ONLINE IMPULSE BUYING BEHAVIOR OF MOBILE SITE SHOPPERS IN TURKEY: A MEDIATION ANALYSIS

Mehmet Ozan Karahan

ABSTRACT

Objective: The study investigates the correlation between mobile site quality (MSQ) factors and perceived enjoyment. It also explores the link between perceived enjoyment and both electronic word-of-mouth (eWOM) and online impulsive buying behavior of mobile site shoppers in Turkey.

Theoretical Framework: The theoretical framework considers MSQ factors (contact, responsiveness, efficiency, fulfillment, and privacy), perceived enjoyment, eWOM, and online impulsive buying behavior.

Method: This study employs a quantitative methodology, utilizing a questionnaire as the primary data collection tool, designed for a sample size of 676 individuals from Turkey selected through Purposive Sampling technique. The data analysis method employed is Structural Equation Modeling (SEM), utilizing the AMOS software to assess the goodness of fit statistics of the measurement model with the empirical data.

Results and Discussion: The results showed that the contact, efficiency, and privacy of mobile site influence perceived enjoyment positively. Perceived enjoyment influences both eWOM and online impulsive buying behavior positively and finally eWOM influences online impulsive purchasing behavior positively as well.

Research Implications: The results suggest that improvements in MSQ factors of the contact, efficiency, and privacy can provide mobile site shoppers more enjoyment and while perceived enjoyment has been increasing the probability of mobile site shoppers’ impulsive buying behavior, it also provides more effective marketing campaigns with less costs for the mobile retailers in Turkey.

Originality/Value: This study makes a significant contribution to the existing online impulsive behavior literature by focusing on the MSQ elements of mobile shopping sites among shoppers in Turkey. It examines the mediation of perceived enjoyment between all MSQ elements and online impulsive buying behavior, as well as eWOM between perceived enjoyment and online impulsive buying behavior, which have not been extensively explored in prior research.

Keywords: Electronic word-of-mouth, mobile service quality, perceived enjoyment, online impulsive buying behavior.

RESUMO

Objetivo: O estudo investiga a correlação entre os factores de qualidade dos sítios móveis (MSQ) e a percepção de prazer. Também explora a ligação entre a percepção de prazer e o comportamento de boca-a-boca (eWOM) e de compra impulsiva em linha dos compradores de sítios móveis na Turquia.

Referencial Teórico: O quadro teórico considera os factores do MSQ (contacto, capacidade de resposta, eficiência, satisfação e privacidade), a percepção de prazer, o eWOM e o comportamento de compra impulsivo em linha.

Método: Este estudo emprega uma metodologia quantitativa, utilizando um questionário como instrumento primário de recolha de dados, concebido para uma amostra de 676 indivíduos da Turquia selecionados através da

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técnicas de Amostragem Propositiva. O método de análise de dados empregue é a Modelação de Equações Estruturais (SEM), utilizando o software AMOS para avaliar a qualidade das estatísticas de ajuste do modelo de medida com os dados empíricos.

**Resultados e Discussão:** Os resultados mostraram que o contacto, a eficiência e a privacidade do sítio móvel influenciam positivamente a percepção de prazer. O prazer percebido influencia positivamente tanto o eWOM como o comportamento de compra impulsiva em linha e, por fim, o eWOM também influencia positivamente o comportamento de compra impulsiva em linha.

**Implicações da Pesquisa:** Os resultados sugerem que a melhoria dos factores do MSQ relativos ao contacto, à eficiência e à privacidade pode proporcionar mais prazer aos compradores de sítios móveis e, embora a percepção de prazer tenha aumentado a probabilidade de um comportamento de compra impulsoivo por parte dos compradores de sítios móveis, também proporciona campanhas de marketing mais eficazes e com menos custos para os retalhistas de telemóveis na Turquia.

**Originalidade/Valor:** Este estudo dá um contributo significativo para a literatura existente sobre o comportamento impulsoivo em linha de compradores de sítios móveis em Turquia. Examina a mediação do prazer percebido entre todos os elementos do MSQ e o comportamento de compra impulsoivo online, bem como o eWOM entre o prazer percebido e o comportamento de compra impulsoivo online, que não foram amplamente explorados em pesquisas anteriores.

**Palavras-chave:** Passa-palavra eletrónico, qualidade do serviço móvel, prazer percebido, comportamento de compra impulsoivo em linha.

