



Add to Cart!: Factors affecting Impulse Buying Behavior in E-Groceries

ABSTRACT

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The study analyzes the digital factors, namely Promotional Strategies, Motivation, Price, Website Quality, and Product Information, and their correlation and significant effect on Filipino consumers' online impulse buying behavior in e-groceries. Studies of online impulse buying behavior in e-groceries have yet to be explored in the Philippines. It is vital for e-grocery business owners and the e-grocery industry to gain insights on how to drive online impulsivity, leading to an increased profit and market share. The study used a quantitative approach, and online survey questionnaires were used to collect data through a 4-point Likert scale, avoiding neutral responses. The study targeted Generations Z and Y due to them being the dominant online shoppers in the Philippines. The study's findings were analyzed using Pearson Correlation which showed that all digital factors have a weak positive relationship with online impulse buying behavior. Additionally, the researchers conducted a Multiple Regression Analysis concluding that Website Quality, Motivation, and Promotional Strategies significantly affect online impulse buying behavior among e-grocery customers. However, other digital factors, namely Price and Product Information, were found to be insignificant. The result suggests that as e-grocery retailers boost their strategies pertaining to Website Quality, Motivation, and Promotional Strategies, a rise in online impulse buying can materialize.

Keywords: E-grocery, Online Impulse Buying, E-commerce, Promotional Strategy, Digital Factor

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INTRODUCTION

The growth rate of businesses continuously accelerates each year as they gain knowledge in utilizing different channels to reach their target market. It is undeniable that e-commerce sales have skyrocketed as consumers turned to purchasing online for almost every aspect of their product needs (Phaneuf, 2022). Due to COVID-19, several industries, including groceries, have transitioned to multi-channel stores, whereas offline and online channels have been made available.

Add to Cart!: Factors affecting Impulse Buying Behavior.....

According to Euromonitor Worldwide, the Asia Pacific Region is the ruling in the global online grocery space with 52%, and China is its top country. Online groceries were not yet profoundly ingrained in the Philippines before the pandemic. However, the pandemic has immensely increased e-grocery sales worldwide from 4.9% in 2019 to 6.5% in 2020, as stated by Statista. Additionally, The Filipino population's use of internet shopping is still expanding during the third quarter of 2021. 62.5 percent of Filipino respondents indicated that they had utilized internet shopping at least once. COVID-19 was mainly the driver that led to the necessary advancement of the technologies, which allowed the country to develop the status of its digital economy. MetroMart is the top Online Grocery delivery in the Philippines, featuring supermarkets such as Robinsons, Landmark, S&R, The Marketplace, Shopwise, and other local supermarkets (Adalid, 2021). Thus, this phenomenon is recently gaining recognition as people opt to buy essentials online due to a lack of choice. The country's online grocery business is predicted to rise by 32.5% from 2020 to 2025 (Castro, 2021).

Similar studies have been conducted internationally regarding online impulsive buying behavior on e-commerce platforms. Encouraging factors such as ease of payment, greater variety, and personalized recommendations are potent tools to ignite impulsivity (Aragoncillo & Orús, 2018). Customers are looking for several promotional offers before buying. They are more impulsive when presented with low prices or great deals (Muratore, 2016). Thus, price variations impact customer behavior, with price as a predictor of online impulse buying (Kimiagari & Malafe, 2021). Aside from this, visual appeal, ease of use, and website product availability are essential precursors of online impulse buying (Liu et al., 2013).

Although impulse buying exists in online channels, it is not much explored compared to brick-and-mortar stores. Having identified the massive growth areas of online channels and impulse buying, additional studies should be conducted to understand online impulse buying behavior and the factors that affect it. Although similar studies have been conducted internationally, no studies regarding online impulse buying on e-groceries have been conducted yet in the Philippines. The objective of the current study is to discover the correlation of each digital factor towards the online impulsivity of consumers in e-groceries, as well as the most effective and the least effective ones. The findings of the study will be immensely beneficial for the e-grocery industry and e-grocery business owners because they will gain insights on ways to motivate online purchases, leading to more sales. Additionally, it can also provide insights to the consumers on how promotional tactics set by e-grocery owners affect their purchasing behavior and how they can avoid being a prey to this.

