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ONLINE CONSUMER PURCHASING DURING THE PANDEMIC OF COVID-19: AN APPLIED STUDY IN LEBANON

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ONLINE CONSUMER PURCHASING DURING THE PANDEMIC OF COVID-19: AN APPLIED STUDY IN LEBANON

Abstract

Technological development essentially transformed the foundation of global businesses. Business operations started to move from traditional to advance digitalized practices which gave rise to the e-commerce business, making the online environment more competitive. Despite such changes, there remains a consumer that is not involved in online shopping especially in developing countries. The spread of COVID-19 pandemic has caused radical changes to the way the consumer form intention and behavior toward digitalized solutions. This paper analyzes the impact of buying impulse, attitude, subjective norms, enjoyment and trust on consumer purchasing intention during the pandemic using a sample of 306 Lebanese citizens. SPSS version 24.0 is applied as a statistical technique used; results found positive effect of all factors on consumer purchasing intention. Then, discussions, conclusions and recommendations are presented.

Keywords

Online Purchase Intention, buying impulse, trust, Attitude, Subjective Norms

1. INTRODUCTION

The pandemic of COVID-19 has influenced the individuals' behavior globally. The virus continues to spread into different regions in the world beginning from December 2019 and became as a worst pandemic according to World Health Organization (WHO), this pushes the nation to take critical and hostile movements toward this pandemic. Therefore, social distancing and quarantine were enforced to apply in several nations, areas, and several economic areas to control the further range (Diele-Viegas & Pereira, 2020).

Moreover, customer behaviour has been changed regarding purchasing decision-making process (Martín & Camarero, 2009; Pereira et al. 2016; Svatošová, 2019). Accordingly, this pandemic drives companies to shift into online purchasing in order to keep serving their customers' demands (Leatherby & Gelles 2020). Purchasing online is considered as a safer way to avoid the virus during the pandemic. Briefly, when it comes to online purchasing, it presents a diverse situation and experiences comparing to offline purchasing (Lu, 2013). There are some obstacles and barriers faced by customers during the online purchasing (Citera *et al.*, 2005). Therefore, online business retailer should examine their customers' online purchase intention and the aspects that impacting online purchase intention (Hasan, Harun & Rashid, 2015). Several online stores practices had exposed to violate customer rights. This presents the principal obstacles for customers concerning purchasing through online platforms, especially during the COVID-19 pandemic. Hence, this paper conduct to examine the influence of the following factors (buying impulse, attitude, subjective norms, enjoyment and trust) on customer online purchasing behavior during the COVID-19 pandemic.

Overall, this study is considered as a pioneer study to shed the light on how online purchase behavior responded to COVID-19 and how customers' purchasing intention and purchasing behavior evolved during the quarantine period in Lebanon. This study is divided into several sections. The first section represents the literature review and hypotheses development. The second section contains the research methodology describing the adopted quantitative method. A survey was used with structured questions in order to study the customers' experience during the purchasing online, followed by the data analysis representing section three and then results and discussions represents the section four followed by the section five that represents theoretical implications and recommendations and finally, conclusions and future research.

2. THEORETICAL BACKGROUND

This section provides the theory that the researcher will rely on. The most effective and well-known theory concerning consumer behavior is the theory of planned behavior.

2.1 Theory of Planned Behavior

TPB is founded by (Azjen, 1991). This theory is an extension of the theory of reasoned action (TRA) (Azjen & Fishbein, 1980) by adding a new variable which is perceived behavioral control. This theory is based on the intention of person to conduct such product. Referring to the theory of planned behavior, attitude, social influence and perceived behavioral control positively affect the person's intention toward such product. The theory of planned behavior has been used in several information system studies (Mathieson, 1991; Taylor & Todd, 1995a, b; Harrison *et al.*, 1997). From this reason, the theory of planned behavior is considered as a suitable theory to investigate the intention of online purchasing behavior. Furthermore, several studies have showed the suitability and the validity of this theory to investigate the consumer behavior toward online purchase intention (Battacherjee, 2000; George, 2002; Khalifa & Limayem, 2003; Limayem *et al.*, 2000; Pavlou, 2002; Suh & Han, 2003; Song & Zahedi, 2001; Tan & Teo, 2000).

According to Azjen (1991), who defined the attitude as positive or negative assessment toward some behavior, attitudes are originated by principles. Regarding the social influence that is defined by normative principles and inspirations from the relatives to encourage the individual to conduct such behavior, the perceived behavioral control is described as an individual's opinion to get the chance to be involved in some behavior (Azjen, 1991). Azjen compares perceived behavioral control to Bandura's concept of

perceived self-efficacy (Bandura, 1997). Given two persons in the same degree of intention to involve in a conduct, the one who has more confidence in his capabilities is more likely to succeed than the one who has doubts (Ajzen, 1991).

