



## Investigating the Impact of Influencer's Marketing on Online Impulsive Buying Behavior with the Mediating Role of E-WOM, Fanaticism and Value Shopping

Rai Sheraz Ahmed<sup>1</sup>, Ali Nasir<sup>2</sup>

<sup>1</sup> Faculty of Business and Management Sciences, The Superior University, Lahore, Pakistan.  
Email: raisherazahmad@gmail.com

<sup>2</sup> Faculty of Business and Management Sciences, The Superior University, Lahore, Pakistan.  
Email: Alinasirdar100@gmail.com

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### ABSTRACT

The purpose of this paper is to investigate the impact of influencer marketing with the mediation of E-WOM, Fanaticism and value shopping in Pakistan's Apparels industry. In the ongoing survey, assemblies created from current create hypotheses, adopt frameworks for organizing data, generate hypotheses, and do out experiments to support the suggested theory. The primary unit of study used to examine these variables is the garment industry. In addition to being quantitative, our study takes a deductive approach. We use a convenient sampling method for collecting the data. The survey suggests that website information, organization, and structure quality create impact online impulsive buying. Thusly, we add online purchase by examining effect of two components of effect comprehensively: instructive impact and social power. We use PLS-SEM and SPSS to examine the findings of available data which is useable for testing hypothesis as well. This study contributes by creating excitement for buyer to Lead considering everything noticeably the factors that convince them to moreover do. The Online shopping environment combines more hasty purchasing than previously. The models in online inspiration buying assessment and find the fundamental evaluation streams that require further researchers to sort out the brand name in phenomenal significance. This review will help the expert with most testing and steady issues in electronic inspiration buying conduct focusing in on the Attire business. According to the viewpoint of promoting, the ongoing highlight Instagram's forces advertise as a successful marking system. This investigation is giving significant information to the sponsors of Pakistan's clothing industry in understanding buyers' necessities more significant to add to the advancement of their business. Only Pakistan is utilizing this particular design and set of variables.

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Corresponding Author's Email: raisherazahmad@gmail.com

## 1. Introduction

Social media runs the company with an chance to talk straight with customers (Rais & Hidayat, 2022). The internet is an important shopping channel with the expansion fluctuations away from every other means of shopping (Nielsen & Sørensen, 2023). Social media has transformed as network technology and developed an essential part of peoples' daily lives. De Gruttola (2019) the period of time that expended on social media went up from 142 minutes to 145 minutes per day. As we know that social media users follow influencers and influencers are people who connect with a character of knowledge and skill on a particular topic. Influencer marketing is now posted online because companies and brands use this type of marketing to advertise. H. Zhu, Kim, and Choi (2022) They frequently publish content on their favorite social media platforms and attract a huge number of keen fans those actively support their views.

Online shopping has nonstop its fame and is very common amongst consumers of all ages. Ngan and Khoi (2022) Online purchasing is growing and process for buying goods or services, and online shopping mature in terms of service, effectiveness, security, and also fame. Customer is always the main of a business, therefore consumer buying behavior is an important key factor to succeed (C. Y. Yue & Abd Razak, 2022). For everyone, shopping is a pleasurable thing. Today, shopping has mostly meant for sense of pleasure and self-fulfillment, rising the growth and value of online impulse buying behavior (Alviyana, 2023; Redine, Deshpande, Jebarajakirthy, & Surachartkumtonkun, 2023; Sari & Asad, 2018). The comfort of shopping offered nowadays will definitely increase consumer pleasure and happiness to satisfy requirements. According to Udayana and Dwifa (2023) these days customers are extra impulsive even they become extra critical, buyers are more intense and not just fulfilled to describe customers right now. Motivation purchasing is a natural buy choice to purchase items or made prior to making a buy (Purwa & Yasa, 2014). Impulsive buying are more emotional than non-impulsive purchases (Joo Park, Young Kim, & Cardona Forney, 2006). Sethna and Blythe (2019). Creators have routinely changed their concentration over the years from visible signifying changes and features making care to finishing elevating courses seeking to influence consumer selections (Dong et al., 2023). Impulsive purchasing is commonly regarded as a socially unacceptable events, it is a widespread consumer behavior across the world. In online supermarkets, impulse purchases have risen from 38.2 percent to 50.9 percent of altogether transactions.

## **2. Literature Review**

The studies theoretical foundation is primarily based on the Cognitive theory. In modern decade retailing is getting more attention of entrepreneurs, manufacturers and researchers. Pakistan is getting outstanding importance for stakeholders. It is an excellent market for retail enterprise due to its financial boom. Its GDP was 3.3% in 2013-2014 and by end of 2014 it reached to 4.1%, which shows it might growth in 2015. According to a survey conducted with the aid of US census Bureau, Pakistan stands at no 6th country in terms of population (Manzoor et al., 2023). Impulse shopping is an aim to purchase a product, and a person feels the wish to buy it.

