

Online Shopping Experience and Online Impulse Buying: A Perspective of Young Online Consumers in Guizhou, China

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Abstract

This study aims to explore the influence of online shopping experience on online impulse buying based on online shopping environment. Because the Internet and online shopping have become integral to people's lives, the rapid development of the Internet has penetrated every aspect of people's lives. In this study, 420 online questionnaires were distributed to Chinese college students to explore the influence of online shopping experience on online impulse buying. The results from multiple regression analysis show that online shopping experience (interactivity, informativeness, visual engagement, navigation and search ease, enjoyment, and flow experience) significantly affects online impulse buying. Finally, it complements and expands previous studies, enriches existing theories, and promotes the development of related theoretical studies. This study has important reference value for shopping website operators who want to understand online consumer behavior better, design websites, formulate online marketing strategies, and conduct sustainable online marketing.

Keywords: Online shopping experience, Online impulse buying, Chinese consumer

Introduction

In March 2023, the 51st Statistical Report on Development of China's Internet in Beijing released that China had 1.067 billion Internet users, an increase of 35.49 million over December 2021. The Internet penetration rate reached 75.6%. To explain this report, the total number of terminal connections in China's mobile network has reached 3.528 billion, and the number of mobile Internet of Things connections has reached 1.845 billion (China Internet Network Information Center, 2023). The growing number of Internet users, the endless emergence of network products, and the continuous improvement of user experience have gradually formed the habit of online shopping.

Online shopping is an everyday, globally found activity (Erjavec & Manfreda, 2022; Shao et al., 2022). The online shopping experience is an extension of the traditional shopping experience in the online environment, which has become the focus of marketing attention with the increasing popularity of e-commerce and online shopping (Zhou, 2023). A good customer experience can

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enhance customer satisfaction and loyalty, and companies can gain sustainable market competitiveness by improving the ability to create customer experiences (Homburg, 2017). Within this vast market, customers will often make spontaneous, unplanned, unreflective, and unthoughtful purchases (Habib & Qayyum, 2018; Kimiagari & Malafe, 2021), and this is referred to as online impulsive buying (Wu et al., 2020). Other studies reveal that up to 40% of all online purchases worldwide can be classified as impulsive (Chan et al., 2017; Verhagen & van Dolen, 2011). In this regard, some studies suggest that pleasurable, addictive, and satisfactory online customer shopping experiences may increase customers' immersion in the shopping activity (Anshu et al., 2022) and have an enhancing impact on the customers' online impulsive buying behaviors (Barari et al., 2020; Novak et al., 2000).

The mobile online shopping platform provides consumers with a platform for interaction between merchants and consumers. When consumers make online purchases on this platform, a good online shopping experience will increase their satisfaction, loyalty, and willingness to make repeat purchases, so e-commerce enterprises must pay attention to improving the mobile online shopping experience of consumers to enhance their willingness to make repeat purchases (Guo, 2019). The research on offline experience behavior found that consumers are demanding more and more online shopping experiences, and factors such as sensory experience, cognitive experience, and emotional experience will significantly impact customers' online purchase decisions (Lu & Zhuan, 2021).

Customer experience has become a central topic in marketing research since businesses increasingly realize that their success largely depends on providing positive shopping experiences to their customers (Becker & Jaakkola, 2020). As a result, businesses utilize more financial resources to create positive and memorable customer experiences that motivate customers to spend more money on products (Bleier et al., 2019; Rose et al., 2012). Positive customer experience is critical in generating desirable outcomes for businesses, such as a strong emotional attachment to brands and increased customer satisfaction leading to customer loyalty (Anshu et al., 2022).

Positive emotion in impulse buying tendency can result from content attractiveness and social capital (Huang, 2016), hedonic shopping value (Chung et al., 2017), perceived value of online reviews (Zhang et al., 2018), affective trust of recommenders (Chen et al., 2019), and consumers' self-esteem (Dhandra, 2020). The online shopping process is called serendipity. Serendipitous experiences can cause unplanned and impromptu consumers to perceive shopping value differently from rational consumers (Chung et al., 2017). The high serendipity consumers perceive in a product search will enhance their decision satisfaction (Yi et al., 2017). Therefore, it is assumed that online shopping has created new opportunities for increasing impulsive purchase possibilities (Wu et al., 2020). Although impulsive purchases seem like low self-control, weak self-discipline, immaturity, and some other defects in personal characteristics, such shopping practices may lead to some hedonic and pleasant consequences (Hu et al., 2019).

