

Leveraging Hedonic Triggers for Digital Impulse Purchases: Evidence from Online Shoppers in Vietnam

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Abstract. The purpose of this study is to explore and estimate the key points of hedonic shopping motivation affected on online impulsive buying behavior. In order to increase sale volume and attract more customers, a company tends to focus more on impulsive buying behavior. This study is applied both qualitative and quantitative research. The research explores three hedonic motivations including adventure seeking, gratification seeking, and role-play shopping seeking; it has significantly impacted on consumer's impulsive buying behaviour. Moreover, the results also indicate that gratification seeking plays the strongest factor influencing consumer's buying behaviour, adventure seeking and role-play shopping seeking respectively. The results from this research contribute to expand the marketing theory, especially in the consumer's impulsive buying behaviour. The research is providing evidence related to impact levels of different motivational triggers for consumption of an emerging e-commerce environment. Therefore, managers would consider the research findings to develop effective marketing strategies so as to attract more consumer's attention. As the result, the business would increase more sale volume.

Keywords: adventure shopping, gratification shopping, role-play shopping, impulsive buying behavior.

1. Introduction

Online shopping is a surging trend, in which people have accessed information and made purchases of products or services. Stephanie Chevalier (2023) showed that worldwide social commerce achieved 727.6 billion dollars in 2022 and reached 913.4 billion dollars in 2023, and it is expected to continue to increase approximately 32% per year. Therefore, using cybermarketplace platforms to inform and transmit messages for businesses' products, goods and services is one of the top priorities of administrators in the new era. By effectively signaling compulsive purchasing, Kotzé et al. (2012) admitted that the Internet brings a booming mode of shopping in which purchasers regularly visit and buy products from online platforms.

Internet World Stats (2022) illustrated that Vietnam population is estimated 98,745,016, internet users are 84,919,500 with the Facebook user equal the number of internet users 84, 919, 500. The proportion of users shopping online in Vietnam is 40% in 2020, it increased to 49% in 2021 and is expected to continue to increase in the coming years (Department of E-commerce and Digital Economy, 2022). Vietnam is known as one of the countries with the high rate of people who do shopping online internet for goods weekly at over 60%, it is significantly higher than the global average of 57.6%. Accordingly to Vietnam's online shopping market, it shows that social networks, is a promising and potential market. Therefore, the online commerce becomes an interesting topic that attracts many researchers, policy makers, managers and stakeholders. Many studies show a shift in customer behavior in which is derived from tending to go online shopping for searching due to convenience, availability (Soh et al., 2020; Hungilo & Setyohadi, 2020; Yu, B., & Chae, 2015). There are several studies on online payment acceptance; satisfaction, trust and re-purchases (Najib & Fahma, 2020; Al-Okaily et al., 2020).

Furthermore, in today's prosperous life, people do shop not only for functional motives - performing shopping behavior due to goals, plans and efficiency, but also to meet hedonic needs, find joy and happiness in shopping, even purchases can happen spontaneously. By taking advantage of online shopping, Childer et al. (2001) and Philip et al., (2019) argued that the increasing online shopping would bring virtually enjoyable platforms to match the emotional experiences of purchasers (Bhatia, 2019) or instant inspiration immediately (Horváth & Adigüzel, 2018). Meanwhile, simultaneously, the customers are satisfied with purchased product in both physical products and personal joy or happiness while they are shopping online (Batra & Ahtola, 1991). It makes buyers admit shopping is an enjoyable time and a pleasure needs to be done. When customers are willing to make immediate decisions to buy what they find interesting by some stimulated dimensions without thinking or planning, also known as impulsive buying (Rook and Hoch, 1985). Impulsive buying is a popular buying behavior that has become a trend in today's era and has an important contribution to business sales and sales profits, especially in the online market (Zheng et al., 2020; Kukar-Kinney et al., 2016; To et al., 2007). Therefore, studying the impact of hedonic motives on customers' impulsive buying behavior in cyberspace is necessary and important (Madhu et al., 2023; Chen et al., 2023; Wang et al., 2022; Zhang & Shi, 2022; Wang et al., 2021; Zhang et al., 2018). However, a few studies were conducted on online impulsive buying behavior in the Vietnamese market, especially to hedonic motivations and impulsive buying behavior. Hence, this study aims to explore the important factors of hedonic motivations that impact impulse buying behavior as well as estimate them to suggest solutions to promote the online impulsive buying behaviour in Viet Nam.

