

KEY FACTORS IN IMPULSE BUYING: EVIDENCE FROM TAIWAN

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ABSTRACT

This study aims to explore the influence of website design, electronic word-of-mouth, perceived value, buying emotion on impulse buying-using 7Net as an example. A questionnaire survey was conducted on the users of the 7Net websites in north, central, and south/east of Taiwan and offshore island. The data were analyzed statistically. The results show that: (1) Website design has a significant positive and direct impact on electronic word-of-mouth, perceived value, and buying emotion; electronic word-of-mouth, perceived value, and buying emotion has a significant positive and direct impact on impulse buying. (2)The demographic variables of the 7Net users including educational attainment, current residence, average monthly income, experience in using/browsing online shopping and the frequency to use/browse online shopping each month have a significantly different perception on the website design, electronic word-of-mouth, perceived value, buying emotion and impulse buying.

JEL: M1, M10

KEYWORDS: Website Design, Electronic Word-of-Mouth, Perceived Value, Buying Emotion, Impulse Buying

INTRODUCTION

The increasing prevalence of the Internet has facilitated the growth of the global market. The value generated by the Internet is hard to estimate, because with the development of the Internet, new business opportunities are created, and consumers are also gradually switching to online shopping from traditional methods of shopping. In this era where people are allowed to shop using a mobile phone or a Tablet PC anytime and anywhere, online shopping has become the best way of shopping in spare time for Taiwanese consumers. Online shopping is very promising market in Taiwan. From the statistics of the research institution, the population who uses online shopping has been more than the proportion of 50% in Taiwan. Today, consumer purchases some goods which includes commodity, electrical equipment not by the store, but by the Internet. In the online market, you can find all kinds of the online shopping website. Dealer can sell their products on different kinds of online shopping website. Moreover, consumer has too many options to select own goods on the online shopping website. Therefore, how to attract consumer to purchase product? It has become a problem for online shopping website. Business operators can access huge business opportunities if they can win consumer trust in the first place with their website design. In Taiwan, electronic word of mouth (eWoM) that is circulated among consumers is important.

The experiences shared by other consumers are seen as an objective foundation for choosing among shopping websites and goods. Consumers are also influenced by the ease of use of the website design. An easy-to-use website create positive value perceptions and buying emotions, which in turn, can induce impulse buying in consumers. In Taiwan, 7Net is one of the popular online shopping stores. Built and operated by Uni-President Co. Ltd., 7Net distributes products sold by Uni-President affiliated stores, including 7-11 Convenience Store, Cosmed, MUJI, and Starbucks. Also working with the logistic systems

of 7-11 and T-Cat, 7Net has become a gigantic online distribution system. In this paper, we will use 7Net as an example to explore the relationship among website design, eWoM, perceived value, buying emotion, and impulse buying. The issue of this paper is to find the factors in impulse buying of 7Net in Taiwan. The remainder of this research is as follows. We align our work with the relevant literature including website design, eWoM, perceived value, buying emotion, and impulse buying in section 2. The data and methodology and results are described in section 3, 4, respectively. Finally, concluding comments are illustrated in section 5.

LITERATURE REVIEW

Website Design: Page and Lepkowska-White (2002) pointed out that website design affects consumers' assessment of a website and perception of its value. Janda et al. (2002) stated that browsing a website is like a receiving a service from the website. The webpage content affects consumer perceptions. A website with good design characteristics can give consumers a better impression and motivate their buying behavior more easily. According to Angelides (1997), online stores have many characteristics that are absent in physical stores, but for them, website design is still a determinant of success. Therefore, website design is one of the keys to building a positive perception and stimulating actual buying behavior.

Electronic Word of Mouth (eWoM): Marteaux (2007) suggested that electronic word of mouth (eWoM) differs greatly from traditional forms of word of mouth. On the Internet, people are allowed to freely share their experiences, search for opinions shared by others, and interact with them to build WoM online. Park et al. (2007) pointed out that eWoM is not a kind of commercial messages. Unlike general commercial advertisement, it consists of personal and real shopping experiences shared by consumers. Hence, eWoM has a tremendous impact on the decision-making of its receivers. According to Hennig-Thurau and Walsh (2003), eWoM consists of text, photos or images, and can be completely preserved on the Internet without limitation of time and space.

