



Buying at First Sight: Modelling the Determinants of UI on Generation Z's E-Impulsive Buying Behaviour

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ABSTRACT

Online shopping has become the dominant retail shopping choice in India, driven by Generation Z's preference due to the seamless experience in e-commerce. This research examines how the user interface design elements - Social Influencers, Mannequin Display and Website Rewards influence Generation Z's E-impulsive buying behaviour in Indian E-commerce markets. Random and Purposive sampling approach was adopted to collect 388 responses from Gen Z through a structured survey and questionnaire instrument floated via social media platforms. This research framework examined four constructs, namely Social Influencers, Mannequin Display, Website Rewards and E-Impulsive Buying and their relationship was tested using Structural Equation Modelling - SMARTPLS. Findings of this study revealed a significant positive relationship between social influencers and e-impulsive buying ($\beta = 0.211$, $P = 0.009$), rewards and e-impulsive buying ($\beta = 0.658$, $P = 0.000$) and mannequin display with e-impulsive buying ($\beta = 0.197$, $P = 0.028$). This study provides theoretical and practical implications based on the real-world scenario for interface designers and e-businesses to increase their market reach and shoppers' engagement in India's digital marketplace.

Keywords: Consumer Behaviour, User Interface (UI) Design, E-Impulsive Buying, Generation Z, Theory of Planned Behaviour

JEL Classifications: M15, M30, M31

1. INTRODUCTION

India, a country with remarkable diversity in cultures, religions, races, languages, and climates, is home to approximately 1.4 billion people. The advancement of digitalisation, technology, and the widespread penetration of the internet has witnessed a profound transformation in shoppers' attitudes and buying preferences. The rapid increase in consumers' earnings and disposable income has been pivotal in shifting toward digital buying. This rapid surge is attributed to the convenience, flexibility, ease of purchasing, multiple payment options, and ease of price comparison (Chiu et al., 2012). Elements like trust, positive reviews, discounts or promotional offers are major attractions towards online purchasing (Gefen et al., 2003; Chevalier and Mayzlin, 2006). It has been observed that in the future, Indians' preferred mode of shopping

will be online itself (Statista (2022) India: Future Shopping Methods). Globally, India's e-commerce market is the fastest-growing market in the world, anticipated to exceed \$145 billion by 2025 and reach up to \$300 billion by 2030 (Statista, 2024; India's E-commerce Statistics, 2024).

The digital marketplace has given birth to e-impulsive buying. Impulse buying, defined as unplanned or spontaneous buying or buying without planning (Vohs and Faber, 2003; Parboteeah, 2005). While E-impulsive buying is the phenomenon of unplanned or immediate buying from e-markets. Approx. 40% of e-orders in India are attributed to e-impulsive buying (Sharma et al., 2024; Saibaba, 2024; Impulse Buying Statistics, 2024), and 84% of e-shoppers have engaged at least once in e-impulsive buying.

User Interface and User experience (UI/UX) design are the drivers of e-impulsive buying, which plays a pivotal role in triggering unplanned buying through visual appeal, model display and seamless digital marketplace. This is particularly pertinent among Generation Z, a cohort born between 1997 and 2012 with the traits of digital technologies, mobile technologies and social media (Janssen and Carradini, 2021; Barhate and Dirani, 2022; Saibaba, 2024). According to Statista. (2024), Online Shopping Perspective; Gen Z is more inclined towards online shopping. As digital natives, Generation Z's shopping habits are heavily influenced by their interaction with social influencers, dynamic digital displays such as mannequins, and reward mechanisms embedded within fashion shopping applications.

Globally, the determinants of e-impulsive buying have been extensively examined. Still, there remains a paucity of empirical studies investigating the role and impact of user interface design elements shaping Generation Z e-impulsive buying behaviour in the Indian fashion e-commerce segment. Precedent or existing literature has focused on the e-markets of Western and East Asian countries, with little concentration on developing and emerging e-markets like India, specifically in the realm of the e-commerce fashion sector and the determinants of user interface, such as social influencers, mannequin displays, and website rewards. This leads to a gap in the literature that calls for a significant surge in exploring the impact of specific user interface elements—namely, social influencers, mannequin displays, and website rewards—on the e-impulsive buying behaviour of Generation Z in the Indian e-commerce fashion market. The significance of this research is to underscore the gap and shed light on the rapidly evolving Generation Z Indian fashion e-market segment and the unique dynamics of user interface determinants.