2. Literature Review and Hypothesis Development

2.1. Hedonic motivations

Shopping motivation drives customers to conduct the shopping behavior (Jin & Kim, 2003). Moreover, shopping motivation is categorized into two groups including personal motivation and social motivation

(Tauber, 1972). Personal motivation contains the dimensions of self-gratification, learning new trends, diversion, sensory stimulation, role playing, and physical activities. Social motivation includes the social experience, peer group attraction, communication, pleasure of bargaining, authority and status. In another perspective, shopping motivation has two parts including utilitarian motivation and hedonic motivation (Nguyen et al., 2007; Babin et al., 1994; Westbrook and Balck, 1985). In details, the utilitarian motivation relates functional role, anticipated utility, choice optimization, and efficiency (Babin et al., 1994; Batra and Ahtola, 1991). Meanwhile, hedonic motivation refers to happiness and enjoyment seeking during the shopping process (Purnomo & Riani, 2018; Nguyen et al., 2007). The prosperity of a society tends to increase, and competition becomes progressively fierce. Especially in the current context, recreational shopping motives that favour emotional value are increasingly of interest to stakeholders (Arnolds & Reynolds, 2012; Ibrahim & Wee, 2002) since it plays an important role of attracting and maintaining customers (Nguyen et al., 2007). In the research of hedonic shopping motivations, consumers pay much attention to satisfy their feeling more than consider to the product benefits (Korry et al., 2017). Most prior studies mentioned hedonic shopping motivations consist of six dimensions: adventure, idea, social, value, role-play, and gratification (Nguyen et al., 2007; Arnolds & Reynolds, 2012; Wang et al., 2022; Horváth & Adıgüzel, 2018). However, several researchers pointed out that there are differences in the components of hedonic shopping motivation especially in the online market (Sari & Pidada, 2020; To & Sung, 2014; Davis et al., 2014). In the online environment, To and Sung (2014) illustrated thirteen dimensions of hedonic shopping motivation (self-gratification, social, learning trends, role, stimulation, diversion, pleasure of bargaining, enjoyment, telepresence, status/control, adventure/curiosity, privacy, and online shopping achievement), whereas To et al. (2007) argued another perspective of hedonic shopping motivation, it includes five elements named adventure/explore, social, value, idea, status and authority. Moreover, several researchers shows that hedonic shopping motivation is a first order construct or a unified concept (Sari & Pidada, 2020; Davis et al., 2014). The literature review demonstrates that hedonic shopping motivation can be a second construct with various components or a unified concept which depends on the different research contexts. Based on the literature review and the exploring research result, this study examines hedonic shopping motivation has three factors including adventure, gratification, and role-play shopping that influence on consumer's impulsiveness and impulsive buying behaviour separately. According to adventure shopping, Arnolds & Reynolds (2012) defined it as the exploration and adventure experiences in the shopping environment. Furthermore, for the second factor, gratification is considered as the special treat for oneself (Wang et al., 2022; Arnolds & Reynolds, 2012;) and it promotes enjoyable moments while people are going shopping. In another study, Kukar-Kinney et al. (2016) found that such shopping relieves stress and makes buyers feel better. Due to the last factor, role-play shopping is the pleasure and enjoyable moments that buyers go shopping to find an item or product for their friends or relatives (Arnolds & Reynolds, 2012). Self-gratification involves shopping as a special treat to oneself (Wang et al., 2022; Arnolds & Reynolds, 2012) and shopping to heighten positive mood. Parsons (2002) suggests that self-gratification for a shopper is very much an instant goal. Internet shopping falls short because delivery time imposes a delay.