**COMPORTAMENTO DE COMPRA IMPULSIVA EN LÍNEA DE COMPRADORES DE SITIOS MÓVILES EN TURQUÍA: UN ANÁLISIS DE MEDIACIÓN**

**RESUMO**

**Objetivo:** El estudio investiga la correlación entre los factores de calidad de los sítios móviles (MSQ) y la percepción de prazer. También explora la ligação entre la percepción de prazer y el comportamiento de boca-a-boca eletrónico (eWOM) y de compra impulsoiva en la línea de dos compradores de sítios móveis en Turquía.

**Referencial Teórico:** El cuadro teórico considera los factores de MSQ (contacto, capacidad de respuesta, eficiencia, satisfacción y privacidad), la percepción de prazer, el eWOM y el comportamiento de compra impulsoivo en línea.

**Método:** Este estudio emprega una metodología cuantitativa, utilizando un cuestionario como instrumento primario de recopilación de datos, concebido para una demostración de 676 indivíduos de Turquía seleccionados a través de la técnica de Amostragem Propositiva. El método de análisis de datos empregue es un Modeloção de Equações Estruturais (SEM), utilizando el software AMOS para evaluar la calidad de las estadísticas de ajuste del modelo de medida con los datos empíricos.

**Resultados y discusión:** Los resultados mostrarán que el contacto, la eficiencia y la privacidade del sitio móvil influyen positivamente en la percepción de la persona. O prazer percebido influencia positivamente tanto en eWOM como o comportamento de compra impulsoiva en linha e, por fim, o eWOM também influencia positivamente o comportamento de compra impulsoiva en linha.

**Implicações da Pesquisa:** Los resultados sugieren que a mejor dos factores de MSQ relativos al contacto, la eficacia e la privacidade pueden proporcionar más prazer aos compradores de sítios móveis y, embora a percepción de prazer tenha aumentado a probabilidade de um comportamento de compra impulsoivo por parte dos compradores de sítios móveis, também proporciona campanhas de marketing mais eficazes e com menos clientes para os retalhistas de telemóveis en Turquia.

**Originalidade/Valor:** Este estudio dá un contributo significativo para una literatura existente sobre o comportamento impulsoivo online, centrando-se nos elementos MSQ dos sítios de compras móveis entre os compradores na Turquia. Examina la mediação del prazer percibido entre todos los elementos de MSQ y el comportamiento de compra impulsoiva online, bien como o eWOM entre el prazer percibido y el comportamiento de compra impulsoiva online, que no foram ampliamente explorados en pesquisas anteriores.
1 INTRODUCTION

Mobile commerce has become indispensable in today's world due to technological advancements and the increasing use of mobile devices like smartphones and tablets. Rather than relying on personal computers, an increasing number of individuals are becoming accustomed to using mobile devices for tasks such as payments, browsing, information retrieval, and personal finance management. Globally, there were approximately 8.9 billion mobile phone subscriptions as of 2023, up from approximately 8.6 billion the year before (Statista, 2023a). Just in Turkey, mobile website purchases totaled 693.7 million USD in 2022 (Statista, 2023b). Hence, the rapid evolution of mobile technology has radically changed consumers' shopping habits, increasing their access to products and services and diversifying the factors that influence their purchasing decisions.

In this context, dramatically changed mobile shopping habits are evident through the standout behavior of impulsive buying. Impulse buying involves spontaneous, unplanned purchases made without prior intention or consideration, often driven by environmental stimuli like website characteristics or in-store surroundings (Goel et al., 2022: 2). Smartphones empower users to conveniently explore and buy items, prompting the creation of specialized websites and applications tailored for mobile use (Huang, 2017: 4). Therefore, the elements of mobile service quality (MSQ), including contact, responsiveness, fulfillment, efficiency, and privacy, are increasingly vital for both mobile service providers and marketers to attract consumers and encourage more purchases (Huang et al. 2015).

Impulsive buying is typically characterized by hedonic urges and a lack of thoughtful reflection, reflecting a hedonistic and intricate aspect of online consumer behavior (Astuti and Nindyaswari, 2022: 129). Hence, during the mobile website shopping experience, factors such as the usability of the links explored, the privacy of their personal data, and the alternatives of contact all play crucial roles (Floh and Madlberger, 2013; Bedi et al., 2017). Moreover, the overall excitement and enjoyment derived from the shopping experience can significantly influence impulsive buying behavior (Parboteeah et al., 2016: 329). Researchers also suggest
that perceived enjoyment leads to stronger pleasant affect, resulting in increased recommendations for online retailers when the website is engaging or entertaining (Milaković et al., 2020; Tsai & Bui, 2021). Therefore, electronic Word of Mouth (eWOM) and its effect on impulsive buying behavior are other factors to be investigated by strategic marketers and mobile website designers.

