



## Influencing Factors of Online Impulsive Buying Behavior to Gamers in Purchasing Gaming Peripherals

### ABSTRACT

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The factors that drive gamers' impulsive online behavior in buying gaming peripherals remain poorly understood, despite the Philippines' growing gaming population. This research primarily aims to identify how factors such as self-gratification, novelty, visual attraction, cost saving, reference groups, online shopping convenience, and diversified product selection influence gamers impulsive buying in purchasing gaming peripherals. Descriptive-correlational research design was utilized to analyze the data from 385 respondents. Additionally, descriptive statistics and Multiple Regression Analysis were used to analyze the gathered data and test the relationship of the independent and dependent variable. This study has discovered that 4 of the 7 characteristics significantly affect gamers' impulsive purchasing habits when it comes to gaming peripherals. The results of this study will be useful specifically to gaming peripheral online stores, marketing managers, and product developers to investigate other factors that influence gamers' impulsive buying.

**Keywords:** Impulsive Factors; Buying Behavior; Gaming Peripherals; Gamers

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### INTRODUCTION

When shelter-in-place became a requirement because of the pandemic, billions of individuals around the globe changed into tech-fueled diversions to keep in contact with their family and friends, like watch partying, online meetings, playing video games online, and many more. In the course of the lockdown season, the Gaming industry has skyrocketed wherein people who would play from time to time, allowing many individuals to regularly get totally immersed in the gaming world. In the Philippines alone, 43 million active gamers can be found and is continuously increasing by 12.9% every year since 2017 (YCP Solidance, 2021). Which means that the gaming industry is not just an "online phenomenon" or a "niche market" but a developing segment of the industry.

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For gamers to have an optimal gaming experience, peripherals increasingly became a trend in the gadget sector due to the significant increase in the number of gamers across the globe. According to Shetty (2022), Gaming Peripherals are essentially known as external devices that can be used or added to your personal computers, consoles, and even smartphones. In a market forecast by Mordor Intelligence (2021), Gaming Peripherals include high-resolution monitors, gamepads/joysticks, mechanical or gaming keyboards, gaming mice, gaming headset, virtual reality devices, and cables. These gaming peripherals are to provide comfort and ease while playing the game and for some enhances their performances. Apart from its functionality, some people purchase these products impulsively.

In this generation, wherein the advancement of technology is also extending through the digital market, the opportunity for consumers' to purchase their goods is available anytime. With that, the ability of consumers to purchase products without being thoroughly thought is commonly known as impulsive buying. According to a study conducted by Thakur et al, (2020), one of the top impulsive buys in this time of pandemic are video games and headphones. On the other hand, according to a study conducted by Seounmi et al. (2003), online gamers are impulsive and are the ones highest in novelty seeking, taking risks, and communication through word-of-mouth.

Despite the increasing number of gamers in the Philippines, there are still unexplored gaps in terms of the factors that influence gamers online impulsive behavior in purchasing gaming peripherals. Previous studies such as Cleghorn and Griffiths (2015) and Tseng (2011) have shown studies that usually focus on gamers' impulsive buying with regards to virtual items, but none focuses on the reason why they impulsively purchase gaming peripherals. In addition, impulsive buying behavior is rarely aligned with the gaming consumption sector (gamers) here in the Philippines. Consequently, this study aims to identify how self-gratification, novelty, visual attraction, cost saving, reference groups, diversified product selection, and online shopping convenience have significantly influenced gamers impulsive buying behavior in purchasing gaming peripherals.

## **LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT**

### ***Online Impulsive Buying Behavior***

Products or services that were bought without being planned are considered as Impulsive Buying. Adding the word online, means these were purchased through digital means; the likes of online shops. In line with the study of Dhandra (2020), the findings of the present study emphasize the significance of self-esteem in the correlation between mindfulness and impulse buying. On the other hand, according to Lo, P.S. et al. (2022), revealed that parasocial interaction, vicarious experience, scarcity persuasion and price perception can cause cognitive and emotive reactions, which may also lead to an impulse purchasing urge. In sum, the findings have drawn some insightful theoretical

and practical information. While on the study of Gulfraz et al (2022), the findings from structural equation modeling indicates a positive relationship between the tested dimensions of the OCSE and customers' online impulsive buying. The mediating role of consumers attitudinal loyalty and the negative effect of moderation of consumers' self-control. Theoretically, the findings contribute to the literature regarding online impulsiveness and the online customer experience. According to the result of the study by Japutra, Ekinci, and Simkin (2022), it shows that the three components of brand attachment - passion, prominence, and anxiety - are positively related to impulsive and obsessive-compulsive buying. Furthermore, the association among brand love, brand anxiety, and compulsive buying is moderated by consumer age. In the study of Croes, E., & Bartels, J. (2021), the results of the survey confirmed that there are six primary factors that motivate young adults to follow their selected social influencers, namely information sharing, cool and new trends, calming entertainment, closeness, boredom/habitual pass time, and seeking information. Finally, social identification played an important role in the relationship between all six motivations and online advertisement clicking and buying impulsivity behavior.