2.2. Consumer's impulsiveness

Impulsivity is defined as an impulsive person acting suddenly without any planning. Impulsive buying behaviour occurs when consumers experience a spontaneous and sudden urge to make an immediate purchase and act on this urge with little conscious consideration (Iyer et al., 2020; Liu et al., 2013; Wells et al., 2011). Therefore, impulsive consumer is a person that has two oriented behavioral tendencies (1) have a natural urge in themselves, can decide to buy immediately; (2) people rarely evaluate the consequences when making purchases (Beatty & Ferrell, 1998). Impulsiveness is a unique individual characteristic even though they have a general impulsive tendency (Rook and Fisher, 1995; Weun et al., 1997).

2.3. Consumer's impulsive buying behavior

Consumer's impulsive buying behaviour refers to immediately purchase action without considering for specific purpose or demand (Beatty and Ferrell, 1998). It is described as suddenly buying decision that do not concern about the alternative choices in order to satisfy the feeling and emotion more than focusing on economic benefits (Bayley and Nancarrow, 1998). Impulsive buying behavior occurs when the customer experiences the power stimulus to urge making spontaneous and quick buying decision even though the consequence happens (Verhagen & Van Dolen, 2011; Vohs & Faber, 2007). Moreover, resisting the impulsive buying behaviour is more difficult than planned to buy behaviour (Kacen and Lee, 2002). In the online context, Verhagen and Van Dolen (2011) defined consumer's impulsive shopping is immediately unplanned and spontaneous on the spot and argued that consumer's impulsive buying behaviour has two characteristics such as unplanned and emotional. Therefore, this study mentions that consumer's impulsive online buying behaviour is a spontaneous, sudden, and unplanned buying decision, it occurs in a short time to satisfy their emotion – the desire to possess stimulated products immediately.

2.4. The hypotheses

Adventure shopping refers to an enjoyable shopping experience that contains many states such as adventure, nervousness, excitement, and the feeling of being in another world full of attractive sounds, smells, and images (Arnolds & Reynolds, 2012). Moreover, impulsive consumer is more sensitive to excitement, fantasy, and playfulness and easily to be stimulated by visual appeal and interactivity in the online shopping environment (Guadagno et al., 2011; Suresh & Biswas, 2019). On the other aspects, several studies are conducted to show that impulsive consumer usually seeks ways to enjoy fun and stimulation (Madhu et al., 2023; Yu & Bastin, 2010) and confirmed that adventure shopping plays an important factor that influence significant on impulsive buying behaviour (Wang et al., 2022; To et al., 2007). Therefore:

H1: Adventure shopping has significant influenced on consumer's impulsiveness.

H2: Adventure shopping has significant influenced on consumer's buying impulsive behaviour.

Gratification shopping involves customers who are going shopping to relieve stress or to dispel boredom and problems in their lives. Gratification shopping is considered as a shopping experience to relax and improve their moods (Arnolds & Reynolds, 2012). Online impulsive buying behaviour of consumers want to use shopping to improve positive emotion, temporarily ignore negative moods (Kukar-Kinney et al., 2016; Roberts et al., 2014), and even eliminate existing feelings of dissatisfaction and discomfort (Claes et al., 2010; Sneath, Lacey, & Kennett-Hensel, 2009). Shopping is an opportunity to relax and entertain after stressful activities (Madhu et al., 2023; Tauber, 1972). In another word, gratification shopping plays an important role of bringging value to consumer (Zhang et al., 2018; Eren et al., 2012; Babin et al., 1994). These positive emotions from shopping are a positive motivation to urge consumer to perform impulsive shopping behaviour (Wang et al., 2022; Wang et al., 2021; Zhang et al., 2018). Therefore:

H3: Gratification shopping has significant influenced on consumer's impulsiveness.

H4: Gratification shopping has significant influenced on consumer's buying impulsive behaviour.