The current research focuses on customers' attitudes and subjective norms toward online purchasing. The theoretical framework is based on TPB theory to analyze and test the attitudes and subjective norms on online purchase intention.

3. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT:

The literature review is separated into two parts, first part presents the variables conceptualization that define each dependent and independent variables used in this study. The second section presents the associations between variables conducted by previous studies.

3.1 Buying Impulse

Academics' research has engaged a deep interest in impulse purchasing for the last years (Clover, 1950; Stern, 1962; Rook, 1987; Peck & Childers, 2006). Buying impulse is related to unplanned purchasing (Clover 1950, West 1951). The explanations of impulse buying were concentrated on the product while recognizing an impulse purchase. The previous research did not shed the light on the factors that could affect impulsive behavior. Rook (1987) categorized the impulse buying as involuntary, non-reflective responses that exist soon after being motivated by the retailers.

Gardner and Rook (1993) described impulse buying as an unplanned action including rapid decision-making and ability for direct purchase of goods. Beatty and Ferrell (1998) defined that impulse buying as a fast buying without any pre-buying purpose either to buy the particular product type or to achieve a particular need. They clarified that the impulse buying behavior take place after customer experience in purchasing and without much thinking. The purchasing of a product that will be almost out-of-stock are not considered as an impulse buying. Bayley and Nancarrow (1998) describe impulse buying as a "sudden, compelling, hedonically complex buying behavior in which the rapidity of an impulse decision process precludes thoughtful and deliberate consideration of alternative information and choices."

Block and Morwitz (1999) debated that the impulse is customers' acquisition to purchase a product with unexpected outcomes and as a powerful need. Kacen and Lee (2002) pointed out that impulsive behavior is more touching and irresistible but less considered when compared to planned purchasing behavior. Mattila and Enz (2002) debated that fashion-oriented impulse purchasing could be influenced by customer's own positive feelings when spending.

3.2 Attitude

Referring to Ajzen (1991), intention to conduct behaviour is directly impacted by the following factors attitude, social influence and perceived behaviour control. Attitude described as the level to which a person has a favourable or unfavourable evaluation of the behaviour (Ajzen, 1991). In addition, attitude is a theoretical construct that cannot be observed directly, however can be inferred from quantifiable responses toward such object (Ajzen, 1991). In the context of online purchasing, attitude deal with the customer emotional state of favourableness or unfavourableness towards the internet usage to purchase products from websites (Lin, 2007). Attitude refers to the tendency of an individual to answer positively or negatively towards a concept or situation. It is also observed as a belief held by persons that imitates their ideas and sentiments in behavior (Joseph, 2013). Attitudes are connected to the customers' behavior and the associations between these variables exist (Joseph, 2013). According to Syieda (2016), attitude is multidimensional composed from the three following constituents: affect, cognition and behavior.

3.3 Subjective Norms

Subjective norms are described as a person's opinion by the social force to conduct some behaviors (Ajzen, 1991). Subjective norms are explained as the opinion taken by the individuals after coordinating with their relatives, friends or any social network (Malecki & Elliott, 1999; Lada *et al.*, 2009). Moreover, subjective norms influence individual's actual behavior of carrying out a certain business activity (Mohammed *et al.*, 2017; Krueger *et al.*, 2000). Subjective norms are social principles that guide an individual's behavior (Hussein, 2018; Xiao, 2020). In online shopping, subjective norms refer to the customers' observations about the online shopping usage after the encouragement of relative group, such as contacts (Lin, 2007).

3.4 Perceived Enjoyment

Plutchik (1980) presented a comprehensive evolutionary to intellectualize how people feel. He proposed that sentiments are essentially categorized by enjoyable or unenjoyable. These polar groups can be further sub-classified into eight main social sentiments: panic, anger, happiness, sorrow, acceptance, disgust, eagerness, and surprise (Martin, Hubbard & Palmer 2008). In addition, enjoyment is described as a level to which a customer's experience concludes in desire and pleasure created by the online atmosphere. Some academics embrace that some emotional desires must be satisfied if individuals need to keep their intrinsic inspiration (i.e., enjoyment) (Ryan *et al.*, 2006). Furthermore, enjoyment is resulted from environmental activities, originating from a person's innate interest in the events themselves (Cerasoli & Ford, 2014). For instance, enjoyment acts a critical role in constructing a positive attitude and behavioral intention in a peer-to-peer setting (Hamari *et al.* 2016). Enjoyment states that the grade to which a person touches pleasure and satisfaction in a desired atmosphere (Hamari *et al.* 2016). Similarly, customers pursue to derive desire or enjoyment from the consumption of some goods (Ozturk, Nusair, Okumus & Hua 2016).