### **2.1. Influencers Marketing and E-WOM**

The development of paying someone to advertise a good (Campbell & Farrell, 2020). The word "influencer" states to those who have the skill to mark the actions of their social media fans. Bruns (2018) Influencers are activists who are properly associated, gripping, successful of their brains, and set patterns for their fans. Influencers are people who are viewed as opinion leaders on social media networks in a particular field of interest, such as beauty, food, lifestyle, or fashion. (Bamakan, Nurgaliev, & Qu, 2019). Noothi, Ahmed, and Agrawal (2023). Recent data from Twitter Garcia et al. (2023) figured out that almost 40% of reviewed Twitter clients have gotten approximately because of a Influencer's tweet. According to a current Twitter study, users may grasp social media influencers in the same form of trust as they do their friends. Recent data showed that, in 2018, 39% of Marketing professionals intended to boost their spending on influencer marketing, and 19% of marketers planned to put into more \$100,000 on each campaign (Bevilacqua & Del Giudice, 2018). Abir, Rahman, Yazdani, Khan, Supty, and Hamid (2020); Usman, Rahman, Shafique, Sadiq, & Idrees, (2023) As the internet has grown and become more widely used, Word of mouth (WOM) has taken a new shape. E-WOM, which is considered to be one of the most significant casual communications between businesses, and the general public. E-WOM is more reliable and stronger than broadcasting since it is spread through friends and family. Clothing products tend to be symbolic things that represent a person's value and, as well as their social standing. A couple of experts investigated E-WOM involvement in clothing. Tripathi et al. (2023) E-WOM (68.4% individuals) more frequently comparing to those who didn't. Moreover, they discovered that a Negative E-WOM message influenced individuals more than a positive message because due to the expansion of the online apparel market, there is a lot of interest in E-WOM from researchers and apparel marketers.

H1: Influencers marketing has significant positive relation with E-WOM

### **2.2. Influencers Marketing and Fanaticisms**

Several specialists stated that the term fanaticism Jekese, Zvarevashe, Makondo, Marima, and Hwata (2023) originated from Latin adverb *fānāticē* (enthusiastic, ecstatic,

furious). Fanaticism is defined by passionate, enthusiasm, strong feelings (i.e. politician or public figure), and they defend their opinion (Eliani, Yuniardi, & Masturah, 2018). Fanaticism may vary from short to the extreme state. According to Poonoosamy, Kaspur, Rudin, Murphy, Bosbach, and Deissmann (2023) Fanaticism can be classified into two categories: 'intensity' and 'value-attitude', which proves the passion, purposed behavior, and the energy associated with a particular item. According to Jain et al. (2023) who classified five types of fans based on their motivation and behavior. A temporary fan having a time limit. The temporary fan creates a brief relationship with the brand, While the local supporter admits the region such as a supporter of the local football team. The third sort of fan is the dedicated follower who understands no limits of time. Devoted fans were encouraged to own team-related objects, resulting in the limitations of space and time. The characteristic of the committed fan is how passionate they are in the cause of their fanaticism. The fourth category of fan is the fanatical fan whose, is easily recognized who maintains to be outside of their inner selves. Such a fan still keeps important components of their lives, such as career, or family. The dysfunctional fan is the sixth type of fan who prioritizes their team self-identification mechanism (Hu & Bentler, 1999). According to X. D. Yue, Cheung, and Wong (2010) , there are numerous forms of radicalism, and as people advance through the stages, so do their actions. Culture fabricates celebrities to symbolize various socioeconomic classes and serve as role models. (Desai & Basuroy, 2005). Lockwood and Kunda (1997) Anyone who can inspire others can serve as a role encourage people to take up specific lifestyle habits and self-images by modeling them how they make decisions and how they buy.

H2: Influencers marketing has significant positive relation with Fanaticism

### **2.3. Influencer's Marketing and Hedonic Value**

Dictionary (1993) Value can be defined that something deserves to be because of its importance or value. Hedonic value is more unpredictable, important and more about having fun. The findings demonstrated that Hedonic Value had an important impact on customer happiness (Avcilar & Özsoy, 2015; Hanzae & Rezaeyeh, 2013). Consumers are the most important participants of this form of value, as they adopt new seeking tactics such as purchasing clothing apparel. Users of products and services are consumers not be disregarded when offered in opinions because online marketers may get benefit from it to oversee an effective marketing strategics. Customers who purchase anything will pay for it because various products and services are examined and discussed both online and offline (Gan & Wang, 2017). The greater the value customers get the pleasure and enjoyable experience the happier customers would feel. The hedonic component discovered by many researchers of buying things online (Overby & Lee, 2006; To, Liao, & Lin, 2007). Prior study mostly focused on concepts that were demonstrate equivalents to hedonistic value, such as pleasure , playfulness (Hur, Ko, & Valacich, 2007; Rafaeli, 1984). Bellenger, Steinberg, and Stanton (1976) stated that any shopping environment's entertainment value serves as an indicator of its hedonic qualities. Customers' hedonistic value is a serious responsibility of the website designers and service/product providers. If consumers are encouraged to utilize the product frequently, a vibrant website that consumers are sure to enjoy while using, which will also make customers satisfied they do more online research (Chiu, Hsieh, & Kao, 2005; To, Liao, & Lin, 2007) and wants to purchase. Product descriptions and assessments from influencers play an important effect on how consumers judge products and provide hedonic value.