The pleasure of shopping is created not only when shopping for themselves but also when shopping for relatives, friends, and family (Horváth & Adıgüzel, 2018; Arnolds & Reynolds, 2012). Therefore, the shopping role play for relatives is also a happy motivation to promote shopping behavior in consumers. Role-play shoopping creates positive effect that they have performed a part of responsibility in social relationship (Wang et al., 2022; Westbrook & Black, 1985). Many studies demonstrate role-play shopping is a key component of hedonic shopping motivation that has a significant impact on consumer's impulsive buying behaviour (Wang et al., 2022; Horváth & Adıgüzel, 2018). Furthermore, consumer who has impulsiveness in nature usually make impulsive buying decision (Chen et al., 2023;

Madhu et al., 2023; Wang et al., 2022; Suresh & Biswas, 2019;). Thus, impulsiveness may be a mediator variable between role play shopping and consumer’s impulsive buying behaviour. Therefore: *H5: Role play shopping has significant influenced on consumer’s impulsiveness.*

H6: Role play shopping has significant influenced on consumer’s buying impulsive behaviour.

In the past, the relationship between consumer’s impulsiveness and impulsive buying behaviour had mentioned (Adelaar et al., 2003) but it had not yet confirmed this relationship. Beatty and Ferrell (1998) and Youn and Faber (2000) argued that consumers who are impulsive in nature are more likely to engage in impulsive buying behavior. Subsequently, consumer’s impulsiveness is confirmed as the important antecedent variable that significantly impacted on consumer’s impulsive buying behaviour (Chen et al., 2023; Madhu et al., 2023; Wang et al., 2022; Liu et al., 2013; Well et al., 2011). Therefore, the hypothesis is proposed as following:

H7: Consumer’s impulsiveness has significantly influenced on consumer’s impulsive buying behaviour.

3. Methodology

3.1. Procedure

This study is applied both qualitative research and quantitative research for two stages. Firstly, the qualitative research is focused on indepth interview method. There are 10 indepth interviews conducted with 10 random online consumers who usually had impulsive buying decision experience via digital platforms and 6 different experts including 3 lecturers in marketing and business admiration sector and 3 chief executive officers. The purpose of the qualitative research is to find out the framework research and complete the survey questionnaire.

Secondly, the next stage is a quantitative research and the survey method is applied by questionnaire. In details, 501 respondents were collected; however there are 477 valid responses after checking and clearing the data. The valid data was analyzed by Cronbach alpha reliability reliability coefficients, exploring factor analysis (EFA), confirmatory factor analysis (CFA), and the structural equation model (SEM) by SPSS and AMOS 20.0 software.

3.2. Sample characteristics

There are 477 valid responses, including 178 males and 299 females which contributes for 37.3 % and 63.7%, respectively. In term of age, the group of 18 – 35 years old is the highest rate at 86.0 %; the second highest rate is the group of 36 – 60 that reach 12.1% and the last group of above 60 is 1.9%. In term of education, most participants are well-educated with the percentage of bachelor and postgraduate students at 66.46%. The income demographic is not quite high that represents for a developing country, most respondents (387 consumers account for 81.13%) have income under 1000 USD per month. The detail analysing demographic is illustrated in Table 1.

Table 1. Sample characteristics

Characteristics		Frequence	Percent (%)
Gender	Male	178	37.3
	Female	299	62.7
Age	From 18 – 35	410	86.0%
	From 36 – 60	58	12.1%
	Above 60	9	1.9%
Education	≤ Graduated	160	33.54
	≤ Bachelor	264	55.35
	Postgraduated	53	11,11
Income	≤ 450 USD	252	52.83
	451 – 900 USD	135	28.30
	901 – 1800 USD	54	11.32
	Above 1800 USD	36	7.55

3.3. The measurements

The measurements named adventure shopping (ADV), gratification shopping (GRA), and role play shopping (ROL) were inherited from Nguyen et al., (2007). The scales of consumer’s impulsiveness (IMP) and impulsive buying behaviour (CIB) were developed based on Liu et al., (2013) and Well et al., (2011). The original scales comprise 3 items for each research concept and continue to keep three items per concept in this study with a few changes in wording and content to suit the new research condition – impulsive shopping via social platforms in cyberspace. The specific observed variables of the research concepts in this study are represented in Table 2. The seven-point Likert scale from 1 refers completely disagreed and gradually increase to 7 represents completely agreed is used to estimate the value of measurements.

