

THE MEDIATING EFFECT OF COGNITIVE ATTITUDE TOWARDS THE IMPACT OF HEDONIC ATTRIBUTES ON PURCHASE INTENTION: THE STIMULUS-ORGANISM-RESPONSE APPROACH

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Abstract

This paper seeks to understand the triggers that influence the adoption of online grocery shopping. The study follows the Stimulus-Organism-Response (S-O-R) theoretical approach to investigate the mediating effect of Cognitive Attitude towards the impact of Hedonic Attributes on Purchase Intention. We conducted an online Survey and Applied Structural Equation Modelling using Python for Data Analysis and found that there exists a significant association between Purchase Intention and Cognitive Attitude and a significant association between Cognitive Attitude and Hedonic could also be seen in the presence of all the latent constructs of Hedonic.

Keywords

Cognitive Attitude, Hedonic, Normative Susceptibility, Purchase Intention

I. INTRODUCTION

One of the most well-known models in environmental psychology is the stimulus-organism-response (S-O-R) framework introduced by Mehrabian and Russell in 1974 [1]. It depicts a process in which an external environmental component (stimulus) affects a consumer's internal state (organism), which in turn causes them to approach or avoid an object (reaction). As previously indicated, the S-O-R model has been used in numerous research to examine consumers' online impulse purchase behaviour. Huang used the S-O-R paradigm to describe online impulse purchase behaviour in social commerce [2].

In both offline and online contexts, impulsive buying has been investigated and found to be significantly influenced by the impulsiveness construct [3]. Consumers who are more impulsive are more likely to have a stronger inclination to make impulsive purchases online. Researchers have hypothesized that two types of stimuli, namely external and internal stimuli, as well as two types of organisms, namely cognitive and affective reactions, awaken consumers' cognition and affection while researching online impulse buying utilizing the S-OR framework [4][5]. Therefore, rather of seeing consumer impulsiveness solely as an internal consumer feature, it is very vital to research and discover multiple technology-related, outward, and particular factors of this construct.

The number of individuals utilizing the internet and cell phones in India has skyrocketed in recent years, as evidenced by the country's rapid economic development. The programme known as "Digital India" was mostly to blame for the significant increase in the number of internet access in 2021, which reached 830 million. Urban regions accounted for around 55% of the total Internet connections, with wireless connections making up 97% of the total urban connections. Additionally, the number of individuals who already own mobile phones has increased dramatically, and it is anticipated that this number will reach one billion by the year 2026. Because of this, the modern electronic industry in India has profited, and it is expected that by the year 2030, its revenue would reach one trillion dollars in the United States. The expansion of India's e-commerce business has been helped along by a number of factors, including the fast rise in the number of people using the internet and mobile phones in India, as well as the consistently rising earnings in the nation. The expansion of the e-commerce sector in India has not only brought about a sea change in the manner in which business is carried out within the nation, but it has also made a wide range of new commercial markets accessible. business-to-business (B2B), direct-to-consumer (D2C), consumer-to-consumer (C2C), and consumer-to-business all refer to different types of customer interactions (C2B). In recent years, significant markets including direct-to-consumer and business-to-business sales have seen explosive growth. The direct-to-consumer (D2C) industry in India is anticipated to reach US\$ 60 billion by FY27 [6].

II. LITERATURE REVIEW

HEDONIC

(Normative and Informative Susceptibility)

The term "client sensitivity to interpersonal effects" refers to the customer's weakness or defenselessness in the face of his or her social influences [7]. Instructional and normative impacts are the two components that make up interpersonal impacts. Interpersonal impacts are formed of two categories [8]. The propensity to perceive information obtained from other people to be accurate representations of reality is referred to as informational influence [9]. Customers who are not particularly knowledgeable about a certain product category tend to place a significant amount of stock in the recommendations made by industry professionals. If a customer's family members, colleagues, peers, or other peer influences hold expert information about the characteristics (both

functional and emotional) of counterfeit items, this will have an effect on how the consumer perceives such objects. As a direct consequence of this, customers are more likely to develop a positive attitude toward the counterfeit items. A consumer's susceptibility to normative influence may be defined as the consumer's desire to adopt attitudes, perspectives, and purchasing choice criteria that are compatible with those of other consumers [9]. These customers try to improve their image by copying the goods, brands, and ways of life of their family members, friends, and other referents in an effort to impress those people [8]. If a customer's family members, companions, coworkers, or other reference groups use fake items and derive functional advantages (reasonable price & quality, etc.) or emotional benefits from doing so, the customer is more likely to do the same (positive self-image etc), individuals create a positive attitude towards counterfeit items. According to the Ajzen and Fishbein the approval or rejection of a customer's specific buying behaviour by his/her reference group (i.e. colleagues, mates, and family) puts buyer into massive compulsion to engage into behaviour that aligns consumer with the reference group. Because of this, normative views, in particular, are regarded as a reliable translator of the purchasing behaviour of consumers [10].