3.5 Trust

In the online shopping context, McKnight *et al.* (2002) have faith in trust is the willingness to receive threats from online retail websites after collecting data about them. Trust is having faith in goods, brands or companies that these could get a positive influence to improve the situation (Chen, 2010). Nuttavuthisit and Thøgersen (2015) emphasized the essential role of trust as a strong aspect influencing the adoption of customer toward a product.

Mayer *et al.* (1995) describe trust as a "willingness to be vulnerable," while Uslaner (2002) recognized two diverse categories of trust: generalized and particularized trust. Generalized trust is "the belief that most people can be trusted," while particularized trust is "the notion that we should only have faith in people like ourselves." Trust is the belief that other persons or corporations with whom one cooperates will not take unwarranted benefit of a dependence upon them. That is the confidence that all connected parties would perform in a proper, reliable and social suitable manner and would accomplish their predictable engagements (Gefen *et al.*, 2003b).

Krueger & Meyer-Lindenberg (2019) describe trust as a "social dilemma" which indicates two parties: a trustor and a trustee. The trustor is supposed to be susceptible to the trustee due to a "risk of treachery" (affect) because the trustor expects (cognition) that the trustee will "produce some anticipated reward" (motivation). Trust is, thus, a performance that develops in a context of doubt. In line with this, customers online have a habit to be faced with more doubt than those offline (Hult *et al.*, 2019).

In addition, in the online context, trust is a uniform noticeable aspect in the customer decision-making process (Yoon, 2002; Hajli *et al.*, 2017; Kim *et al.*, 2008). McKnight *et al.* (2002) described trust in online purchasing based on two particular constituents: beliefs and intentions. Trust beliefs is described as the way of the customer can observe it in terms of competence, benevolence, and integrity, while trusting intentions represent the ability to be dependent; in other words, the ability to be susceptible to the vendor (McKnight *et al.*, 2002).

In addition, referring to Bauman, (2016) online trust is “an attitude of confident expectation in an online situation of risks that one’s vulnerabilities will not be exploited.”

In the social media context, trust come to be more protuberant (Kim & Ko, 2010). According to Liu et al. (2018), trust is a significant perception in social media brand communities (SMBCs) and it is strongly impacted by customers with each other (C2C approach), as well as the relationship between customer and brand (i.e., C2M approach). In social ecommerce, trust is defined as “forms of Internet-based social media that allow people to participate in the marketing and selling products online” (Stephen & Toubia, 2010, p. 215), trust has a “vital influence on the transaction process” (Yeon *et al.*, 2019).

3.6 Online Purchase Intentions

Referring to Ajzen (1991), intention is one of the aspects that inspires one individual to practice an action. Purchase intention is described as an authoritative shopping propensity and a shopping development that is controlled by customers themselves (Rook & Fisher, 1995; Naseri, 2021). It is an aspect that is employed to assess the likelihood of future behavior (Naseri, 2021). Customers may have many diverse intentions, including purchase intention. Referring to Naseri, (2021), purchase intention is a strategy needed to provide products to customers. Accordingly, Delafrooz *et al.* (2011) deliberates online purchase intention as the power of customer’s intentions to achieve a particular purchasing behavior through internet (Delafrooz *et al.*, 2011).

Meanwhile, Akbar *et al.* (2014) debate that intention aims to handle several activities. Intention is the extent of awareness that a person will follow to accept the behaviour which is considered as an essential constituent. Furthermore, customer’s purchase intention will usually exist when he is prearranged to buy any future goods. Therefore, online purchase intention could be defined as a state when a person arrange to buy a specific product or service via internet (Yee, Mun, Yee & Ling, 2014).

Purchase intention is an important aspect of behavioral intentions. It can be defined as persons' relative power to perform a particular conduct (Amin & Tarun, 2020). Purchase intention is to obtain the goods and to build a good relation between purchase and purchaser that could be a good sign for the future intention (Nurittamont, 2021). In this research, purchase intention states to repurchase intention and the ability to buy goods in the future and the capability to endorse groups to buy goods (Yen & Chiang, 2021).

3.7 Purchase Behaviour

The purchase behavior, in basic, is described by the five stages through which it permits while improvement of decision-based on features like recognition of need, looking for information, assessment of substitutes, the decision for purchase, and post- PB (Kotler & Armstrong, 2010). Here, Purchase behavior could be influenced by the person’s awareness to buy the products. Kumar & Kim (2014) debated that purchase behavior is reflected by the consumer purchase intention.