4. The research results

Based on Hair et al. (2014) and Nunnally & Burnstein (1994) require about the scale standard if the Cronbach alpha index is higher than 0.6 and the relationship between item-total correlation equal or more than 0.3, $CA_{(GRA)} = 0.909$; $CA_{(ADV)} = 0.860$; $CA_{(ROL)} = 0.907$; $CA_{(IMP)} = 0.927$; and $CA_{(CIB)} = 0.897$; so all the items of the research concepts are meet the criteria requirement. Furthermore, the concept has the average variance extracted (AVE) and the requirement of the composite reliability (CR) coefficient equal or greater than 0.5 are acceptable (Anderson and Gerbring, 1988; Fornell and Lacker, 1981). The specific result of $CR_{(GRA)} = 0.750$; $CR_{(ADV)} = 0.749$; $CR_{(ROL)} = 0.749$; $CR_{(IMP)} = 0.750$; $CR_{(CIB)} = 0.750$ and $AVE_{(GRA)} = 0.773$; $AVE_{(ADV)} = 0.683$; $AVE_{(ROL)} = 0.774$; $AVE_{(IMP)} = 0.810$; and $AVE_{(CIB)} = 0.745$ are accepted. Consequently, all the measurements are reliability and convergent validity. The research results are illustrated in Table 2.

Table 2. The assessment results of the construct validity

X is a specific green brand that customer has bought and is referring to.

Constructs and items	Loading	Mean
Gratification shopping: $CR=0.750$; $AVE=0.773$; $Cronbach\ alpha = 0.909$		
I often find joy by shopping through social platforms	.872	5.455
Shopping while surfing social networks is also a way for me to relieve stress and pressure	.910	5.386
Shopping via social networks helps me find great joy	.854	5.365
Adventure shopping: $CR = 0.749$; $AVE=0.683$; $Cronbach\ alpha = 0.860$		
Shopping on social networking sites is an adventure	.744	5.371
Shopping on social networking sites brings surprises	.877	5.415
Shopping on social networking sites is very stimulating	.852	5.507
Role shopping: $CR = 0.749$; $AVE=0.774$; $Cronbach\ alpha = 0.907$		
I love social shopping for others because it's easy to come across the products they're looking for	.910	5.231
I like shopping for products and goods for relatives and friends on social networks	.939	5.178
I easily come across practical products for friends and relatives when surfing social networks	.782	5.115
Impulsiveness: $CR=0.750$; $AVE=0.810$; $Cronbach\ alpha = 0.927$		
I often make immediate purchasing decisions when I'm impressed	.885	5.417
When I see an item I like, I often buy it without thinking much	.927	5.335
I often emotionally buy things	.887	5.324
Impulsive buying behaviour: $CR = 0.750$; $AVE=0.745$; $Cronbach\ alpha = 0.897$		

When surfing social networks, I am often attracted to products that I have no intention of buying	.859	5.352
When surfing social networks, I often get excited and decide to buy products that are not related to my shopping plan.	.875	5.364
When surfing social networks, I easily order products I did not intend to buy.	.856	5.406

Note: CR = composite reliability; AVE = average variance extracted

To test the convergent and within-construct discriminant validity, this study is based on the criteria of Fornell and Larcker (1981) and Steenkamp and van Trijp (1991). According to Fornell and Larcker (1981) and Steenkamp and van Trijp (1991), if the correlation coefficients between pairs of constructs are smaller than the square roots of the average variances extracted (AVE) for the two constructs in the pair and the correlation among the constructs were significantly below the unity ($p < 0.001$), the convergent and within-construct discriminant validity is accepted. The research results show that the convergent and within-construct discriminant validity meets the requirements. The specific results are described in Table 3.