### **Self-Gratification**

The nature of gratification can be divided into two sections—which are immediate gratification and delayed gratification. According to Bandyopadhyay (2021), consumers are motivated when they are exposed to the nature of promotion as indicated in the context of gratification. Immediate gratification comes when the intention of purchasing the product impulsively is by the means of immediate rewarding emotions that comes with it. According to Ozen (2013), online shopping evaluated motivation as a predictor of impulsive purchases, by which one of the motivators in online shopping is self-gratification and learning about new trends. Many consumers are motivated with the need to be aligned with trends as a way to measure their inclusiveness to the society. When inclusiveness becomes satisfied, self-gratification comes in as a pleasure resulting from the shopping process. This is then supported by Rana (2012), the irrational moment of self-gratification precedes consumers' logical sequence of decision-making process. Consumers would impulsively purchase products in an attempt to appeal to the emotional side that it accompanies. According to Owusu (2021), the tendency to spend beyond the needs of consumers is occasioned by the gratification, or known as the inner urge to make repeated purchases. Consumers perform this behavior due to the need to provide relief from mental disquiet. Consumers who are notable to be impulsive buyers tend to employ their purchases as a strategy to seek pleasure, arousal, and self-gratification. This constitutes a frequent strategy for mood repair in associated with the emotional triggers associated with the intention of purchase.

**H1:** Self-gratification has a significant impact on impulsive buying behavior of gamers in purchasing gaming peripherals

### **Novelty**

According to Wang and Chapa (2018), hedonic shopping value (HSV) feelings like fun, novelty, and approval from others are strongly correlated with impulsive consumption. Consumers with poor self-control are compelled to make impulsive purchases. In the context of online shopping, novelty easily triggers impulse purchases by generating a desire for novel experiences or new products. Not all impulse purchases are the result of promotions and deliberate presentations as customers will take notice of products if they appear distinctive and exceptional. Novelty indicates a desire for fresh goods or experiences, which is an internet setting that can easily result in impulse purchases (Sundström et al., 2018). In a research by Rhee (2022), Impulsive purchases were once stigmatized as bad, and people often felt horrible after making them. Since studies have shown that impulse buying meets a variety of hedonistic goals, most researchers no longer consider it to be a negative phenomenon, as impulse buying can bring the enjoyment of novelty and surprise, the capacity to modify mood, and the potential to feel elevated or energized. Supported by the study of Zhao et al. (2021), this study investigates the moderating impact of economic development levels in more detail. If customers actively seek novelty, they will enjoy the thrill of discovering unusual items. It was discovered that novelty has a significant favorable effect on online impulsive buying behavior.

**H2:** Novelty has a significant impact on impulsive buying behavior of gamers in purchasing gaming peripherals

### **Visual Attraction**

The visuals of a product, whether it may be the actual product, the packaging, its web design, or anything that stimulates our attraction, this can attract consumers to buy it even without thinking about it. According to Amanah and Harahap (2020), when there are attractive visuals presented to the consumers, the more it captures their attention and enjoyment to the service and/or product. This is then further evidenced by Kimiagari and Malafe (2021) that construe unplanned purchases of consumers through their sense of enjoyment. The study indicated that there are thematic contexts in online shopping—showing the inclusion of websites and social media as indicators of impulse. One of the significant implications in finding the right visual attraction to consumers is through knowing the implication toward atmospheric cues. Online shopping stimulates purchases when there are atmospheric cues to influence the impulse of consumers (Floh and Madlberger, 2013). According to Bhatti and Latif (2013), visual attraction in the aspect of merchandising is known as how “customers see both the interior and exterior image of a business—resulting in interest, attention, desire, and action.” In this part, the decision making process comes in the form of showing consumers’ choice of products that are best represented by marketing tools that efficiently communicate the products to the customer’s eyes. The findings from Le (2018) then justifies that impulse behavior is an action in predicament of consumers’ wants and needs. The study’s findings

revolved around three aspects of visual merchandising, which are the following: website environment, aesthetic, and presentation. Through these three techniques, marketers can now easily influence consumers' impulse buying since it caters mainly on the preference of visuals on their targeted consumers.

**H3:** Visual Attraction has a significant impact on impulsive buying behavior of gamers in purchasing gaming peripherals.