Understanding the user interface determinants impacting e-impulsive buying among Generation Z is crucial for e-commerce platforms and marketers aiming to optimise customer engagement and drive sales growth. Given the immense market potential and the demonstrated influence of UI on purchasing behaviour, this study endeavours to model the effects of social influencers, mannequin display features, and website rewards on Gen Z's e-impulsive buying in Indian fashion e-commerce. The findings will not only bridge the existing gaps in literature but also provide actionable insights for developing more effective user interface strategies and enhanced digital marketing frameworks tailored to the preferences and behaviours of Generation Z shoppers—thus supporting the sustained expansion of India's digital retail ecosystem.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

This review elaborates on the past studies about the elements of user interface, namely social influencers, mannequin display and website rewards, to outline the hypothesis and build the model. Theory of Planned Behaviour (TPB) offers a relative framework to determine the cognitive constructs' impact on spontaneous buying regarding the e-commerce fashion segment.

2.1. Social Influencers

The emergence of social media platforms has reshaped the consumer's buying behaviour in online marketplaces, particularly through the rise of social influencers. They are individuals who leverage their credibility, expertise, and popularity in persuading buying decisions, and have become prominent agents in shaping e-commerce trends (Zafar et al., 2021; McQuarrie et al., 2013; Marwick, 2015). Previous studies have demonstrated that customers respond more quickly to their changing moods, which prompts them to buy spontaneously (Verhagen and Van Dolen, 2011).

The Empirical evidence indicates that buyers interpret the social influencers' recommendations as trusted and authentic, associating them towards high purchasing intentions (Lou and Yuan, 2019). Furthermore, influencers' credibility—encompassing trustworthiness, expertise, and attractiveness—plays a central role in driving consumer trust and impulsive buying tendencies on digital platforms (Schouten et al., 2020; Koay et al., 2021, Bergkvist et al., 2015). The influencers have the expertise in increasing trust and perceived value, which increases the likelihood of impulse buying (Grünzner et al., 2025). Even the studies have resulted that these individuals build trust, authenticity and perception, convincing Generation Z towards spontaneous buying (Bhalla and Singh, 2025). Sebastian and S, 2025; also supported by stating that credible social influencers' recommendations incline shoppers from passive browsing to spontaneous buying decisions.

The findings indicate that social influencers' recommendations on platforms like Instagram, YouTube or e-commerce platforms alter the buying behaviour in the e-commerce marketplace. The analysis underscores that the emotional and functional value of products, influencers' endorsements and persuasive communication catalyse e-impulsive buying (Liu et al., 2023; Kim and Kim, 2022). It has been identified that around 69% Gen Z discover or purchase new products through the influencer's recommendations (Statista, 2024).

With a strong influence in a particular field, we can highly change the customer's attitude, perception and behaviour towards a product. Hence, we need to explore the impact of social influencers on e-impulsive buying behaviour of Generation Z, which has not been sufficiently explored in prior research in India. Therefore, emphasising the significance of influencers in impacting Gen Z, we tend to recognise this phenomenon specifically in the Indian fashion e-commerce segment.

Hence hypothesis is proposed as:

H₀: Social Influencers in the Indian e-commerce fashion segment have a positive effect on Generation Z's e-impulsive buying behaviour.

2.2. Mannequin Display

Visual merchandising, including mannequin displays, plays a critical role in stimulating consumer attention and influencing immediate buying. Contemporary research demonstrates that mannequins facilitate consumer "envisioning" of products, linking emotional engagement, which evokes purchase intentions (Kim and Lennon, 2013).

Mannequin and model images on e-commerce platforms facilitate positive attitudes toward displayed apparel by enabling consumers to visualise usage scenarios, leading to stronger affective responses and greater impulsivity in purchase decisions (Park et al., 2008; Verplanken and Herabadi, 2001). The virtual mannequin's facial expressions, poses and dynamic 360° rotational features amplify the sensory experience and emotional gratification, further intensifying e-impulsive behaviour (Li et al., 2024). It also builds positive emotions among shoppers (Kaur et al., 2024). Such hedonic stimuli heighten immediate purchase intent by making products more desirable and engaging (Ngo et al., 2024).