4. HYPOTHESES DEVELOPMENT:

In this section, the researcher will present the hypotheses development by showing the results of previous studies regarding this topic.

4.1 The Relationship between Buying Impulse and Online Purchase Intention

In addition, several studies (Peck & Childers, 2006; Liang, Liang & Duan, 2008; Peña-García, Gil-Saura, Rodríguez-Orejuela, & Siqueira-Junior, 2020; Radlović, 2021) pointed out that ordering impulse is positively related to online purchase intention. Thus, the hypotheses are formulated as follows:

H1: The buying impulse has positive impact on online purchase intention.

4.2 The Relationship between Attitude and Online Purchase Intention

According to (Fishbein & Ajzen, 1975), the attitude has a positive impact toward intention. In the context of online purchase, the clients’ attitude has a significant association with their purchasing intention (Naseri, 2021; Sumarliah, Khan & Khan, 2021;

Mathur, Tewari & Singh, 2021). In prior research, attitude has shown a major impact on purchasing intentions (Khare & Sarkar, 2021). In addition, this association is also confirmed with numerous empirical research (Ha *et al.*, 2019; Quang & Thuy, 2022). Hence, the proposed hypothesis is:

H2: The attitude has positive impact on online purchase intention.

4.3 The Relationship between Subjective Norms and Purchase Intention

Subjective norms described as person observed social force to implement or not implement such behaviour (Ajzen, 1991). Aforementioned research demonstrates that there is a significant association between subjective norms and intentions (Bhattacharjee, 2000; Hansen *et al.*, 2004; Yoh *et al.*, 2003). In contrast, the association between subjective norms and purchase intention is not consistent among latest research. According to Bonera (2011), subjective norms have no impact on customers' online purchase intention. Some research reveal that the views of closed group have a significant influence on customers' online purchase intention (Ha, 2020; Ha *et al.*, 2019; Lin, 2007). Other research about consumer behaviour propose that the views of referent group have strong influence on consumer behaviour (Blackwell *et al.*, 2001). Therefore, the second proposed hypothesis is:

H3: Subjective norms have positive impact on online purchase intention.

4.4 The Relationship between Enjoyment and Purchase Intention

Research has shown that customer's enjoyment can improve affirmative attitudes via some actions, such as acquisition rewards, involvement in rivalry and sensitivity of self-control (Schaufeli *et al.*, 2002).

In this case, enjoyment is which people have an enjoyable skill while playing playoffs (Huotari & Hamari, 2017). If persons consider the technology to be pleasant, the inherent incentive will be improved and extrinsic behaviours will ultimately be impacted (O'Brien, 2010; Lee & Yang, 2011). In the domain of online purchasing, pleasure is considered to be a motivational state that can impact the intention of consumption (Bunchball, 2010). In a state of enjoyment, customers tend to feel environmental stimuli and arousal impulses (Wang & Li, 2016). According to (Bunchball, 2010) point out that enjoyment is a significant impact on purchase intention. On this basis, the following hypothesis is proposed:

H4: Consumer enjoyment has a positive impact on online purchase intention.

4.5 The Relationship between Trust and Purchase Intention

Trust could be the willingness to agree to take menaces to buy with online shops (Lee & Turban, 2001). Trust is a dominant component in interchange (McKnight *et al.*, 2002) and an aspect that has significant impact on consumers' behaviour in both online and traditional purchasing (Ha *et al.*, 2019; Winch & Joyce, 2006). In the online purchase context, trust plays a specific significant role as the customer's opinion of operation risk in online environment is higher when the purchaser doesn't have direct contact with seller as well as goods, they intent to purchase (Jarvenpaa *et al.*, 2000; Pavlou, 2003; Verhagen *et al.*, 2006).

In return, customer involvement leads to brand trust, which in turn have an influence on purchase intention (Herbst *et al.*, 2013). The findings of Zhao *et al.* (2019) and Hajli (2014) who revealed that if customers trust the sellers in a social media context, they will accordingly also trust the brand through the trust transfer procedure. Trust in the retailers and in the brand positively impacts purchase intentions.

Numerous research revealed that customer trust to a retail website have a significant influence on purchase intention (Gefen *et al.*, 2003a; Gefen *et al.*, 2003b; Ha *et al.*, 2019; Pavlou, 2003). The absence of trust is one of the central aims that lead customers to avoid purchasing online (Ha & Nguyen, 2014; Jarvenpaa *et al.*, 2000; Y Monsuwé *et al.*, 2004). Hence, the suggested hypothesis is:

H5: Trust has positive impact on customer's online purchase intention.

