalę:

1	2	3	4	5
Visiškai manęs neatitinka	Dalinai manęs neatitinka	Nesu tikra(-s)	Dalinai mane atitinka	Visiškai mane atitinka

_____1. Man labiau patinka sudėtingos nei paprastos problemos;

_____2. Man patinka atsakomybė susitvarkyti su situacija, kuri reikalauja daug mąstymo;

_____3. Mąstymas man nėra linksma veikla;

_____4. Geriau daryčiau tai, kas nereikalauja daug mąstymo, nei tai, kas sukeltų iššūkį mano mąstymo sugebėjimams;

_____5. Stengiuosi numatyti ir vengti situacijų, kuriose tikėtina, kad turėsiu ką nors giliai apgalvoti;

_____6. Aš jaučiu pasitenkinimą, kai tenka sunkiai ir ilgai galvoti;

_____7. Aš galvoju tik tiek, kiek reikia;

_____8. Aš mieliau galvoju apie mažus kasdienius projektus nei ilgalaikius;

_____9. Man patinka užduotys, apie kurias reikia mažai pagalvoti, kai jas išmokstu;

_____10. Ketinu pasiekti karjeros aukštumas remdamasis savo mąstymo sugebėjimais

_____11. Man labai patinka užduotys, apimančios naujų problemų sprendimų paiešką;

_____12. Naujų mąstymo būdų mokinimasis mane nelabai jaudina;

_____13. Aš norėčiau, kad mano gyvenimas būtų pripildytas galvosūkių, kuriuos privalėčiau išspręsti;

_____14. Man patinka abstrakti mąstymo samprata;

_____15. Man labiau patinka intelektualios, sunkios bei svarbios užduotys nei tokios, kurios nereikalauja daug mąstymo;

_____16. Aš jaučiu palengvėjimą, o ne pasitenkinimą, kai atlieku užduotį, kuriai reikia daug protinių sugebėjimų;

_____17. Man užtenka, kad kažkas atliktų darbą; Man nesvarbu, kaip ar kodėl tai veikia;

_____18. Paprastai svarstau klausimus net tada, kai jie su manimi nesusiję.

- Žmonės į aplinką reaguoja labai įvairiai. Apačioje pateikti teiginiai padės išsiaiškinti kaip Jūs reaguojate į skirtingas situacijas. Vadovaudamiesi pateikta vertinimo skale, pažymėkite, kaip stipriai sutinkate arba nesutinkate su teiginiu. Stenkitės vertinti kuo greičiau, daug negalvoję:

1	2	3	4	5
Visiškai nesutinku	Nesutinku	Nei sutinku, nei nesutinku	Sutinku	Visiškai sutinku

_____1. Mano bendraamžiai dažnai klausia manęs patarimo ar informacijos;

_____2. Man patinka išbandyti naujas idėjas;

_____3. Aš ieškau naujų būdų, kaip atlikti įvairias užduotis;

_____4. Esu linkęs (-usi) atsargiai vertinti naujas idėjas;

_____5. Aš dažnai improvizuoju, kai reikia surasti problemos sprendimo būdą;

_____6. Nepasitikiu naujais išradimais bei įmantriais mąstymo būdais;

_____7. Aš nepasitikiu naujomis idėjomis tol, kol neįsitikinu, kad didžioji dauguma aplinkinių žmonių priima jas;

_____8. Jaučiu, kad esu įtakingas žmogus tarp savo kolegų;

_____ 9. Aš laikau save kūrybingu (-a) ir originaliu (-ia);

_____10. Esu vienas (-a) iš paskutinių tarp savo aplinkos žmonių, kuris (-i) priims ir sutiks su nauja idėja;

_____11. Esu inovatyvi asmenybė;

_____12. Man patinka vadovauti grupei, kurios dalimi esu;

_____13. Nepritarsiu naujoms idėjoms kol neįsitikinsiu, kad žmonėms aplinka mane jos veikia;

_____14. Mane motyvuoja būti originaliu savo mąstymu ir elgesiu;

_____15. Aš linkęs (-usi) manyti, kad senas ir ne kartą pasitvirtinęs problemos sprendimo būdas yra geriausias sprendimo būdas;