In the era of the experience economy, consumers buy goods and experience (Xiao, 2017). With live streaming e-commerce's progress and application, online impulse buying is shared among customers (Chan et al., 2017; Iyer et al., 2020; Zheng et al., 2019). In comparison, ease of access, lower social pressure, and excitement in online shopping drive shoppers to buy impulsively (Chan et al., 2017; Akram et al., 2018). If enterprises want to make their products or services stand out, online customer experience is increasingly important. Therefore, it is of great theoretical and practical significance to combine online customer experience with online impulsive purchase behavior of consumers and study online impulsive purchase behavior from the customer experience perspective (Kong et al., 2016).

Purpose

To investigate the effect of online shopping experience on online impulse buying of college students consumers in Guizhou, People's Republic of China.

Literature Review

I. Online shopping experience

With the rapid development of e-commerce, relevant research on online customer experience has also shown an upward trend. The existing literature has analyzed and studied the concepts of online experience, shopping experience, and customer experience. There are specific differences in the interpretation of the nature of experience.

Online shopping experience refers to the psychological feeling state of customers in the online shopping process, from logging in and registering on a shopping website to comparing and selecting products to buy, paying, and receiving products online. Academics mainly explore the connotation and structure of online shopping experience based on flow experience and consumer experience theories (Shen & Fan, 2016). Unlike the influencing factors of online shopping experience, the components of online shopping experience are human-oriented, emphasizing the various experiences consumers feel in online shopping. From a literature review, online shopping experience contains sensory experience, cognitive experience, interactive experience, practical experience of a website, and interactive experience with others. At the same time, online shopping experience can also be divided into sensory experience, practical experience, cognitive experience, and relational experience (Zhai & Gao, 2017). Through the rooted research on offline experience behavior, it has been found that consumers are demanding more and more online shopping experiences, and factors such as sensory experience, cognitive experience, and emotional experience will have a significant impact on customers' online purchase decisions (Lu & Zhuan, 2021). In online shopping, since consumers are detached from the natural shopping environment and complete product information collection and purchase decisions in the virtual network, this will produce negative alienation emotions such as social

isolation, powerlessness, and normlessness, which will inevitably affect consumers' online shopping experience (Zhou, 2023).

Online shopping experience can also be divided into social presence, emotional arousal, and pleasure. From the perspective of customer behavior, online shopping experience can also be divided into three stages: sensory experience and emotional experience in the online search stage, thinking experience and action experience in the selection and comparison stage, and related experience and emotional experience in the decision-making and feedback stage. The online shopping experience also includes brand experience, service experience, relationship experience, benefit perception, and social communication. In addition, online shopping experiences should be categorized as hedonic and pragmatic (Zhai & Gao, 2017).

Research based on consumer experience theory views online shopping experience as a multidimensional and personalized internal psychological state (Shen & Fan, 2016). The components of online shopping experience can be divided according to shopping stages. Since the online shopping experience starts from the time the customer clicks on the website to the time he/she exits the website or receives the goods, it includes sensory experience, interaction experience, and utility experience for the whole shopping stage: cognitive experience and emotional experience in the product search stage; thinking experience, brand experience, and relationship experience in the selection and comparison stage; and service experience and association experience in the purchase and after-sale stage (Zhai & Gao, 2017).

The interactivity component regards shopping as a social experience. Customers can interact with other customers and staff of e-commerce platforms through virtual means to obtain more information during the shopping process. They can seek other users' advice and read product reviews (Ganesh et al., 2010). Informativeness denotes how a website provides customers helpful information (Lim and Ting, 2012). Informativeness is generally objective, impersonal, and result-oriented, and it encompasses the functional aspects of web design components (Verhoef et al., 2015). Visual engagement refers to the appealing design of the virtual environment of the e-commerce platform that provides a positive online experience (Liu et al., 2013). Ease of navigation and search for the required information on e-commerce platforms enhances the customers' comfort level so that they may collect the required information and make purchasing decisions (Chan et al., 2017). In the psychological dimension, the trust component denotes customer confidence in the e-commerce platforms in that the business will deliver the promised value (Cheung et al., 2014). Greater convenience given by e-commerce platforms will increase customers' chances of impulsive buying (Chan et al., 2017). The enjoyment that the customer may feel during their online purchasing journey may arouse their emotions and influence their online shopping behavior (Kranzbühler et al., 2018). Flow experience indicates a self-feeling of the mood state that an individual mainly obtains from an involvement or interaction of a favorable activity (Ing, Kuei, & Mai, 2016).