H3: Influencers marketing has significant positive relation with Hedonic Value

### **2.4. E-WOM & Online Impulsive Buying Behavior**

Any statement delivered by a potential customer of a business or product belongs to electronic word-of-mouth (E-WOM) that a vast number of people can read individuals and organizations via the internet. The idea can be explained as customers expressing their ideas using channels on the internet for multiple products and tools such as emails, blogs, and social media (Lopez & Tucker, 2017). If we talk consumers and manufacturers both may learn a lot from online product reviews and comments and have the ability to change the information to produce better things (Dellarocas, Zhang, & Awad, 2007). E-WOM also provide a widely used and reliable source of information where users could easily share their thoughts, ideas, and experiences (Jensen Schau & Gilly, 2003). Based on a survey of the appropriate literature, the great majority of studies on e-WOM are straight related to the social media. The use

of internet, and other advancements have made it possible for people to communicate digitally with group members to share experiences, therefore, it might have an impact on consumers' buying intentions and e-WOM (Goldsmith & Horowitz, 2006). Impulse purchasing cannot simply be defined, which includes a few mechanisms such as unplanned purchasing, and sentimental. When a buyer experiences a sudden, unexpected need to purchase something, strong and persistent need to buy anything right away (Chen & Wang, 2016). With insufficient thought, impulse purchase may occur outcomes of shopping (Zafar, Qiu, & Shahzad, 2020).

H4: E-WOM has significant positive relation with Online impulsive buying behavior

## **2.5. Fanaticism & Online Impulsive Buying Behavior**

An expression or action of fanaticism can be done consciously or unconsciously to express their love for something they think to be the perfect fit for them (Situmorang, 2020). Fanaticism can be interpreted as a strong sense of loyalty and connection Chaudhary, Nasir, Rahman, Sheikh (2023). Four characteristics of fanaticism include: Compulsive passion, brand prominence, self-brand connection, and cognitive rigidity. With fanaticism, customers are eager to repurchase goods or pay more for them that are from their preferred brand (Albert, Merunka, & Valette-Florence, 2013; Gounaris & Stathakopoulos, 2004). Consumers that are fanatical with a product tend to pay more for it, with different kinds or tones of the same product. Keen shoppers might also deal with negative information about a brand. Fanaticism may influence the purchasing decisions of committed consumers because fanaticism is a special kind of loyalty highlighted by intense and extreme stages of commitments (Bristow & Sebastian, 2001; Gounaris & Stathakopoulos, 2004). Adriani (2021) Extreme fanaticism has significant impact on impulsive buying behavior. More focus has been given to impulsive behavior as a result of its offline and online environment. Wu et al. (2019) revealed that impulsive purchases are actually sudden, Unplanned and irresistible by consumers who feel inspired by external provocation, it is followed by intense fluctuations in emotions and psychological challenges. Considering that consumers' appearances, characteristics of the products are the major elements influencing impulsive purchasing (Kacen & Lee, 2002). Internet encourages impulse buying and purchasing, and product reviews, advice, and promotion whenever browsing online may reduce consumers' self-control and encourage impulsive purchasing (Peck & Childers, 2006). X. Zhu, Xiao, Li, and Liu (2021) In-Additional online sales promotions for a limited time can encourage impulsive behavior online marketing, strong online word-of-mouth, and passion to buy a product.