_____16. Man kelia iššūkius neaiškios bei neišspręstos problemos;

_____17. Prieš pradėdamas (-dama) naudotis naujovėmis, pirmiausiai turiu pamatyti kitus žmones jas naudojant;

_____18. Esu imlus (-i) naujoms idėjoms;

_____19. Man kelia iššūkį neišspręstos užduotys;

_____20. Aš dažnai esu skeptiškas (-a) naujoms idėjoms.

- Prašome įvertinti bei parašyti, kaip stipriai sutinkate arba nesutinkate su žemiau pateiktais teiginiais, vadovaudamiesi pateikta skale:

1	2	3	4	5
Visiškai manęs neatitinka	Dalinai manęs neatitinka	Nesu tikra (-s)	Dalinai mane atitinka	Visiškai mane atitinka

Aš matau save kaip žmogų, kuris…

_____1. Yra šnekus;

_____2. Yra santūrus;

_____3. Yra pilnas energijos;

_____4. Yra entuziastingas;

_____5. Linkęs būti tylus;

_____6. Pasižymi tvirta asmenybe;

_____7. Kartais yra drovus, suvaržytas;

_____8. Yra socialus, daug bendraujantis.

- Prisiminkite paskutinę internetinę parduotuvę, kurioje lankėtės. Galvodami apie ją, įvertinkite apačioje pateiktus teiginius apie internetinės svetainės patogumą. Naudokite apačioje pateiktą vertinimo skalę:

1	2	3	4	5

Visiškai nesutinku	Nesutinku	Nei sutinku, nei nesutinku	Sutinku	Visiškai sutinku

_____1. Manau, kad norėčiau dažnai naudotis šia internetine svetaine;

_____2. Internetinė svetainė yra nereikalingai sudėtinga;

_____3. Naudotis internetine svetaine buvo lengva;

_____4. Manau, kad man prireiks pagalbos, kad galėčiau naudotis šia internetine svetaine;

_____5. Aš pastebėjau, kad įvairios funkcijos internetinėje svetainėje yra gerai integruotos;

_____6. Manau, kad internetinėje svetainėje buvo daug nenuoseklumo;

_____7. Esu įsitikinęs, kad dauguma žmonių neturėtų problemų išmokstant naudotis šia internetine svetaine;

_____8. Man pasirodė, kad internetine svetaines naudotis yra sudėtinga;

_____9. Jaučiausi užtikrintas naudojantis internetine svetaine;

_____10. Norint sklandžiai naudotis interneto svetaine, reikėjo išmokti daug naujų dalykų.

- Prisiminkite paskutinę internetinę parduotuvę, kurioje lankėtės. Įvertinkite šios internetinės parduotuvės puslapio įvaizdį pagal žemiau pateiktus kriterijus. Savo atsakymui, naudokite apačioje pateiktą skalę:

1	2	3	4	5
Visiškai nesutinku	Nesutinku	Nei sutinku, nei nesutinku	Sutinku	Visiškai sutinku

_____ 1. Internetinėje parduotuvėje visa reikalinga informacija yra pateikta logiškai;

_____ 2. Internetinėje parduotuvėje visa reikalinga informacija yra gerai organizuota;

_____ 3. Internetinė parduotuvė atrodo profesionaliai suprojektuota ir gerai pateikta;

_____ 4. Internetinės parduotuvės dizainas (pvz., spalvos, meniu juosta, paieškos įrankiai ir t.t.) atrodo harmoningas ir tvarkingai pateikas;