This study seeks to shed light on the factors driving impulsive buying behavior by examining MSQ elements, thus addressing a research gap, particularly in countries like Turkey where studies on MSQ and impulsive buying behavior are scarce.

2 LITERATURE REVIEW

2.1 ONLINE IMPULSIVE BUYING BEHAVIOR

A persistent and distinct feature of consumers’ lives, impulse purchase is also a crucial area for significant marketing management action (Saad & Metawie, 2015: 70). Impulsive buying occurs when individuals feel compelled to buy a product without considering its necessity, often leading to temporary feelings of in control and disregard for behavioral consequences (Husnain et al., 2016: 3). Additionally, it is asserted that impulse consumers lack reflective thought processes since their decisions are driven by factors such as being physically close to the desired item, feeling drawn to it emotionally, and being drawn in by the prospect of instant satisfaction (Moon et al., 2019: 115; Rajput et al., 2022: 66).

Online impulse buying reflects a hedonistic and intricate aspect of online consumer behavior (Astuti and Nindyaswari, 2022: 129). It may be viewed as a reactive behavior, as customers exhibit specific behaviors in response to stimuli during a purchasing scenario (Parboteeah et al., 2016: 2) too. These stimuli can encompass various factors, including such as web elements, enjoyment, and the communication style of the online store (Huang, 2017: 4).

2.2 MOBILE SERVICE QUALITY

Mobile services stand apart from both traditional and e-services by their lack of face-to-face interaction and their reliance on mobile devices or applications (Kuo et al., 2016: 8). They offer accessibility on-the-go, at any time and place, necessitating attention to time-sensitivity, location awareness, and customization during the design process (Wulfert, 2019: 343). MSQ elements are contact, responsiveness, fulfillment, efficiency, and privacy (Huang et al. 2015).
The contact details pertain to whether the mobile site offers consumer support through different means, like telephone support or assistance from online representatives (Huang et al., 2015: 129). Customer support contact information covering topics like complaint management, return policies, and warranty concerns should be freely available and easily accessible on the mobile website (Wulfert, 2019: 367).

Responsiveness refers to the retailer's capability and willingness to assist customers promptly by addressing their inquiries and resolving any issues they encounter while using the either mobile shopping companion or site (Huang et al., 2015: 129). As a result, this aspect encompasses customer service availability, problem-solving proficiency, employee friendliness, and guidance provided within the application. (Wulfert, 2019: 352).

Most of the time, customers who want to shop on a mobile site seek to provide the information they desire instantly without waiting too long. Efficiency pertains to how well a website delivers pertinent information to users with minimal hassle, ensuring both user-friendliness and swift accessibility (Al-Khayyal et al., 2020: 261). It is also defined as being user-friendly, structured correctly, and requiring less customer input. Thus, it encompasses design and ease of use as subdimensions as well (Wulfert, 2019: 356).

Fulfillment evaluates how well the service provider handles issues related to the delivery of orders and the availability of items (Huang et al., 2015: 129). So, when the promises are achieved in full and timely, it means that the dimension of fulfillment works as required. It’s also a big part of customer satisfaction. As Lionello et al. (2020) stated, it has the greatest effect on customer satisfaction among other quality dimensions.

Providers of mobile application services gather user data to offer customized experiences. Yet, mounting privacy apprehensions arise as consumers demand tailored services, expecting e-commerce entities to safeguard their information. Because customers may face several hazards, such as identity theft, sensitive data breaches, and the possibility of financial loss from online scammers. The right of each individual to keep personal information private from service providers is known as privacy. It also refers to the degree of control an individual has over their personal information (Khatoon et al., 2020: 3).

2.3 PERCEIVED ENJOYMENT

Shopping enjoyment, as defined by Beatty and Ferrell in 1998, encompasses the satisfaction a customer derives from their shopping experience, which directly influences their mood (Floh & Madlberger, 2013: 428). Therefore, engaging in shopping is seen as a pleasurable
pursuit aimed at fulfilling one's own satisfaction. When customers interact on online shopping platforms, they do so willingly and for the pleasure it brings them. Their participation is driven by intrinsic motivation (Joo, 2014: 149). So, consumers may do the shopping just to have fun and enjoy the time that they spend during the shopping period rather than aiming to buy a specific product or brand.