Perceived Value: Zeithaml (1988) argued that customer perceived value is a customer's overall assessment of the utility of a product based on perceptions of what is received and what is given, including the time cost and the search cost. Breur (2006) showed that customer value is typically used in one of the two ways: either to describe the benefit a customer gets from using a product or to describe the profit a customer generates for the company. Butz and Goodstein (1996) defined customer value as an emotional bond generated after personally using the product or service of a supplier. The emotional bond will lead them to buy repeatedly or exclusively from the supplier and/or recommend the supplier to others.

Buying Emotion: Jennings (2000) mentioned that giving customers a pleasant feeling as they browse the website is very important, because the positive feeling influences their first impression with the website, driving them to spend more time on the website and ultimately place an order. Clore and Huntsinger (2007) suggested that buying emotion is the degree to which a customer likes a product or service and will be affected by the customer's buying behavior, psychology or past experiences. In other words, it is an emotional response. Huang (2012) defined buying emotion as an emotional response to stimuli in the external environment (e.g. shopping atmosphere, website design) that will affect customers' emotions and buying behavior.

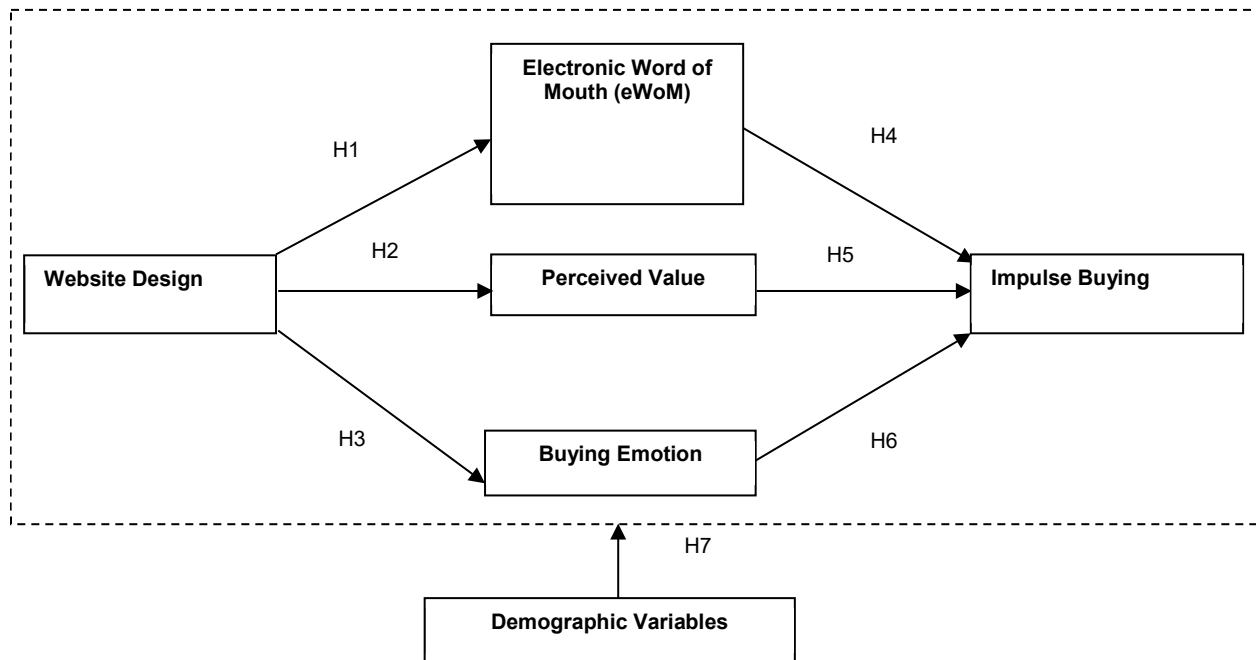
Impulse Buying: Strack et al. (2006) argued that impulse buying is a quick and instant behavior, and it is an unplanned buying decision that is made just before the purchase and without rational considerations and usually triggered by external stimuli. The evidence in Hausman (2000) indicated that consumers who engage in impulse buying pay greater attention to the emotional satisfaction than to the economic benefit brought by the purchase. Sreedhar and Debra (2004) defined impulse buying as a result of a buyer's immediate reaction to external stimulations. An impulse buying episode signifies a change in the buyer's intention to purchase that particular product before and after exposure to stimuli. The stimuli are not limited

to just the product, and the change in the buyer’s intention does not include a reminder item that is simply out of stock at home.