4.6 The relationship between purchase intention and consumer behaviour

Referring to He et al. (2008), stated that the absence of intention to buying online can hinder the improvement of electronic commerce. Although intention has been identified as an interpreter of actual behavior to purchase online (He et al., 2008; Orapin, 2009; Pavlou & Fygenson, 2006; Roca et al., 2009). Purchase intention cannot be converted into purchase behavior (Kim & Jones, 2009). In order to create and sustain a good association with clients, an online website must clarify the consumers' purchasing behavior (Kim & Hong, 2010). Jamil and Mat (2011) suggested that purchase intention have an affirmative impact on actual online purchasing. Hence, the hypothesis is formulated as follows:

H6: Purchase intention has positive impact on online purchase behaviour.

5. CONCEPTUAL FRAMEWORK

Based on the above, the conceptual framework is developed by the researcher below:

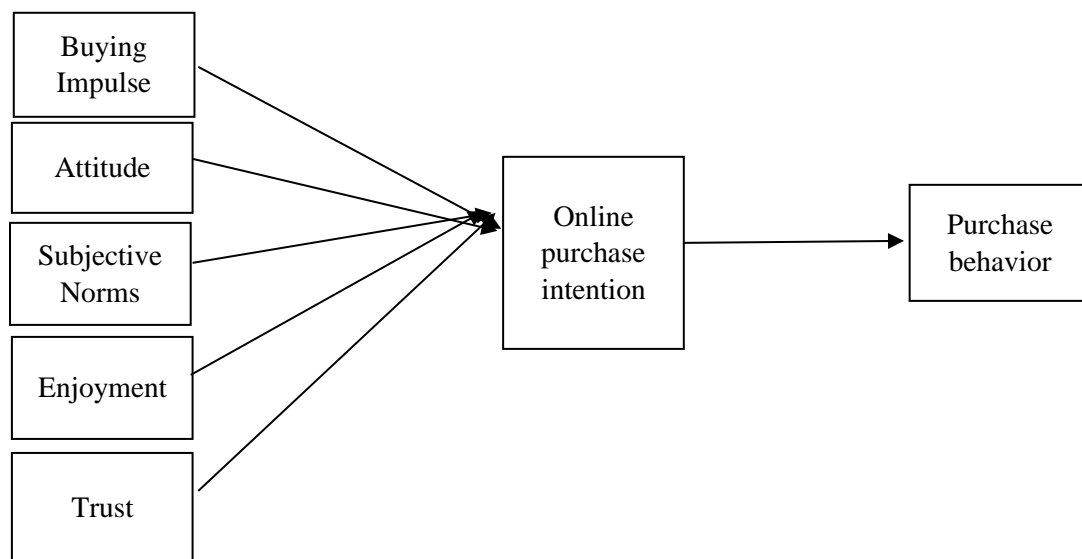


Fig.1: Conceptual Framework developed by the researcher

6. RESEARCH DESIGN AND METHODOLOGIES

The researcher used the empirical methodologies to evaluate hypotheses developed through literature analysis and to investigate the factors affecting online intention to purchase. As a result, quantitative methodologies are used in the current study.

Quantitative techniques comprise the collection and analysis of numerical data (usually using statistical tools) and can be used to achieve a range of goals, such as searching for patterns and average trends, predicting, discovering or testing cause-and-effect relationships, and so on.

Under certain conditions, the results of quantitative research done on a defined sample can be extrapolated to the full population (e.g., a sufficient degree of data quality).

Research findings from a well-defined sample can be extrapolated to the entire subject. Observation, survey, and questionnaire are the four main quantitative research methodologies. For the purposes of this study, a survey was chosen as the data collecting method because it appears to be the most commonly used approach in studies on the issue and the easiest and most simple way to get quantitative data. Because the Internet is the most accessible source of respondents from the target group, and because COVID-19 is still present, it is difficult to address people directly, the survey was performed online. Furthermore, because English is the respondents' native language, the questionnaire was in English language to avoid misunderstandings and misinterpretations of questions and essential concepts.

The designed questionnaire contains 25 questions targeted at filtering respondents, identifying their demographics, behaviour patterns, and attitude toward (online) shopping, as well as COVID-19. The first section of the questionnaire is introductory, with the goal of weeding out those who lack relevant expertise and traits. Then, respondents were questioned about their regular approach to grocery shopping, including which e-stores they use and how they shop (website or app). The measurement items were five Likert items which will be evaluated to test the hypotheses.

6.1 Population and Samples

The research was conducted in the mid of 2021. This research targets a population from the Lebanese citizens in total of 306 but there are missing responses, where the total is 298 respondents from a different age which are the follows ranges: 18-25 years, 26-39 years, 40-49 years, 50-59 years and above 60 years. The population is from different level of education which are the follows: Bachelor, DBA, Master and PHD from the male and female gender taking into consideration the relationship status (Single, married and divorced) and taking into account the years of experience of each person such as less than 6 months, 6-11 months, 1-3 years, 4-6 years and more than 7 years.