Perceived enjoyment is a feeling or inner drive that can encourage individuals to persist in certain actions (Di Pietro & Pantano, 2013: 10). This hedonic aspect of online mobile shopping serves as a component for consumers to alleviate boredom, seek entertainment, and derive pleasure and enjoyment (Bedi et al., 2017: 470). The higher enjoyment levels motivate users to spend more time on online shopping platforms (Milaković et al., 2020: 1671).

2.4 ELECTRONIC WORD OF MOUTH

WOM comprises brief spoken or oral communications about the perceived performance and quality of brands, products, and services that are exchanged between a contiguous source and a recipient who interacts with them face-to-face (Tsai & Bui, 2021: 171). Compared to traditional advertising, people find recommendations and information from reliable sources to be more convincing and believable since they are seen as being more objective (Lai et al., 2022: 92). Moon et al. (2019: 117) stated that WOM’s impact is noted to be four times greater than personal selling, seven times greater than newspaper advertisements, and twice as effective as radio advertisements.

3 RESEARCH MODEL AND HYPOTHESES DEVELOPMENT

The research examines the relationship between MSQ (contact, responsiveness, efficiency, fulfillment, and privacy) and perceived enjoyment, perceived enjoyment and both eWOM and online impulsive buying behavior. Totally, eight hypotheses are generated, including the mediating role of perceived enjoyment between MSQ and online impulsive buying behavior and the mediating role of eWOM between perceived enjoyment and online impulsive buying behavior. Figure 1 shows the connections among recognized factors.
3.1 MOBILE SERVICE QUALITY AND PERCEIVED ENJOYMENT

Research indicates that website and mobile service qualities can heighten favorable feelings such as pleasure, contentment, excitement, and trust (Floh and Madlberger, 2013; Bedi et al., 2017; Giao et al., 2020). A carefully crafted online atmosphere instills a sense of empowerment in users, alleviating concerns about product efficacy during the shopping process. Hence, it becomes easier for online shoppers to experience enjoyment.

Floh & Madlberger (2013) found that both e-store navigation and e-store design had a significant effect on perceived enjoyment as virtual atmospheric cues. Huan (2017) suggested that clear information, visually appealing site layouts, and intuitive navigation aids bolster both users' perceived enjoyment and trust during the online shopping period in the mobile environment. Parboteeah et al. (2016) stated that wineries' websites should enhance user experience (usefulness and enjoyment) through high task cues like user-friendly navigation, robust website security, quick download times, and visually appealing design, while low task cues include website appearance. Additionally, Giao et al. (2020) specified that perceived enjoyment is linked to the quality of a website (design, privacy, fulfillment, and consumer service) in a positive manner. Thus, the following hypotheses are put forward.

- **H1**: The contact of mobile site influences perceived enjoyment positively.
- **H2**: The responsiveness of mobile site influences perceived enjoyment positively.
- **H3**: The efficiency of mobile site influences perceived enjoyment positively.
- **H4**: The fulfillment of mobile site influences perceived enjoyment positively.
- **H5**: The privacy of mobile site influences perceived enjoyment positively.
3.2 PERCEIVED ENJOYMENT AND ELECTRONIC WORD OF MOUTH

Perceived enjoyment is an important variable in participating to virtual communities and providing eWOM. Several studies (Joo, 2014; Giao et al., 2020 and Tsai & Bui, 2021) specify that customers are more eager to recommend mobile sites once they find out the mobile site enjoyable. Milaković et al. (2020) also claimed that eWOM information spread has positive effect on perceived enjoyment. Tsai & Bui (2021) suggested that travelers are more motivated to use social media for tourism information and socializing when they enjoy online shopping. Furthermore, Giao et al. (2020) found that perceived enjoyment can lead to positive emotional states, resulting in more recommendations. Therefore, the following hypothesis is proposed.

H₆: Perceived enjoyment influences eWOM positively.

3.3 PERCEIVED ENJOYMENT AND ONLINE IMPULSIVE BUYING BEHAVIOR

Lerner et al. (2015) claimed that emotions are viewed as the primary motivators in decision-making and spur-of-the-moment purchases because they significantly influence and reliably predict consumers' choices such as impulsive buying behavior. Hence, individuals who are feeling good about themselves are more prone to make impulsive purchases (Parboteeah et al., 2016: 329).