II. Online impulse buying

Impulse buying is mainly associated with an unplanned and sudden purchase, initiated on the spot, accompanied by a powerful urge and feelings of pleasure and excitement (Verplanken and Herabadi, 2001). Prior researchers view impulse buying as rooted in an individual's personality, represented by impulse buying tendency (Verplanken & Herabadi, 2001; Zafar et al., 2021a, 2021b). Impulse buying can be divided into four types: pure impulse buying, reminder impulse buying, suggestion impulse buying, and planned impulse buying (Cakanlar & Nguyen, 2019). Scholars widely agree on the affect-based characteristic of impulse buying (Chan et al., 2017; Pornpitakpan et al., 2017), though impulse buying is not free from individual deliberation and cognitive processes (Ning Shen & Khalifa, 2012; Xiao & Nicholson, 2013).

Familiarity with almost all conceptualizations of online and offline impulse buying is that it is unplanned, unreflective, and spontaneous (Chan, Cheung, & Lee 2017). Social presence influences customer flow state and trust, thus causing impulse buying (Ming et al., 2021). The extant literature on impulse buying has several key gaps. It is unclear whether the consequences of impulse buying are positive or negative. Shoppers who buy impulsively can experience not only financial problems, post-purchase dissatisfaction, and lower self-esteem (Boonchoo & Thoumrungroje, 2017) but also novelty, surprise, self-indulgence, and satisfaction (Xiao & Nicholson, 2013). Existing empirical studies rarely compare impulse buying in the offline and online shopping contexts, although these two shopping environments have advantageous features that facilitate impulse buying. In-store marketing activities (e.g., attractive display promotions) are determinants of impulse buying (Iyer et al., 2020). Recent impulse buying research has focused on personality traits such as sensation seeking, impulse buying tendency, and self-identity (Iyer et al., 2020). Among these, self-control drives consumer buying behavior (Yim, 2017) and is validated as a determinant (Lo et al., 2016) or mediator (Iyer et al., 2020) of impulse buying.

In addition, the shopping well-being of online shoppers is more influenced by cognitive impulse buying than in-store consumers. Therefore, leveraging the cognitive impulse buying of online shoppers by increasing utilitarian value can significantly enhance the positive contributions of their purchases. Specifically, e-commerce managers should build a clear layout of their products and offer a variety of selections on websites that help save consumers' search costs. For instance, a well-designed retail website can enhance online purchase experience (Lee & Lee, 2019). Similarly, in Taiwan, adding more website functions (e.g., recommender systems) is recommended for facilitating online impulsive purchases (Chen et al., 2020). It is hoped that consumers engaging in those activities will not be concerned about the time required to complete the task. In other words, they immerse themselves in a pleasing online shopping atmosphere, resulting in shoppers' well-being (Nghia et al., 2022).

Based on the related literature review, this research conceptual framework is shown in Figure 1.

Hypothesis: Online shopping experience (Interactivity, Informativeness, Visual engagement, Navigation and search ease, Trust, Convenience, Enjoyment, and Flow experience) positively affects online impulse buying.