In order to demonstrate the statistical model, the researcher used IBM SPSS version 24.0. The data analysis is divided into several parts where it starts from descriptive statistics, then the reliability test, factor analysis, correlation analysis and the regression analysis.

This research study the relationship between the independent variable presented by the follows: buying impulse, attitude, subjective norms, enjoyment, trust which affects the dependent variable the online purchase intention then affects the purchase behaviour.

6.2. Descriptive Statistics

Table 1 - Descriptive statistics

	Category	Frequency	Percentage (%)
Gender	Female	166	55.7
	Male	132	44.3
Age	18-25 years	37	12.4
	26-39 years	91	30.5
	40-49 years	122	40.9
	50-59 years	43	14.4
	Above 60 years	5	1.7
Education	Bachelor	113	37.9
	DbA	9	3.0
	Master	127	42.6
	PHD	49	16.4
Relationship status	Single	163	54.7
	Married	109	36.6
	Divorced	26	8.7
Internet experience	<6 months	14	4.7
	6-11 months	37	12.4
	1-3 years	57	19.1
	4-6 years	30	10.1
	>7years	160	53.7
	Total	298	100.0

Resource: by researcher using SPSS 24

According to the table above, the result of descriptive statistics indicates that 55.7% from the respondents are females and 44.3% are males which indicates that the majority of population are females. In addition, there's 37.9% are holders of bachelor degree, 3% are holder of DBA, 42.6% are holders of Master's degree and 16.4% are holders of PHD which indicates that the majority are holders of master's degree.

The relationship status indicates that the majority of respondents are single (54.7%) and 36.6% are married and 8.7% are divorced. In addition, 4.7% have less than 6 months of experience in using internet, 12.4% have 6-11 months of experience, 19.1% have 1-3 years of experience, 10.1% have 4-6 years and 53.7% have more than 7 years of experience in using internet. The frequency indicates that the majority of respondents have more than 7 years of experience in using internet and the minority of respondents have an experience less than 6 months in using internet.

6.3. Reliability Test

Reliability test represents the level to which a measure is consistent with a concept, and is related to data constancy. In order to test the reliability, Cronbach's alpha was used.

Table 2: Cronbach's alpha

Scale	Cronbach's alpha	Number of items
Buying impulse	0.778	3
Attitude	0.800	3
Subjective norms	0.805	3
Enjoyment	0.776	3
Trust	0.831	6
Online purchase behavior	0.699	3
Purchase behavior	0.765	4

Resource: by researcher using SPSS 24

The reliability for each scale and their relative items and all based on a five-point Likert scale, Cronbach's alpha coefficient above 0.7 is acceptable which shows very good internal of consistency.

According to the table above, all constructs are reliable since the Cronbach's alpha value computed was above 0.7. The buying impulse with three items shows a very good internal of consistency with Cronbach's alpha 0.778, while the attitude scale with 3 items as a Cronbach's alpha of 0.800.

The subjective norms with three items have a very good internal of consistency with Cronbach's alpha 0.805. The enjoyment with three items has a good internal of consistency with alpha 0.776, while the scale trust with six items has a very good internal of consistency with alpha of 0.831. The online purchase intention with three items has a Cronbach alpha of 0.699 and the purchase behavior with 4 items has a Cronbach alpha of 0.765.

6.4. Correlation Matrix

A normality test was conducted on the scale variables to see the distribution of each variable and all variables were not normally distributed so non parametric test as Spearman correlation was conducted to see the relations between the dependent variable, independent variables and the moderator. As the table 4 shows there is a significant positive correlation between all variables.

Table 4 Correlation Matrix

		M	SD	1	2	3	4	5	6	7
1	Buying Impulse	10.01	3.21	1						
2	Attitude	10.14	2.76	0.449**	1					
3	Subjective norms	9.66	2.744	0.376**	0.489**	1				
4	Enjoyment	10.35	2.67	0.367**	0.487**	0.514**	1			
5	Trust	19.61	4.57	0.392**	0.367**	0.503**	0.488**	1		
6	Online Purchase intention	10.11	2.45	0.302**	0.366**	0.306**	0.297**	0.463**	1	
7	Purchase behavior	13.43	3.28	0.290**	0.223**	0.240**	0.227**	0.329**	0.422**	1

** Sig<0.01 , significant correlation at the level of 0.01, M=mean, SD=standard deviation and N=sample

Resource: by researcher using SPSS 24

According to the table above, the correlation analysis indicates that all the variables are correlated where the results are the following:

- The correlation between buying impulse and these respective variables attitude, subjective norms, enjoyment, trust, online purchase intention and purchase behaviour is positive and significant where the coefficient of correlation $r=0.449$, $r=0.376$, $r=0.367$, $r=0.392$, $r=0.302$, $r=0.290$ respectively and p-value indicates the significance ($\text{sig}<0.01$).
- The correlation between attitude and these respective variables buying impulse, subjective norms, enjoyment, trust, online purchase intention and purchase behavior is positive and significant where the coefficient of correlation $r=0.449$, $r=0.489$, $r=0.487$, $r=0.367$, $r=0.366$, $r=0.223$ respectively and p-value indicates the significance ($\text{sig}<0.01$).
- The correlation between subjective norms and these respective variables buying impulse, attitude, enjoyment, trust, online purchase intention and purchase behaviour is positive and significant where the coefficient of correlation $r=0.376$, $r=0.489$, $r=0.514$, $r=0.503$, $r=0.306$, $r=0.240$ respectively and p-value indicates the significance ($\text{sig}<0.01$).
- The correlation between enjoyment and these respective variables buying impulse, attitude, subjective norms, trust, online purchase intention and purchase behaviour is positive and significant where the coefficient of correlation $r=0.367$, $r=0.487$, $r=0.514$, $r=0.488$, $r=0.297$, $r=0.227$ respectively and p-value indicates the significance ($\text{sig}<0.01$).
- The correlation between Trust and these respective variables buying impulse, attitude, subjective norms, enjoyment, online purchase intention and purchase behaviour is positive and significant where the coefficient of correlation $r=0.392$, $r=0.367$, $r=0.503$, $r=0.488$, $r=0.463$, $r=0.329$ respectively and p-value indicates the significance ($\text{sig}<0.01$).
- The correlation between online purchase intention and these respective variables buying impulse, attitude, subjective norms, enjoyment and purchase behavior is positive and significant where the coefficient of correlation $r=0.302$, $r=0.366$, $r=0.306$, $r=0.297$, $r=0.463$, $r=0.422$ respectively and p-value indicates the significance ($\text{sig}<0.01$).
- The correlation between Purchase behavior and these respective variables buying impulse, attitude, subjective norms, enjoyment, Trust and online purchase intention is positive and significant where the coefficient of correlation $r=0.290$, $r=0.223$, $r=0.240$, $r=0.227$, $r=0.329$, $r=0.422$ respectively and p-value indicates the significance ($\text{sig}<0.01$).

6.5. Regression Analysis and Testing Hypothesis

A Simple regression is one of methods employed to investigate the association between one constant dependent variable and an independent variable (Continuous). Simple regression is based on association, but permits a more sophisticated investigation of the interrelationship among one variable.

Simple regression used to address a variety of research questions. It explains the influence of independent variable presented by the follows: buying impulse, attitude, subjective norms, enjoyment and trust in the dependent variable which is presented by the online purchase intention. It will provide evidence about the conceptual framework as a whole and the relative contribution of the variable that make up the conceptual framework.

Table 5: Regression analysis

Hypothesis	Independent variable	Dependent variable	R-Square	F-Fisher	t	Unstandardized coefficient beta	Standardized Coefficients	Sig	Decision
H ₁	Buying impulse	Online purchase intention	0.086	27.698	5.263	0.223	0.293	***	Supported
H ₂	Attitude	Online purchase intention	0.130	44.078	6.639	0.310	0.360	***	Supported
H ₃	Subjective norms	Online purchase intention	0.100	32.792	5.726	0.282	0.316	***	Supported
H ₄	Enjoyment	Online purchase intention	0.099	32.495	5.700	0.288	0.315	***	Supported
H ₅	Trust	Online purchase intention	0.262	104.816	10.238	0.274	0.511	***	Supported
H ₆	Online purchase intention	Purchase behavior	0.234	90.474	9.512	0.648	0.484	***	Supported

Resource: by researcher using SPSS 24

According to the table above, the result denotes the follows:

Hypothesis 1 predict the influence of buying impulse on online purchase intention, table 4 depicts this relationship and confirm that our findings are consistent with our hypothesis, proving that H₁ ($\beta=0.223$, $p<0.05$) was supported.

Hypothesis 2 is supported in table 4 that exhibits the results of the association between attitude and purchase intention, which was supported ($\beta=0.310$, $\text{sig}<0.05$).

Hypothesis 3 study the relation between subjective norms and online purchase intention, which shows a significant positive relation ($\beta=0.282$, $\text{sig}<0.05$) and it is supported.