LITERATURE REVIEW

Promotional Strategies

Promotional strategies, such as price-offs, coupons, and sweepstakes, are promotional mix variable strategies used by retailers to arouse customer impulsivity while lowering their self-control (Lo et al., 2016). It is a promotional tool used by retailers to build customers' interest in the products offered, eventually leading them to make unplanned purchases (Andani & Wahyono, 2018). Modern marketing strategies thrive on sales promotion tools since they stimulate the interest of potential customers and encourage them to make a favorable buy decision. The customer responds to a sales promotion offer to take advantage of its various benefits (Sinha & Verma 2020).

According to a previous study (Luo et al., 2021), customers generate expected emotions when faced with promotional activities. The higher the impulse trait, the more likely customers are to lessen impulse when they perceive risk or loss of benefits. Price promotions, website promotions, and obtaining promotion information when browsing a web page generally make customers feel positive feelings, leading to impulse buying (Tong et al., 2022). Different types of promotions can draw customers to purchase things they have not planned. The more promotional activities are conducted by retailers, the higher the level of online impulse buying that customers will have (Febrilia & Warokka, 2021). The study of (Hasim et al., 2019) argues that a positive correlation exists among sales promotions and online impulse buying. Sales promotion is crucial to retailers since exposure to stimuli may induce an uncontrollable need for customers to acquire things impulsively. To add, a change in the price also impacts customer perception of how they will view the product. When self-control is weakened due to price drops, desire takes precedence over willpower, resulting in impulse purchasing (Bandyopadhyay et al., 2021). In totality, promotional strategies, including coupons, vouchers, commercials, and the staff's behavior, positively impact customer impulsivity (Akram et al., 2016).

H1: Promotional Strategies are positively related to the impulse buying behavior of e-grocery customers.

H6: Promotional Strategies have a significant effect on the impulse buying behavior of e-grocery customers.

Motivation

The online store design can serve as an external stimulus that ignites the current needs that individuals may be unaware of (Lo et al., 2016). Shopping decisions are made daily, both planned and unexpected. More significantly, people are prone to purchasing items beyond their needs in their daily lives (Zafar et al., 2021). Furthermore, the two motivational elements that affect online shopping are utilitarian and hedonic

Add to Cart!: Factors affecting Impulse Buying Behavior.....

motivations. Hedonic motivations refer to the emotional and gratifying shopping experience, while utilitarian motivations are related to logical, economic, and extrinsic benefits (Akram et al., 2017).

An individual who shops online with a hedonic intention often spends time browsing in various online stores, which leads to spontaneous purchases (Widago & Roz, 2020; Gültekin & Özer, 2012). According to (Bandyopadhyay et al., 2021), hedonic drive, referred to as the pleasurable, intrinsic, and stimulation-oriented purchasing motives, is linked to impulse purchases. Correspondingly, the desire to shop for deals, discounts, and bargains is value shopping. Furthermore, value shopping provides pleasure, the pleasure that a consumer takes from browsing for sales, seeking reductions, and scouting for deals. Positive affect is linked to enjoyment, and enjoyment is linked to the desire to spend impulsively (Mohan et al., 2013). According to the findings of (Chui et al., 2014), there is a positive correlation in hedonic shopping motivations and online impulse buying behavior. Moreover, various studies support the argument that hedonic shopping value and online impulsive buying behavior are positively correlated (Hashmi et al., 2019). Research has shown that impulse buying behavior compensates for hedonic needs like surprise, novelty, and fun. Impulse customers have a greater interest in enthusiasm. E-shoppers are more inclined to be hedonic than utilitarian in their buying than non-impulsive customers (Akram et al., 2017). On top of that, (Zhao et al., 2021) found that pleasure serves as an important determinant of online impulsive buying behavior, suggesting that a delighted emotional experience in online buying has a positive effect on their subsequent buying behavior tendencies. However, the findings of (Lo et al., 2016) have shown that the promotion stimuli that customers favor the most may need to produce both high utilitarian benefits (saving money) and high hedonic benefits (exploration or value).

H2: Motivation is positively related to the impulse buying behavior of e-grocery customers.

H7: Motivation has a significant effect on the impulse buying behavior of e-grocery customers.