Past studies demonstrated that mannequins act as social comparison stimuli, enhancing consumers' identification with products and heightening the perceived fit and desirability of items, thereby stimulating unplanned purchases. It has also been observed that visually appealing models substantially increase the likelihood of unplanned buying. Despite these insights, the empirical investigation of the impact of mannequin display on Generation Z e-impulsive buying behaviour in the Indian fashion e-commerce segment remains unexplored. Hence, it is hypothesised as:

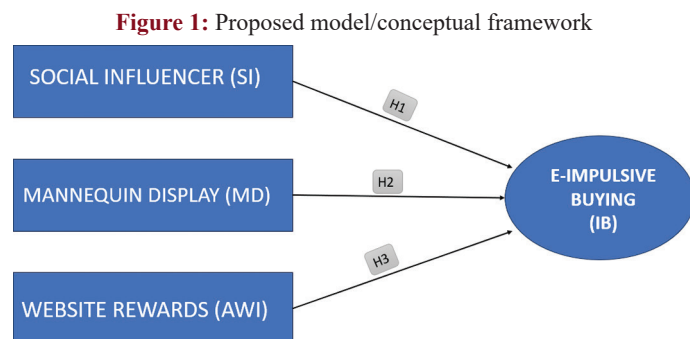
H₀: Mannequin Displays in the Indian e-commerce fashion segment have a positive effect on Generation Z's e-impulsive buying behaviour.

2.3. Website Rewards

Digitalisation has enabled a range of reward mechanisms within online commerce, including discount coupons, cashback offers, and loyalty points. These mechanisms function as extrinsic motivators that stimulate affective responses and influence unplanned purchase behaviour (Dholakia, 2000; Xu and Huang, 2015). Research has established that the prospect of receiving rewards enhances the pleasure and excitement associated with shopping, triggers emotional arousal, and increases the likelihood of spontaneous buying (Yang and Forney, 2017; Lo et al., 2016). In the context of limited-time offers, these effects are magnified by increased urgency and perceived value.

While rewards are widely used in digital marketing, the comprehensive empirical studies remain unexplored regarding their role in driving e-impulsive buying among Gen Z consumers in the Indian fashion e-commerce sector. Therefore, it is proposed as:

H₀: Website Rewards in the Indian e-commerce fashion segment have a positive effect on Generation Z's e-impulsive buying behaviour.



Source: Authors

Figure 1 illustrates the conceptual framework that outlines the relationship between social influencers (SI), mannequin display (MD), and website rewards (AWI) with E-impulsive buying (IB). It is a structured approach to determine the role of user interface determinants on spontaneous purchases from the e-commerce fashion segment.

2.4. Scale Development

To examine the proposed hypothesis, a reliable and valid scale measurement was required to measure the constructs of user interface determinants in the context of E-Impulsive buying by Gen Z from E-commerce fashion platforms. A pool of 20 measurement items was considered from 4 constructs, i.e. Social Influencers, Mannequin Display, Website Rewards and E-impulsive buying. These items were derived from earlier literature sources and then discussed with user interface experts to authenticate their usage in the E-commerce fashion segment. A systematic search from the WOS and SCOPUS databases was conducted using PRISMA to identify pertinent literature using keywords such as E-Impulsive Buying, Generation Z, and User Interface, and to locate the research gap. The search was limited to research papers, articles and research reports published in English. The measurement scale is elaborated in Table 1.

3. RESEARCH METHODOLOGY

3.1. Research Design and Sampling Technique

This study adopted an empirical and quantitative methodology to examine the impact of user interface determinants on Generation Z e-impulsive buying from the e-commerce fashion segment. The blend of random and purposive sampling techniques is used to select the participants for this research. Initially, the participants were selected randomly, and out of them, those who belonged to the purposive sampling category were shortlisted to submit their responses. The reason behind adopting the purposive sampling technique is to select only those Generation Z individuals who have done online buying impulsively at least once in the last 6 months. This dual technique increased the chances of relevant and comprehensive data.