(Visual Appeal)

The appearance of a product's label or packaging, which can include its colours, shapes, brands, illustrations, letters, and layouts, is referred to as the item's visual aspect. The visual appeal of a product should be maximised so that it provides the highest possible level of quality aesthetic value [11]. The info that is conveyed can be clearly understood and obviously readable if the appearance of a package is kept as simple as possible, and the hierarchy of the visualisations of packaging should be well organised. This will allow for easy differentiation between various products that are otherwise very equivalent [12]. It is possible to draw the conclusion that the aesthetically pleasing qualities of a website have an effect on the evaluations made by site visitors; consequently, it is imperative for internet businesses to pay specific attention to the artistic merit of their websites, given that they are dealing with communication and the dissemination of information [13]. The purpose of a website's visual beauty is to make a favourable impression on visitors when they are navigating the website, such as while they are looking for information or conducting business [14]. Image quality, colour, animation impacts, musical selection, and virtual features all contribute to the aesthetic appeal [15].

Visual appeal was described by Kim and Lee as the aesthetic that is shown on an e-commerce website. The website's graphics are designed in a manner and presented in a manner that are comparable to those seen in a physical store, and these similarities have a big influence on the beliefs that consumers hold. It has been established that the design of a web page and its aesthetics, in particular, may impact the attractiveness of an online business [16]. Visual appeal is a crucial factor in determining the aesthetics and relational rewards associated with e-commerce platforms. In addition, website appeal refers to an e-commerce site's capacity to generate positive sensations and stimulate customers' cognition or emotions in relation to the quality of the website [17].

III. COGNITIVE ATTITUDE

Website Trust

When compared to other, more traditional means of conducting business, the significance of trust in internet transactions simply cannot be understated [18]. This is due to the fact that clients who shop online are unable to personally inspect the product or service before buying it. As a result, a high level of trust is required in order to reduce the possibility of fraud and guarantee a transaction that goes off without a hitch. When consumers do not trust a company, they are more likely to go elsewhere to satisfy their requirements. Additionally, it has been noted that the lack of social connection makes it more difficult for online firms to create credibility with their online clients. This is something that has been mentioned in the previous point. E-trust, as opposed to traditional trust, which is based on personal rapport between buyers and sellers, is thought to be primarily an intellectual phenomenon that is based on the trustworthiness of online businesses. This theory is supported by the fact that e-trust has become becoming more common in recent years.

Perceived Risk

Because clients are transacting with virtual stores, which are associated with a higher level of unpredictability than traditional businesses, the issue of perceived risk is an essential problem for online commerce [19]. When it comes to the verification and regulation of a contemporaneous exchange of things and money, online commerce has less of both. When faced with a high degree of perceived risk, customers have the option to reduce that risk by employing risk reduction tactics such as relying on warranties, reputable recommendations, a good reputation, and supportive evidence [20]. Consumers would be hesitant to use online purchasing if there was not a system-based strategy to mitigating the transactional risk that is caused by the unwanted actions of e-vendors. Therefore, a prominent barrier for customers making purchasing decisions online is their perception of the risk involved. A consumer's opinion regarding the possibility of unfavourable consequences as a result of conducting business online is referred to as their "perceived risk" [21]. The term "perceived risk" was used extensively across the marketing literature. An early definition identifies seven distinct forms of risk, which are as follows: financial, performance (product), physical, psychic, social, temporal, and potential cost [22]. Traditional shopping is dominated by two key categories of risk: financial and product risk [23]. When it comes to evendors, information-based risk is a specific worry in terms of uncertainties related with evendors, such as recommendation, security, and privacy, because these are key concerns in internet-based communications. A prime example of this is online buying [24]. This study presents a summary of perceived risk as a single concept in online businesses, including the four aspects of financial, product, suggestion, and security, where privacy was considered to be a component of security. A great number of research have, in a comparable manner, characterised it as a single construct that possesses a nature that is multi-dimensional [25]. To be more specific, one research produced a customer judgement paradigm for use in e-commerce. This model included a component of

perceived risk as a single construct that had 3 elements: financial, product, and info [26]. The measuring design takes this into account, taking into account the connected elements.