Price

The price of a product or service conveys information about its worth and is the most crucial factor affecting buyers' decision-making (Peng & Liang, 2013). Price is a significant driver of the consumer's purchase intention as monetary consideration influences the perceived value, especially when acquiring goods and services. (Lo et al., 2022) It is one of the factors that retailers tend to pay close attention to as consumers are more sensitive to price information as they also use this to compare the product's price to other online stores (Kimiagari & Malafe, 2021).

he findings of (Ruswanti, 2016) showed that discounted prices trigger impulse buying. Thus, retailers have used this as a competitive advantage by attempting to develop the

best price possible to increase their profits. Consumers have been looking for promotional offers and programs while making buying selections. Consumers are more impulsive when they receive a price reduction or an offer on a completed good or service (Muratore, 2016). According to the results of a previous study, consumers are more inclined to make impulse purchases based on price or special promotional offerings (Park et al., 2012). Price variations influence the consumer's behavior, and the price has also been a predictor of online impulse buying (Kimiagari & Malafe, 2021). Moreover, product prices made consumers aware of the financial consequences. Thus, financial constraints also prevent consumers' impulsive purchases (Iyer et al., 2019). (Bahrah & Fachira, 2021) stated that there is a presumably positive correlation among price attributes and online impulse buying. However, the findings of (Zhao et al., 2021) states that price is negatively correlated and is not significant to online impulse buying behavior.

H3: Price is positively related to the impulse buying behavior of e-grocery customers.

H8: Price has a significant effect on the impulse buying behavior of e-grocery customers.

Website quality

The website, which serves as an online retail store, is open 24/7, so customers may shop whenever and wherever they want as long as they have access to the internet. Online retail stores are a new shopping trend that makes purchasing much more accessible than before, resulting in online impulse purchases (Hasim et al., 2018). According to (Turkyilmaz et al., 2015), the three aspects of website quality, including entertainment, ease of use, and usefulness have a positive effect on customers' online impulse purchases. So a visually appealing website would induce the pleasure felt by online impulse buying. For example, presenting appealing product photos may lead to more customer gratification when purchasing the products (Liu et al., 2013). With their quickly rising innovative features, online shopping websites are becoming increasingly vital for organizations, retailers, and consumers. As a result, businesses must create high-quality websites that deliver a superior online experience to attract and keep customers in the e-commerce sector (Hasanov & Khalid, 2015).

In principle, impulsive consumers may be unable to suppress their natural urges to browse online businesses (Akram et al., 2018). Therefore, online businesses that wish to encourage their customers to make impulse purchases should focus on the dimensions of their website quality. Additionally, the result of the study by (Turkyilmaz et al., 2015) emphasizes that the importance of website quality has been triggering customers to purchase online impulsively. The visual appeal of websites, website ease of use, and product availability are essential precursors of online impulse buying (Liu et al., 2013). Similarly, (Moez, 2013) discovered that website qualities such as navigation, visual appeal, and personalized preview are the three significant antecedents of the joy of

Add to Cart!: Factors affecting Impulse Buying Behavior.....

servicing customers, progressively influencing their loyalty to the site and, as a result, leading to impulse purchase. According to (Zou, 2018), website navigability and website visual appeal are positively related to online impulse buying. Thus, online retailers should be detailed in ensuring a high-quality website as it is proven to motivate spontaneous purchases (Turkyilmaz et al., 2015).

H4: Website quality is positively related to the impulse buying behavior of e-grocery customers.

H9: Website quality has a significant effect on the impulse buying behavior of e-grocery customers.

Product Information

(Liao et al., 2016) stated that the product is one of the crucial elements affecting impulse buying decisions. Thus, some product lines are more likely to prompt impulse buying than others. A previous study stated that consumers unconsciously designate subjective values to a package based on the color, shape, and materials used (Vyas, 2015). Because customers cannot physically touch the product, they require product-specific shopping content (e.g., color, size, design, and fabric) as an alternative for a more sensory experience (Park et al., 2012).