3.2. Data Collection Instrument

For designing and validating this model, an empirical investigation was conducted with the help of a survey and a structured questionnaire as an instrument. The questionnaire was validated through a pilot survey, which was conducted between October 2024 and December 2024, with five user interface experts and five respondents who shopped for fashionable category items from e-commerce sites impulsively in the last 6 months. The inputs shared by them were incorporated. And the final questionnaire was shared through popular social networking sites like Instagram, WhatsApp, Facebook and LinkedIn for collecting the data. The

Table 1: Measurement scale

Variables	No. of items	Sources of adoption and adaption
Social influencers	6	(Chen et al., 2021)
Mannequin display	4	(Mehta and Chugan, 2013)
Website rewards	4	(Badgaiyan and Verma, 2014)
E-Impulsive buying	6	(Xiang et al., 2016)

data was collected from participants between January 2025 and April 2025, in Uttar Pradesh, India.

3.3. Questionnaire Designing

The final questionnaire was categorised into two sections:

Section A: It was probed with demographic questions like age, gender, monthly family income, frequency of online shopping, the amount spent once in online shopping and internet usage per day.

Section B: The subsequent section included the questions on a five-point Likert scale i.e. from strongly disagree to strongly agree (1 = Strongly Disagree to 5 = Strongly Agree) as per their e-impulsive buying behaviour based on the four constructs, namely social influencers (SI), mannequin display (MD), website rewards (AWI) and E-impulsive buying (IB). These four constructs were scrutinised by 20 items, i.e. 6 items under social influencers, 4 items under website rewards, 4 items under mannequin display and 6 items under e-impulsive buying.

3.4. Sample Size Determination

The sample size for this study consisted of 388 respondents. This selection was done using three criteria:

First, the minimal sample size required for this statistical tool was justified based on the basic requirements by Hair et al. (2020), i.e., the sample size must be 10 times the number of items in this model.

Secondly, according to Boomsma and Hoogland (2001), a minimum sample size of 200 is desirable for using SMART PLS, which again justifies our sample size.

Lastly, the sample size was also determined through the G* power statistical tool given by Faul et al. (2009). The minimum sample size desirable was 119 with three predictors, an effect size of 0.15, the significance level of 0.05 and a power of 0.95. So, our sample size was fit for this tool and analysis.

3.5. Participants

This research included face-to-face virtual interviews, a survey and online questionnaires for data collection. A total of 430 questionnaires were distributed, out of which 405 responses were received. Out of 405 responses, 17 responses were rejected due to incomplete information, repetitive responses or other ambiguities and 388 valid responses were considered for this study.

3.6. Analysis using PLS-SEM

To analyse the model and understand the relationship between variables, path analysis was employed using PLS-SEM via Smart PLS 4.0 software.

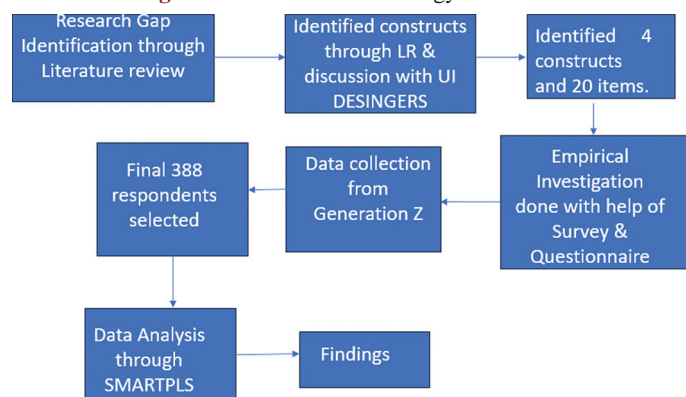
Figure 2 illustrates the research methodology framework in brief.

4. RESULTS AND DISCUSSIONS

4.1. Respondent Demographics

Among 388 Generation Z respondents, 178 were males (45.88%), and 210 were females (54.12%). The majority of respondents,

Figure 2: Research methodology framework



Source: Authors

i.e. 178 (45.88%), belong to the age group 21-26, 170 (43.81%) respondents were between 16 and 20, and 40 (10.31%) respondents were between 12 and 15 age group. Out of 388 respondents, only 15 (3.87%) monthly family income is below 1 lac, 47 (12.11%) respondents are between 1.1 and 2 lacs, and 67 respondents (17.27%) is between 2.1 and 3 lacs, 108 (27.84%) respondent's family income is between 3.1 and 4 lacs, 73 respondents (18.81%) and 78 (20.10%) respondent's monthly family income is between 4.1 and 5 Lac and 5.1 Lac and above, respectively.