H4: E-WOM has positive relation with Online impulsive buying behavior

## **2.6. Hedonic Value & Online Impulsive buying Behavior**

The research investigated the idea of hedonic worth, it was essentially developed. The consumption of hedonistically is always linked with the consumer satisfaction. Someone who frequently makes purchasing decisions based on hedonic factors frequently spends precious time looking over various internet retailers, which results in impulsive purchases. The study conducted by GÃ¼ltekin (2012) pushes up the mentioned study's say that the six hedonic buying reasons and browsing habits. Online environments tend to be where hedonic value is found. A difficult internet service irritates however, assuming the website's information is genuine and user-friendly, it increases enjoyment and promotes comfort when using information. Therefore, it was determined that this approach proactively influences decision-making and the time a person connects with the service websites and feels satisfied. According to Sri (2018) People are motivated to indulge in online shopping. According to Hausman (2000) impulsive purchases emotional satisfaction or hedonistic desires, such as happiness, joy, fun, and social connection. Rook (1987) observed that impulsive buying includes unplanned purchases as a subset, it is strongly indicating hedonic value and impulsive buying. Impulsive purchasing and self-congruence play a crucial part in consumer minds because they encourage individuals to make impulsive purchases. Yu and Bastin (2010) discussed the connection between purchasing on impulse and good behavior and a variety of consumer hedonic behaviors include enjoyment, novelty, obtaining from others, and social interaction escapism. Impulsive buying can also be used to describe hedonic value experience and enjoyment (Sweeney & Soutar, 2001). A pleasant emotion and happiness of excitement is customer satisfaction by the use of the product itself (Ringold & Weitz, 2007).

H6: Hedonic value and impulsive online purchasing behavior have a strong positive relationship.

### 2.7. E-WOM as Mediator

E-WOM, is an important tool for the purpose of advertising for influencers commitment with customers. WOM used to be widely recognized as an essential aspect of the role of customer behavior (Kozinets, De Valck, Wojnicki, & Wilner, 2010). E-WOM is considered by an approach of electrical communication between multiple individuals, which promptly offers vast numbers of consumers with a lot of information (Shen, 2021). E-WOM has grown as a result of advances in technology relative to traditional WOM and influencer's has transformed old technology, It was demonstrated that it had a favorable impact on consumer satisfaction and aims to repurchase (Yoo, Sanders, & Moon, 2013).

H7: E-WOM has significantly positively mediated the relation of online impulsive buying and influencer marketing

### 2.8. Fanaticism as Mediator

Fanaticism is defined as having extreme enthusiasm, emotion, or an overwhelming feeling of love and curiosity based on people's devotion of object (i.e., politician or public figure), and they often stand up for what they truly believe (Eliani, Yuniardi, & Masturah, 2018). Celebrities are created by culture they serve as role models and represent social numerous kinds (Desai & Basuroy, 2005). Lockwood and Kunda (1997), Anybody who is able to motivate others can serve as a role model to accept certain behaviors and self-images as well as have an effect on their decision-making and buying attitudes (Adriani, 2021). Impulsive behavior is receiving more and more attention due to its both offline and online environments. Wu et al. (2019) revealed that impulsive purchases actually happen suddenly, attractive and unplanned by motivated shoppers' external stimuli, which are followed by intense emotions and internal conflicts. Kacen and Lee (2002) believe that the primary elements influencing consumers' impulse purchase behavior are their personal qualities, situational characteristics, and attributes of the product Zulfiqar, Ansar, Ali, Hassan, Bilal & Rahman, (2022).

H8: Fanaticism has significantly positively mediated the relation of online impulsive buying and influencer marketing.

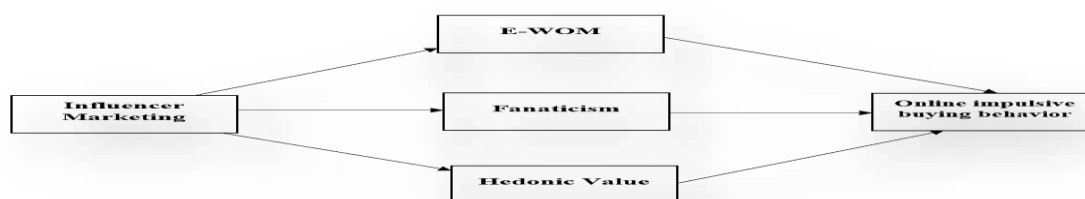
### 2.9. Hedonic Value as Mediator

Several researchers work to understand the hedonic component of experience with online purchasing (Overby & Lee, 2006; To, Liao, & Lin, 2007). Considering the ability to sustain followers' a constant sharing behavior, such as disclosing their way of life, preferences, and interests (Curiel & Ferreira, 2017) they have the ability to create and spread trends. Ryu and Han (2021) stated as regular individuals with unknown identities but have influential media identities, Influencers do more than just persuade their fans but also to the general public, setting them above other entertainers. Influencers' reviews and evaluations of products have an important impact on consumers' because Hedonic value is produced via product evaluations. According to Chang, Stansbie, and Rood (2014) Impulse purchases satisfy hedonic needs observed that impulsive buying includes unexpected purchases, that promotes more impulse buying and hedonic value Shahzadi, Sheikh, Sadiq, & Rahman, (2023).

H9: Hedonic Value has significantly positively mediated the relation of online impulsive buying and influencer marketing.

## 3. Frame-Work

Figure 1



## **4. Research Methodology**

### **4.1. Sampling technique & Sample size calculation**

The researcher utilized convenient examining, which is a technique for utilizing individuals or units that are least demanding to find (Zikmund, Babin, Carr, & Griffin, 2003). This examining around individuals who are accessible to respond to inquiries from specialists. The method in this survey utilizes testing, with an explanation of 300 respondents of apparel clients. For sampling purpose theory is adopted from (Hier & Crowley Jr, 1982).