Hypothesis 4 indicates a positive and significant association between enjoyment and online purchase intention, which is supported ($\beta=0.288$, $\text{Sig}=0.000<0.05$).

Hypothesis 5 demonstrates the positive and significant association between trust and online purchase intention ($\beta=0.274$, $\text{Sig}<0.05$).

Hypothesis 6 indicates the positive and significant association between purchase intention and online purchase behavior ($\beta=0.648$, $\text{sig}<0.05$ which means that this hypothesis is supported).

In addition, the value of R squared (R^2) and F fisher indicates that the model is fit but the correlation between the variables is not strong.

7. DISCUSSION

The findings of this research revealed that the association between buying impulse and online purchase intention is significant and positively correlated. Therefore, H₁ is supported, the results confirmed the previous studies (Wu & Chen, 2019; Goel, Parayitam, Sharma, Rana & Dwivedi, 2022), this means that when the buying impulse increase, this led to an increase in the online purchasing intention.

Moreover, the outcomes indicates that the association between the attitude and online purchase intention is significantly related which support H₂. This result is in line with the literature review (Ha, 2020; Ha *et al.*, 2019; Yoh *et al.*, 2003; Ajzen & Fishbein, 1975; Simester, 2016; Khare *et al.*, 2014; Ha, 2020; Ha *et al.*, 2019; Lin, 2007; Pavlou & Fygenson, 2006). This means that attitude intend the online purchasing.

In addition, the outcome of the regression analysis denotes a positive and significant association between the subjective norms and online purchasing intention. Hence, the results are consistent with the literature review (Ha, 2020; Ha *et al.*, 2019; Bhattacharjee, 2000; Hansen *et al.*, 2004; Yoh *et al.*, 2003; Lin, 2007; Blackwell *et al.*, 2001). However, the results contradict the results revealed by Bonera (2011). This indicates a support of H₃, where the subjective norms give rise to an increase in online purchasing intention.

Furthermore, the results posit that there is a positive association between perceived enjoyment and online purchase intention. Accordingly, the outcomes are confirmed with previous studies (Schaufeli *et al.*, 2002; Bunchball, 2010). In this way, H₄ is supported, which denotes that the online purchasing intention is affected positively in the perceived enjoyment.

Besides this, the results of the correlation between trust and online purchasing intention are positively related. Furthermore, the results support the previous studies (Lee & Turban, 2001; Ha *et al.*, 2019; Winch & Joyce, 2006; Jarvenpaa *et al.*, 2000; Pavlou, 2003; Verhagen *et al.*, 2006; Herbst *et al.*, 2013; Zhao *et al.* (2019) and Hajli (2014); Gefen *et al.*, 2003a; Gefen *et al.*, 2003b; Ha *et al.*, 2019; Pavlou, 2003. In this way, H₅ is supported; this proves that the online purchase intention increases when the trust of consumer increase.

What is more, H₆ is supported owing to the result of correlation analysis that demonstrate a positive relationship between the purchasing behavior and online purchase intention which is proved by the previous studies. (Jamil and Mat (2011). This can lead to conclude that the purchase behavior is affected by the online purchase intention.

8. IMPLICATIONS AND CONCLUSIONS

The research framework and results have numerous significant implications for retailing marketers and managers. First, this study proves that the following factors (buying impulse, attitude, subjective norms, enjoyment and trust) are effective to online marketing strategy for e-retailers. This study provides an opportunity for online retailers to attract a large number customer. Hence, this study could help e-retailers to achieve competitive advantage in the online marketplace.

Second, e-retailers must satisfy customers' psychological need by providing enjoyment and trust which play significant roles in online purchase decisions. More importantly, e-retailers can increase buying online when they have an effect on customers' relatives.

Third, this research suggests that focusing on customer's attitude could increase the adoption of online shopping. The results of the study could help e-retailers to improve their strategy for some extent to increase the acceptance of shopping online. The results of the study could also help to reduce the effect on customers' perceived uncertainty to be more effective for buying online. Thus, e-retailers should attach importance to retaining a good personal attitude. Thus, e-retailers should focus on a good relationship with customers.

9. LIMITATIONS AND FUTURE RESEARCH

There are some limitations to this research. The limitation of this paper is limited by the following factors (buying impulse, attitude, subjective norms, enjoyment and trust) that influence the online purchase intention and eliminate other factors that might be more efficient in influencing the online purchase intention. Future research should investigate the online purchase intention by testing other factors. This research used a data collected randomly and presented by Lebanese citizen. Future research should be replicated by investigating with other factors. The best technique of sampling should be used in the future study where the data should be in the context of foreign population accompanied with the Lebanese population in order to get a variety of outcomes.

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