



# Examining the Effect of Consumers' Electronic Lifestyle (ELS) on Online Impulse Buying (OIB)

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**Abstract:** *The purpose of this study was to examine the effect of customers' ELS on OIB. According to the theoretical basics of the study, the factors affecting consumer behavior were identified and determined according to the approach of ELS relative to OIB, so that a model appropriate to the research hypotheses was designed. The hypothesized population was examined over a certain period from March 2018 regarding the effect of each component related to the consumers' ELS on OIB using descriptive correlation in examining the hypotheses. The population of the study was the customers of selected online stores in Iran, who were 385 people. Given the lack of full access to the customers of Internet stores, non-random sampling was used and Cochran formula was used to determine the sample size. Data collection tool was a questionnaire where descriptive and inferential statistics were used to analyze the data obtained from the questionnaires. Descriptive statistics was used to classify and interpret the data and Pearson and regression tests in inferential statistics. The results showed that the main hypothesis was confirmed and all the sub-hypotheses, showed that ELS was effective on OIB.*

**Keywords:** *Information and Communication Technology, Customers, ELS, Consumer's Behavior, OIB.*

## INTRODUCTION

Nowadays, the convergence between telecommunication and the Internet domains has simulated the immense effect of Information and Communication Technology (ICT) and its dissemination under the provision of services and products and this trend has had drastic effects on the change in the style and lifestyle of the individuals over the past few years. As recognizing the lifestyle of individuals has been an important and useful category in providing relevant products and services to customers for many years, it is essential to create a structure of ELS that can bring about the design, marketing and sales services and products based on communication and information technology for sellers. ELS is thought to be based on the electronic attitudes of individuals, which are a function of their beliefs about the characteristics of online stores and connect some mental importance to this attitude. In another definition, it is the state of life where there are relationships between the behavioral patterns of the individuals or users containing internal factors, such as purchase incentives, needs, interests, and values (Jones, 2003). According to the theories of ELS, personal lifestyle is a set of behaviors under reflection related to individual psychological aspects (internal beliefs) and sociological outcomes (external stimuli). In conclusion (Son Yu, 2011), electronic activities are as visible functions in using ICT-based products / services, electronic interests as tangible tendencies in using and understanding ICT-based products / services and seeing or e-thinking as the basic

response to ICT-based products / services. It is noteworthy that the three primary structures of electronic activities, electronic interests and electronic views are based on AIO and the electronic value structure derived from LOV, VALS, and RVS studies.

OIB stresses those purchases that disrupt the logical and usual boundaries of the purchasing process and without evaluating multiple alternatives and scrutinizing the consequences, and happens mainly after an individual's effect on an internal or external stimulus in a very short time (Baghdadi and Nazari, 2013). Attitude towards OIB is seen as a function of consumer beliefs on the characteristics of electronic stores and mental significance that connects the consumer to this attitude.

Pandey and chawla (2014) have examined the online lifestyle of Indian online shoppers and identified six factors in identifying ELS (electronic pleasure, mistrust, electronic suppliers, electronic self-futility, support relations, and negative beliefs). Baghdadi and Nazari (2013) identified and examined the factors affecting OIB in group discount stores in Iran, only related to some ELS components, concluding that the factors associated with individual goods and characteristics have a significant effect on OIB. The purpose of this study was to examine and develop ELS that can identify and stimulate factors and attitudes intriguing considering the lifestyle of individuals and sellers, so that the relationship and influence of these factors and attitudes can be examined on OIB.