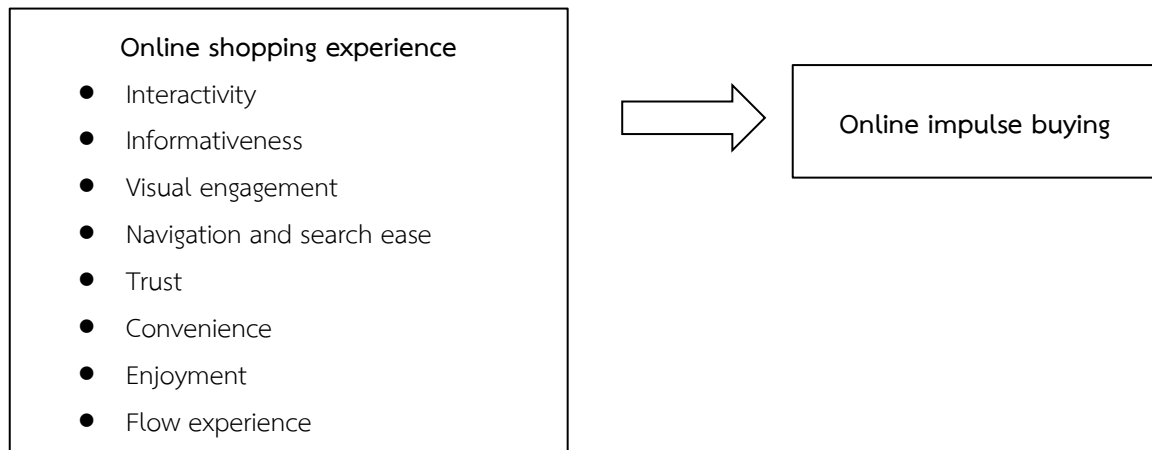


Figure 1 Conceptual framework

Methodology

The study sample consisted of college students enrolled in Guizhou University, Guizhou Normal University, and Guizhou University of Finance and Economics in Guizhou Province, China, who volunteered to participate. The research target of this study is 420 contemporary college students, and the main reasons for choosing current college students as the survey subject are as follows: online shopping is a product of the 21st century, and most online shoppers are young people choosing contemporary college students as the survey subject is highly representative. College students generally have a high level of internet use and rich experience in online shopping, which can more objectively answer the questions investigated in this study; individual factors such as age, economic source, and educational background of contemporary college students vary slightly, making them suitable for this research survey as a group. This research sample is representative of those who volunteered as research participants. The sample was selected based on convenience sampling using the survey sample size. The ratio of observations to variables is 10 - 20:1, which has also been suggested, meaning that 10 observations are made for each independent variable (Hair, Black, Babin, & Anderson, 2010). To calculate the sample size in this study, the questionnaire with 42 items (questions) would require 420 respondents.

The self-administered online questionnaire was employed as an instrument for this study. This questionnaire, partially adapted from theory and based on past literature, was segmented into two variables: online shopping experience and online impulse buying. This questionnaire was composed of two parts: Part 1: The participants' personal information or sample characteristics, including gender, home location, grade, study major, and online shopping behavior. Part 2: Online shopping experience and online impulse buying indicators. There are 38 questions in this section. Including 28 questions about online shopping experience (interactivity, informativeness, visual engagement, navigation and search ease, trust, convenience, enjoyment, and flow experience),

modified from Sufyan et al. (2022) and Wu, Chen, & Chiu (2016) and 10 questions about online impulse buying, modified from Pereira et al. (2023), Lee, Gan, & Liew (2022), Olsen, Khoi, & Tuu (2022), and Gulfraz et al. (2022). The question asked respondents to rate their satisfaction on a five-point Likert scale, from 1 = very dissatisfied to 5 = very satisfied.

In the instrument development process, experts adjusted and approved all questions in the questionnaire. Following that, three experts in the relevant field are brought in to examine those questions for content validity. The experts' total scores determine the Index of Item Objective Congruence: IOC value should be from 0.50 and higher (Rovinelli & Hambleton, 1976). In addition, the reliability value of the questionnaire by three experts and the content validity of the questionnaire have values ranging from 0.33 to 1.00; 4 of the items (questions) did not meet the 0.5, and after adjustments, Finally, 4 items (questions) that did not meet the requirements were deleted, for a total of 38 items (questions) in the questionnaire.

The survey was conducted in China, so we used the back-translation approach to convert all items into Chinese. The procedure for cross-cultural adaptation was outlined in the translated questionnaire to translate and validate the questionnaire (Beaton et al., 2002). The steps are below: Forward translation to Chinese: one professional translator translated the questions independently. Backward translation to English: the questions in the Chinese version were translated backward independently by one professional translator. The final questionnaire was approved after being submitted to the ethics committee.