### **Cost Saving**

Yin and Qui (2021) expressed that cost-saving experienced by consumers in the shopping process play a role in focusing on the visible benefits of the product at their own convenience. Consumers' perception of costs and conveniences perceive the value of a product according to its utility and usefulness into their choice intentions. According to Xiao et al. (2014), cost saving is the first basic benefit that consumers find when making buying decisions. In online shopping, one of the cost saving factors is the emphasis of consumers buying from deals found in the platform. Supported by Jamal (2015), the behavior behind cost-saving is how consumers get the feeling when saving money as well as getting extra money unspent. The resulting factor from this behavior is that consumers would opt to avoid researching other competitors because they have already achieved the low-cost and cost-saving products that are up to their standards of qualities. Based on the study by Chomvilailuk (2014), sales promotion and price discounts are one of the reasons for unplanned and impulsive buying. Even though consumers are likely to shop consistent with their shopping list, consumers' brand loyalty can impact their insight on impulsive buying on that specific brand because of the trust that their products are of the quality they perceive, which then led to their behavior of impulsive buying. This is then supported by Wahab (2018), cost saving is part of utilitarian motivation that specifically relates to functional value, alongside convenience and practicality. When consumers look for the functional value when shopping on online platforms, their desire to purchase the product increases, which also triggers the occurrence of impulse buying of the desired product.

**H4:** Cost Saving has a significant impact on impulsive buying behavior of gamers in purchasing gaming peripherals.

### **Reference Groups**

Based on Li and Liang (2018), a consumer may wish to join reference groups if they are social, professional, familial, or close friend groups with which they identify, and this has an impact on consumer attitudes and actions due to the reference group's influence on their beliefs and behaviors. Their study developed a model with the size and proposal of the reference group as independent variables, and then used normative assessment to examine how those independent variables affect impulse buying. However, according to Putri et al. (2018) and their investigation into the effects of hedonic motivation,

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reference group influences, and discounts provided during Hari Belania Online Nasiona, only hedonic incentives and discounts provided during Harbolnas influence online impulse purchases, indicating that people's decisions to make impulsive purchases are unaffected by their reference group. This is argued by Lubis et al. (2020) in their study as they concluded that customers may suffer a crisis in their purchasing strategies, thought processes, and ability to reflect when shopping, which might lead to this impulsive purchase. The study also stated that consumers who buy on impulse have access to less information. Lastly, consumers frequently behave solely in accordance with reference groups. Additionally in Risigiani (2015) study, reference groups influence impulsive buying, and people who shop with a friend in common tend to spend more money. It also has an impact on being trendy or following trends. According to De Phillips (2018), social media dependency influences consumers' consumption and exposure to product shopping because they are accustomed to use social media to stay connected and receive gratification from followers and likes on posts. To stay within the trend, consumers would purchase products that can earn approval from their peer groups in social media.

**H5:** Reference groups has a significant influence on impulsive buying behavior of gamers in purchasing gaming peripherals.

### ***Diversified Product Selection***

A much diverse and much broader product selection might affect consumers buying behavior in different ways. According to Wu (2019), this study examines how product diversity affects consumers' intentions to make impulsive purchases online in the context of the growth of e-commerce. The results show that product diversity has a considerable negative impact on consumers' intentions to make impulsive purchases online. Consumers are more likely to make impulsive purchases online when there are fewer options available to them than when there is a wide variety of products. Another mediator for this effect is information processing fluency. Cowart and Goldsmith's (2017) study, which its key findings have the potential impact of product diversification on consumers' hypothetical impulsive purchase behavior inside of a network model, provides further support for this. The findings indicate that when customers are buying products for themselves, the level of product diversity has a significant negative impact on their intention to make an impulse purchase online: the higher the level of product diversification, the lesser the motivation to make an online impulse purchase. According to Lo et al. (2022), customers are more likely to make impulsive purchases when there are few options available to them online as opposed to when there are many options. Although there are more options, studies show that customers don't always buy right away. This is then supported by Aragoncillo and Uros (2018), this aims to investigate the phenomena of impulsive shopping in the apparel industry. The analysis of the literature also indicates distinctive qualities of physical and online channels that may promote or inhibit impulse buying. Researchers find the following defining attributes of the internet as positive elements in relation to online impulsive buying: increased product range and

diversity, sophisticated marketing strategies, credit cards, anonymity, absence of human contact, simple access, and convenience. First, among the most important elements influencing online shoppers to make impulsive purchases is a diversified range and assortment of products. Compared to physical storefronts, which are more physically constrained, online retailers can provide a wider selection and more diversity.

**H6:** Diversified Product Selection has a significant influence on impulsive buying behavior of gamers in purchasing gaming peripherals.