DATA AND METHODOLOGY

In this study, we will examine the research question from 7Net customers’ perspective. In assessment of website design, we adopt DeLone and McLean’s (2003) model which consists of three dimensions, including service quality, information quality, and system quality. eWoM is measured as a single dimension. Perceived value is measured by four variables introduced by Sweeney and Soutar (2001), including emotional value, social value, price value, and quality value. Buying emotion is measured along two dimensions, namely pleasure and arousal, suggested by Russell and Steiger (1982) and Ku and Yan (2004). As to impulse buying, we measure it by a single dimension and view it as a predictor of buying decision. In this study, we will also explore if perceptions of website design, eWoM, perceived value, buying emotion, and impulse buying vary by demographic variables. The research structure of the impacts among website design, eWoM, perceived value, buying emotion, impulse buying, and consumers’ (7Net users) perceptions on them is illustrated in Figure 1.

Figure 1: Research Structure



This figure shows the research structure of the impacts among website design, eWoM, perceived value, buying emotion, impulse buying, and consumers’ (7Net users) perceptions on them.

Website Design is Significantly and Positively Related to Electronic Word of Mouth (eWoM): Wangenheim and Bayon (2004) indicated that WoM is a key success factor for shopping website operators. When one’s experience with a website exceeds personal expectations, he/she is likely to spread positive WoM about the website. Their findings also confirmed that website design has a positive effect on eWoM. Zeithaml et al. (2002) showed that website design has a positive effect on perceived value and eWoM. Chen et al. (2013) explored the effects of platform quality, website awareness, and eWoM on brand evaluation in the context of online group-buying. Their findings suggested that website design and eWoM are positively related. Chou et al. (2012) also confirmed the positive relationship between website design and eWoM in a study of the correlations between information quality, information source credibility, and eWoM. From the

above-mentioned results, they can be inferred that Website design affects electronic word of mouth (eWoM) positively. Therefore, this study proposes the following hypothesis:

H1 : Website design is significantly and positively related to electronic word of mouth (eWoM).

Website Design is Significantly and Positively Related to Perceived Value: Chen and Liu (2010) pointed out that consumers show higher confidence and perceive higher value in a website when the website's information processing mechanism is able to facilitate positive interactions between buyers and sellers. Their empirical evidence ascertained the positive effect of website design on perceived value. Szymanski and Hise (2000) identified online convenience, product offerings and information, site design, and financial security as important factors that customers would consider in assessment of a shopping website. They suggested that website design has an impact on customers' perceived value. Ghose and Dou (1998) analyzed the interactivity and attractiveness of website designs and found that higher website interactivity led to higher perceived quality and perceived value (Chiu and Lin, 2013). According to Mayer et al. (1995), a better designed website wins customer trust more easily and is associated with higher perceived value. Tsai and Liu (2011) examined the relationship between website design and perceived value in Payeasy online store and confirmed the positive effect of website design on perceived value.

H2 : Website design is significantly and positively related to perceived value.

Website Design is Significantly and Positively Related to Buying Emotion: Childers et al. (2001) found that improving the richness of website content can create more enjoyment for online shoppers and will positively affect their buying emotions. Wulf et al. (2006) pointed out that website design is positively related to buying emotion. Online shoppers tend to show a pleasant buying emotion when the website they are browsing meets their needs. Koufaris (2002) noted that a powerful search mechanism provided by the website is able to offer more information to customers. Hence, it also helps create a positive buying emotion and more fun of shopping for customers. Tsai (2013) investigated the relations of online shopping atmosphere and consumer's personality traits to online impulse buying. Their empirical evidence also confirmed that website design is positively related to buying emotion. Huang (2012) obtained the same positive relationship between website design and buying emotion in a study of the effects of website design factors on shopping mood and unplanned buying behavior.

H3 : Website design is significantly and positively related to buying emotion.

Electronic Word of Mouth (eWoM) is Significantly and Positively Related to Impulse Buying: Jin et al. (2013) examined the effect of positive and negative eWoM on goal-directed and impulse buying behavior. Their findings showed the credibility of positive eWoM positively affects goal-directed buying and impulse buying in both the online and physical shopping contexts. Chen (2010) probed into the effect of eWoM on impulse buying and confirmed a positive relationship between them. Ho (2013) obtained a similar finding in a study of the effect of eWoM informational conformity on impulse buying.