In Table 1, the reliability coefficient of this research used the method of Cronbach's alpha coefficient (Cronbach, 1951). A pre-test of the Chinese version's questionnaire with a targeted sample of 30 participants will be taken to try out. To test the internal consistency of this questionnaire by Cronbach's alpha value, Hair et al. (2010) suggested that the cutoff point to estimate the reliability of one construct is 0.70. According to the analysis, variables were obtained between 0.743-0.869. Overall was analyzed as the sum of all independent and dependent variable items, Cronbach's alpha coefficient are summed, and then the mean is computed.

Table 1 Results of the Cronbach's alpha coefficient of variables

Variables		Number of items	Cronbach's alpha coefficient
Online shopping experience	Interactivity	5	0.743
	Informativeness	3	0.752
	Visual engagement	3	0.749
	Navigation and search ease	4	0.744
	Trust	3	0.744
	Convenience	4	0.742
	Enjoyment	3	0.747
	Flow experience	3	0.743
Online impulse buying		10	0.869
Overall		38	0.808

Results

The study used convenience sampling to collect data from participants at Guizhou University, Guizhou Normal University, and Guizhou University of Finance and Economics in Guizhou Province, People's Republic of China. The researcher are distributing the link for the online questionnaires to participants by the researcher. The data collection period lasted 2 months; the researcher will check the returned questionnaires for online surveys.

The final sample consisted of 420 students. The final sample consisted of 213 male (50.71%) and 207 female (49.29%) university students, most of whom (62.62%) had a home location in a provincial capital city (municipality directly under the central government), because the university where the study participants are located is in the capital city, there will be more people from this area. Undergraduates are the most numerous (70.71%) because the universities where the questionnaires were distributed have more undergraduate students than graduate students, and 20.95% of the participants are in economics and management; this is because all three universities that distributed the questionnaire offer Economics and Management related programs and one of them is an Economics and Management oriented university. The participant information is shown in Table 2.

Table 2 Participants' information (n = 420)

Participants' Information		Frequency	Percent
Gender	Male	213	50.71
	Female	207	49.29
Home location	Provincial capital cities (municipalities directly under the central government)	263	62.62
	Prefecture-level cities	112	26.67
	County towns	36	8.57
	Small towns	9	2.14
Grade	Undergraduate student	297	70.71
	Graduate student	123	29.29
Major	Economics and Management	88	20.95
	Literature	62	14.76
	Science and Engineering	83	19.76
	Agriculture and Forestry	50	11.9
	Medicine	80	19.05
	Art and Sport	53	12.62
	Others	4	0.95

According to the Pearson correlation coefficient method, the correlation coefficient goes between -1 and 1. The closer it is to -1 or 1, the stronger the correlation between the two variables. As shown in the table, there is a strong correlation between online shopping experience and online impulse buying (Pearson correlation = 0.718), and the results indicate that there is a

high correlation between online shopping experience (interactivity, informativeness, visual engagement, navigation and search ease, trust, convenience, enjoyment, and flow experience) and online impulse buying as shown in Table 3.

Table 3 Results of Pearson's correlations statistics

	Int	Inf	Vis	Nav	Tru	Con	Eni	Flo	Onl
Int	1								
Inf	.049	1							
Vis	.069	.067	1						
Nav	.079	.081	.116*	1					
Tru	.197**	.010	.128**	.121*	1				
Con	.122*	.038	.047	.084	.168**	1			
Eni	.085	.118*	.086	.165**	.122*	.044	1		
Flo	.121*	.002	.040	.089	.096*	.189**	.132**	1	
Onl	.305**	.243**	.256**	.200**	.201**	.147**	.230**	.234**	1
Mean	4.1048	3.8357	3.9540	4.2286	4.0540	3.8851	4.1952	3.7905	3.9205
S.D.	0.64225	0.75419	0.74482	0.68098	0.70400	0.77555	0.65865	0.89105	.65835

Note: ** Correlation is significant at the 0.01 level (2-tailed). *Correlation is significant at the 0.05 level(2-tailed). Int = Interactivity; Inf = Informativeness;

Vis = Visual engagement; Nav = Navigation and search ease; Tru = Trust; Con = Convenience; Eni = Enjoyment; Flo = Flow experience.