Customers usually rationally evaluate products and services before buying the best ones. However, online channels paved the way for impulsive behavior by increasing customers' access to products and services and making purchasing more convenient (Akram et al., 2018). This argument is agreed upon by (Chen & Zhang, 2015), who states that online products are information-rich and diverse, reducing information irregularities. Thus, it is a factor for online impulse buying because it generates buoyant customer demand. According to (Crafts, 2012), the appeal of the item is positively correlated with impulse purchases online. Category of clothing, shoes, and accessories has a positive correlation with online impulse buying behavior. Meanwhile, the category of sports and outdoors items has a negative correlation. The argument from the results of the previous research made by (Kimiagari & Malafe, 2021) stated that, having access to too many product variations lessens customer's online impulsivity because they tend to pay more attention to the product attributes and compare it to others. Impulse buying results from a stimulus during shopping. This stimulus may be the product itself or its extrinsic attributes (Wu et al., 2016). However, (Abdelsalam et al., 2020) stated that there is enough empirical evidence that shows that online impulse buying occurs regardless of the product type, considering that prior studies did not specify the type of product when analyzing online impulse buying behavior. (Moreira et al., 2017) also stated that impulsivity can often occur in physical stores compared to purchases made online because impulse purchases are driven by sensory experiences (such as store atmosphere and product layout). Buying online may encourage fewer impulse buys than

in-person shopping since this form of shopping requires the stimulation of the five senses, which the internet cannot provide.

H5: Product information is positively related to the impulse buying behavior of e-grocery customers.

H10: Product information has a significant effect on the impulse buying behavior of e-grocery customers.

Online Impulse Buying

As described by (Chan et al., 2017), impulse buying is an unexpected, compelling, and hedonically complex purchasing behavior. With the fast pace of technology, online impulse buying has been prevalent among consumers as e-commerce and e-marketing have become fundamental concepts, making online shopping very popular. During impulse buying, customers cannot form cognitive-structured attitudes or intentions and resist the attraction to the product because of their feelings of direct buying behavior (Huang, 2016). (Turkyilmaz et al, 2015) stated that the nature of online transactions causes many consumers to overspend because the remote process does not feel like spending money. This phenomenon is significant for firms and organizations because they are trying to find ways to motivate individuals to spend or buy more and more.

Memon et al. (2019) claim that shopping for anything without particular goals is satisfying because it forces one to consider the benefits and disadvantages of a potential purchase. One must find the motivation inside themselves to buy products not on the list. The feeling of independence and self-assurance that results from feeling free to shop leads to impulse purchases, which raises one's sense of self-worth. The ease of simply browsing and clicking the product may create and increase the temptation of consumers to buy it (Aragoncillo & Orús, 2018). Aside from that, Abdelsalam et al. (2020) claim that online stores are more conducive to this phenomenon as it provides convenience in terms of time and effort for the consumers and saves them from social pressure. Moreover, studies on this phenomenon have looked at how elements of online stores, such as website quality, the breadth of available products, and recommender systems, are presented to and interpreted by visitors. This has given retailers insight into how impulse buying might be sparked at the level of the online store (Vonkeman et al., 2017).

Hypotheses of the research

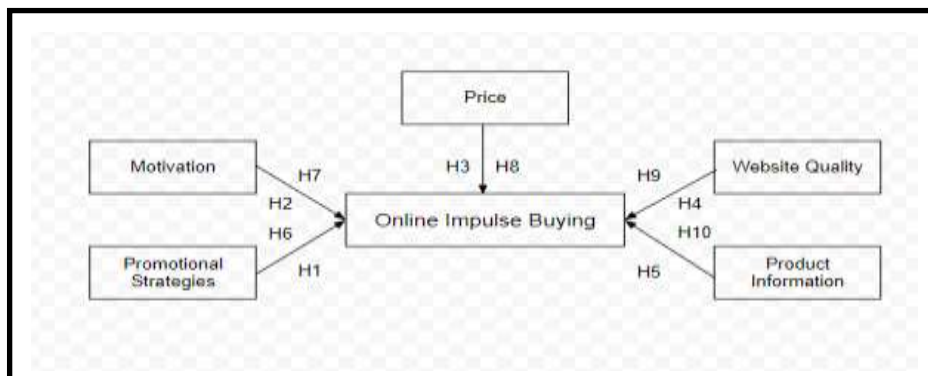


Figure 1. Proposed Conceptual Framework

METHODOLOGY

The researchers used a Quantitative approach to study the digital factors that affect impulse buying on e-groceries in a Philippine setting. Descriptive statistics will be employed to condense data into a more straightforward form and to enable the readers to assess the data in a more organized manner (Kaur et al., 2018). Quantitative approach involves testing theories and scrutinizing variable relationships through statistical processes (Creswell, 2014). Thus, the researchers have chosen this method because it aligns with the study's objective to identify the correlation of each digital factor towards the online impulse buying behavior of e-grocery consumers. Due to the pandemic restrictions, the researchers will use an online survey questionnaire as the research instrument. It will be used to determine the level of correlation that each digital factor has towards the online impulse buying behavior of the respondents using a 4-point Likert scale where “4” implies “Strongly Agree” while “1” implies “Strongly Disagree.”