Table 3. The discriminant validity between the constructs results

Path			r	1-r	Se('r)	CR	P
GRA	<-->	ADV	0.662	0.338	0.034	9.829	0.000
ROL	<-->	GRA	0.592	0.408	0.037	11.033	0.000
ROL	<-->	ADV	0.502	0.498	0.040	12.550	0.000
IMP	<-->	GRA	0.682	0.318	0.034	9.476	0.000
ROL	<-->	CIB	0.537	0.463	0.039	11.962	0.000
IMP	<-->	CIB	0.638	0.362	0.035	10.246	0.000
IMP	<-->	ROL	0.539	0.461	0.039	11.928	0.000
CIB	<-->	GRA	0.660	0.340	0.034	9.864	0.000
IMP	<-->	ADV	0.696	0.304	0.033	9.227	0.000
CIB	<-->	ADV	0.596	0.404	0.037	10.965	0.000

There are several indicators used to evaluate the appropriateness of the research model. McIver and Carmines (1981) mentioned the Chi-square (CMIN) has P-value < 0.05 and $CMIN/df \leq 3$ while Bentler and Bonett (1980) argued that Goodness of Fit Index (GFI), Tucker and Lewis Index (TLI), Comparative Fit Index (CFI) are bigger than 0.9. On the other hand, Steiger (1990) stated that RMSEA ≤ 0.05 whereas Tho et al. (2016) agreed RMSEA ≤ 0.8 . The analyzing results of SEM technique show that $X^2(80) = 185.870$ ($p = 0.000$), Chi-square/df = 2.323, GFI = 0.951; TLI = 0.976; CFI = 0.974; NFI = 0.982; RMSEA = 0.053. Therefore, the research model fits with the data market.

Moreover, the processing results indicated that H₁: $\beta_{ADV \rightarrow IMP} = 0.382$; $p < 0.000$; H₂: $\beta_{ADV \rightarrow CIB} = 0.137$, $p < 0.019$; H₃: $\beta_{GRA \rightarrow IMP} = 0.316$; $p < 0.000$; H₄: $\beta_{GRA \rightarrow CIB} = 0.293$, $p < 0.000$; H₅: $\beta_{ROL \rightarrow IMP} = 0.143$; $p < 0.002$; H₆: $\beta_{ROL \rightarrow CIB} = 0.153$; $p < 0.003$; H₇: $\beta_{IMP \rightarrow CIB} = 0.245$; $p < 0.000$;. Therefore, all the hypotheses are confirmed. The specific analyzing results were illustrated in Table 4 and Figure 1.

Table 4. Structural Paths

Paths			Estimate	Standard error	Critical ratio	P-value	Results
ROL	→	IMP	.143	.047	3.043	.002	Accepted
GRA	→	IMP	.316	.054	5.911	***	Accepted
ADV	→	IMP	.382	.050	7.577	***	Accepted
ROL	→	CIB	.153	.051	3.021	.003	Accepted
GRA	→	CIB	.293	.060	4.854	***	Accepted
ADV	→	CIB	.137	.058	2.347	.019	Accepted

Paths			Estimate	Standard error	Critical ratio	P-value	Results
IMP	→	CIB	.245	.062	3.932	***	Accepted