H4 : Electronic word of mouth (eWoM) is significantly and positively related to impulse buying.

Perceived Value is Significantly and Positively Related to Impulse Buying: Zeithaml (1988) showed that consumers' value perception that arises during the purchase process has a positive effect on impulse buying. Kumar et al. (2009) indicated that the low product availability resulting from limited supply and high demand creates a stronger need for uniqueness or conformity behavior among consumers, who in turn, will perceive a higher value of the product and be more likely to engage in impulse buying. Dholakia (2000) showed that higher perceived value leads to a higher tendency toward impulse buying. Chiu and Lin (2013) found in their study of customers' personality traits and shopping websites that perceived value and impulse

buying are positively related. Hung et al. (2008) also empirically confirmed that perceived value has a positive effect on impulse buying.

H5 : Perceived value is significantly and positively related to impulse buying.

Buying Emotion is Significantly and Positively Related to Impulse Buying: Dholakia (2000) found that when having a pleasant mood, consumers tend to accept higher risk and engage in impulse buying. Kotler (2003) argued that impulse buying occurs because buying is a way to improve or increase emotional quality. Huang's (2012) study of Lativ online store revealed that consumers' buying emotion is positively related to reminder impulse buying. Ha and Sharron (2010) probed into the effect of consumer emotions (pleasure and arousal) on impulse buying intention. Their evidence suggested that buying emotion has a significant and positive effect on impulse buying intention. Chang (2010) obtained the same finding in a study of the effects of creative product features and shopping context on college students' impulse buying behavior.

H6 : Buying emotion is significantly and positively related to impulse buying.

Demographic Differences Exist in Perception of Website Design, Electronic Word of Mouth (eWoM), Perceived Value, Buying Emotion, and Impulse Buying: Shiaw and Chiang (2005) conducted a survey study of online shopping behaviors. Their study showed that consumers' perception of website design vary significantly by demographic variables. Cheng (2008) surveyed users of Yahoo Auction and also found that consumer perception of the online shopping environment and consumer buying emotion vary significantly by demographic variables. In Lee and Lee's (2010) study of the impact of eWoM on consumers' buying decision, consumer perception of eWoM varies by gender, age, and occupation. Liu and Ruan (2013) investigated the perceived value and user satisfaction of mobile Apps. In their study, users' value perception varied across gender, age, occupation, and marital status. Wu (2011) showed that perceived value varied by demographic variables in a study of buying emotion and purchase intention. Chou's (2008) research of online advertisement and impulse buying also revealed that consumer perception of impulse buying varied by demographic variables.

H7 : Demographic differences exist in perception of website design, electronic word of mouth (eWoM), perceived value, buying emotion, and impulse buying.

RESULTS

The data analyses were performed on SPSS 20.0 and AMOS 21.0. The methods adopted included reliability analysis, one sample t-test analysis, factor analysis, correlation analysis, linear structural relation model, independent sample t-test analysis, and one-way analysis of variance. The number of question items including website design, eWoM, perceived value, buying emotion, and impulse buying in this research is 55 (excluding demographic variables). In reality, we distributed a total of 580 copies of the questionnaire across the nation. We calculated the minimum size of samples from every region and excluded duplicate responses or responses with incomplete answers based on the statistics of population by region released by Directorate-General of Budget, Accounting, and Statistics, Executive Yuan in December 2014. All the acceptable responses were coded and filed. At last, 474 acceptable responses were obtained, 144 of which came from northern Taiwan, 161 from central Taiwan and 169 from southern Taiwan and other areas. The acceptable response rate was 81.72%. The questionnaires of this study were distributed to the consumers who had bought by using 7Net Web sites including the northern area, the central area, the southern area, and the eastern area in Taiwan. The data were collected for the period 9/1/ 2014 until 1/10/2015.

