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THE ROLE OF BROWSING IN THE RELATIONSHIP BETWEEN ONLINE REVIEWS TO IMPULSE BUYING

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Abstract

Manuscript type: *Research*

Research Aims: *to analyse the impact of online reviews on Instagram on online impulse buying behaviour for the beauty product category, with the role of browsing as a mediator.*

Design/methodology/approach: *A conclusive study with 441 respondents, analysed by SEM*

Research Findings: *Browsing mediates the online review perceived value (both utilitarian and hedonic value) significantly toward the urge to buy impulsively, which will further enhance the impulse buying*

Theoretical Contribution/Originality: *(1) this study enriches the relationship between online reviews and impulse buying, using browsing as the critical factor to link the relationship, and (2) consumers perceived both utilitarian and hedonic value in online reviews.*

Practitioner/Policy Implication: *this study highlights the importance of online reviews in affecting the customer's online impulse buying behaviour, so brand marketers should monitor online product reviews, both positive and negative.*

Research limitation/Implications: *First, this study only examined consumers' browsing and impulse buying behaviour toward online reviews on Instagram; thus, studies on social media platforms might have different results. Second, the antecedents of browsing are limited to the utilitarian and hedonic value of online review; other external variables could be further investigated to enrich our understanding. Lastly, this study is limited to the beauty product industry; another specific context might have a different result.*

Keywords: impulse buying, online reviews, browsing, utilitarian value, hedonic value

INTRODUCTION

Online shopping has greatly impacted customers' lives and has become a new part of their shopping behaviour due to its effectiveness and efficiency (Kumar, 2016). According to the study by Dodoo & Wu

(2019), it is believed that the online shopping environment stimulates impulse buying. Impulse buying often occurs because of hedonic and utilitarian shopping value (Park et al., 2012). In hedonic value, consumers tend to buy impulse to fulfil their self-satisfaction and enjoyment of shopping

(Hansen & Olsen, 2006). While for utilitarian value, the more consumers consider the practical importance of a product on online shopping sites, the greater the desire to make an impulsive purchase (Ha & Jang, 2010).

Before deciding to buy a product, consumers prefer access to online reviews to check other consumers' opinions about online retailers, products, or services. Consumers' perceived value in reading online reviews is considered an active and reactive dimension in facilitating and predicting consumer browsing behaviour (Holbrook & Hirschman, 1982; Overby & Lee, 2006). Reading online reviews, as part of the shopping journey, can trigger perceived value by achieving the desired goal or providing customer enjoyment (Babin et al., 1994). Thus, the perceived shopping value is utilitarian and hedonic (Benhamza, 2012). Therefore, brands and companies need to know the importance of reading online reviews that encourage customer browsing behaviour, eventually leading to impulse buying.

Zhang et al. (2018) propose that product browsing may be crucial in bridging the gap between online reviews and impulse buying behaviour relationships. Indeed, consumers

tend to browse for user-generated content, such as customer reviews, because they feel way more relevant and convincing (Bickart & Schindler, 2001). The relationship between browsing and impulse buying behaviour needs to be mediated by the urge to buy impulsively. To address the research gap and provide more insights, this research will examine the direct influence of browsing on actual impulse buying behaviour. Floh and Madlberger (2013) found that product browsing had a strong direct impact on impulse buying.

According to Global Web Index (Lanteri, 2019), when it comes to product browsing, younger consumers prefer to use social media before any other search engines to get more information on products. The emergence of social media has led to broader online reviews and rendered social media one of the most relevant and effective channels for exchanging information (Kilian et al., 2012). Online review in social media is considered an effective marketing tool; it helps the consumer to be exposed to other consumer experience, allow consumers to make decisions, and let the business know about consumer experience (Kilian et al., 2012).

Social media has now become the primary domain for people to receive massive amounts of information, allowing users to share content and facets of their lives with others and learn about the world around them (Appel et al., 2019). More than 191 million people in Indonesia use social media, and almost 85% are Instagram users (Hootsuite and We Are Social, 2022). Instagram becomes one online is often used for online shopping purposes, which can facilitate the process by displaying images, videos, and real-time interaction between seller and buyer (Pookulangara & Koesler, 2011). Over 76% of Indonesia's Instagram users have claimed to have purchased after discovering specific products and brands on Instagram (Hootsuite and We Are Social, 2019).