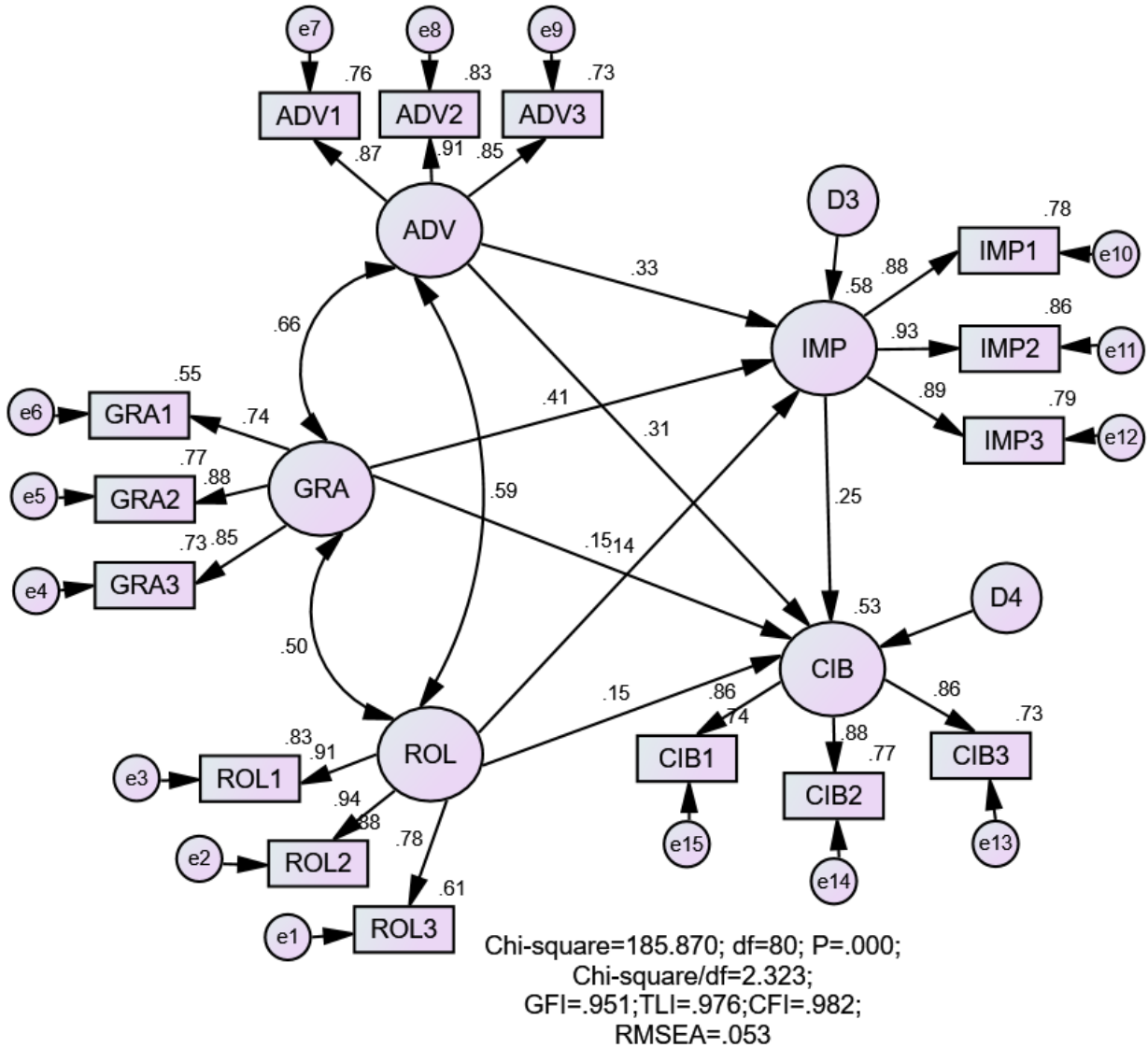


Fig.1: Structural Results (Standardized Estimates).

Furthermore, the results show that gratification and adventure shopping dimensions are the two strongest factors influenced on consumer’s impulsive buying behaviour. The estimated results of the directly and indirectly impacted relationship among the variables are represented in Table 5.