### **4.2. Unit of analysis & target population**

This study's context is set up at the consumer level. The study's target respondents comprised young consumers in Pakistan who purchase clothing. Eco-friendly materials are highly needed everywhere because our material and apparel businesses depend on customers. This ensures that the products can be reengineered or used to supply components of trendy materials for each cycle of production.

### **4.3. Data collection method**

Outline based Survey changed from past assessment studies. The survey review was used to accumulate data from respondents at various online Webpage objections of brands The quantity of occupants in this study is all customers of with these actions (1) the respondent ought to be an electronic buyer (2) young purchaser developed some place in the scope of 20 and 35 years and (3) the individual presumably purchased checked dress before like Considerations by Gul Ahmad, Adidas, Lofty Tag, and Levi's. 4) customers who have bought and are right now really wearing apparel pieces of clothing.

### **4.4. Measurement of Scales**

The scale for influencer's marketing adapted from (Ryu & Han, 2021) with 9 items. The scale of E-WOM adapted from (Napawut, Siripipatthanakul, Phayaphrom, Siripipattanakul, & Limna, 2022) and (Kurnaz & Duman, 2021) with 9 items. The scale of fanaticism adapted from (Erciş, Deveci, & Deligoz, 2016) with 4 items. The scale of Hedonic Value is adapted from (Hashmi, Attiq, & Rasheed, 2019) with 5 items. The online impulsive buying behavior is adapted from (Moran, 2015) with 8 items.

### **4.5. Data Analysis Techniques**

The data analysis method used in the study is partial least squares structural equation modeling. The results unequivocally showed that every one of our hypotheses is generating noticeably beneficial relationships between the research variables.

## **5. Findings**

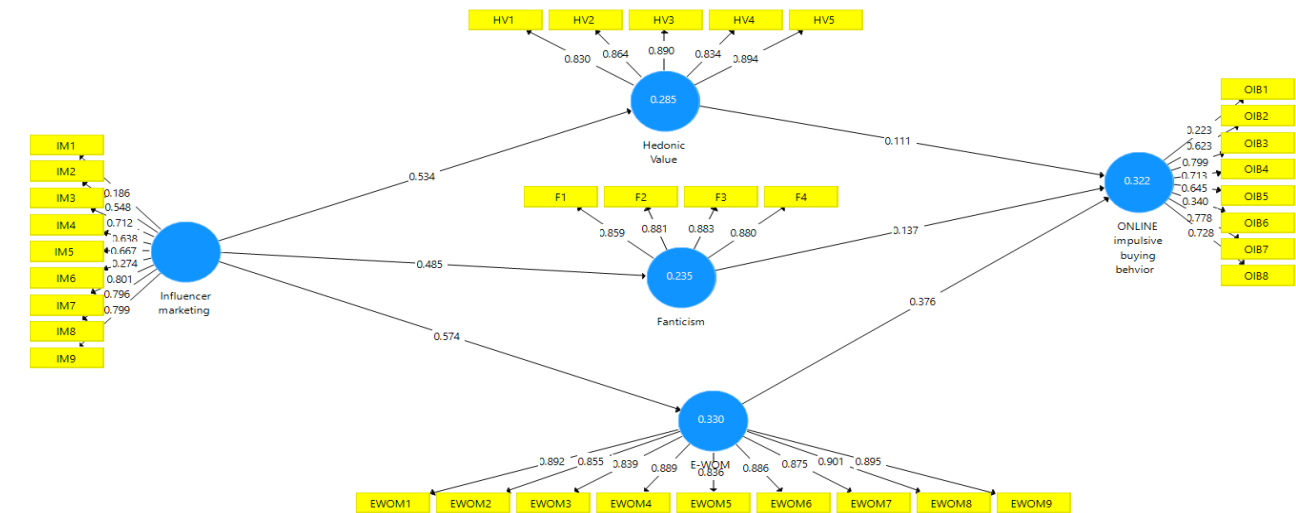
This section, which is broken down into four sections, discusses the findings from the data's quantitative analysis. Descriptive statistics were provided in the data to analyze the traits and results of the respondents. The second portion focuses on the outcomes of the measurement model calculation. Next, the predictive significance of the model and hypothesis testing are addressed.

**Table 1: Demographic**

<b>Gender</b>	<b>N</b>	<b>Percent</b>
Male	158	64.22
Female	88	35.77
Total	300	100.0

There were 22 years old made up the largest number of the age groups (43.5%) (n=162), followed by 21 years old (16.1%) (n=60). Among the n=34 respondents, 9.1% were 20 years old, 8.3% were 19 years old, 8.1% were 24 years old, 6.7% were 23 years old, 4% were 25 years old, and 3.2% were only 18 years old. More than half of the respondents—69.1% (n=257)—were female, compared to just 30.9% (n=115) of those who were male.