Reliability Analysis

This study was based on data from the questionnaire titled “An Effect of the Key Factors on Impulsive Buying” Ruling out copies with incomplete answers or too many unanswered questions, out of the 580 questionnaires responded, 474 were acceptable, with an acceptable response rate of 81.72%. In the reliability analysis, the reliability values of all main dimensions were 0.7 (or more), with the overall reliability coefficient at 0.946, which shows high-level stability of the reliability of questionnaires administered in this study. The correlation coefficient between revised items and overall items in this study was 0.4 or more to meet the requirement proposed by Choi and Lee (2003). Therefore, the data gathered with the questionnaire adopted in this study demonstrate high level of stability and consistency, enabling subsequent analysis results to be more significant.

One Sample *t* Test Analysis

This study adopted one sample t-test analysis to show the degree of satisfaction (agreement) analyzed by each question of the questionnaire. In the areas of website design, electronic word-of-mouth (eWoM), perceived value, buying emotion, and impulsive buying, for all questions with $p=0.000$ less than the level of significance of $\alpha=0.001$. The results show that for questions on website design, electronic word-of-mouth (eWoM), perceived value, buying emotion, and impulsive buying, most participants selected the options satisfied (agreed) or very satisfied (very agreed). Therefore, we can conclude that questions on website design, electronic word-of-mouth (eWoM), perceived value, buying emotion, and impulsive buying have reached the “satisfy” (“agree”) or above consensus level.

Factor Analysis

In this study, we use Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy proposed by Kaiser (1974) to evaluate if data are good for factor analysis. KMO ranges between 0 and 1. KMO=1 indicates that all the variables can be completely explained by other variables. To meet the requirement for factor analysis, the KMO value should be greater than 0.6. According to Chang (2000), the suggested conditions for factor analysis include factor loadings >0.4 , eigenvalue >1 , and cumulative variance explained $>50\%$. Wu (2011) proposed to use Bartlett’s sphericity test to examine if data are good for factor analysis. In Bartlett’s test, the correlation coefficient between variables is tested. A significant coefficient indicates presence of common factors in the correlation matrix, and data are good for factor analysis. In our factor analysis, all the variables met the suggested levels of KMO, Bartlett’s test, factor loading, eigenvalue, and cumulated variance explained.

In other words, our research variables are appropriate, meaningful, and reliable. We performed principal component analysis (factor analysis) to extract three dimensions of website design, respectively named “information quality”, “service quality” and “systems quality”, one dimension of electronic word-of-mouth (eWoM), named “electronic word-of-mouth (eWoM)”, three dimensions of perceived value, respectively named “quality and price value”, “social value” and “emotional value”, two dimensions of buying emotion, respectively named “pleasure” and “arousal”, and one dimension of impulse buying, named “impulse buying”. The factor analysis of website design, electronic word-of-mouth (eWoM), perceived value, buying emotion, and impulse buying is shown in Table 1.

Correlation Analysis

Using correlation analysis, we assessed whether a significantly positive correlation exists between website design, electronic word-of-mouth (eWoM), perceived value, buying emotion, and impulse buying. Pearson’s correlation analysis method was employed to analyze the correlation between website design, electronic word-of-mouth (eWoM), perceived value, buying emotion, and impulse buying. The results show

that a significantly positive correlation exists between website design, electronic word-of-mouth (eWoM), perceived value, buying emotion, and impulse buying.

Table 1: Factor Analysis of Website Design, Electronic Word-of-Mouth (eWoM), Perceived Value, Buying Emotion, and Impulsive Buying

Factor	Dimension	Eigenvalue	Explanatory Variance (%)	Cumulative Explanatory Variance (%)
Website Design	Information Quality	3.868	25.788	56.872
	Service Quality	2.340	15.597	
Electronic Word-of-Mouth (eWoM)	Systems Quality	2.323	15.486	54.164
	Electronic Word-of-Mouth (eWoM)	2.408	54.164	
Perceived Value	Quality and Price Value	6.989	34.945	54.157
	Social Value	2.267	11.337	
	Emotional Value	1.575	7.874	
Buying Emotion	Pleasure	3.083	30.832	56.839
	Arousal	2.601	26.007	
Impulse Buying	Impulse Buying	2.796	55.915	55.915

This table shows the five kinds of factor, dimension, eigenvalue, explanatory variance (%), and cumulative explanatory variance (%).

Linear Structural Relation Model

A linear structural relation model (Structural Equation Modeling; SEM) is created to examine whether the path coefficient of the variables was significant. The goodness-of-fit test was conducted on the factors of website design, electronic word-of-mouth (eWoM), perceived value, buying emotion, and impulse buying.