IV. PURCHASE INTENTION

E-Loyalty

It is not necessarily indicative of brand loyalty to shop regularly at the same stores, maybe because this behaviour is caused by a scarcity of other options that are more appealing [27]. A contemporary approach that is theoretically solid defines loyalty as the confluence of two factors: one that is based on conduct and one that is based on attitude. According to the last idea, these two components should be considered together since they provide enduring loyalty. E-loyalty is now generally recognised as constituting a subset of the more general idea of website loyalty (also known as e-loyalty or website loyalty). There has been a significant shift in the relationship of power between buyers and sellers ever since the beginning of online shopping [28]. To prevent incurring financial losses as a result of the low switching expenses for users, it is essential for newly established businesses that operate online to prioritise the development of a dedicated customer base and a comprehensive examination of the viability of each customer segment (compared to the high expenditures for enterprises to recruit new e-customers).

Impulsiveness

A quick, frequently strong, and continuous impulse to buy anything impulsively, unreflectively, promptly, and kinetically is what drives impulsive purchasing. This urge is fueled by a sudden urge to acquire anything [29]. Online purchases lead to the excessive spending of several customers because the simulated process gives them the pretence that they are not spending their own money, which is one reason why online shopping is more likely to lead to impulsive purchases than traditional shopping [30]. Traditional shopping is more likely to lead to planned purchases than online shopping (Park et al., 2012). According to Madhavaram and Laverie live streaming customers are distinguished from internet shoppers because they are more likely to notice a significant number of external stimuli such as product-related marketing and suggestions from prior purchasers [31]. Live streamers demonstrate every aspect of a product, use it in front of viewers, and engage in real-time conversation with those viewers [32]. This type of contact, which takes place between live streamers and viewers, as well as thorough presentations of items, can easily induce impulsive purchasing behaviour since both ends of the screen are tugging in the direction of making a purchase [33]. Despite this, there is still a lack of research done on the topic of impulsive purchasing behaviour in live-streaming commerce. Only a few studies have explored the elements that cause customers to make rash purchases in live streaming ecommerce from the point of view of both the customers and the businesses that provide the service [34][32]. As a result, the purpose of this research is to provide a contribution to the existing body of work on the topic of impulsive purchasing behaviour online by investigating a crucial element known as visibility in live streaming commerce.

V. DATA ANALYSIS AND INTERPRETATION

Introduction

1. The analysis involves two dependent variables so structural Equation Modelling is used.
2. SEM is carried out using Python. (Anexure: Python Programme for SEM)
3. Model have been developed.

Analysis:

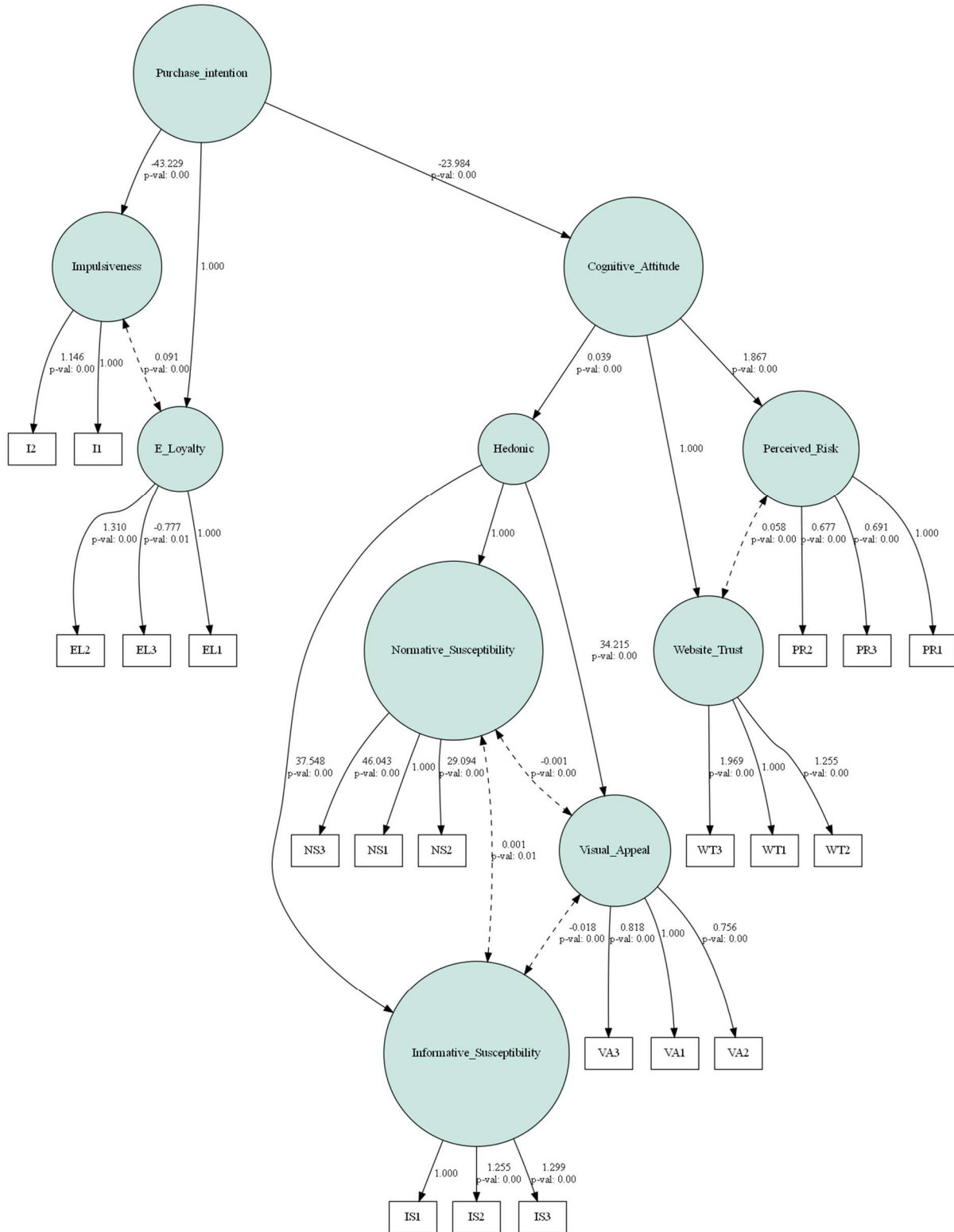
Alternative Hypothesis:

Ha1: There is a significant association between Hedonic and Cognitive Attitude.

Ha2: There is a significant association between Cognitive Attitude and Purchase Intention.

Structural Model Evaluation:

Diagram



There is a significant association between Purchase Intention & Cognitive Attitude ($p < 0.05$) there by supporting H_{a1} and the association between Cognitive Attitude & Hedonic is significant ($p = 0.29 > 0.05$)

Amongst the three constructs, Purchase Intention and Cognitive Attitude are significantly associated with its latent constructs ($p\text{-value} < 0.05$) Thus, Purchase Intention is measured by E-loyalty and Impulsiveness. Similarly, Cognitive Attitude is measured by perceive risk and website trust ($p\text{-value} < 0.05$) and hedonic is also measured by its latent constructs since $p\text{-value} > 0.05$ more over it is also observed that amongst the three latent constructs informative susceptibility, Visual appeal and Normative susceptibility are significantly contribute to its latent construct.

VI. CONCLUSION

Purchasing is a significant source of revenue across both online and offline retailers. Since purchasing of groceries are more likely to arise in situations that ensure anonymity, this trait can significantly benefit e-commerce. COVID-19 has culminated in a massive increase in online shopping of groceries in India and a more than doubling of sales and revenue achieved during this period for e-commerce. Due to the increasing competition in e-commerce, impulsive purchasing has become a challenge for e-retailers. The research study highlights how the Cognitive attributes influence online impulsive shopping after the COVID-19 times. Results have shown that shoppers' Hedonic values significantly positively impacts the cognitive attributes (Ha1). Likewise, purchaser's cognitive attributes had a positive impact on purchase intention. Therefore, shopper's hedonism shopping profoundly affects shoppers' impulsive online buying habits, reinforcing positive impulsive shopping behavior with increased satisfaction [35].

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