**Figure 2: Measurement Model**



**Table 2**

Variable	Items	Loadings	CR	AVE
Influencer Marketing	IM1	0.924	0.934	0.826
	IM2	0.905		
	IM3	0.897		
	IM4	0.823		
	IM5	0.833		
	IM6	0.867		
	IM7	0.834		
	IM8	0.860		
	IM9	0.882		
Hedonic Value	HV1	0.874	0.926	0.714
	HV2	0.839		
	HV3	0.824		
	HV4	0.865		
	HV5	0.822		
Fanticism	F1	0.897	0.897	0.686
	F2	0.857		
	F3	0.768		
	F4	0.783		
E-Words of Mouth	EWOM1	0.849	0.917	0.735
	EWOM2	0.861		
	EWOM3	0.876		
	EWOM 4	0.843		
	EWOM 5	0.846		
	EWOM 6	0.836		
	EWOM 7	0.866		
	EWOM 8	0.890		
	EWOM 9	0.823		
Online impulsive buying behavior	OIB1	0.924	0.934	0.826
	OIB2	0.905		
	OIB3	0.897		
	OIB4	0.823		
	OIB5	0.833		
	OIB6	0.867		
	OIB7	0.834		
	OIB8	0.860		

Note: CR is composite reliability and AVE is average variance extracted.

The typical difference separated is not totally fixed in order to assess linked authenticity. The concurrent legitimacy was tested by evaluating the typical inferred fluctuation (AVE). According to Aslam, Omar, Nazri, Bustaman, and Yousif (2022) (Cronbach alpha  $\geq 0.70$  and composite-reliability, CR  $\geq 0.70$ ) and convergent validity (item loadings  $\geq 0.708$ , average

variance extracted,  $AVE \geq 0.5$ ). The inactive development explained the most of its pointer fluctuation, according to the AVE esteem more significant than 0.5. Table provides a summary of the estimating model's effects. The outcome showed that every single fundamental build, to be, Influencer Marketing, Hedonic Value, Fanaticism, E-Word of Mouth and Online Given its border markers and quantifiable significance, impulsive purchasing behavior was a reasonable aspect of their specific developments (Chow & Chan, 2008). As a result, the model gained sufficient, shared credibility Zhu, Fang, Rahman, & Khan, (2023).

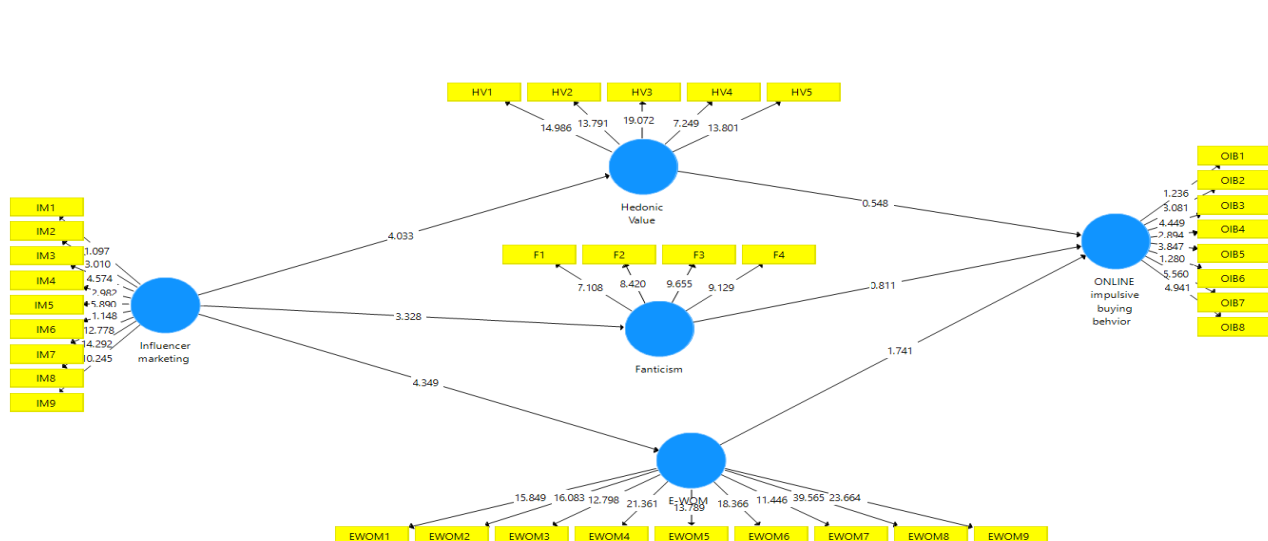
**Table 3: Fornell-Lacker**

Fornell-Larcker Criteria						
	<b>Influencer marketing</b>	<b>Hedonic Value</b>	<b>Fanaticism</b>	<b>E-Wom</b>	<b>Online</b>	<b>impulsive buying behavior</b>
Influencer Marketing	0.729					
Hedonic Value	0.518	0.857				
Fanticism	0.531	0.715	0.869			
E-Wom	0.401	0.47	0.533	0.947		
Online Impulsive Buying Behaviour	0.428	0.633	0.607	0.552	0.882	

Note: Square Root of Average Variance Extracted (SQRT-AVE) is shown in bold on the diagonal line, where as other entries stand for intercorrelations between the variables.