For assessment indices of the goodness-of-fit of the overall model, chi-square/ degree of freedom (χ^2/df) value of this study was 1.276, which means that it had considerable explanatory abilities. Moreover, goodness-of-fit index (GFI) 0.88, adjusted goodness-of-fit index (AGFI) 0.818, normed fit index (NFI) 0.886, and comparative fit index (CFI) 0.941 were obtained from this study, which means that they were acceptable values greater than 0.8(inclusion; the lowest standard value) (Scott, 1994). Root mean square residual (RMR) value was 0.028, within the acceptable level, and root mean square of approximation (RMSEA) value was 0.043, which is also within an acceptable level. Results show that the overall structure of the model employed in this study possessed good fit, with a level of significance of $\alpha = 0.001$. The standardized regression coefficient of consumers' perceptions of website design related to perceived value was 0.726, with a p-value less than significance level of $\alpha = 0.001$. The results show that a positive and direct correlation exists between the two variables. Higher satisfaction of website design increases consumers' satisfaction with perceived value. The standardized regression coefficient of website design related to electronic word-of-mouth (eWoM) was 0.668, with a p-value below the level of significance $\alpha = 0.001$.

This finding shows that a positive and direct correlation exists between the two variables. Higher satisfaction of website design increases electronic word-of-mouth (eWoM). The standardized regression coefficient of website design related to buying emotion was 0.490, with the p-value below the level of significance of $\alpha = 0.001$. The findings show that a positive and direct influence exists between the two variables. Higher satisfaction of website design increases buying emotion. The standardized regression coefficient of perceived value related to impulse buying was 0.822, with the p-value below the level of significance of $\alpha = 0.001$. The findings show that a positive and direct influence exists between the two variables. Higher satisfaction of perceived value increases impulse buying. The standardized regression coefficient of electronic word-of-mouth (eWoM) related to impulse buying was 0.288, with the p-value below the level of significance of $\alpha = 0.001$. The findings show that a positive and direct influence exists

between the two variables. Higher satisfaction of electronic word-of-mouth (eWoM) increases impulse buying. The standardized regression coefficient of buying emotion related to impulse buying was 0.405, with the p-value below the level of significance of $\alpha = 0.001$. The findings show that a positive and direct influence exists between the two variables. Higher satisfaction of buying emotion increases impulse buying. Overall, a total of six paths are significantly positive and the results support Hypotheses 1, 2, 3, 4, 5, and 6 (H1, H2, H3, H4, H5, H6). Based on the above illustration, the path analysis of the goodness-of-fit of the overall model is displayed in Figure 2.

Independent Sample t-Test Analysis

We further performed independent sample t-test to compare perceptions of website design, eWoM, perceived value, buying emotion, and impulse buying between genders. Levene's test with assumption of equal variances showed no significant difference in perception of website design, eWoM, perceived value, buying emotion, and impulse buying between genders.

One-Way Analysis of Variance

One-way ANOVA is a method for analyzing perceptual differences across demographic variables. We first used the test of homogeneity to examine if the assumption of homogeneity of variance was violated. An insignificant p-value indicates that data are good for ANOVA. In ANOVA, a significant p-value is required for subsequent Scheffé's post-hoc comparison. The analysis results showed that consumers' perceptions of eWoM and buying emotion varied significantly by education degree; consumers' perceptions of impulse buying varied significantly by place of residence; consumers' perceptions of website design varied significantly by average monthly income; consumers' perceptions of perceived value and impulse buying varied significantly by experience of online shopping; consumer perceptions of website design and impulse buying varied significantly by frequency of online shopping. Hence, H7 is partially supported.