For the data collection, 385 participants will be selected to answer the online survey. The respondents are chosen using a purposive sampling approach. It is non-probabilistic in nature where the selected respondents are based on the researcher’s judgment and set qualifications. The respondents should be aging from 18-41 years old, belonging to Generation Z and Millennials, residing in Metro Manila, and have purchased impulsively on an online grocery platform from October 2021 to October 2022.

For the data analysis, Multiple Linear Regression will be employed to test the hypothesis of the study. According to (Moore et al., 2006), multiple regression is a statistical method that can be used to examine the connection of a single dependent variable to various independent variables. This approach uses the independent variables, whose values are known, to predict the single dependent value. Each predictor value is weighed, and the weights signify their relative contribution to the overall prediction.

RESULTS

This chapter reveals the results and discussions of the survey results conducted by the researchers. Specifically, the researchers sought answers to the research questions mentioned in the study. The results of the analysis will be presented in a tabular form to provide an easier representation of data.

Table 1. Demographic Profile

	f	%	Residence	f	%
Sex					
Female	289	75.06	Caloocan City	13	3.38
Male	84	21.82	Las Pinas City	14	3.64
Prefer not to say	12	3.12	Makati City	26	6.75
Generation					
Generation Y (Born between 1981-1996)	187	48.57	Malabon City	21	5.45
Generation Z (Born between 1997- 2012)	198	51.43	Mandaluyong City	27	7.01
Socio-economic Class					
Poor (Below P10,957 monthly income)	22	5.71	Manila City	90	23.38
Low-income but not poor (P10,957 to P21,914 monthly income)	33	8.57	Marikina City	21	5.45
Lower middle (P21,914 to P43,828 monthly income)	66	17.14	Muntinlupa City	9	2.34
Middle (P43,828 to P76,666 monthly income)	131	34.03	Navotas City	12	3.12
Upper middle (76,669 to P131,484 monthly income)	118	30.65	Paranaque City	12	3.12
Upper middle but not rich (P131,483 to P219,140 monthly income)	9	2.34	Pasay City	23	5.97
Rich (P219,140 and above monthly income)	6	1.56	Pasig City	24	6.23
			Quezon City	46	11.95
			San Juan City	10	2.60
			Taguig City	15	3.90
			Valenzuela City	22	5.71

The Table 1 shows the demographic profile of the respondents. Regarding sex, among the 385 respondents, 289, or 75.06%, are female, 84, or 21.82%, are male, and 12, or 3.12%, answered prefer not to say. Under generation, 187 or 48.57% of the respondents belong to Generation Y (born between 1981-1996), while the remaining 198 or 51.43% of respondents belong to Generation Z (born between 1997-2012). For the socio-economic class, 22 or 5.71% answered poor (below P10,957 monthly income), 33 or 8.57% answered low-income but not poor (P10,957 to P21,914 monthly income), 66 or 17.14% answered

Add to Cart!: Factors affecting Impulse Buying Behavior.....

lower middle (P21,914 to P43,828 monthly income), 131 or 34.03% answered middle (P43,828 to P76,669 monthly income), 118 or 30.65% answered upper middle (P76,669 to P131,484 monthly income), and 6 or 1.56% answered rich (P219,140 and above monthly income). For the place of residence, 13 or 3.38% answered Caloocan City, 14 or 3.64% answered Las Pinas City, 26 or 6.75% answered Makati City, 21 or 5.45% answered Malabon City, 27 or 7.01% answered Mandaluyong City, 90 or 23.38% answered Manila City, 21 or 5.45% answered Marikina City, 9 or 2.34% answered Muntinlupa City, 12 or 3.12% answered Navotas City, 12 or 3.12% answered Paranaque City, 23 or 5.97% answered Pasay City, 24 or 6.23% answered Pasig City, 46 or 11.95% answered Quezon City, 10 or 2.60% answered San Juan City, 15 or 3.90% answered Taguig City, and 22 or 5.71% answered Valenzuela City.