For each construct, the square root of AVE was used to verify discriminant validity using FLC. There were statistically significant differences in the connection between square root AVE values and other parameters. Since every diagonal value in each row and column was greater than the off-diagonal elements, all constructs showed good discriminant validity. This study's researchers also examined the way in which items were loaded. According to (Berinsky, Karpowitz, Peng, Rodden, & Wong, 2023), a loading estimate of 0.50 or higher is recommended, and in the best-case scenario, 0.70. Conversely, things with a low load factor ought to be taken out for the time being. Moreover, their prize should be a major weight for each component of the construct (J. Hair, Joe F, Sarstedt, Matthews, & Ringle, 2016). All of the items in our analysis had factor loadings that were larger than their cross-loadings. There was no cross-loading because every indicator had its own underlying construct.

**Figure 3: Structural Assessment Model**



**Table 4**

Paths	Coefficient	SD	T-Value	P-Values	Decision
Influencer marketing -> Hedonic Value ->Online impulsive buying behavior	0.317	0.036	8.703	0.000	Supported
Influencer marketing -> Fanaticism ->Online impulsive buying behavior	0.463	0.051	9.211	0.000	Supported
Influencer marketing -> E-WOM ->Online impulsive buying behavior	0.599	0.034	17.513	0.000	Supported
Hedonic Value ->Online impulsive buying behavior	0.314	0.044	7.073	0.000	Supported
Fanaticism ->Online impulsive buying behavior	-0.062	0.025	2.375	0.018	Supported
E-WOM->Online impulsive buying behavior	0.478	0.031	6.439	0.020	Supported
Influencer marketing -> E-WOM	0.451	0.086	5.791	0.010	Supported
Influencer marketing -> Fanaticism	0.566	0.045	9.212	0.000	Supported
Influencer marketing -> Hedonic Value	0.571	0.036	8.987	0.040	Supported



After the model and data have been measured, the hypothesis will be tested. The researcher utilized t-values and standard errors to assess the model's significance. Smart PLS 3 was used to assess the primary and indirect effects of the hypotheses using the bootstrapping approach (J. F. Hair, Ringle, & Sarstedt, 2013). The theory has been tested in two parts. The direct influence of the key variables is shown in the first table of the path analysis, and the indirect hypothesis analysis is shown in the second table of the path analysis. We used the 300-sample bootstrapping mechanism in Smart-PLS to do the core model assessment. The graphic table above provides a summary of the Smart-PLS-based underlying model examination. The results showed that each of the three sub-models made a significant contribution to the total volatility. Hypothesis (H1) is similarly maintained, in light of the fact that the hedonic value positively mediates relation between influencer marketing and online impulsive buying behavior ( $\beta = 0.317, p < 0.001$ ). Considering that fanaticism positively modulates the relationship between influencer marketing and online impulsive buying behavior ( $\beta = 0.463, p < 0.001$ ), hypothesis (H2) is similarly upheld. With respect to the fact that online impulsive purchase behavior and influencer marketing are favorably mediated by E-WOM ( $\beta = 0.599, p < 0.001$ ), Hypothesis (H3) is similarly upheld. The direct correlation between hedonic value and impulsive online purchasing behavior supports the continuation of hypothesis (H4) in a similar manner. ( $\beta = 0.314, p < 0.001$ ). Like the delayed consequences of the direct associations, the circumlocutory sequential mediation hypothesis (H5) is similarly maintained, in light of the fact that the direct relation between fanaticism and online impulsive buying behavior ( $\beta = 0.062, p < 0.001$ ). Given that there is a direct correlation between online impulsive purchase behavior and E-WOM ( $\beta = 0.478, p < 0.001$ ), Hypothesis (H6) is also upheld. Given the direct association between influencer marketing and E-WOM ( $\beta = 0.451, p < 0.001$ ), Hypothesis (H7) is upheld in a similar manner. Given that there is a direct correlation between fanaticism and influencer marketing ( $\beta = 0.566, p < 0.001$ ), hypothesis (H8) is also upheld. Given that influencer marketing and hedonic value have a direct correlation ( $\beta = 0.571, p < 0.001$ ), hypothesis (H9) is likewise upheld.