Saad & Metawie (2015) found that Egyptian shoppers who derive pleasure from the shopping experience tend to make more impulsive purchases and derive psychological benefits from them. Yi & Jai (2020) examined that the presence of positive emotions, such as perceived enjoyment, on a restaurant's daily deal website is linked to increased instances of impulse buying behavior within the framework of restaurant daily deal promotions. Similarly, Moreno et al. (2021) claimed that if online customers find their shopping experience enjoyable, they tend to engage in more extensive web browsing, which in turn increases the likelihood of making unintended purchases, such as online impulsive buying behavior. So, the hypothesis presented below is suggested.

H₇: Perceived enjoyment influences online impulsive buying behavior positively.

3.4 ELECTRONIC WORD OF MOUTH AND ONLINE IMPULSIVE BUYING BEHAVIOR

Electronic word of mouth significantly impacts consumers' buying behavior either positively or negatively, including alternative assessment, product selection, and information
Online Impulsive Buying Behavior of Mobile Site Shoppers in Turkey: A Mediation Analysis

seeking (Shiu et al., 2023: 2). When examining the spontaneous purchasing behaviors of consumers, impulse buying is primarily driven by affective rather than cognitive processes, resulting in brief and spontaneous decision-making. This suggests that such purchasing behavior is typically triggered by consumer interactions due to eWOM within the shopping environment (Husnain et al., 2016: 3). Additionally, factors such as the quality of reviews and the opportunity for secondary learning through observation and interaction can spur consumer interest in impulsive buying behavior (Rajput et al., 2022: 64).

Similarly, Shiu et al. (2023: 2) claimed that when people read online reviews, they judge if they are helpful and believable. These reviews can prompt people to buy things without much consideration. Husnain et al. (2016), Moon et al. (2019), and Rajput et al. (2022) found that there’s a positive correlation between eWOM and online impulsive buying behavior in their studies respectively. Hence, the following hypothesis is put forth.

H3: eWOM influences online impulsive purchasing behavior positively.

4 RESEARCH METHOD

In this study, a purposive sampling method was utilized to select participants who were asked to reflect on their most recent mobile shopping experience. To ascertain eligibility, individuals who had utilized mobile shopping website services in Turkey during the month preceding the survey were asked to enumerate the mobile sites they had utilized. A web-based Likert-type (1=strongly disagree at all, 5=strongly agree) survey was designed to collect data from individuals via social media platforms by sharing the survey link. Out of 697 responses received, 21 were deemed ineligible due to either erroneous or incomplete information. This resulted in 676 valid surveys. Turkey was selected as the sample for this study due to its notable embrace of digitization. The population of Turkey demonstrates a remarkable propensity for swiftly adopting mobile shopping site usage. A total of 676 responses were collected, with the majority of participants, accounting for 52.1%, being females, while 47.9% were males. In terms of age distribution among the respondents, 36.3% were between the age of 26 and 35, 27.9% were aged between 18 and 25, and 16.0% fell over the age of 45. When considering educational attainment, the majority held Bachelor's degrees (51.4%), with only 5.5% possessing Master's degrees. Regarding monthly mobile shopping frequency, 43.4% of respondents had shopped once, while 5.3% had utilized mobile shopping sites five times per a month.
4.1 MEASUREMENT

In the research, the MSQ (contact, responsiveness, efficiency, fulfillment, and privacy) scale was adapted from Huang et al. (2015), while the perceived enjoyment scale was sourced from Milaković et al. (2020) and eWOM scale was sourced from Al-Debei et al. (2015). Finally, the measurement of online impulsive buying behavior was adapted from Goel et al. (2022).

4.2 MEASUREMENT ASSESSMENT

To evaluate the reliability and validity of the measurement model, this study conducted analyses focusing initially on reliability and convergent validity. The degree of Cronbach's alpha (CA) and composite reliability (CR) was assessed following the method outlined by Hair et al. (2014), with a threshold of 0.70. Factor loadings and Average Variance Explained (AVE), as per Fornell & Larcker (1981), were utilized to evaluate convergent validity, with factor loadings expected to exceed 0.70 for each item and AVE required to surpass 0.50. Additionally, Maximum Shared Value (MSV) was required to be smaller than AVE to support discriminant validity (Hair et al., 2014). The model comprised 30 items representing four latent constructs: MSQ elements (contact, responsiveness, efficiency, fulfillment, and privacy), perceived enjoyment, eWOM, and online impulsive buying behavior. As displayed in Table 1, all factor loadings on their respective constructs exceeded the 0.70 threshold except PE4 (perceived enjoyment 4) and WOM1 (eWOM1). So, they were excluded from the confirmatory analysis. Composite reliability values, ranging from 0.797 to 0.856, surpassed the 0.70 threshold as per Shrestha (2021). Similarly, AVE values, ranging from 0.510 to 0.666, exceeded the 0.50 threshold, indicating satisfactory convergent validity. Moreover, all factors exhibited smaller MSV than their AVE, confirming convergent validity.