CONCLUDING COMMENTS

In conclusion, we suggest that 7Net improve their performance on items that their users recognized as important (agree or above) but ranked relatively lower. Our results indicated that website design, eWoM, perceived value, and buying emotion were all related to impulse buying. This empirical evidence is meaningful. Based on this finding, 7Net can develop effective marketing strategies to strengthen its existing customer base and attract new customers, so as to improve its business performance. We propose two suggestions as follows:

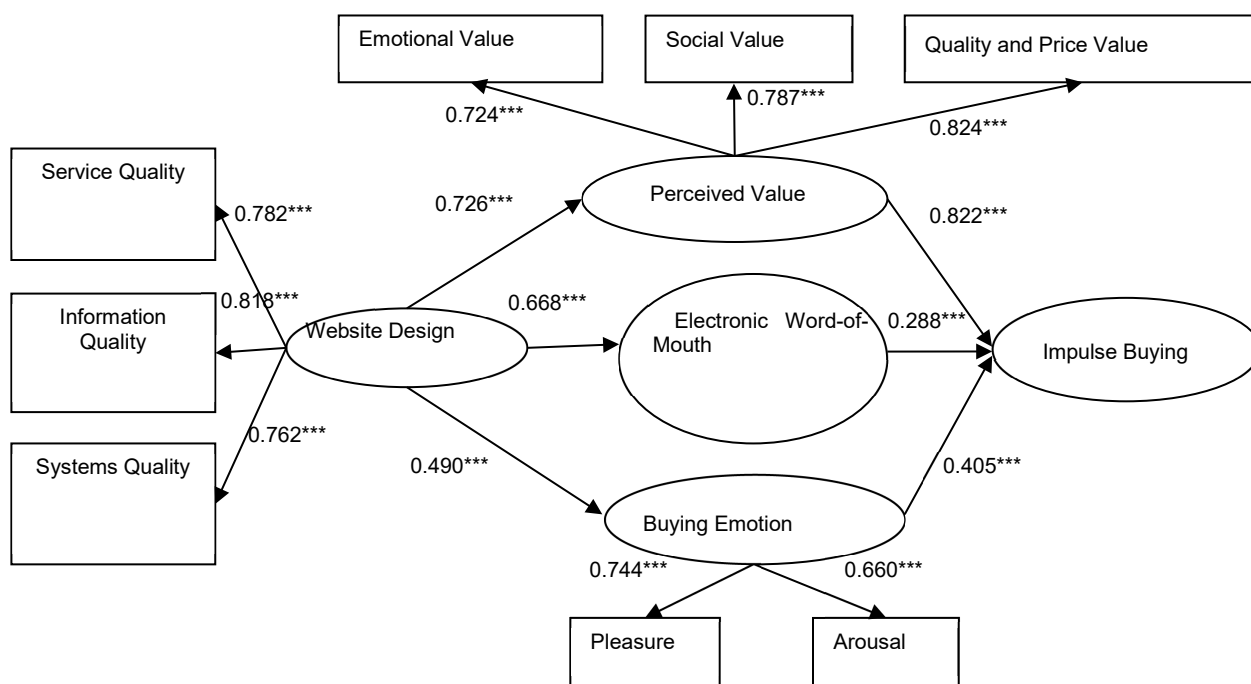
Among items measuring website design, eWoM, perceived value, buying emotion, and impulse buying, improve the ones that users recognized as important (agree or above) but ranked relatively lower: In website design, we suggest 7Net to integrate an error reporting mechanism that allows consumers to report mistakes on the website immediately. Through this mechanism, they can ensure that the product information on their website is up-to-date and accurate. As to eWoM, the rapid development of the Internet has facilitated the spread of eWoM, both positive and negative. Consumers may be influenced by negative eWoM to switch to other online stores. Therefore, we suggest that 7Net invest more resources to improve their eWoM marketing.

Proper use of positive eWoM marketing can influence consumers to view 7Net as their first choice of online store. In the aspect of perceived value, we suggest that 7Net manage to differentiate their online store from physical stores. Compared to online stores, it is harder for physical stores to provide all kinds of products. Online stores can offer a wider diversity of products, such as providing more colors or styles, to expand their online shopping market. As for consumers' buying emotion, 7Net can offer discounts on bundle sales or use lucky draws to enhance the pleasure of shopping online for consumers and further motivate their

buying. Besides, 7Net can also improve eWoM, perceived value, and buying emotion by improving their website design. The resulting improvements in eWoM, perceived value, and buying emotion can help induce impulse buying in customers, generate new sources of customers, and bring more opportunities.