About 209 (53.87%) respondents do online shopping monthly, 76 respondents (19.59%) shop online quarterly, 47 (12.11%), and 56 (14.43%) respondents shop from online platforms six-monthly and occasionally, respectively. The majority of respondents, i.e., 203 (52.32%), spend Rs. 500-Rs. 2000 once in online shopping, 92 (23.71%) spend between Rs. 2001 and Rs. 5000 once while shopping online. Around 47 (12.11%) and 46 (11.86%) respondents spend around Rs. 5000-Rs. 10000 and above Rs. 10000 in online shopping, respectively. Out of 388 respondents, 47 (12.11%) respondents use the internet for 0 to 2 h/day, 53 (13.66%) respondents spend online 2-5 h/day, and the majority of respondents, i.e. 176 (45.36%), use the internet for more than 8 h/day. The detailed respondents' demographic information is elaborated in Table 2.

4.2. Validity and Reliability Test

After the pilot data survey, a total of 20 items under 4 constructs were taken into consideration for the study. Table 3 represents the Loading, Cronbach's alpha, Composite Reliability and AVE. For checking the indicator reliability, the overloading values are examined, and they should be >0.7 , which is considered a good value as recommended by Hair et al. (2014). We can observe that all the items loading values are good, i.e. above 0.7, except the loading value of IB4, SI2 and SI6 (Figure 3). But their values are also above 0.5 (Fornell and Larcker, 1981; Hair et al., 2013), which is acceptable for the study. This indicates that all the items considered under constructs are suitable to measure in this study. Table 3 also represents Cronbach's alpha value, for E-Impulsive buying is 0.855, Social Influencers - 0.837, Mannequin Display - 0.932 and Website Rewards - 0.88; all the values are above 0.7, which validates and verifies the convergent validity. The values of composite reliability and average variance extracted are above 0.7 and 0.5, respectively, as recommended.

Table 2: Respondents' demographics

Demographics	Frequency	Percentage	Frequency of online shopping	Frequency	Percentage
Gender			Monthly	209	53.87
Male	178	45.88	Quarterly	76	19.59
Female	210	54.12	Six-monthly	47	12.11
Age			Occasionally	56	14.43
12-15	40	10.31	Spend once in online shopping		
16-20	170	43.81	Rs. 500-Rs. 2000	203	52.32
21-26	178	45.88	Rs. 2001-Rs. 5000	92	23.71
Monthly family income			Rs. 5001-Rs. 10000	47	12.11
Below 1 Lac	15	3.87	Above Rs. 10000	46	11.86
1.1 Lac-2 Lac	47	12.11			
2.1 Lac-3 Lac	67	17.27	Internet usage per day		
3.1 Lac-4 Lac	108	27.84	0-2 h/day	47	12.11
4.1 Lac-5 Lac	73	18.81	2-5 h/day	53	13.66
5.1 Lac and Above	78	20.10	5-8 h/day	112	28.87
			More than 8 h/day	176	45.36

Source: Authors

Table 3: Loading, cronbach's alpha, composite reliability, AVE

Constructs	Items	Weights	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
E-impulsive buying	IB1	0.839	0.855	0.866	0.894	0.588
	IB2	0.803				
	IB3	0.748				
	IB4	0.563				
	IB5	0.737				
	IB6	0.872				
Mannequin display	MD1	0.848	0.932	0.943	0.952	0.832
	MD2	0.918				
	MD3	0.928				
	MD4	0.953				
Website rewards	AWI1	0.789	0.88	0.881	0.918	0.736
	AWI 2	0.873				
	AWI 3	0.889				
	AWI 4	0.876				
Social influencers	SI1	0.793	0.837	0.888	0.882	0.562
	SI2	0.627				
	SI3	0.757				
	SI4	0.879				
	SI5	0.867				
	SI6	0.505				

Source: Authors

Thus, this also verifies and validates the convergent validity. Hence, findings employed that all constructs and items used in this study were reliable and valid.