Table 2. E-Grocery Profile

Grocery	f	E-Grocery expense a month	f	%
Shopee Supermarket	248	₱3,000 - ₱4,000	97	25.19
SM Supermarket	235	₱5,000 and above	23	5.97
LazMart	88	₱500 - ₱2,000	265	68.83
MetroMart	33	Frequency of buying e-groceries		
Landers	32	1-2 times a month	334	86.75
WalterMart	27	3-4 times a month	45	11.69
FB Marketplace	3	5-6 times a month	6	1.56
Pick-a-roo	1	Unplanned grocery purchase		
Grabmart	1	1-2 times a month	341	88.57
Shopwise	1	3-4 times a month	41	10.65
Pandamart	1	5-6 times a month	3	0.78
S&R	1			
Allhome	1			

The Table 2 shows the e-grocery profile of the respondents. It shows the e-grocery stores where respondents usually buy from, with Shopee Supermarket being the most prominent, and 248 of the respondents selected it. It is followed by SM Supermarket, garnering 235 answers from the respondents, and LazMart, with 88 responses. Regarding the amount of expense respondents usually spend in a month for e-grocery stores, among the 385 respondents, 97 or 25.19% answered ₱3,000 - ₱4,000, 23 or 5.97% answered ₱5,000 and above, and 265 or 68.83% respondents answered PhP 500 - ₱2,000. For the frequency of buying e-groceries, 334 or 86.75% of the respondents buy e-groceries 1-2 times a month, 45 or 11.69% of the respondents answered 3-4 times a month, and the remaining 6 or 1.56% of respondents answered 5-6 times a month. As for the unplanned grocery purchase, most of the respondents, 341 or 88.57%, buy unplanned products in an e-grocery at least 1-2 times a month, 41 or 10.65% answered 3-4 times a month, while the remaining 3 or 0.78% of the respondents answered 5-6 times a month.

Table 3. Correlation between Digital Factors and Online Impulse Buying Behavior

	Mean	Std. Deviation	r	Decision
Promotional Strategies	3.34	.5515	.274*	Accept H1
Motivation	3.15	.5135	.311*	Accept H2
Price	3.55	.4998	.264*	Accept H3
Website quality	3.50	.5180	.355*	Accept H4
Product Information	3.54	.5115	.256*	Accept H5

*Significant at $p < 0.05$

Table 4. Regression Analysis

	Unstandardized Coefficients		Standardized Coefficients		Sig.	Results	Decision
	B	S.E	Beta	t			
(Constant)	1.437	.204		7.047	.000		
Promotional Strategies	.123	.052	.139	2.384	.018	Sig	Accept H6
Motivation	.179	.049	.188	3.673	.000	Sig	Accept H7
Price	.006	.063	.006	.094	.925	Not Sig	Reject H8
Website quality	.226	.060	.239	3.761	.000	Sig	Accept H9
Product Information	-.022	.064	-.023	-.340	.734	Not Sig	Reject H10

Dependent Variable: Online Impulse Buying Behavior

Note: $R^2 = 0.177$, ($N=385$, $p = 0.00$)

DISCUSSION

The study aims to determine which digital factors have a positive or negative relationship with online impulse buying behavior to e-grocery customers. The table above shows a positive relationship between digital factors: promotional strategies, motivation, price, website quality, product information, and online impulse buying behavior. The findings were analyzed using Pearson Correlation Coefficient (r). (Schober, 2018) stated a conventional approach to interpreting a correlation coefficient. According to him, correlating 0.10-0.39 is interpreted as having a weak positive correlation. Thus, a weak positive correlation exists between the independent and dependent variables. Website quality has the highest correlation at .355, while product information has the lowest correlation at .256. The results of the current study are in line with the past studies (Hasim et al., 2019; Chui et al., 2014; Bahrah & Fachira, 2021; Zou, 2018; Crafts, 2012), which argued that promotional strategies, motivation, price, website quality, and product information are positively correlated to online impulse buying behavior. The

Add to Cart!: Factors affecting Impulse Buying Behavior.....

result, however, contradicts the findings of (Zhao et al., 2021) as he argues that price is negatively correlated to online impulse buying behavior.