## Methodology

The study was applied of survey type considering the nature of the subject and purposes and descriptive-correlational concerning method has been conducted as field. The study examined the effect of ELS on OIB in 2017 on the population of the five major stores with successful experience in OIB of goods and services to their customers in Iran. The population included people in Iran with a history of purchasing goods or services over the Internet. In other words, it included all online shoppers from five selected and accredited online stores (online websites) in Iran (Digikala, Tehrankala, Shixon, Zambil, and Bamilo). Non-random sampling was used in the study with 385 samples. The sample size was determined using Cochran formula. OIB was considered as the dependent variable and constructive components of ELS - factors such as lifestyle based on needs, interests, pleasures and hobbies, social, relational, and non-interest interactions, perceived importance and novelty as independent variables. A questionnaire developed according to the variables and their operationalizing was used to collect data from the sample and to test the hypotheses. The questionnaire was designed according to the research questionnaire by Thou et al. (2007) in three sections with 52 questions. Firstly, the questions were about the respondent's profile, including gender, age, level of education, and so on (as closed), and the types of products purchased via the Internet and online (as open-ended questions) as 10 questions. The second and third sections have dealt with closed questions about the characteristics of ELS to measure the relationship between the variables examined with OIB with 35 questions (each variable 5), and for OIB option, 7 questions appropriate to 7 variables. Likert Scale was used to rank the data. To evaluate the face and content validity and the reliability of the effects of customers' ELS questionnaire on OIB and presenting corrective comments, a version was given to the supervisor, advisor, and two managers of internet sites to determine the validity. After receiving corrective comments and the required guidance, the minor issues of the questionnaire were resolved and finally the validity of the questionnaire was approved. Cronbach's alpha was used to determine the reliability of the questionnaire. Some questionnaires were distributed among the population and the responses were examined using SPSS, version 18, software. As Cronbach's alpha was more than 0.7 in all indices, the reliability of the questionnaire was confirmed as well. The items presented in the subset of each of the factors forming ELS structure and the evaluation of this kind of lifestyle were extracted based on the combination of theoretical models of RVS-LOV-VALS and AIO. Data were analyzed using SPSS, version 18, software.

## Results

The frequency distribution of stores, gender, age, and educational are shown in Table 1.

**Table 1.** Frequency distribution of stores, gender, age and educational level

Variable	Store name	Frequency	Percentage	Valid percentage
Store name	Digikala	77	20.0	20.0
	Tehrankala and Shixon	154	40.0	40.0
	Zanbil and Bamilo	154	40.0	40.0
	Total	385	100.0	100.0
Gender	Female	154	40.0	40.0
	Male	231	60.0	60.0
	Total	385	100.0	100.0
Age	20-30 years old	89	23.1	23.1
	31-40 years old	144	37.4	37.4
	41-50 years old	98	25.5	25.5
	Over 50 years old	54	14.0	14.0
	Total	385	100.0	100.0
Education	High school diploma	76	19.7	19.7
	Associate's	43	11.2	11.2
	Bachelor's	173	44.9	44.9
	Master's	78	20.3	20.3
	PhD	15	3.9	3.9
	Total	385	100.0	100.0

Descriptive Indicators of IOB and ELS have been presented in Table 2.

**Table 2.** Descriptive Indices of IOB and ELS

Variable	Frequency	Mean	SD	Skewness	Kurtosis	Min.	Max.
IOB	385	22.36	4.600	0.299	-0.114	12	35
ELS	385	116.21	16.642	0.206	0.262	73	170
Lifestyle based on needs	385	18.81	3.651	-0.225	-0.662	10	25
Lifestyle based on interests	385	19.04	3.487	-0.288	-0.662	10	25
Lifestyle based on pleasures and hobbies	385	17.31	3.489	-0.67	-0.220	7	25
Lifestyle based on social interactions	385	11.44	4.067	0.651	0.212	5	25
Lifestyle based on perceived importance	385	10.35	4.840	0.712	0.000	5	25
Lifestyle based on non-interest interactions	385	19.98	3.164	-0.280	-0.178	10	25
Lifestyle based on novelty	385	19.27	2.971	-0.98	0.268	9	25

Pearson correlation test was used to examine the relationship between ELS and its components with IOB.

**Table 3.** Pearson Correlation Test for ELS and IOB

IOB		ELS	Needs	Interests	Pleasures and hobbies	Social interactions	Perceived importance	Non-interest	Novelty
	Correlation coefficient	0.569	0.369	0.315	0.330	0.549	0.495	0.220	0.244
	Sig.	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
	Frequency	385	385	385	385	385	385	385	385

Simple linear regression was used to test the hypothesis of ELS based on needs, interests, pleasure and entertainment, social, perceived importance, non-interest interactions and novelty based on online purchasing customers. As the significance level of F test was less than 0.05, there was a significant linear relationship between criterion variable and predictive variable as shown in Table 4.