### **Online Shopping Convenience**

When we hear online shopping, convenience is one of the most relatable terms to describe it. Since when shopping online you are not bound by any restrictions such as time, falling in line, the weather, and others. According to Kumar and Kaur (2018) The internet is now the primary source of information and is utilized often in daily life. Because the internet is such a potent resource, businesses use it to their advantage. The convenience of online purchasing is thought to boost consumers' propensity to make impulsive purchases. Numerous factors affect how consumers behave while making impulsive purchases online. According to Diani, S. L (2021), when a person makes an impulsive purchase, they do so fast, unexpectedly, with a strong want to buy something, and are motivated by emotional elements. Online shopping's convenience contributes to an increase in the impulsive purchase phenomenon. Impulsive purchasing has become widespread, particularly among teenagers and college students. Impulsive purchasing, on the other hand, can increase both satisfaction and discontent. According to Lee, C. (2021), more and more consumers are making online purchases in the information age. As it makes a substantial contribution to online retail earnings, impulsive buying is gradually attracting greater attention in online shopping research. The study findings show that perceived usefulness is positively influenced by convenience, visual appeal, social influence, and the vendor's creativity, whereas perceived enjoyment is positively influenced by price attribute, visual appeal, social influence, and the vendor's creativity. This is then argued by Molinillo et al. (2019), the recreational purchasing perspective predicted the adoption of interactive shopping components in this study because it thought they would promote reckless spending, deteriorate self-control, and boost online buying. Although the utilization of convenience shopping features had no effect on buying behavior, the inclination toward convenience shopping increased. Convenience orientations may, however, be quickly applied to online shopping settings because one of the major benefits of online buying is that customers can save the time and effort needed for door-to-door journeys to each business for product or price comparisons. When it comes to convenience-driven purchases, the Internet has been hailed as the best media. Many factors, including efficiency, novelty, and fun, may contribute to online shopping's popularity with consumers According to Zannat et al. (2017), The Consumer Purchasing Inventory (CSI) scale's generalizability and applicability in predicting online shopping behavior among an Indian population were investigated. The CSI scale has been modified by researchers to confirm its usefulness in many

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nations. By using factor analysis, the results showed that new factors and distinct consumer segments had been discovered. Five factors were supported by the study: brand-conscious, quality-conscious, fashion-conscious, indifferent, and impulsive shoppers. Convenience drives convenience shoppers more than anything else. Frequent online shoppers and impulsive buyers are more prone to consider the ease of online buying. Fashion-conscious buyers, customers who frequently shop online, and impulsive buyers all value information accessibility. Customers who care about quality and brand were less inclined to shop online.

**H7:** Online shopping convenience has a significant influence on impulsive buying behavior of gamers in purchasing gaming peripherals.

### Hypotheses of the research

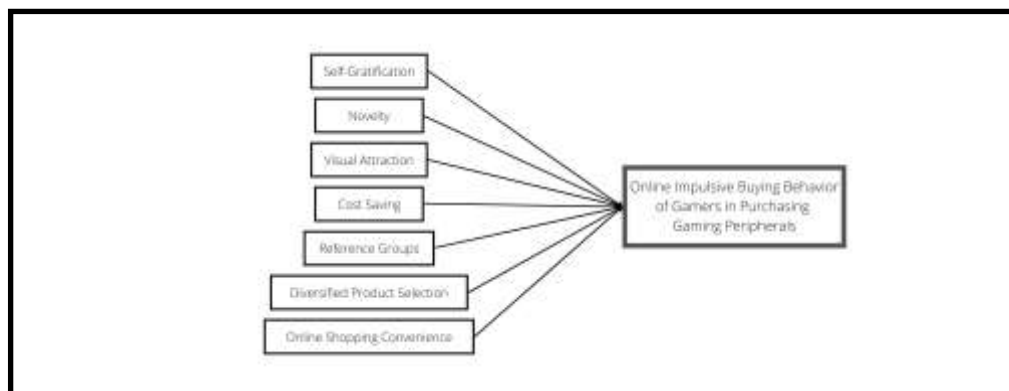


Figure 1. Research Model

## METHODOLOGY

Descriptive Correlational research design was used to come up with a more comprehensive outlook of the situation along with establishing relationships between different variables. The subjects considered were Gamers who are 18 years old and above, who reside in the National Capital Region (NCR), and have impulsively purchased gaming peripherals online. Purposive sampling technique was used for the researchers to rely on their own judgment when choosing the members of the study. Google Forms was the survey tool used to collect the data. Correspondingly, a 4-point Likert scale was used in order to measure the attitude and perception of the respondents. Descriptive statistics was used to quantitatively describe the features from the answers collected from the respondents. Whilst, Multiple Regression Analysis was used to determine what are the significance of the seven (7) factors on impulsive buying behavior to Gamers when purchasing gaming peripherals online.