The study aims to determine which among the digital factors has a significant effect on online impulse buying behavior among e-grocery customers. Multiple regression was calculated to predict which digital factors have a significant effect on online impulse buying behavior among e-grocery customers. A significant regression equation was found ($F(5, 379) = 16.293, p < 0.00$), with R^2 of 0.177. This means that 17.7% of the variation in online impulse buying behavior is because of the variation in digital factors. The estimated online impulse buying behavior equals $1.437 + .123PS + .179M + .226W$, where PS is promotional strategies, M is motivation, and W is website quality. This means that the e-grocery customers' predicted online impulse buying behavior increases by 0.123 for every one-unit increase in promotional strategies. Likewise, it increases by .179 for every one-unit increase in motivation and by .226 for every one-unit increase in website quality.

Table 4 shows that Promotional Strategies (p-value = .018), Motivation (p-value = .000), and Website Quality (p-value = .000) have a significant effect on online impulse buying behavior among e-grocery customers. This is to validate the findings of (Akram et al., 2016; Li et al., 2021; Turkyilmaz et al., 2015), which state that the above-mentioned factors significantly affect the online impulse buying behavior of e-grocery customers. On the other hand, the other digital factors, such as Price (p-value = .923) and Product Information (p-value = .734), were insignificant in affecting the online impulse buying behavior among e-grocery customers. The result confirms the findings of (Zhao et al., 2021; Moreira et al., 2017) as they contend that price and product information has an insignificant effect on the online impulse buying behavior of e-grocery customers.

CONCLUSIONS

The objective of the study is to determine which digital factors (Promotional Strategies, Motivation, Price, Website Quality, and Product Information) affects online impulse buying behavior among e-grocery consumers. The hypothesis was tested through the use of a 4-point Likert scale and was analyzed by Pearson correlation and Multiple Regression which concluded the result of this study. Findings that were analyzed by Pearson Correlation showed that there is a weak positive correlation between all the said digital factors and online impulse buying behavior. A weak positive correlation implies that while the independent and dependent variables move in the same direction, their existing relationship is weak. Moreover, Multiple Regression was performed by the researchers to test which among the digital factors has a significant effect on e-grocery customers' online impulsive buying behavior. The findings reflected that Website Quality has the most significant effect, followed by Motivation, and Promotional Strategies. The result can be interpreted that as retailers increase their activities pertaining to Website Quality, Motivation, and Promotional Strategies, there can be a rise in e-groceries consumers' online impulse buying behavior. On the other hand, it was found that other

digital factors, such as price and product information, have an insignificant effect on e-grocery buyers' online impulsive buying behavior.

The result of the study will be beneficial for e-grocery business owners and the e-grocery industry as it provides insights on how to drive online impulse buying of e-grocery consumers through the influence of digital factors. This can lead to an increase in profit and market share. The researchers recommend that e-grocery websites improve their user interface by making it more useful, well-designed, and user-friendly. The study's findings have shown that the improvements will help attract consumers to continuously scroll through the website, leading them to purchase impulsively. Aside from this, e-grocery business owners and the industry should utilize promotional strategies such as e-vouchers, discounts, free shipping, limited time offer, freebies, and other marketing strategies as an effective way to draw consumers into purchasing products impulsively. Combining website quality and promotional strategies, e-grocery retailers can stimulate customer's motivation in buying spontaneously online. For the community, current consumers, and potential consumers, the study is beneficial as they will gain insights into what digital factors are most effective in influencing impulsive buying in e-groceries. The researchers recommend the said beneficiaries be wise before purchasing products online to avoid being prey to marketing ploys.

Limitations and Recommendations

The study presents the first to look into the behavioral factors associated with e-grocery shopping using a geo-demographic approach. Future researchers could focus on testing the study's hypothesis in other regions and age groups since the current study focused on Metro Manila e-grocery consumers belonging to either Generation Y or Generation Z. Additionally, since the result indicates that there is a weak positive correlation among the independent and dependent variables, future researchers may consider replacing the independent variables with other digital factors that were not included in the current study. Future studies can also explore the specific reasons why consumers purchase e-grocery items. Additionally, since the conducted research used a quantitative approach, future research can use a mixed method approach to gain an in-depth analysis regarding the underlying reasons for customers' online impulse buying behavior among e-grocery stores.

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