**Table 4.** Correlation and significance test of the Linear relationship for the effect of ELS based on needs, interests, pleasure and entertainment, social, perceived importance, non-interest interactions and novelty on OIB.

ELS	Coefficient of correlation (R)	Coefficient of determination (R <sup>2</sup> )	Adjusted coefficient of determination	Durbin-Watson	F value	Sig.
Based on needs	0.369	0.136	0.134	1.979	60.517	0.000
Based on interests	0.315	0.099	0.097	1.930	42.094	0.000
Based on pleasures and hobbies	0.330	0.109	0.107	1.899	46.855	0.000
Based on social interactions	0.549	0.301	0.299	1.936	165.070	0.000
Based on perceived importance	0.459	0.211	0.208	1.931	102.147	0.000
Based on non-interest interactions	0.220	0.048	0.046	1.862	19.501	0.000
Based on novelty	0.244	0.060	0.057	1.937	24.345	0.000

The standardized coefficients and standardized coefficients along with their significant levels have been given in Table (5). According to the table, it is concluded that ELS based on needs, interests, pleasure and entertainment, social, perceived importance, non-interest interactions and novelty had a significant positive effect on customer OIB.

**Table 5.** Regression coefficient table regarding the effect of ELS based on needs, interests, pleasure and entertainment, social, perceived importance, non-interest interactions and novelty on OIB

Variable	Non-standardized coefficients		Standardized coefficients	t value	Sig.
	B	Standard error	Beta (β)		
Constant value	13.609	1.146		11.876	0.000
Lifestyle based on needs	0.465	0.060	0.369	7.779	0.000
Constant value	14.457	1.238		11.673	0.000
Lifestyle based on interests	0.415	0.064	0.315	6.488	0.000
Constant value	14.826	1.123		13.203	0.000
Lifestyle based on pleasures and hobbies	0.435	0.064	0.330	6.845	0.000
Constant value	15.257	0.587		26.006	0.000

Lifestyle based on social interactions	0.621	0.048	0.549	12.848	0.000
Constant value	17.846	0.493		36.200	0.000
Lifestyle based on perceived importance	0.436	0.043	0.459	10.107	0.000
Constant value	15.969	1.465		10.897	0.000
Lifestyle based on non-interest interactions	0.320	0.72	0.220	4.416	0.000
Constant value	15.067	1.496		10.074	0.000
Lifestyle based on novelty	0.378	0.077	0.244	4.934	0.000

Simultaneous multiple regressions was used in examining the main hypothesis. F test was used to test the existence of linear relationship between dependent variable and independent variables. As the significance level of F test was less than 0.05, there was a significant linear relationship between dependent and independent variables (Table 6).

**Table 6.** Correlation table and significance test of the linear relationship concerning the effect of the components of ELS on IOB

Coefficient of correlation (R)	Coefficient of determination (R <sup>2</sup> )	Adjusted coefficient of determination	Durbin-Watson	F value	Sig.
0.637	0.406	0.395	2.094	36.845	0.000

Tolerance Index and the variance inflation factor (VIF) were used to examine the condition for the absence of collinearity between the independent variables. As tolerance index and VIF were close to one, one can conclude that the independent variables lacked collinearity. Standardized coefficients and standardized coefficients with their significant levels have been presented in Table 7. According to Table 7, one can conclude that ELS had a significant positive effect on OIB.