4.3. Reflective Measurement Model

To test the measurement model and structural model, the recommendations set by Chin (1998a; 1998b) and Hair et al. 2013 were considered. The measurement model was analysed to understand the nature of the items and their relationship with the constructs. To understand this model, Cronbach's alpha, composite reliability, and average variance extract were used. For the reflective measurement model, discriminant validity was also tested. To measure this, the HTMT method was used, where the square root of AVE with the construct's correlation was taken into consideration. As all the values of the constructs were beyond the squared correlations among the constructs, this satisfied the criteria of discriminant validity (Table 4).

Table 4: Discriminant analysis (HTMT values)

Constructs	E-impulse buying	Social influencers	Mannequin display	Website rewards
E-impulse buying	0.766			
Social influencers	0.821	0.749		
Mannequin display	0.797	0.891	0.912	
Website rewards	0.894	0.508	0.530	0.857

Source: Authors

4.4. Structural Model and Hypothesis Testing Results

In PLS-SEM, the second step after analysing the measurement model is the structural model. At this stage, the focus shifts towards testing the hypothesised relationships between latent variables. To evaluate these relationships, a non-parametric bootstrapping procedure is employed. This approach estimates the significance of path coefficients, which indicate both the strength and direction of the relationships among constructs. Bootstrapping

additionally produces confidence intervals (commonly at the 95% level) for the path coefficients, enabling researchers to determine the statistical significance of the proposed associations (Hair et al., 2013). For evaluating the structural model - beta value, R-square, t-values, P-values and path coefficients were calculated, and the results of these were recorded in Tables 5, 6 and Figure 4 respectively.

Table 5: β -value

Construct	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P-values	Hypothesis result
H ₁ : SI -> IB	0.211	0.202	0.081	2.611	0.009	Accepted
H ₂ : MD -> IB	0.197	0.188	0.09	2.201	0.028	Accepted
H ₃ : AWI -> IB	0.658	0.67	0.07	9.384	0.000	Accepted

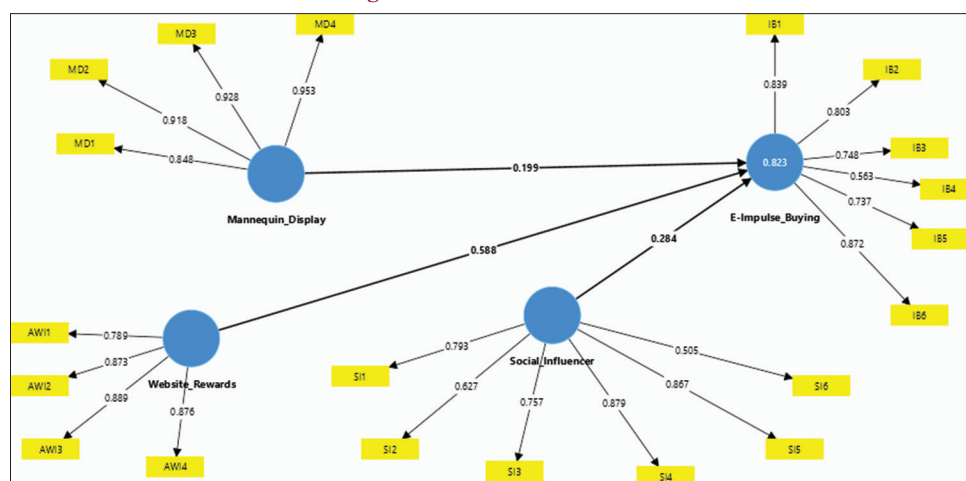
Source: Authors

Table 6: Path coefficient

Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P-values
IB	0.83	0.835	0.038	21.963	0