## RESULTS

The results depicted that the 385 respondents agreed that they are joyful to buy suddenly and unplanned (3.23), the respondents also end up spending more than what



they plan to do with a mean of (3.07), this was then followed by respondents agreeing that they make unplanned purchase if they believe it is a one time chance (3.05), respondents also agree that they often purchase spontaneously (2.95), respondents also agreed that they buy things they never thought about at all with 2.93, respondents also agree that it is normal for them to buy on the spot (2.85). On the other hand, respondents agree that they make purchases without planning and have bought things that make them feel “this has to be mine” having a mean score of 2.83. Gamers also agree that they buy things that make them feel “this has to be mine” (2.71). Lastly, respondents agree that they purchase products when it suddenly hits their eyes while shopping with a mean score of 2.64. In general, the respondents have a high level of impulsive buying behavior with an overall mean of 2.90. All of which have a verbal interpretation of Agree. The quantitative data gathered from the respondents are aligned to the quantitative results presented above. The respondents were able to share their insights on how they become an impulsive buyer when it comes to purchasing gaming peripherals.

The results showed that the Self-gratification of the gamers in relation to their impulsive buying behavior. It was revealed in this quantitative data that when they purchase gaming peripherals, whenever gamers buy gaming peripherals, they feel so proud of themselves. Thus, having a mean score of 2.93. Furthermore, when the gamers purchase gaming peripherals impulsively it is also because they want to relieve their stress, which has a mean score of 2.90. Lastly, whenever they purchase gaming peripherals it gives themselves the feeling of satisfaction and pleasure which has a mean score of 2.89. In general, gamers have a high level of self-gratification with a mean 2.96. All of which has a verbal interpretation. The results gathered from the respondents, which were in quantitative data, are aligned to quantitative data shown in the table above. On the Self-gratification aspect, the respondents have shared their opinions on how it affects them when it comes to purchasing gaming peripherals.

Based on the data interpreted from the quantitative results gathered from the respondents, they relatively agree that when it comes to purchasing gaming peripherals, they are more interested in using newer items with a mean of 3.07. Respondents also tend to pursue newer ideas and experiences which results in having a 3.00 mean. Lastly, respondents want their gaming peripherals to be in line with the current trends of the market. Thus, having a 2.99 mean. In general, respondents' Novelty is considerably high with a mean score of 3.02. With this said, the quantitative data gathered from the respondents are aligned to the quantitative results presented above. It is shown that when it comes to Novelty, the respondents have shared their opinions on how it affects them when it comes to purchasing gaming peripherals.

Based on the results of this study, the answers from the respondents are all interpreted as strongly agree. There are a total three statements in the visual attraction aspect of the questionnaire. The results yielded a mean of 3.41 in the first question of whether the design of the gaming peripherals entices them to purchase the products. The color of

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the gaming peripherals also makes them want to buy the product which yielded a mean of 3.26. The last question yielded the highest mean among the rest with 3.53, with the overall visual appeal of the gaming peripherals makes them want to buy the product. The average mean from the questions is 3.40 with a High verbal interpretation. The results from the quantitative and qualitative data align with each other.

Based on the results of this study, the answers from the respondents are interpreted as strongly agree and agree. There are a total of three questions in the cost saving aspect of the questionnaire. The results yielded a mean of 3.44 in the first question of whether they buy gaming peripherals if the price is worth its quality, this is interpreted as Strongly Agree. The second question yielded a mean of 3.17 of whether they buy gaming peripherals if they are on sale or at discounted price, this is interpreted as Agree. The respondents were found to buy gaming peripherals when there are promotional offers which yielded a mean of 3.04 and interpreted as Agree. The average mean from the questions is 3.22 and is verbally interpreted as High. The results from the quantitative and qualitative data again align with each other.

The results of the impulsive buying behavior of gamers in terms of the following statements for reference groups. From a total of 385, the highest answer was from the influence of friends, peers, family, who express admiration on gaming peripherals to their curiosity and to buy the same product they have with a mean score of 2.98 achieving a verbal interpretation of Agree. Meanwhile, other respondents stated that their impulsive buying behavior is influenced by the majority of people who use specified gaming peripherals with a 2.85 mean score and a verbal interpretation of Agree. Lastly, with a mean score of 2.78, respondents answered that their impulsive buying behavior were influenced by the online influencers who buy the said gaming peripherals with also a verbal interpretation of Agree. It is shown that when it comes to Reference Groups, the respondents have shared their opinions on how influencers, friends, peers, family members, or any consumers of the said product affects them when it comes to purchasing gaming peripherals.