The overall fit of the measurement model also required evaluation. The normalized chi-square value ($\chi^2/df$) should be below 3. Root Mean Square Error of Approximation (RMSEA) should be maintained under 0.08, as suggested by Hair et al. (2014). Additionally, Tabachnick & Fidell (2013) proposed that the Normed Fit Index (NFI) and Comparative Fit Index (CFI) should exceed 0.9, while the Adjusted Goodness-of-Fit Index (AGFI) and Goodness-of-Fit Index (GFI) should be greater than 0.8. Assessing the current Confirmatory Factor Analysis (CFA) model, it was found that $\chi^2/df$ was 1.197, NFI was 0.955, GFI was 0.901, CFI was 0.944, and RMSEA was 0.049. Therefore, these results suggest a satisfactory fit for the model.
Table 1
Reliability and convergent validity

<table>
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<tr>
<th>Construct</th>
<th>Items</th>
<th>Loading</th>
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<th>CR</th>
<th>AVE</th>
<th>MSV</th>
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<td>Perceive Enjoyment</td>
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<td></td>
<td>IMP5</td>
<td>0.784</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

x²/df = 1.197, NFI= 0.955, CFI= 0.944, GFI= 0.901, IFI=0.977, RMSEA = 0.049

Discriminant validity was established by comparing the square root of Average Variance Explained (AVE) to inter-construct correlations. The results displayed in Table 2 provide strong evidence supporting the discriminant validity of all constructs within the proposed research model.
5 RESULT

The AMOS 25 software was utilized for hypothesis testing, generating coefficients, evaluating the statistical significance of relationships, and determining the model fit index value for the research model. Structural Equation Modeling (SEM) was employed to analyze the path. The results presented in Table 4, which displays the outcomes of path analysis using structural equation modeling, indicate that hypotheses H₁, H₃, H₅, H₆, H₇, and H₈ are statistically significant and thus supported. Conversely, hypothesis H₂ and H₄ did not achieve statistical significance, suggesting lack of support. So, contact (β = 0.368, t = 2.348, p = 0.019), efficiency (β = 0.350, t = 2.603, p = 0.009), and privacy (β = 0.357, t = 2.721, p = 0.012) demonstrated a significantly positive effect on perceived enjoyment. However, responsiveness (β = 0.004, t = 0.032, p = 0.974) and fulfillment (β = 0.078, t = 0.617, p = 0.537), did not exert significant effect on perceived enjoyment. It’s also observed that perceived enjoyment had significantly positive effect on both eWOM (β = 0.571, t = 3.719, p < 0.001) and online impulsive buying behavior (β = 0.373, t = 2.524, p = 0.002). Finally, eWOM (β = 0.418, t = 2.649, p = 0.008) was found to have positive impact on online impulsive buying behavior. When the R² values are observed, the predictors of perceived enjoyment explain 75.5% of its variance, eWOM 32.5% of its variance and finally the predictors of online impulsive buying behavior explain 49.2% of its variance.
Table 3
Path Analysis

<table>
<thead>
<tr>
<th>Hypotheses</th>
<th>Relations</th>
<th>β</th>
<th>S.E.</th>
<th>C.R.</th>
<th>P</th>
<th>R²</th>
</tr>
</thead>
<tbody>
<tr>
<td>H₁ (Accepted)</td>
<td>CO -&gt; PE</td>
<td>0.368</td>
<td>0.124</td>
<td>2.348</td>
<td>0.019</td>
<td></td>
</tr>
<tr>
<td>H₂ (Refused)</td>
<td>RE -&gt; PE</td>
<td>0.004</td>
<td>0.113</td>
<td>0.032</td>
<td>0.974</td>
<td>0.755</td>
</tr>
<tr>
<td>H₃ (Accepted)</td>
<td>EF -&gt; PE</td>
<td>0.350</td>
<td>0.106</td>
<td>2.603</td>
<td>0.009</td>
<td></td>
</tr>
<tr>
<td>H₄ (Refused)</td>
<td>FU -&gt; PE</td>
<td>0.078</td>
<td>0.132</td>
<td>0.617</td>
<td>0.537</td>
<td></td>
</tr>
<tr>
<td>H₅ (Accepted)</td>
<td>PR -&gt; PE</td>
<td>0.357</td>
<td>0.111</td>
<td>2.721</td>
<td>0.012</td>
<td></td>
</tr>
<tr>
<td>H₆ (Accepted)</td>
<td>PE -&gt; WOM</td>
<td>0.571</td>
<td>0.133</td>
<td>3.719</td>
<td>***</td>
<td>0.325</td>
</tr>
<tr>
<td>H₇ (Accepted)</td>
<td>PE -&gt; IMP</td>
<td>0.373</td>
<td>0.121</td>
<td>2.524</td>
<td>0.002</td>
<td>0.492</td>
</tr>
<tr>
<td>H₈ (Accepted)</td>
<td>WOM -&gt; IMP</td>
<td>0.418</td>
<td>0.148</td>
<td>2.649</td>
<td>0.008</td>
<td></td>
</tr>
</tbody>
</table>