The rise of 'social commerce' across the leading social media platform is increasing the online sales of beauty products. Beauty product consumers have taken charge of beauty advice through online peer reviews and social media tutorials (Deloitte, 2015). Beauty and personal care products are a set of products that women purchase, frequently or unintentionally (Kolondam, 2016). Moreover, Yang et al. (2011) mentioned that impulse buying intention for beauty products is widespread and evolves due to the success

of salespeople and other consumers' recommendations and reviews. This viewpoint argues the need to examine online reviews' influences on impulse buying behaviour.

Indonesia's beauty and personal care market is increasing and becoming one of the fastest-growing categories of consumer markets. It achieved US\$ 6.03 billion in 2019 and is projected to increase to US\$ 8.46 billion in 2022 (Euromonitor, 2019 in kemenperin.go.id). On average, the total expenditure of Indonesian people for cosmetics and personal care products is still US\$ 20 per capita, smaller than Thailand (US\$ 56 per capita) and Malaysia (US\$ 75 per capita). However, there is still much room for the beauty industry to grow (Kemenperin.go.id). The positive outlook for Indonesia's cosmetics industry has led to an increasing number of local brands entering the market, resulting in a much more challenging competitive landscape. More than 700 companies throughout Indonesia focus on the cosmetics and personal care industries (Kemenperin.go.id).

Based on the explanation above, this study aims to analyse: (1) the impact of customers' perceived value (utilitarian value and hedonic

value) of online reviews toward browsing and to urge to buy impulsively and (2) the role of product browsing in mediating online reviews toward urge to buy impulsively and actual impulse buying behaviour.

LITERATURE REVIEW

SOR Theory

The SOR model is used to understand the effect of environmental characteristics on consumer behavioural responses (Zhang et al., 2014). This model states that Stimuli (S) are factors from the external environment that cause a person's internal psychological condition mechanism (Organism (O)), which then drives behavioural responses (R) (Mehrabian et al., 1974). Eroglu et al. (2003) apply the theory of SOR to study the phenomenon of online shopping. Interactive features, product types, and displays on online sites function as external stimuli, generating both utilitarian and hedonic values, thus encouraging consumers to respond in the form of behaviour (Liu, 2021). In this study, online reviews act as stimuli, utilitarian and hedonic perceived value act as organisms, and impulse buying behaviour serves as a response.

Online Reviews

Online reviews can also be said through electronic word-of-mouth (e-WOM), which is vital in shaping consumer buying choices and decisions (Chevalier & Mayzlin, 2006). Consumers today perceive online reviews as more important and convincing than traditional media (Cheung & Thadani, 2012). Consumers use online reviews from other consumers to reduce uncertainty due to the potential risks of shopping online (Zhang et al., 2018). Due to the risk or uncertainty in the online buying environment, many studies focus on rational perspectives such as utilitarian value. However, the hedonic value of reading online reviews has yet to receive enough attention from scholars (Zhang et al., 2018).

Perceived Value of Online Review and Browsing Behavior

Online reviews are defined as information generated by customers in the online environment concerning their personal experiences and evaluations of a product and service (Zhang et al., 2010; Zhang et al., 2020). It could be a descriptive comment, numerical rating, or ranking used to express consumer satisfaction level (Septianto et al., 2020; Fang et al., 2016). Cheung and Thadani (2012) argued that electronic WOM (e-

WOM) or online reviews were more convincing and influenced consumer buying decisions than traditional or marketer-generated content.

Holbrook and Hirschman (1982) classified the most commonly utilised dimensions of value applied in the online shopping environment: as utilitarian and hedonic value. Utilitarian value is based on assessing the functional benefits and drawbacks of a particular product or service (Ha & Jang, 2010). The utilitarian value relates to functional values such as cost savings, ease of use, and product practicality (Wahab et al., 2018), which could be described as task-oriented and rational consumer behaviour (Lee & Wu, 2017). In contrast, hedonic value is consumption behaviours that focus on seeking happiness, fantasy, enlightenment, sensuality, and pleasure when reading reviews (To et al., 2007). According to Hang and Jang (2010), the hedonic dimension is derived from the uniqueness, visual meaning, and emotional excitement of a product or service.