_____ 5. Man yra paprasta naršyti po šią internetinę svetainę;

_____ 6. Man yra lengva naudotis šia internetine svetaine;

_____ 7. Internetinėje parduotuvėje yra lengva ir patogu naudotis paieškos funkcija.

- Sekančiu klausimu norima išsiaiškinti jūsų polinkį į impulsyvų pirkimą. Prašau, prisiminkite paskutinę internetu pirktą prekę, ir įvertinkite pateiktus teiginius, vadovaudamiesi apačioje pateikta skale:
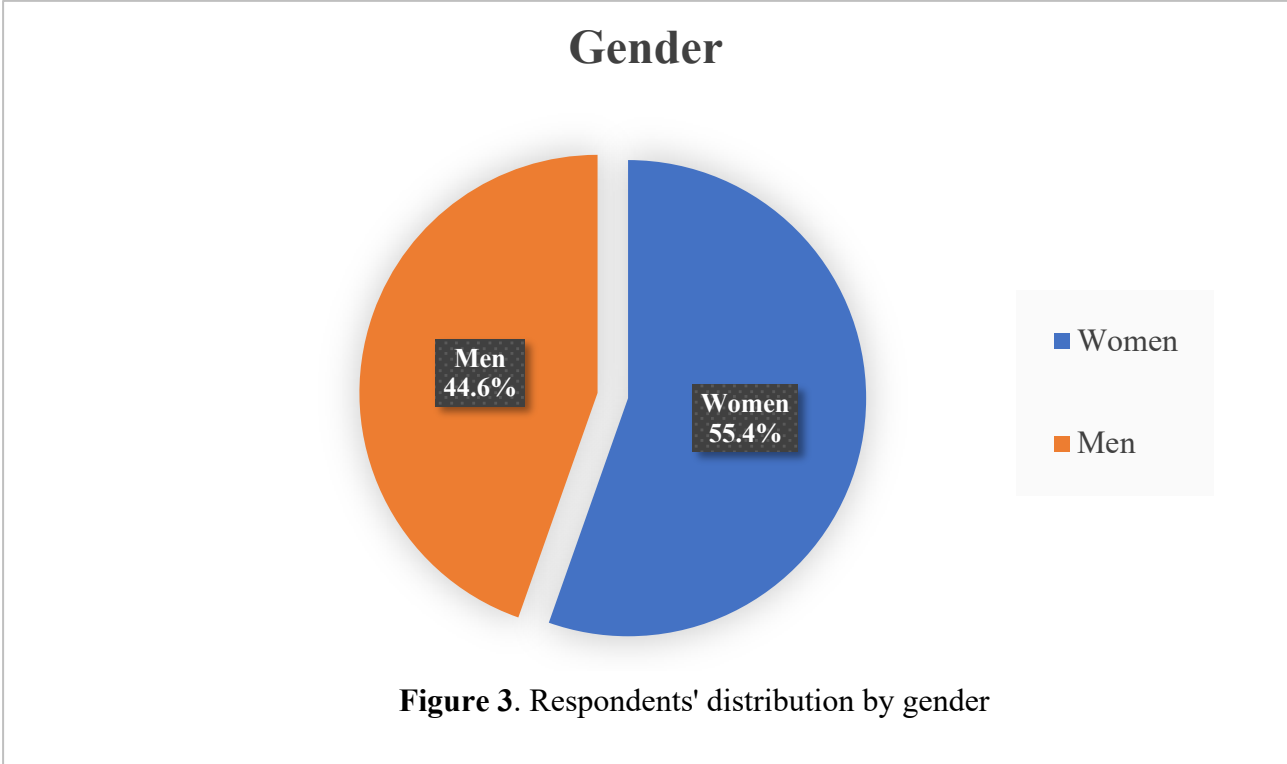
1	2	3	4	5
Visiškai nesutinku	Nesutinku	Nei sutinku, nei nesutinku	Sutinku	Visiškai sutinku