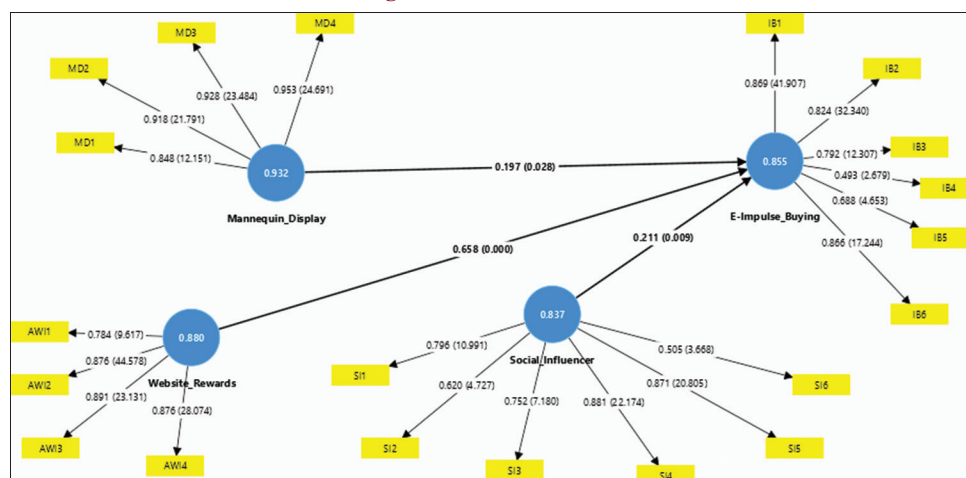
Source: Authors

Figure 3: Measurement model



Source: Authors

Figure 4: Structural model



Source: Authors

constructs as suggested by Cohen (1988). According to Cohen 1988, the tolerance value of R-square should be >0.26 , i.e. minimum of 26%. As mentioned in Table 5, the R-square value is 0.83, i.e. 83% is satisfactory. Hence, R-square explains the variance by the exogenous constructs. This also implies that the independent variables - Social Influencers, mannequin display and website rewards cause 83% of the variance in the dependent variable, i.e. E-Impulsive buying.

4.4.2. Hypothesis results

As the structural model, measurement model and R-square model are validated and regarded as satisfactory in PLS-SEM, the framework model can proceed further for hypothesis testing and determining the hypothesised relationship between latent variables. To understand the relationship between constructs, consistent bootstrapping was done with 5000 re-samples at a 95% confidence interval using the two-tailed percentile bootstrap confidence interval method. PLS-SEM basically evaluates the significance of path coefficients, showing the strength and direction among latent variables.

The result is demonstrated in Table 6. It proves that all three hypotheses (H_1 to H_3) are significant and accepted. To prove it to be significant, the beta value should be >0.20 , the t-statistic should be >1.96 and the P-value should be <0.05 .

In Hypothesis 1, i.e. Social Influencer (SI) to E-Impulsive Buying (IB) (H_1 : SI \rightarrow IB), the obtained t-statistic value is 2.611, which exceeds the t-statistical value, i.e. 1.96; therefore, social influencers are statistically influencing Gen Z e-impulsive buying. Additionally, the obtained $P = 0.009$, following below the error threshold of 0.05, hence affirming the impact of social influencers on Gen Z e-impulsive buying. The coefficient value of beta, which is 0.211, i.e. >0.20 , proves to be significant. Subsequently, all the values of H_1 are in the range, suggesting a positive relationship. Therefore, it can be inferred that social influencers positively impact Gen Z E-impulsive buying, particularly in the e-commerce fashion segment.

In H_2 , i.e. Mannequin display (MD) to E-impulsive buying (IB) (H_2 : MD \rightarrow IB), the t-statistic value is 2.201, surpassing the t-statistic's critical value of 1.96, indicating a positive impact of mannequin display in the e-commerce fashion segment on e-impulsive buying. Considering the P-value, which is 0.028, below the 0.05 significance threshold, affirming a positive relationship. And the obtained beta value is 0.197, which is slightly low but is significant as per t-statistics and P-value. This demonstrates a weak but positive and significant relationship between mannequin display and Gen Z e-impulsive buying, particularly in the e-commerce fashion segment. It can be inferred that mannequins carrying fashion apparel sometimes intend to encourage shoppers towards spontaneous buying and sometimes deter them from immediate buying. It can be concluded that mannequins behave as an attraction to someone, but do not significantly affect e-impulsive buying.