Browsing is essential for getting information about the product/service or for necessary recreation (Park et al., 2012). Wadera and Sharma (2018) argued that browsing might be described as prior purposeless shopping,

and it has been proposed that this practice could be more critical than actual product transactions. This exploration activity is not always correlated with an immediate purchase task or any predetermined and specific intention to purchase (Gültekin & Özer, 2012). Utilitarian browsing is a customer's experience of acquiring product knowledge and remaining informed about products or brands to achieve practical benefits (Park et al., 2012; Grange & Benbasat, 2010). At the same time, hedonic motives emphasise enjoyment, entertainment, and the most pleasant benefits derived from browsing on the website or platform, regardless of whether the purchase happens (Park et al., 2012).

Utilitarian consumers will value the process as a mission-oriented experience and acquire more utility and value from the products or services to complete the mission (Kesari & Altukar, 2016). Therefore, consumers who appreciate utilitarian shopping motivation would then do a browsing activity to find broader product information (Lee, 2017). Utilitarian customers are particularly concerned about finding the content of products that suits their goals. Therefore, conducting product browsing in advance helps customers acquire more product

information, such as product price information, product specifications or product details, and product-related matters, before making a purchase decision (Wahab et al., 2018).

H1a. The utilitarian value of online reviews positively influences browsing.

While consumers who perceive hedonic value as their shopping motivation may like browsing activities to satisfy their pleasure in examining the visualisation of the product, Berman and Evans (2007) argue that many consumers go shopping without any plan or intention, mainly because they are bored and want to get out of their usual activities such as workplace or house. Those consumers could make hedonic motive of browsing, which is influenced by hedonic benefits such as fun and enjoyment that will be exposed during their shopping process. Consumers with hedonic motives will thus spend more time in the store or online marketplace, raising the likelihood of purchasing without prior intention to buy (Gultekin & Ozer, 2012).

H1b. The hedonic value of online reviews positively influences browsing

Browsing, the Urge to Buy Impulsively, and Impulse Buying Behavior

Badgaiyan and Verma (2015) proposed that as consumers browse through a shopping platform, they feel more desire, increasing their probability of making an impulsive purchase. The time allocation for the consumer to browse and the number of transactions are positively linked (Iyer, 1989). The argument is also supported by the study of Gultekin and Ozer (2012), who stated that as the time consumers spend in a store increases, their purchase amount and probability of shopping will increase. It may happen when customers find fascinating products during the product shopping process and have never previously owned them. Thus, consumers browsing behaviour in stores or online shopping effect buying impulses (Gultekin & Ozer, 2012).

H2a. Browsing positively influences the urge to buy impulsively.

Impulse buying is described as a purchase action without previously being consciously acknowledged or an intention to purchase made before entering the store (Engel & Blackwell, 1982). In an online environment, impulsive buying, usually called e-impulse buying, happen as a sudden desire to buy; a spur-of-the-moment purchase of a

spontaneous product buying immediately; and a hedonically complex purchase online consumer behaviour without a previous buying plan (Dodoo & Wu, 2019; Verhagen & van Dolen, 2011; Madhavaram & Laverie, 2004).

Online browsing was argued to influence impulsive buying significantly (Leong et al., 2018). The effect of browsing on shopping behaviour depends on the nature of the buying process and is more likely to rise as engagement in browsing increases (Floh & Madlberger, 2013). This is because the internet can promote browsing behaviour among consumers for either hedonic or utilitarian purposes (Madhavaram & Laverie, 2004). Customers who conduct an observational search may be more responsive to external stimuli, spend a long time in a shopping mall or store, and tend to buy more unplanned products than utilitarian shoppers with specific shopping goals. Therefore, it is found that browsing has more influence on impulse purchase behaviour through the internet (Lee & Lee, 2003).

H2b. Browsing positively influences impulse buying behaviour.