_____ 1. Pajutau staigų norą pirkti šią prekę;

_____ 2. Aš neketinau pirkti šios prekės, kol jos nepamačiau;

_____ 3. Pamačius šią prekę pajutau didelį norą ją nusipirkti, nors planuose jos nebuvo;

_____ 4. Noras nusipirkti šią prekę buvo labai stiprus;

_____ 5. Aš dažnai apsipirkinėju spontaniškai;

_____ 6. "Tiesiog padaryk tai" apibūdina mano apsipirkinėjimo būdą;

_____ 7. Aš dažnai perku daiktus, gerai neapgalvodamas (-a);

_____ 8. "Pamatau - perku" apibūdina mane;

_____ 9. "Pirk dabar - galvok vėliau" apibūdina mane;

_____ 10. Kartais jaučiu, kad perku daiktus akimirkos paskatintas;

_____ 11. Aš perku daiktus pagal tai, kaip tuo metu jaučiuosi;

_____ 12. Aš retai planuoju didžiąją dalį savo pirkinių;
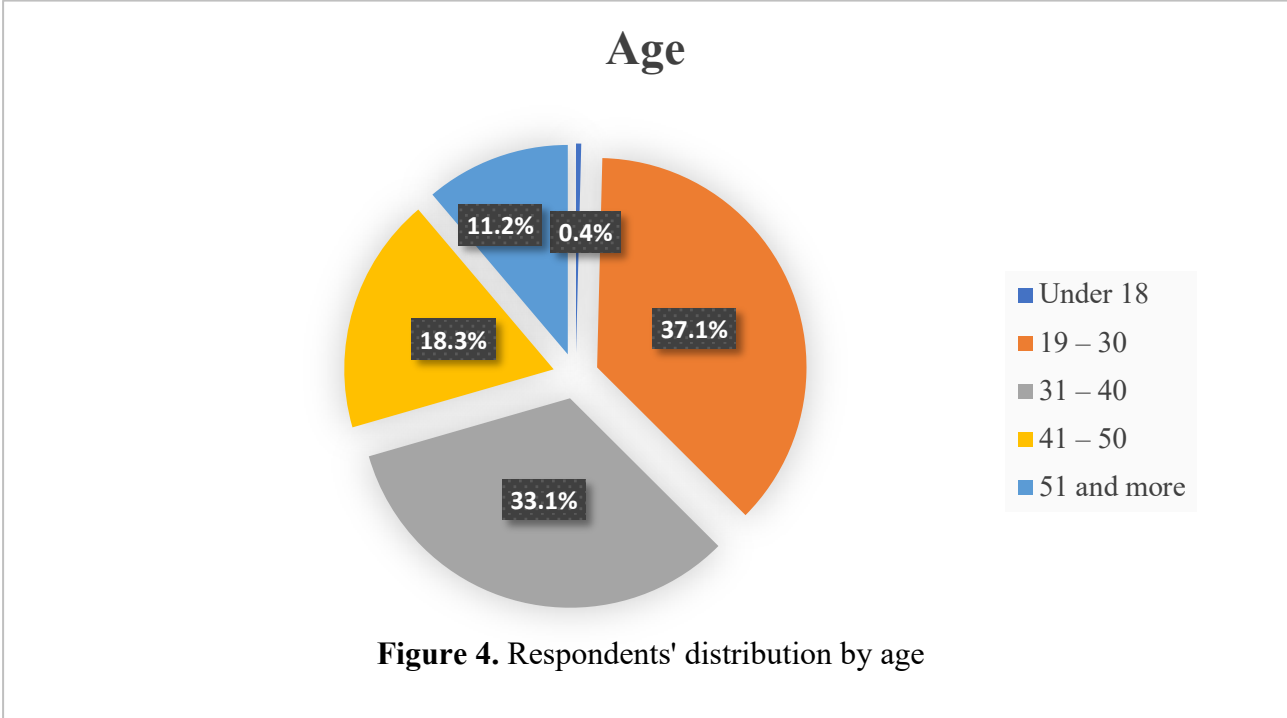
_____ 13. Kartais neapgalvoju savo pirkinių.

- Pasirinkite savo lytį:
  - Moteris;
  - Vyras.

- Pasirinkite savo amžiaus grupę:
  - Iki 18;
  - 19 – 30;
  - 31 – 40;

41

- 41 – 50.
- 51 ir daugiau.

42

- Nurodykite, kuris atsakymo variantas geriausiai atspindi jūsų asmenines pajamas, gaunamas per mėnesį, atskaičius mokesčius:

  - Iki 350 Eur
  - 351 – 499 Eur
  - 500 – 999 Eur
  - 1000 – 1999 Eur
  - 2000 Eur ir daugiau.

Appendix 2.

Figure 3. Respondents' distribution by gender

Appendix 3.

Figure 4. Respondents' distribution by age

Appendix 4.

Income per month

	Legend
■	Under 350 Eur
■	351 – 499 Eur
■	500 – 999 Eur
■	1000 – 1999 Eur
■	2000 Eur and more

0.4%
12.4%
10.4%
36.7%
40.2%

Figure 5. Respondents' distribution by income per month