The results of the Diversified Product Selection were shown in relation to how a variety of products affect their impulsive buying when it comes to gaming peripherals. The highest mean score revealed that the variety of product upgrades and features motivates the gamers to purchase. 2.90 stated that this variety of product choices motivates the gamers to purchase, which was interpreted as Agree. Second, with a mean score of 2.87 and a verbal interpretation of Agree, Gamers have been seen to be motivated to purchase by the variety of product choices. Lastly, the product options entice gamers to buy more items with 2.85 mean score and an interpretation of Agree. Overall, this concludes diversified product selection to have a high mean score of 2.87. The quantitative data gathered from the respondents are aligned to the quantitative results presented above. The respondents were able to share their insights on how they become an impulsive buyer when it comes to purchasing gaming peripherals in relation to the diversification of product selection.

As the results were gathered, The statement obtained a mean of 3.11, inferring that the respondents agreed with the statement “Cashless transactions make me want to buy gaming peripherals.” Moreover, the respondents agreed with the statement “Searching products online affects my purchase decision of gaming peripherals.” as this statement has earned a mean of 3.08. Lastly, the statement “The products delivered at your doorstep prompt me to buy gaming peripherals.” had a mean of 2.95, which implies that respondents agreed to the statement. Overall, the table showed an average mean of 3.05 that interprets how high the volume of respondents who agreed with the given statements. With this, it can be said that respondents find online shopping more accessible, and it lures them to buy more of the products such as gaming peripherals.

**Table 1.** Multiple Regression Modeling Factors Influencing Gamers Impulsive Buying Behavior in Purchasing Gaming Peripherals

Model	R	R <sup>2</sup>	F	df1	df2	p
1	0.553	0.306	23.7	7	377	< 0.001

Model Coefficients – Impulsive Buying Behavior				
Predictors	Estimate	Standard Error	t	p
Intercept	0.9993	0.1871	5.342	< .001
Self-Gratification	0.1962	0.0422	4.645	< .001
Novelty	0.1353	0.0462	2.928	0.004
Visual Attraction	0.0878	0.0476	1.844	0.066
Cost Savings	-0.0391	0.0493	-0.793	0.428
Reference Groups	0.1267	0.0395	3.207	0.001
Diversified Product Selection	-0.0234	0.0420	-0.558	0.577
Online Shopping Convenience	0.1349	0.0462	2.928	0.002

The overall regression model shows a good fit with the data well. This means that the model between the influencing factors impacts gamers is good. The overall regression model shows a good fit with  $F(7, 377) = 23.7, p - \text{value} < 0.001$ . Also, the coefficient of determination  $R^2 = 0.306$  reveals that 30.6% of the influencing factors of impulsive buying behavior of the gamers can be accounted to the significant predictors in the model. The model also reveals that among the hypothesized factors, Self-gratification ( $p - \text{value} = < 0.001$ ), Novelty ( $p - \text{value} = 0.004$ ), Reference Groups ( $p - \text{value} = 0.001$ ), and Online Shopping Convenience ( $p - \text{value} = 0.002$ ) significantly predict that these factors positively influence Gamers impulsive buying behavior in purchasing gaming peripherals.

The regression model shows that out of the seven (7) factors hypothesized to be influencing gamers impulsive buying behavior in purchasing gaming peripherals only four (4) of them has only been considered to have a significant impact on their purchasing behavior. The first factor that has a significant impact is Self-gratification, the reason for this is that consumers engage in this behavior due to their desire to ease their mental discomfort. Impulsive shoppers sometimes use their purchases as a way to

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satisfy their desires for pleasure, stimulation, and self-gratification. The second factor that has a significant impact is Novelty. When purchasing online, novelty can easily prompt impulsive purchases by arousing a craving for unique products or experiences. People with novelty-seeking personality traits have a greater desire for uncommon encounters. Impulsive consumption is closely tied to hedonic purchasing value emotions like novelty. The third factor that has a significant impact is Reference Groups. It can be said that it has influence due to the ability to capitalize on impulsive purchases is also made possible by a market's understanding of a customer group and their social networks. Consumers frequently behave only in accordance with reference groups, which may be characterized as a group of two or more people who shop together and can influence one another to make more purchases than they would have otherwise. The last factor that has a significant impact is Online Shopping Convenience. It is expected to increase consumers' tendency for making impulsive purchases. When someone buys something on the spur of the moment, they do it quickly, unexpectedly, with a strong desire to buy it, and are driven by emotional factors. The simplicity of online buying contributes to an increase in the phenomena of impulsive purchases.