Urge to Buy Impulsively and Impulse Buying Behavior

Badgaiyan and Verma (2015) argued that the urge to buy impulsively might be seen as the stage before leading directly to the actual state of impulsive buying and commonly felt upon a specific item, model, or brand in the shopping context. It is also argued by Beatty and Ferrell (1998) that the urge for impulsive purchasing impulse precedes their actual impulsive consumption. Many studies, including Badgaiyan and Verma (2015) and Zhang et al. (2018), have reported that the tendency to buy impulsively affects impulsive buying behaviour positively. Thus, the interaction among those variables is hypothesised as follows:

H3. Urge to buy impulsively influences positively impulse buying behaviour

Mediating Role of Browsing

Utilitarian consumers are particularly concerned about finding the content of products that suits their goals by considering the functional benefits and drawbacks of a particular product or service, such as cost savings, convenience, and product practicality (Ha & Jang, 2010; Wahab et al., 2018). Conducting the product browsing process becomes one of the essential keys to getting information about specific products

from online stores or platforms (Park et al., 2012). Lee and Namho (2017) argued that consumers who appreciate a robust utilitarian motivation would use browsing as the initial step towards finding information and helping the consumer in decision-making. It is summarized by Ha and Jang (2010) that the more often consumers consider the practical importance of a product through browsing behaviour, the greater the ability to make impulsive buying in the online environment. Thus, The following hypothesis is provided:

H4a. Browsing mediates the relationship between Utilitarian Value and the urge to buy impulsively

Zhang et al. (2018) showed that browsing has a mediating influence on the relationship between hedonic value and the urge to buy impulsively. Another study by Gultekin and Ozer (2012) has discovered that hedonic motivation indirectly influences impulse purchases through browsing. Ekrip (2005) argued that customers who shop for a hedonic motivation would spend more time finding or exploring product information and enjoying the process as a pleasure in satisfying their impulses. Thus, we provide the following hypothesis in this study:

H4b. Browsing mediates the relationship between Hedonic Value and the urge to buy impulsively

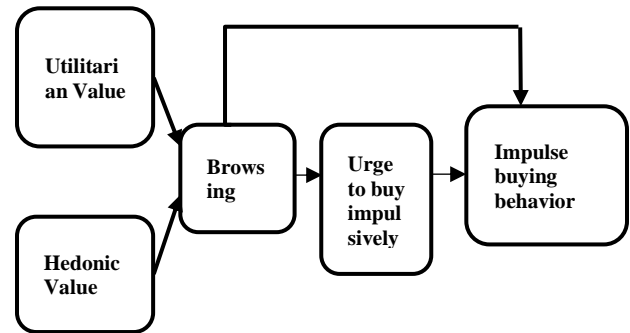


Figure 1. Initial research model

RESEARCH METHOD

This research is a conclusive-descriptive type using a survey method. The questionnaire consisted of five variables, as follows: utilitarian value and hedonic value of online reviews (Wang, 2010), browsing (Floh & Madlberger, 2013), urge to buy impulsively, and impulse buying behaviour (Badgaiyan & Verma, 2014). All constructs were measured on a seven-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree). Complete indicators can be seen in Appendix A.

The respondents are Instagram users, aged between 17-30 years old, who have been exposed to online reviews on Instagram, made purchases of beauty products (such as cosmetics, skincare, hair care, etc.), and made

purchases of beauty products impulsively or unplanned after they read the online reviews on their Instagram within the last three months. Furthermore, the data is processed by using SEM with Lisrel 8.51.

In total, the researcher received 441 respondents. 96% were female, and 49% of respondents were 17 – 20 years old. 68% had at least a high school degree or currently pursuing a university education. 37% use Instagram more than ten times daily, and 28% spend more than 30 minutes per one-time usage. Also, based on the frequency of online shopping, 52% of respondents make online buying 1 – 3 times within three months. More details of the sample profile in this research are presented in Table 1.

Table 1. Profile of Respondent

Descriptives	Frequency	(%)
<i>Gender</i>		
Male	17	4
Female	424	96
<i>Age</i>		
17-20	216	49
21-24	137	31
25-30	88	20
<i>Last Education</i>		
High School	300	68
Diploma	35	8
Bachelor	88	20
Master	18	4
<i>Instagram Usage (times per day)</i>		
1 – 3	55	12.5
4 – 6	111	25.2
7 – 10	111	25.2

Above 10	164	37
<i>Time spent on Instagram per one-time use</i>		
Below 5 minutes	11	2.5
6 – 10 minutes	106	24
11 – 20 minutes	119	27
21 – 30 minutes	80	18.2
Above 30 minutes	125	28.2
<i>Instagram's Most Followed Users</i>		
Friends	129	29.3
Family	7	1.6
Strangers	8	1.8
Celebrity/ Influencers	297	67.3
<i>Online Shopping Frequency (last 3 months)</i>		
1 – 2 times	229	52
3 – 5 times	173	39
6 – 10 times	25	6
Above 10 times	13	3

RESULT AND DISCUSSION

A confirmatory factor analysis (CFA) was carried out to determine the overall fit of the measuring model. All indicators show valid SLF values ≥ 0.7 and T-Values ≥ 1.645 and reliable CR ≥ 0.7 and AVE ≥ 0.50 (Wijanto, 2015; Malhotra, 2015). The details of the measurement are given in Table 2.