In this section, multiple regression analyses are conducted using the collected sample data, where online shopping experience (interactivity, informativeness, visual engagement, navigation and search ease, trust, convenience, enjoyment, and flow experience) is the independent variable, and online impulse buying is the dependent variable in Table 4.

Table 4 Results of multiple regression analysis

Model	Unstandardized		Standardized	t	Sig.	VIF
	Coefficients		Coefficients			
	B	Std. Error	Beta			
(Constant)	-.136	.342		-.398	.691	
Interactivity (Int)	.229	.045	.223	5.139	.000	1.065
Informativeness (Inf	.170	.037	.194	4.563	.000	1.024
Visual engagement (Vis)	.165	.038	.186	4.346	.000	1.035
Navigation and search ease (Nav)	.093	.042	.096	2.223	.027	1.059
Trust (Tru)	.076	.041	.081	1.837	.067	1.095
Convenience (Con)	.040	.037	.047	1.072	.285	1.072
Enjoyment (Enj)	.124	.044	.124	2.838	.005	1.069
Flow experience (Flo)	.116	.032	.157	3.617	.000	1.067
R=0.520		R-squared=0.271		Adjusted R-squared=0.256		

Dependent variable: Online impulse buying

As shown in Table 4, online shopping experience (Sig=.000) significantly affects online impulse buying. Due to the different individual unique contributions of different variables, the significance can be seen in the value of online shopping experience (interactivity = 0.000, informativeness = 0.000, visual engagement = 0.000, navigation and search ease = 0.027, trust = 0.067, convenience=0.285 enjoyment = 0.005, and flow experience =0.000) greater than 0.050 has no significant effect on online impulse buying.

Therefore, the multiple regression model of online shopping experience and online impulse buying is:

$$Y_{CS} = -0.136 + 0.229X_{Int} + 0.170X_{Inf} + 0.165X_{Vis} + 0.093X_{Nav} + 0.076X_{Tru} + 0.040X_{Con} + 0.124X_{Enj} + 0.116X_{Flo}$$

Based on this formula, we can calculate the impact of online shopping experience (interactivity, informativeness, visual engagement, navigation and search ease, trust, enjoyment, and flow experience) on online impulse shopping within a reasonable range. However, there is some professional error in calculating the impact of online shopping experience (interactivity, informativeness, visual engagement, navigation and search ease, trust, enjoyment, and flow experience) on online impulse purchases based on online shopping experience alone. There are certain errors in the impact. Therefore, in this model, we only interpret the impact of online shopping experience (interactivity, informativeness, visual engagement, navigation and search ease, trust, enjoyment, and flow experience) on online impulse shopping—indicators explained using this model.

Discussion

The results of the interactivity study show that interactivity has a significant positive impact on online impulse buying, consistent with Mollen and Wilson's Virtual interactions on e-commerce platforms, which are essential in facilitating the exchange of relevant information between different actors on time to make buying decisions. Hence, the customer's interactional experience with the content, features, design, and interface of an e-commerce platform is essential in accomplishing customers' shopping goals. Hence, the customer's interactional experience with the content, features, design, and interface of an e-commerce platform may influence online impulsive buying behaviors (Mollen & Wilson, 2010). The expressions are consistent. It can be inferred that the influence of Interactivity on online impulsive buying cannot be ignored.

The findings of informativeness indicate that informativeness has a significant positive impact on online impulsive buying, perceived informativeness, and perceived persuasiveness, which focus on users' perception and evaluation of information. It reveals consumers' urge to buy impulsively and offers a new approach to examine subjective perception and evaluation of information affecting online consumers' purchase behaviors or intentions for future studies (Bao

& Yang, 2022). This suggests that Informativeness significantly increases the likelihood of online impulse purchases.

The findings of visual engagement indicate that visual engagement has a significant positive impact on online impulse buying, which is consistent with Martin et al. 2015, a higher level of visual engagement may positively impact the affective state of the customer and is more likely to result in online impulsive buying decisions formulation (Martin et al., 2015). This indicates that visual engagement allows customers to make impulsive online purchases.

The findings of navigation and search ease indicate that navigation and search ease significantly positively affect late online impulsive buying. This one is in line with the mention that integration of various interactional tools and features within the web pages of the e-commerce platform will facilitate easy product search and faster completion of purchasing orders, thereby improving the Online Customer Shopping Experience and increasing the chances of impulsive buying (Floh & Madlberger, 2013). This suggests that Navigation and search ease significantly affect online impulsive buying.