2. Pay attention to website design and use eWoM, perceived value, and buying emotion to influence impulse buying: In website design, 7Net is advised to improve their customer service system to respond to customers' issues more quickly and more effectively. The webpages should be simple and clear, allowing consumers to find desired products easily and quickly. Besides, security and privacy issues are also important. They need to provide consumers a safe and secure shopping experience. In the improvement of eWoM, 7Net should manage to disseminate more positive messages about 7Net on the Internet to increase consumers' trust in the store. Besides, they should provide more detailed product information in each product's description page.

Figure 2: The Path Analysis of the Goodness-of-Fit Structure of the Overall Model



This figure shows the regression estimates of the equation: $Y1=0.726X1$ ($Y1$: perceived value; $X1$: website design; the standardized regression coefficient was 0.726); the regression estimates of the equation: $Y2=0.668X1$ ($Y2$: electronic word-of-mouth (eWoM); the standardized regression coefficient was 0.668); the regression estimates of the equation: $Y3=0.490Y1$ ($Y3$: buying emotion; the standardized regression coefficient was 0.490); the regression estimates of the equation: $Y4=0.822Y1$ ($Y4$: impulse buying; the standardized regression coefficient was 0.822); the regression estimates of the equation: $Y4=0.288Y2$ (the standardized regression coefficient was 0.288); the regression estimates of the equation: $Y4=0.405Y3$ (the standardized regression coefficient was 0.405). ***indicates significance at the 0.1 percent level.

This allows consumers to save the hassle of searching for related information when they have any concerns about a product and can increase their chances of impulse buying. As to perceived value, we suggest 7Net to strengthen their affective bond with consumers. A large percentage of 7Net consumers take advantage of the special offer on products to be paid upon pickup at convenience stores. 7Net can work with these convenience stores to provide promotional deals, such free coffee for store-pickup deals over a certain dollar amount, to attract more customers and induce impulse buying in consumers. In improvement of consumers' buying emotion, 7Net can work on creating more fun of online shopping for consumers. For instance, they can embed animations in webpages to draw consumers' attention or develop mobile APPs to enable consumers to buy on their mobile phones or Tablet PCs. Consumers' intention to buy increases when shopping is made easier and simpler.

In this study, the subjects are 7Net users living in northern, central, eastern, and offshore islands of Taiwan. We administered a questionnaire to explore the relationship of website design, eWoM, perceived value, buying emotion, and impulse buying among 7Net users. The objective of this research is to examine the impacts among website design, eWoM, perceived value, buying emotion, and impulse buying. We further argued whether consumers' perceptions of website design, eWoM, perceived value, buying emotion, and impulse buying differed significantly according to demographic variables.

Below is a summary of our findings: (1) The one-sample t-test showed that all the items for measuring website design, eWoM, perceived value, buying emotion, and impulse buying had a mean score equal to or above the "agree" level. Website design, eWoM, perceived value, and buying emotion were all positively related to impulse buying.; (2) In linear structural equation modeling of the theoretical model, the preliminary fit indices were met. Besides, it was confirmed that website design had a significantly positive and direct effect on eWoM, perceived value, and buying emotion, whereas eWoM, perceived value, and buying emotion had a significantly positive and direct effect on impulse buying. Therefore, the results support Hypotheses 1, 2, 3, 4, 5, and 6; (3) Through one-way analysis of variance, as to test of differences between demographic variables, consumers' perceptions of eWoM and buying emotion varied significantly by education degree; consumers' perceptions of impulse buying varied significantly by place of residence; consumers' perceptions of website design varied significantly by average monthly income; consumers' perceptions of perceived value and impulse buying varied significantly by experience of online shopping; consumer perceptions of website design and impulse buying varied significantly by frequency of online shopping. Thus, Hypothesis 7(H7) is partially supported.

This research has a limitation in collecting the data of the questionnaires by the convenient sampling method due to limited time, cost and labor. The result of this paper also could not indicate the perceptions of all 7Net users in other countries because it only investigated the users for the domestic 7Net in Taiwan. Another limitation of this research indicates that some 7Net users took a long time to fill out the questionnaires to produce an unserious attitude to do these because of a questionnaire which had many items. In a future study, we plan to explore other website types of online shopping such as Women's clothing shopping website, booking website, and auction website to understand whether or not differences in consumers for a different website type of online shopping options in order to further promote the value of the study. Another interesting issue would examine other interference variables such as brand image, perceived risk, and perceived quality on whether or not they would affect website design, eWoM, perceived value, buying emotion, and impulse buying.

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