On the other hand, there are still three (3) factors left that have been considered to have an insignificant impact on gamers' impulsive buying behavior in purchasing gaming peripherals. The first factor that does not have significant impact is Visual Attraction ( $p$  – value = 0.066). Although Visual Attraction is close to passing the  $p$  – value of 0.05, it has still underscored thus resulting in being insignificant. This just means that design, color, and overall visuals of a product will not create significant impulsive purchases for Gamer consumers. The second factor that has insignificant results is Cost Savings ( $p$  – value = 0.428). Since it has passed the threshold of 0.05, this means that gamer consumers are willing to purchase gaming peripherals even if there are no promotional offers, discount, and even if the quality is not worth its price. Lastly, the factor that does not have significant influence on gamers is Diversified Product Selection ( $p$  – value = 0.577). This means that if a store has a more diverse, much broader product selection, and product upgrades, consumers' impulsive buying behavior has a insignificant impact.

## **DISCUSSION**

The study was conducted to establish the influence of seven different factors to gamers' impulsive buying behavior in purchasing gaming peripherals. Upon regression analysis, self-gratification, novelty, reference groups, and online shopping convenience has significantly influenced the gamers impulsivity. While this study also revealed uncommon findings wherein visual attraction, cost savings, and diversified product selection were insignificant. 3 of the hypotheses (H<sub>3</sub>, H<sub>4</sub>, and H<sub>6</sub>) were rejected since they did not meet the requirements of having a  $p$ -value of less than 0.05.

For H<sub>1</sub>, the results showed that self-gratification has a significant impact on the impulsive buying behavior of gamers in purchasing gaming peripherals. To correlate it, Bandyopadhyay (2021) stated that consumers are motivated when they are exposed to

the nature of promotion as indicated in the context of gratification. He further added that the intention of purchasing the product impulsively comes when the product has the means of immediate rewarding emotions that come with it. In relation to impulsive purchases, Ozen (2013) stated that online shopping evaluated motivation as a predictor of impulsive purchases, by which one of the motivators in online shopping is self-gratification and learning about new trends. Rana (2012) added that consumers would impulsively purchase products in an attempt to appeal to the emotional side that it accompanies. Owusu (2021) further believed that consumers that spend beyond their needs are occasioned by the gratification, or their inner urge to make repeated purchases.

Meanwhile, H2, which means that novelty has a significant impact on the impulsive buying behavior of gamers in purchasing gaming peripherals, is one of the four accepted hypotheses of the given results of the research. Wang and Chapa (2018) stated that novelty easily triggers impulse purchases by generating a desire for novel experiences or new products. The statement further added that customers take notice of the distinctive and exceptional appearance of the products that result in their purchase. Meanwhile, Sundstrom et. al (2018) mentioned that the internet setting can easily result in impulse purchases. In a research by Rhee (2022), impulsive purchases were once stigmatized as bad but since studies have shown that impulse buying meets a variety of hedonistic goals, most researchers no longer consider it to be a negative phenomenon as this behavior can bring enjoyment of novelty and surprise and the potential to feel elevated and energized. Lastly, this hypothesis is fully supported by the study of Zhao et. al (2021), which discovered that novelty has a significant and favorable effect on online impulsive buying behavior.

For H3, the results indicate that Visual Attraction does not have any significant impact on the impulsive buying of gamers in purchasing peripherals. The results contradict the conclusions of Amanah and Harahap (2020) which states that visual attractiveness and presentation highly influences the attention and enjoyment of the consumers with the service and/or product. They stated that the more visually palatable and enjoyable an item or service is, the more that the consumers will gravitate towards it. Moreover, Floh and Madlberger (2021) stated that the right atmospheric cues such as the visual attraction of the website influences the impulsivity of a consumer in purchasing products. However, Cleghorn and Griffiths (as cited in Lehdonvirta, 2009) stated that consumers of a game buy item that have been scrutinized in performance and general quality. This had been their motivation when considering purchasing items that may either be real or virtual. An item must not only be visually attractive, but rather, it must also accommodate the criteria in overall performance and general quality.

Likewise, in H4, Cost Saving still has no significant impact on impulsive buying behavior of gamers in purchasing gaming peripherals. Although Xiao et al. (2014) stated that cost saving is the first basic benefit that the consumers seek when considering an item, however, the findings of this study state that gamers purchase gaming peripherals even

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without promotions or discounts involved. Wahab (2018) stated that cost saving is part of utilitarian motivation that specifically relates to functional value, alongside convenience and practicality, this may mean that consumers will likely buy if the specific item that they want is on – sale and fits the description of their needs. On the other hand, gamers would often buy virtual items that have no specific value if applied in a non-gaming reality. Cleghorn and Griffiths (as cited in Hamari & Lehdonvirta, 2010) stated that segmentation is a strategy employed by the game developers to restrict some products to specific classes, levels, or races. Exclusivity online has been demonstrated to be important. This has been demonstrated to encourage purchases within gamers. The findings shows that gamers are not likely influenced by Cost Saving whether in reality or virtually, rather, they are driven by the novelty of the item, may it be in-game items or gaming peripherals.