In H_3 , i.e. Website Rewards (AWI) to E-Impulsive buying (IB) (H_3 : AWI \rightarrow IB), the obtained t-statistic value is 9.384, exceeding

the statistics value, i.e. 1.96, surpassing the positive relationship between website rewards and Gen Z e-impulsive buying. The beta value is 0.658, and $P = 0$, achieving the threshold of >0.20 and <0.05 , respectively. All the values are positively signifying the relationship of rewards with e-impulsive buying. Hence, it is implied that website rewards like cashbacks, coupons, limited-time deals, instant offers or discounts on e-commerce fashion platforms definitely impact Gen Z to go for e-impulsive buying without giving a second chance to think about it. It can be inferred that it acts as a stimulus for online shoppers.

5. CONCLUSION

This empirical and quantitative investigation applied the theory of planned behaviour (TPB) to investigate the factors influencing e-impulsive buying in the e-commerce fashion sector. The framework of TPB proved the significant impact of social influencers in shaping subjective norms, mannequin displays in changing the attitude of shoppers towards e-impulsive buying and website rewards acting as motivators for buying. Hence, collectively, all these factors can increase Generation Z's likelihood of e-impulsive buying in the e-fashion segment.

The findings of this study indicate that social influencers, mannequin displays, and website rewards each have a positive and significant impact on e-impulsive buying behaviour. Gen Z consumers demonstrate a marked trust in social influencers, perceiving them as sources of reliable, comprehensive, and unbiased information. This trust enhances the persuasive power of influencers, making their recommendations especially effective in prompting impulsive purchases. Additionally, the availability of rewards such as cashback offers, discounts, and coupons significantly amplifies the propensity for instant or unplanned buying. These incentives foster urgency and perceived value, further motivating Gen Z shoppers to engage in impulsive transactions.

While mannequin displays employed in online fashion retail do enhance product appeal and stimulate interest, their effect—though statistically significant—appears less profound compared to that of influencers and rewards. For certain consumers, visually engaging product displays can trigger immediate purchase intent, aligning with hedonic motivations, but overall, the mannequin display serves more as a supportive rather than primary driver of e-impulsive buying in this context.

5.1. Theoretical and Practical Implications of the Study

5.1.1. Theoretical implications

This study improves our understanding of e-impulsive buying in digital marketing and consumer behaviour. It highlights the distinct roles of social influencers, mannequin displays, and website rewards. The findings demonstrated a significant and positive effect of these factors by supporting the theory of planned behaviour (TPB) framework. This suggests that user interface elements, like social influencer communication and mannequin's visual merchandising, can trigger emotional responses and drive e-impulsive purchases among Generation Z. Furthermore, the research emphasises the importance of trust and authenticity,

especially from social influencers, as key factors in e-impulsive buying. The importance of rewards fits with ideas from behavioural economics about incentive-driven actions in online settings. The study also clarifies that while mannequin displays are meaningful, their impact may be secondary compared to social influencer and website reward triggers for young consumers.

5.1.2. Practical implications

For digital marketers and e-commerce managers targeting Generation Z, who are tech-savvy and born to play with digital tools, the results highlight the importance of investing in trustworthy social influencer partnerships and solid digital reward programmes. E-commerce platforms should hire influencers who seem authentic and relatable to build trust and encourage impulse purchases. Using eye-catching mannequin displays can make products more attractive and spark momentary buying interest, even if their overall impact is slightly less than that of influencers or immediate rewards. E-commerce platforms can also take advantage of Gen Z's tendency to buy spontaneously by offering visible, easy-to-access cashback deals, flash discounts, and personalised reward incentives. This strategy lowers the barriers to purchase and encourages spontaneous transactions. Together, these tactics can create a more engaging and emotionally appealing online shopping experience that maximises reach and increases conversions within this influential consumer group.

5.2. Limitations and Future Research Directions

This research has a few limitations which can act as a future research work. The participants were only Generation Z demographics in Uttar Pradesh; therefore, the findings cannot be generalizable. Future studies can expand this research in other cities by considering other generations simultaneously. In fact, the Generation Z buying behaviour can vary significantly according to religion, and in this research, religious demographics were not considered. Moreover, we need to increase the sample size from different cultural backgrounds to get more generalised results. This study specifically belonged to the e-commerce fashion segment, giving scope to conduct research in further domains. Therefore, future studies should address these limitations.

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