Table 2. Measurement Indicators

Construct	Items	Std. loadings	t-values	CR	AVE
Utilitarian value	UV1	0.70	15.97	0.8	0.57
	UV2	0.81	19.28		
	UV3	0.78	18.27		
	UV4	0.74	17.27		
Hedonic Value	HV1	0.82	20.34	0.9	0.71
	HV2	0.84	21.09		
	HV3	0.88	23.00		
	HV4	0.82	20.34		
Browsing	BR1	0.78	17.95	0.8	0.62
	BR2	0.74	16.97		
	BR3	0.84	19.80		
	UB1	0.76	17.92		

Urge to buy	UB2	0,86	21.65	0.8	
impulsivel	UB3	0.83	20.64	6	
y	UB4	0.68	15.48		
Impulse	IB1	0.90	23.67	0.9	0.80
buying	IB2	0.90	23.87	0	
behavior	IB3	0.90	23.69		

Note: AVE= Average variance extracted, CR= construct reliability.

The structural model indicates a good fit model (Chi-Square 3.16; RMSEA 0.07; GFI 0.91). The result shows that consumers' perceived value, namely utilitarian value ($\beta = 0.40$, t -value = 5.23) and hedonic value ($\beta = 0.26$, t -value = 3.63) positively influences browsing behaviour. Thus, H1a and H1b were supported. Browsing was found to influence the urge to buy impulsively ($\beta = 0.23$, t -value = 3.67). However, browsing had no significant direct influence on impulse buying behaviour ($\beta = 0.01$, t -value = 0.20). Hence, only H2a was supported, and H2b was not supported. Further, the urge to buy impulsively was positive and significant toward impulse buying behaviour ($\beta = 0.47$, t -value = 7.60). Thus, H3 was supported.

This study has also looked at the mediation effect of browsing. As shown in Table 3 below, browsing shows full mediating effects on the relationship between utilitarian value and the urge to buy impulsively. Furthermore, it partially mediates the relationship between hedonic value and the

urge to buy impulsively. Thus, H4a and H4b were supported.

Table 3. Result of mediating effect test

IV	M	DV	Direct effect IV → DV	Indirect effect IV +M → DV	Effect
UV	BR	UB	1.03	3.02	Sig. full
HV	BR	UB	5.39	2.66	Sig. partial

Notes: IV (Independent Variable), M (Mediator), DV (Dependent Variable)

Consumers' perceived utilitarian value of online reviews on Instagram was found to influence their browsing for beauty products positively. According to Coupey (2017), customers who value utilitarian shopping motivation will be doing a browsing activity to find information about the product. It is because utilitarian users are particularly concerned about reflecting on rational, instrumental, and task-related shopping by considering a particular product's or service's functional benefits and drawbacks (Coupey, 2020). For beauty products, Stravinsky et al. (2013) argued that utilitarian motivation relates to achieving informative and promised effects over physical looks and appearance. Products or services related to beauty care that requires high involvement from consumers will have special considerations, especially for body care and beauty products (Fernandes et al., 2020).

Thus, the perception of the cosmetic product's information significantly influences perceived utilitarian motivations (Apaolaza, 2011).

Furthermore, the hedonic value of online reviews on Instagram was also found positively influence browsing for beauty products. This result confirms the previous studies by Zhang et al. (2018) and Kusmaharani and Halim (2020). Consumers who perceive hedonic value may browse activity for their pleasant and exciting shopping experience to satisfy their pleasure in examining the visualisation of the product (Fernandes et al., 2020). It was also highlighted in the study by Mintel (2016) that there is a growing interest in beauty and make-up products among 16+ years old consumers who enjoy spending time browsing beauty departments. The availability of text and visual photos and videos on Instagram has improved satisfaction and reduced uncertainty among customers who perceive hedonic value in their beauty product browsing journey on Instagram (Shiau & Yeh, 2012). Specifically, for beauty products, consumers use perceived values to assess a product. Those values offer hedonic and utilitarian benefits consumers

seek when buying beauty and personal care products (Ho et al., 2019).