x²/df = 1.234, NFI= 0.952, CFI= 0.931, GFI= 0.902, IFI=0.934, RMSEA = 0.050

*** Statistically significant as p < 0.001

The results of the mediation test, including unstandardized coefficients, indirect effects, along with upper and lower bounds, are detailed in Table 4. The mediation role analysis employed the bootstrapping technique with 5,000 bootstrap samples, establishing a 95% confidence level as per Hair et al. (2014). In Table 4, the findings regarding the mediating role of perceived enjoyment between MSQ elements (similarity, expertise, likeability) and online impulsive buying behavior, as well as between eWOM and online impulsive buying behavior, are elucidated.

It was determined that perceived enjoyment exhibit significant mediation effects between both contact and privacy and online impulsive buying behavior. However, it does not demonstrate a significant indirect effect between all responsiveness, efficiency and fulfillment and online impulsive buying behavior. Also, eWOM demonstrate a significant indirect effect between perceived enjoyment and online impulsive buying behavior. Consequently, while H₉a, H₉c and H₁₀ were supported, H₉b, H₉c, and H₉d were not supported.
Table 4

The Analysis of Mediator Effects

<table>
<thead>
<tr>
<th>Hypotheses</th>
<th>Mediation Path</th>
<th>Indirect Effect</th>
<th>β</th>
<th>S.E.</th>
<th>CI: [LL-UL]</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>H9a (Accepted)</td>
<td>CO -&gt; PE-&gt;IMP</td>
<td>0.149</td>
<td>0.09</td>
<td>0.189</td>
<td>0.010 - 0.32</td>
<td>0.050</td>
</tr>
<tr>
<td>H9d (Refused)</td>
<td>RE -&gt; PE-&gt;IMP</td>
<td>0.086</td>
<td>0.089</td>
<td>0.088</td>
<td>-0.05 -0.309</td>
<td>0.072</td>
</tr>
<tr>
<td>H9c (Refused)</td>
<td>EF -&gt; PE-&gt;IMP</td>
<td>0.127</td>
<td>0.025</td>
<td>0.092</td>
<td>-0.272 -0.07</td>
<td>0.453</td>
</tr>
<tr>
<td>H9d (Refused)</td>
<td>FU -&gt; PE-&gt;IMP</td>
<td>0.130</td>
<td>0.001</td>
<td>0.051</td>
<td>0.083 -0.125</td>
<td>0.849</td>
</tr>
<tr>
<td>H9e (Accepted)</td>
<td>PR -&gt; PE-&gt;IMP</td>
<td>0.138</td>
<td>0.101</td>
<td>0.113</td>
<td>0.002-0.326</td>
<td>0.042</td>
</tr>
<tr>
<td>H10 (Accepted)</td>
<td>PE -&gt; WOM-&gt;IMP</td>
<td>0.118</td>
<td>0.195</td>
<td>0.109</td>
<td>0.058-0.550</td>
<td>0.050</td>
</tr>
</tbody>
</table>

Beta = Standart Coefficient; S.E = Standart Error; CI = Confident Interval; LL = lower bound; UL = upper bound