## 6. Discussion

This study aims to evaluate a cognitive theory-based model of online impulse buying behavior. The results show that eight hypotheses out of eight are being supported. The findings support the first hypothesis, which claimed that influencer marketing and online impulse buying behavior have a substantial link and that hedonic value acts as a mediator. Prior research indicates that influencer marketing and online impulse purchase behavior are related, and that hedonic value acts as a mediator. (Hashmi, Attiq, & Rasheed, 2019). The result shows that the second hypothesis stated that there is significant relationship and E-WOM value mediates between Influencers marketing and online impulse buying behavior. There are previous studies that signify the relationship and E-WOM mediates between Influencers marketing and online impulse buying behavior (Koay, Teoh, & Soh, 2021). The result shows that the third hypothesis stated that there is significant relationship and Fanaticism value mediates between Influencers marketing and online impulse buying behavior. Prior research indicates that fanaticism acts as a mediator in the interaction between online impulse buying behavior and influencer marketing (Ramziya, Adnans, & Ginting, 2020). According to the fourth hypothesis, hedonistic shopping and online impulse purchases are significantly correlated. Prior research indicates a connection between online impulse buying behavior and hedonistic shopping (Maqhfiroh & Prihandono, 2019; Ozen & Engizek, 2014). According to the fourth hypothesis, online impulse purchase behavior and fanaticism are significantly correlated. Prior research indicates a connection between online impulse purchases and fanaticism (Zalfa, Indayani, & Supardi, 2024). The Fifth hypothesis indicates that there is a significant relationship between E-WOM and Online Impulse buying behavior. There are previous studies that signify the relationship between E-WOM and Online Impulse buying behavior The Sixth hypothesis indicates that there is a significant relationship between Influencer marketing and E-WOM. There are previous studies that signify the relationship Influencer marketing and E-WOM (Dhun & Dangi, 2023). The Eight hypothesis indicates that there is a significant relationship between Influencer marketing and Fanaticism. There are previous studies that signify the relationship Influencer marketing and Fanaticism (Le, 2019). The Night hypothesis indicates that there is a significant relationship between Influencer marketing and Hedonic Value. There are previous studies that signify the relationship Influencer marketing and Hedonic Value (Vrontis, Makrides, Christofi, & Thrassou, 2021).

## 7. Conclusion

People naturally purchase items on a daily basis to improve their quality of life and make them happier because after a very busy and stressful day, they become bored and exhausted, and seek for themselves. As a result, people are increasingly buying as a kind of satisfaction who aim to fulfill their psychological requirements. Consumers might overcome their typical issues by considering purchasing from the viewpoint of these suggestions. This study attempted to learn whether impulsive purchasing, this could serve as a motivational tool for the benefit of individuals and satisfaction, actually develops in response to satisfaction. A theoretical framework was used to explain the cognitive theory. The studies also suggest that such as fun, pleasure, happiness and experience of joy are always associating with an individual similarity (Ha & Im, 2012; He & Mukherjee, 2007). Thus, consumers tend to be inspired by fashion-oriented apparel buying done impulsively. Customers find it harder to exercise self-control when they are drawn in by the designs and pages of an apparel website and are therefore more likely to make impulsive purchases. A positive in-store or internet shopping experience encourages impulsive purchasing.

### 7.1. Implications of the Study

This study's primary goal was to identify trends in online impulse purchase research and discover the most important research streams that requires more study by the researchers in order to fully comprehend the phenomenon. The researcher will be encouraged in tackling the most difficult and the current problems with impulsive buying studies in the apparel industry. Influencers have a significant impact on how others behave especially in consumer behavior (Aragoncillo & Orus, 2018). Researchers utilize this study's findings to bridge the research gap in an online context. This paper's conclusion has multiple implications seem like the online store's website attributes and related components planning, designing, developing, and deploying are required to make customer comfortable and secure when buying online. Singh and Verma (2017) Recommendations and online word of mouth are both crucial and support customers in making their own decisions and contributions. A second crucial implication is looking at the variables, that are affecting the impulse buying patterns online. These elements demographics, hedonistic requirements, cultural considerations, enticement and resistance, time constraints, may be taken seriously by the retailers help to create their complete sales and marketing plan that might help them in boosting their online conversion of potential customers, sales, and profitability.

### 7.2. Limitations and future scope of research

A few limitations apply to this study; as a result, careful attention should be taken to the outcomes. First, customers were the focus of the research in Pakistan the outcomes may have been very different. Second, a large portion of Pakistan's population lives in a developing nation. and low-income group; So, the outcomes can differ from those in other developed countries. Future study can be done with individuals from a variety of ages. Some mediating variables and expanding the sample size like Retail Environment, Marketing, Shopping motivation, will also help to produce a better consideration.

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