Table 4. Model estimates of the hypotheses

Hypothesis	Coef. (β)	t-value	Result
H1.a	0.40	5.23	Supported
H1.b	0.26	3.63	Supported
H2.a	0.23	3.67	Supported
H2.b	0.01	0.20	Not supported
H3	0.47	7.60	Supported
H4.a	0.09	3.02	Supported
H4.b	0.06	2.66	Supported

Regarding the impact of browsing on the urge to buy impulsively and the actual impulse buying behavior. Browsing is considered an important core principle of the impulse buying process; as consumers engage in browsing, they are more likely to be exposed to various stimuli in the online shopping environment that may affect their impulse behaviour (Beauty and Ferrell, 1998; Verma, 2015; Wadera & Sharrma, 2018). In hypothesis 2a, browsing positively influences the urge to buy impulsively for beauty products. This result confirms the previous studies by Zhang et al. (2018) and Wadera and Sharrma (2018). Cosmetics product, as one the sensory products, has been found to dominate impulsive online shopping patterns (Kim, 2008). However, browsing has no direct influence on actual impulse buying behavior. The result is supported by Francis

and White's (2003) study, which reveals that the likelihood of browsing directly leading to an actual purchase appeared to be low for the beauty products category. In other words, consumers can feel the tendency to purchase more often than their actual buying behaviour. Kokoi (2011) reveals that in beauty and personal care products, many people enjoy browsing through social media, catalogues or magazines without a specific result of buying any product.

The urge to buy impulsively impacted impulse buying behaviour for beauty products positively. These results are also supported by the previous study by Zhang et al. (2018) and Ortiz, J et al. (2017). This study argued that consumers who have a powerful spontaneous desire to purchase a product on the Instagram platform during their browsing journey are more likely to purchase the product impulsively. Based on this research, the desire to purchase impulsively is caused by the nature of browsing activities (Kusmaharani & Halim, 2020). For the specific categories of beauty or cosmetics, it is shown by the study by Yang et al. (2011) that impulse buying stimuli positively influenced actual impulse buying. Huang (2016) stated that consumers tend to perform actual impulse buying once their urge

appears. Thus, impulse buying tendencies are raised over time, leading to actual impulse buying behaviour (Bellini & Ailofi, 2019).

For mediation effect analysis, this study has shown that browsing has full mediating effects on the relationship between utilitarian value and the urge to buy impulsively. To achieve the intention of impulse buying, utilitarian customers browse to consider the usefulness of beauty and personal products (Ramkumar & Woo, 2018). As more regular customers find the functional importance of a product during browsing, there is a greater urge to buy the product (Ha & Jang, 2010). Bellini and Ailofi (2019) also show that utilitarianism needs to be sufficiently powerful to cause actual impulse buying directly. Thus, browsing is required as a mediator in providing a clearer view of this relationship.

Browsing was also found to partially mediate the relationship between hedonic value and the urge to buy impulsively. When it comes to beauty products online shopping, customers with hedonic motivations are mostly fulfilling the need to keep up with trends and innovative products (Constanca et al., 2017). Consumers with greater hedonic motivation are more likely to experience a

positive desire to do impulse buying (Bellini & Ailofi, 2019). Kasser and Kanner (2004) have discussed the phenomenon of impulsive buying on Instagram shopping; they stated that customers who perceive hedonic value are not planning to purchase any product at the beginning but have the urge to make purchases of products that are considered attractive during their browsing journey.

CONCLUSION

This study concludes on how online reviews' perceived value will affect their impulse buying behavior. This shows that utilitarian and hedonic value positively influence consumers' browsing behaviour and often increases the urge to buy impulsively and eventually contributes to impulse buying behaviour. In addition, browsing is found to have no direct impact on impulse buying behaviour. However, it has a mediation impact on the urge to buy impulsively, further impacting impulse buying behaviour.

This study contributes to the existing literature in the following way. First, this study enriches ideas and theories regarding the relationship between online reviews and impulse buying, using browsing as the crucial factor in bridging the relationship. Previous studies about impulsive buying behaviour

mainly focused on the marketing stimuli or content created by marketers (Rowley, 2002); (Park et al., 2012; Floh & Madlberger, 2013). In this study, online reviews, as examples of user-generated content, influence online impulse buying behaviours through the mediating effect of both browsings and the urge to buy impulsively. Second, in reading online reviews, consumers perceived utilitarian and hedonic values. In this study, we suggest that consumers not only fulfil their product information and knowledge needs but also feel pleasure and enjoyment while reading beauty product online reviews on Instagram.