**Table 7.** Regression coefficient table regarding the effect of total components of ELS on OIB

Variable	Non-standardized coefficients		Standardized coefficients	t value	Sig.	Tolerance	VIF
	B	Standard error	Beta (β)				
Constant value	6.464	1.418		4.557	0.000		
Based on needs	0.352	0.099	0.279	3.551	0.000	0.725	1.379
Based on interests	-0.048	0.108	-0.36	-0.446	0.656	0.724	1.381
Based on pleasures and hobbies	0.023	0.093	0.017	0.246	0.806	0.832	1.202
Based on social interactions	0.435	0.070	0.385	6.177	0.000	0.804	1.244
Based on perceived importance	0.149	0.059	0.157	2.546	0.011	0.641	1.559
Based on non-interest interactions	0.097	0.082	0.067	1.193	0.234	0.850	1.176
Based on novelty	0.069	0.085	0.044	0.805	0.421	0.885	1.130

## Discussion and Conclusion

The results showed that 60% of the samples were male and 40% were female, 23% of the respondents were in the age group 20-30 years, and 37% in the age group 31-40 years and 25% in the age group 41-50 years old and 14% over 50. Overall, 65% of the participants had bachelor's degrees and master's degrees. In the study,

according to the inferential statistics tables that showed the results of hypothesis testing, in each of the seven hypotheses, Pearson correlation was less than the significance level 0.05, showing a significant relationship between customers' ELS components with OIB from selected online stores in Iran. Regression test was used to test the effect of independent variables on the dependent variable of the hypotheses. Beta values related to the components of ELS in relation to online customers' IOB in Iranian online stores, the rate of change in the increase of OIB was determined for the change in the components of lifestyle. The results confirmed the relationship and the effect of ELS on OIB. Overall, the effect of ELS on customers' OIB among Iranian stores was subsequently confirmed. Research literature showed the effect of ELS with OIB. There was a close relationship between ELS and OIB. One of the topics in OIB was the effect of ICT and its effect on the dimensions of human life. This showed the need for an ELS component to help business in community and customers' e-purchase behaviors in this area, which needs increased awareness among practitioners and researchers. Thus, it is essential to identify the factors stimulating the motivational stimuli of customers' ELS components. Along this attitude, ELS had a significant effect on different e-commerce activities and strategies. Even with better planning on the components of ELS, one can increase productivity, communication and interactions, and reduce the degree of risk in this area. When ELS rules OIB with an approach in the world today, the flow of information is easily facilitated, and trade between customers and the seller is easily made possible. One of the main challenges in this regard is creating suitable platforms for ELS in all occupational areas: creating a communication system whose survival and sustainability depend on the existence of a strong link between the components and its constituent elements. The inappropriateness or weakness of the structural components of ELS can separate these components from one another and ultimately eliminate links between these components. According to AIO and LOV theory, when individuals are convinced to list the important values in their lives and identify and manage their activities, interests and attitudes in the electronic world, they build new lifestyles in the field of e-commerce. The literature has shown that OIB processes have a significant role among people in a community, and how these people in the community can affect their beliefs, feelings, attitudes and behaviors. Moreover, the creation of the necessary premises for ELS and feeling it by audiences or customers in responding to commerce in a community is very important and society can appreciate their needs by developing online purchases and promoting the motivation of people in lifestyle. Considering this, ELS is very important and influential in OIB of the current societies.

The results, consistent with those of Son Yu (2011) entitled "Building an ELS model and its validation," showed that from among the 39 options, seven of which were identified as the components of ELS, the structures based on ELS theories (Activities, Interests, Opinions (AIO), List of Value (LOV), Value, Attitude, and Life Styles (VALS), and RVS). The results of the study showed that ELS of the customers directly increased the level of online purchases. Moreover, ELSs enhanced commerce in the community and then a kind of culture was created that strengthened the ground and improved customer responsiveness in the e-commerce environment, which was somehow consistent with the results of our study.

### **Limitations**

1. Concerning the study subject, given the scientific limitations in the current study and its examination in the internal section, it is impossible to use and exploit these models.
2. Limitation on the number of online stores
3. Time limit given the time-consuming nature of obtaining licenses and coordination with online store managers to distribute questionnaires in the population.
4. The problem and limitations of the respondents in answering the questions and the managers and experts' understanding of answering the questions related to the study were that the answers to these questions would have a negative effect on their work.

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