Moreover, H5, which means that Reference Groups have a significant influence on impulsive buying behavior of gamers in purchasing gaming peripherals. Correlating with that finding, Risigani (2015) stated that reference groups influence impulsive buying, and people who shop with a friend in common tend to spend more money. It also has an impact on being trendy or following trends. The gamers and their reference groups influence their views with gaming peripherals and other items, thus, their ability to spend money also relies on the information and inputs that they get from their reference groups. Moreover, the approval of their reference groups as gamers matter. De Phillips (2018) stated that social media dependency affects consumers' consumption and exposure to product buying. People that are accustomed to using social media to stay connected and get pleasure. Peers such as gamers tend to base their own preferences on what is trending within their own reference group, thus affecting their impulse on their buying behavior with regards to their gaming peripherals.

For H6, the Diversified Product Selection does not have a significant influence on impulsive buying behavior of gamers in purchasing gaming peripherals. Aragoncillo and Uros (2018) stated that having the internet as a venue for online shopping, people will tend to get more diversified choices and positive elements such as sophisticated marketing strategies, credit cards, anonymity, absence of human contact, simple access, and convenience. Online merchants may provide a broader assortment and more diversity when compared to conventional stores, which are more spatially confined. According to Lo et al. (2022), customers are more likely to make impulsive purchases when there are fewer options available to them. With a larger array of selection, gamers will be able to compare each gaming peripheral with an alike gaming peripheral; this will allow them to omit impulsive buying.

Lastly, H7 obtained a p-value of 0.004, this states that online shopping convenience has a significant influence on impulsive buying behavior of gamers in purchasing gaming peripherals. A person who makes an impulsive purchase, according to Diani, S. L. (2021), does it quickly, unexpectedly, with a strong desire to acquire something, and is driven by emotional factors. The simplicity of online buying adds to an increase in the phenomena

of impulsive purchases. Moreover, Molinillo et al. (2019) found that the main advantages of online shopping such as the time and effort saved, as well as product or price comparisons are what drives consumers to buy products due to the ease of access. Thus, the convenience of online shopping may resort to influencing gamers to impulsively buy due to the ease of navigation and product selection at hand without actively going through store to store physically.

### **Implications**

The study's findings both provided support for and were considerably different from the aforementioned literature, yet they nonetheless offered insightful and unique perspectives on this subject. Four (4) out of the seven (7) factors strongly suggested that there is a significant influence on gamers' online impulsive buying behavior in purchasing gaming peripherals. However, the differentiated results clearly indicate that the remaining three (3) factors namely, Visual Attraction, Cost Savings, and Diversified Product Selection refute the studies that were conducted in earlier dates. The findings of the study can benefit business owners, specifically in the gaming and entertainment industry who can use the results of the study to take advantage of certain factors that can influence their targeted consumers.

The results of this study which veered away from the usual findings of other studies help business owners, such as gaming peripheral stores to identify other impulsive buying behavior of gamers that can influence them to purchase their products. Some may be related to gamers' product design or product advertisements rather than visual attractions, rather than just cost saving. Also test the relationship between product quality and price, and instead of diversified product selection, strive for a more numbered product selection. The findings of this study have two limitations that can be addressed by future researchers. First the study focused on gamer respondents who have answered from different generations which might have different perspectives in terms of their impulsivity when purchasing gaming peripherals. Second, is the limited research studies with regards to impulsive buying of gamers in purchasing gaming peripherals.

### **CONCLUSIONS**

Based on the results of this study, it can be inferred that factors such as self-gratification, novelty, reference groups, and online shopping convenience have a conclusive influence on the impulsive buying behavior of gamers in purchasing gaming peripherals. Previous studies have affirmed that there is a significant influence with regards to these predictors to impulsive buying. On the other hand, factors such as visual attraction, cost-savings, and diversified product selection have no influence on gamers' impulsive buying behavior in terms of purchasing gaming peripherals. Which strongly contradicts the findings of the previous research.

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The researchers recommend that a comparative study between a generation or more can also be done to create validation if there are differences between age segments wherein these specific factors do have influence on their impulsive purchases when it comes to buying gaming peripherals. Additionally, further study must be conducted using the same peripherals but in different industries such as lifestyle use of computer peripherals wherein the tempo might be different when it comes to their impulsive purchases.

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