The findings of this study will also have some practical implications and recommendations for beauty product companies and marketers. First, it highlights the importance of online reviews in affecting the customer's impulse shopping behaviour. Online reviews have become essential sources of information to help customers make purchasing decisions. The findings of this research suggest that beauty product companies or brands should monitor the spread of online product reviews, both positive and negative reviews. Brands can improve themselves by developing brand recovery strategies and evaluating their products to minimise negative reviews. Also,

brands could utilise the existing positive review as a part of the brand's communication and disseminate a positive review presence on online platforms.

Consumers who perceive utilitarian value are willing to spend their time browsing and reading online reviews to obtain helpful information. Companies could look for ways to reduce the search costs for consumers in reading online reviews, which could be done by encouraging customers to post more informative and valuable reviews. Companies may provide platforms or templates for posting product reviews to fulfil these. For example, by utilising brands' Instagram pages and comment sections, official shopping websites, and official stores in e-commerce, readers can quickly write and read the reviews and rate the item before making the purchase.

Furthermore, the hedonic value of online reviews also positively influences browsing behaviour. So, brands should be able to provide interesting social media page, website design, and product display visually and creatively to give customers an enjoyment and satisfaction atmosphere during their shopping journey, especially in browsing. It is expected to enhance the time

spent and the vivid experience of the customer when reading the online reviews, which enhances more hedonic consumers to browse and eventually expose more stimulus of impulse buying.

Some limitations should be acknowledged in this study. First, this study only examined consumers' browsing and impulse buying behaviour in the context of Instagram. Thus, a study on different social media platforms, such as Facebook and Twitter, and other online shopping platforms, such as E-commerce, may have different results. Second, as the antecedents of the browsing behaviour are limited to utilitarian and hedonic value, some other external determinants of the online browsing activity could be further investigated to enrich our understanding, such as visual appeal, website quality, product availability, price discount, which might affect the urge to buy impulsively on beauty products. Lastly, the sample consisted of consumers with specific product categories, beauty products. Hence, future research could replicate the research model in another specific context, such as fashion, electronics, and restaurants, to investigate whether there are differences in the perceived consumers' values and impulsive buying behavior.

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Appendix

Questionnaire item

Construct	Code	Item
Utilitarian Value (Wang, 2010)	UV1	I consider it useful to read online reviews of beauty products on Instagram.
	UV2	I am satisfied to read online reviews of beauty products on Instagram.
	UV3	I accomplish just what I want to when reading online reviews of beauty products on Instagram.
	UV4	When reading online reviews of beauty product on Instagram, I find just the information that I am searching for.
Hedonic Value (Wang, 2010)	HV1	I find it fun to read online reviews about beauty products on Instagram.
	HV2	When I read online reviews of beauty products on Instagram, I feel like an escape.
	HV3	I had a good time when I read the online reviews about beauty products on Instagram.
	HV4	I enjoy reading online reviews of beauty products on Instagram for my own sake, not just about the information I am looking for.
Browsing (Floh and	BR1	The percentage of time I spend to wandering around on Instagram is fairly high.

Construct	Code	Item
Madlberger, 2013)	BR2	I would say that I am mainly "just looking around" on Instagram
	BR3	I focused much of my attention to the items I wanted to buy on Instagram.
Urge to buy impulsively (Badgaiyan and Verma, 2014)	UB1	I felt a sudden desire to buy something when I was browsing on Instagram.
	UB2	I have felt number of sudden tendencies to buy beauty products I had not planned to purchase on this Instagram browsing journey.
	UB3	While browsing Instagram, I saw a range of beauty products I wanted to purchase despite not being on my shopping list.
	UB4	While browsing beauty products on Instagram, I am likely to purchase things outside my shopping goals.
Impulse Buying Behavior (Badgaiyan and Verma, 2014)	IB1	I ended up spending more money to buy beauty products than I originally set out to spend.
	IB2	I bought beauty products more than I had planned to buy.
	IB3	After I make an impulse beauty product purchase, I regret most of the time.