The trust study results indicate that trust has no discernible positive impact on online impulsive buying. The results generally agree that trust fails to be treated as a significant concern when deciding whether online consumers are willing to shop in e-stores. Importantly Ing, Kuei, & Mai, (2016) view.

The results of the convenience study show that convenience has no significant effect on online impulse purchases. This is in line with the fact that while the Internet has become another important retailing channel with low cost and high convenience, it also falls short of customers' expectations to "experience" products (Madhavaram & Laverie, 2004) point. In basic agreement, the customer mostly does not think this convenience can give him the idea that he can make impulse purchases on the web, as many offline convenience channels can be experienced in person.

The results of the study show that "enjoyment" has a significant positive impact on online impulse buying." The results of the study indicate that "enjoyment" has a significant positive impact on online impulse buying, as the antecedents of driving online impulse buying behavior through a mediator of affective perception, shopping enjoyment (Floh & Madlberger, 2013). The results are consistent.

The study results show that flow experience is positively related to online impulse buying. This is in line with Empirical results that show that flow experience is an important factor influencing impulse buying (Ing, Kuei, & Mai, 2016), and the results are consistent.

Conclusion

In conclusion, the study investigated the effect of online shopping experience on online impulse buying. The results indicated that online shopping experience significantly affects online impulse buying. This study answers the hypothesis of the research question by showing how

online shopping can influence customers' online purchases on the web by utilizing an improved online shopping experience. Also, the research process of this study can be used as a reference for most online shops, especially developing ones. The goal was to incorporate a study of current college students to create hypotheses and understand their situation.

In order to better meet the needs of customers and get better online web purchases, online shops have improved and reformed the online shopping experience around their customers' needs, especially in developing countries like China, with large populations and large numbers of college students. Strong reform initiatives have helped companies grow and significantly improve their service levels. The study's results can be used as a reference for e-commerce companies to help them better serve their online customers and build better online shopping platforms for better sales. Finally, developing frameworks can help researchers, scholars, and others assess them in different contexts and geographic areas.

Based on the study's results, the researcher suggests that policymakers should first understand the user needs before assigning contemporary and practical actions, especially regarding the online shopping experience, which can improve the efficiency of online impulse buying. To understand the impact of online shopping experience on online impulse buying and to develop effect benefit measures and risk prevention measures.

This study answers the hypothesis of the research question by showing how online shopping can influence customers' online purchases on the web by utilizing an improved online shopping experience. Also, the research process of this study can be used as a reference for most online shops, especially developing ones. The goal was to incorporate a study of current college students to create hypotheses and understand their current situation. In order to better meet the needs of customers and get better online web purchases, online shops have improved and reformed the online shopping experience around their customers' needs, especially in developing countries like China, with large populations and large numbers of college students. Strong reform initiatives have helped companies continue to grow and significantly improve their service levels. Finally, developing frameworks can help researchers, scholars, and others assess them in different contexts and geographic areas.

There are two limitations to this study. First, only students enrolled in three universities in Guizhou Province were selected for the study, which may limit the generalization of the findings to other regions. Secondly, the study participants' education level is usually higher than the general population's. The data obtained do not fully represent the overall situation in Guizhou Province.

This study only used the online shopping experience to investigate the impact of online impulse buying. However, other factors may also impact the dependent variable, and there may even be other mediators that correlate with the study variables. Future researchers may examine this correlation in more depth based on this study. This study was conducted mainly on a group of college students in Guizhou Province, and to better study the influence of online shopping experience on online impulse buying, the scope of the study can be expanded, which is

conducive to a more representative result. Interactivity, informativeness, visual engagement, navigation and search ease, enjoyment, and flow experience significantly affect online impulse buying, but trust and convenience have no significant effect on online impulse buying. This has been verified from the regression model results, and future exploration directions could be to carry out more profound research in these directions.

Based on the study's results, the researcher suggests that policymakers should first understand the user needs before assigning contemporary and practical actions, especially regarding the online shopping experience, which can improve the efficiency of online impulse buying. To understand the impact of online shopping experience on online impulse buying and to develop effect benefit measures and risk prevention measures.

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