6 DISCUSSION

Among the MSQ elements, contact was observed to have the strongest effect on perceived enjoyment, exhibiting a mean value. This finding is consistent with studies by Bedi et al. (2017) and Al-Khayyal et al. (2020). Therefore, mobile sites' comprehensive communication with customers regarding priority issues for customers, such as product and money refunds and warranty status, increases their perceived enjoyment. Effectiveness affects perceived enjoyment positively, in parallel with studies such as Kuo et al. (2016) and Khatoon et al. (2020). So, once mobile sites provide accurate, friendly, and high-quality information customers need, it’s a big chance for customers to feel the enjoyment via their positive purchase experience. Privacy emerges as the last element that affects the perceived enjoyment of MSQ elements. While paying attention to the sensitivity of individuals regarding the privacy of their personal information by mobile sites reduces the anxiety felt; it also increases the perceived enjoyment. This result is also in parallel with Parboteeah et al. (2016), Kuo et al. (2016). Unlike the results of Giao et al. (2020) and Lionello et al. (2020), neither fulfillment nor responsiveness factors have a significant effect on perceived enjoyment. Individuals living in Turkey may have considered the fulfillment factor as a part of the post-purchase process, considering the pleasure they get from mobile site use as instantaneous. And surprisingly, responsiveness is not one of matter factors affecting the perceived enjoyment of Turkish mobile shoppers. This may be due to the fact that while providing real-time services, mobile sites use standard and stereotypical phrases instead of personalized answers and suggestions. Similar to the results of studies such as Lerner et al. (2015), Saad & Metawie (2015), and Yi & Jai (2020), the result of the study also confirms that perceived enjoyment is one of the antecedents of impulse buying behavior and it affects eWOM positively as well. So, positive emotions are viewed as the primary
motivators in decision-making and spur-of-the-moment purchases for mobile shoppers in Turkey. Customers who share their past experiences about the products and/or brands directly influence other potential customers. This result is consistent with Moon et al. (2019), Rajput et al. (2022) and Shiu et al. (2023). When the mediator variables are examined, it is seen that perceived enjoyment has a partial mediating effect between contact and privacy and online impulse buying behavior, and eWOM also has a partial mediating effect between perceived enjoyment and online impulse buying behavior. Mobile site shoppers in Turkey are inclined to enjoying their shopping even more when they reach the accurate and timely information with friendly communication as well as when their privacy is respected. Furthermore, individuals who have higher perceived enjoyment are more likely to make impulse buying decisions. The partial mediation effect of eWOM between perceived enjoyment and impulsive buying behavior suggests that mobile site shoppers share their perceived enjoyment with others who may have different motivations, such as as assisting others or seeking validation within the platform. Individuals who evaluate the comments may be more likely to engage in impulsive buying behavior as well.

7 CONCLUSION

The study shows that contact, efficiency and privacy have a direct positive effect on individuals' perceived enjoyment. The contact level of communication with customers who prefer mobile shopping also determines the success level of operational marketing for companies. So, recording customer complaints, informing them accurately and transparently about product or refund policies, and enriching the communication of sales representatives by using artificial intelligence assistants may cause customers to positively reinforce their purchasing experience and increase their perceived enjoyment. The mobile shopping sites should also be designed user-friendly, properly structured and requiring less customer input. Because, efficiency includes design and ease of use as sub-dimensions too. Privacy is the most important factor to affect consumers’ perceived enjoyment due to the result of the study. The fact that mobile site administrators respect the privacy of customers' right to keep their personal information confidential and leave the degree of control over this information to them within the framework of the permission marketing approach will contribute to maximize the level of perceived enjoyment and reduce their anxiety.

The study shows that perceived enjoyment has a strong and positive effect on both eWOM and online impulsive buying behavior. Hence, consumer emotions are seen as a primary
motivator in decision-making and impulse buying processes because they significantly influence consumers' choices during shopping process. Thus, individuals who feel the enjoyment of their shopping process are more prone to make impulsive buying. The companies should take care of customers’ all wishes and try to provide positive shopping experience to persuade them revisiting the mobile site and buy the products instantly. In addition, it should be one of the main issues that companies should pay attention to in terms of customers with high perceived shopping pleasure being more likely to recommend websites, reducing the promotion costs of businesses, strengthening the bond between the mobile site and the customer, and providing recognition by reinforcing the mobile site image. These advantages also reflects the power of eWOM. As the study shows, reviews on mobile sites, as well as customer interactions sharing similar experiences, positively influence consumers' impulse buying behavior. Therefore, not imposing restrictions on negative comments in the review sections of mobile sites and promoting transparency by encouraging comments in certain promotions can reinforce impulse buying.

The study may be limited to the sample size in terms of time and cost, and the study was conducted only on individuals living in Turkey. In similar studies to be carried out in the future, different mobile service quality dimension other than the MSQ scale should be investigated and studies should be conducted with different sample groups (gender, country, etc.) is important to reveal differences in terms of contributing to the literature.

REFERENCES