Table 5. The specific effect results of the variables

		ADV	GRA	ROL	IMP	CIB
IMP	Direct effect	.407	.330	.138	.000	.000
	Indirect effect	.000	.000	.000	.000	.000
	Total	.407	.330	.138	.000	.000
CIB	Direct effect	.147	.307	.149	.246	.000

	Indirect effect	.100	.081	.034	.000	.000
	Total	.247	.388	.183	.246	.000

5. Discussion and Conclusions

The result of this research continues to be confirmed that hedonic shopping motivation in online environment has significantly impacted on consumer’s buying impulsive behavior as previous studies (Wang et al., 2022; Sari & Pidada, 2020; Horváth & Adıgüzel, 2018; To & Sung, 2014; Davis et al., 2014). This finding is the same line with Horváth and Adıgüzel (2018) and Yu and Bastin (2010) confirmed that consumer in the emerging market is looking for pleasure and adventure shopping. However, the differentiation of this research mentions only three dimensions such as adventure shopping, gratification shopping and role-play shopping of hedonic shopping motivation. The research’s results show that the research framework fits with the market and all the hypotheses which are statistically accepted. This implies that adventure shopping, gratification shopping, and role-play shopping are key components of the hedonic shopping motivation that have significant impact on consumer’s impulsiveness and impulsive buying behaviour. In other words, consumer’s impulsiveness is a mediator between the hedonic shopping motivation and the consumer’s impulsive buying behaviour in the online environment. The findings have the same result of To et al., (2007) that confirmed that social shopping, idea shopping, and value shopping are not the components of the online hedonic shopping motivation. As the result, adventure shopping, gratification shopping, and role-play shopping are influencing consumer impulsive buying behaviour.

Theoretical implications

The research results contribute to enriching online marketing theory in the Viet Nam market. This research expands further study in stimulating and promoting impulsive online purchasing behavior from hedonic shopping motivations. Furthermore, researching on the relationship between hedonic shopping motivations and online impulsive buying behavior would be conducted under many different conditions and circumstances. However, there are three components that make up hedonic shopping motivations included (1) gratification seeking, (2) adventure seeking, and (3) role-play shopping seeking instead of six factors () as many previous studies. From this, the study once continue to confirm that hodenic shopping motivations are significantly important for impulsive buying behavior in the online environment.

The measurement scales of the research concepts are inherited form Nguyen et al., (2007), Liu et al., (2013) and Well et al., (2011); it contributes to developpe a scale for the concepts of gratification seeking, adenture seeking, role-play shopping seeking, impulsiveness and impulsive buying behavior for online context. Furthermore, there are a few studies conducted about the impact relationship among gratification seeking, adenture seeking, and role-play shopping seeking, impulsiveness and impulsive buying behavior in the framework. Consequently, the study provides a detailed insight into the relationship among gratification seeking, adenture seeking, and role-play shopping seeking, impulsiveness and impulsive buying behavior in the context of online impulse buying behaviour in Vietnam.

Managerial implications

The findings help managers provide an added overview on the role of hedonic shopping motivations to encourage online consumer’s impulsive purchase through social platforms in the emerging market. Based on the research results, managers should continue to focus on marketing budget for entertainment incentives in their communication strategies to promote impulse buying behavior. In detail, marketing strategies not only focus on the functional benefits of the product to satisfy functional shopping needs, but also concentate spiritual benefits that create stimulation, excitement, gratification, and adventure to make shopping more interesting and entertaining. Briefly, the study emphasized on key elements of online impulsive buying derived from hedonic motivations rather than deliberative purchase decisions.

Adventure, gratification, and social roles are dominant triggers in the examined context. The findings demonstrate e-commerce firms and digital marketers with an understanding of consumption's psychology to build customer attraction strategies and focus on emotions rather than functional utility.

Generally, there are still several research limitations. Indeed, even though this research has significant contribution to theory and practical management. Firstly, the hedonic shopping motivation and its components might be different in various contexts. Researching in different conditions with the different culture, economic, generation, and countries around the world is necessary. Secondly, the hedonic shopping motivation may influence on other mediators. Thus, next research should address other mediating variables such as website quality (Wang et al., 2022), the dimensions of demographic like gender, age, income (Nguyen et al., 2007), and developed and developing countries (Horváth & Adıgüzel, 2018). Last but not least, the research methodology is limited since it applied the non-probability sampling with convenience method to collect the survey data in the emerging market (Vietnam). Hence, the future research is suggested to apply the probability sampling to get the research data especially expanding in the other geographic locations to enhance reliability and generalizability.

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