



## **Impact Of Hofstede Cultural Dimensions on Online Impulse Buying Behavior Through Moderating Role Of E-WOM**

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### **Abstract**

*The role of culture in shaping online impulse buying behavior has been stressed in the literature of consumer behavior. This study has attempted to explore the impact of cultural dimensions of masculinity, power distance, long-term orientation and restraint on online impulse buying behavior with moderating role of e-WOM in the context of e-retailing in Pakistan. The results of the data collected from 200 samples suggest that masculinity and restraint dimensions of culture have significant impact on online impulse buying behavior. However, the results for power distance and long-term orientation have not been found significant. Moreover, the relationship for masculinity with online impulse buying behavior is positively moderated by e-WOM. Further, the relationship for long-term with online impulse buying behavior is negatively moderated by e-WOM. However, the relationships of cultural dimensions of power distance and long-term with online impulse buying behavior is insignificantly moderated by e-WOM. The study recommends that relevant stakeholders particularly e-retailers may design the product and adopt strategies in the context of cultural background of the target consumers.*

### **Keywords:**

*Hofstede Model, Masculinity, Power Distance, Long-term/Short-term orientation, Restraint, e-WOM, Online impulse buying behavior.*



## **Introduction**

The past literature accepted that the culture is one of the key components that shape the human behavior (Heydari, Laroche, Paulin & Richard, 2021). Recognizing its importance, the area of culture is greatly under studies in marketing and consumer behavior (Sreen, Purbey, Sadarangani, 2018). The method that has been broadly used is Hofstede Cultural Model within the research domain of management and marketing knowledge areas (Hofstede & Minkov, 2010; Soares, Farhangmehr & Shoham, 2007). Originally, the Hofstede Model framework was designed to explore the dimensions of culture at national level. However, according to the study of Isaacson, Jordaan & Heerdeen, (2018), the model may generate variation in results while analyzing the human behavior at individual level which may differ with the results of national level. The argument is based on the factors of immigration that results in heterogeneity of culture, social media and technology flow etc (Cleveland & laroche, 2007). The needs and wants of people are greatly influenced by the culture that further guides the process of decision making. Realizing the importance of culture in human behavior and decision making process, the current study attempts to investigate the cultural effect in online impulse buying behavior. In contradiction with the rational buying decision process, the impulse buying is sudden urge to buy something without any intention to purchase before (Beatty & Ferrell, 1998).

The past research conducted in the domain of culture and its impact on impulsive buying concluded that the behavior of consumer is affected by the shopping environment, traits of personality, cultural factors and/or situational factors (Bashar et al., 2022). The study of these cultural factors, playing key role in human behavior of impulsive buying, may help to comprehend the impulsive buying phenomenon in depths and can be beneficial to academia (Heydari et al., 2021). Kacen and Lee (2008) argued that the members of individualist culture have inclination towards impulsive buying while ignoring the negative outcomes. According to Chowdhury and Mehjabeen (2021), other dimensions of culture may also be incorporated in the study conducted by Kacen and Lee (2008) since their impact may variate due to difference in impulsive buying behavior from person to person.

Given the gaps that there are inconsistent findings for the cultural dimensions with impulse buying behavior in the past studies (Cakanlar & Nguyen, 2018; Chowdhury & Mehjabeen, 2021), therefore, this study attempts to explore the impact of cultural dimensions of Hofstede



Model on OIBB. Further, there is no study that takes into account all the cultural dimensions of Hofstede Model to analyze the impact on OIBB since most of the studies adapted the CV scale by Yoo et al., (2011) that measures all dimensions of Hofstede Model except Indulgence/Restraint dimension. Therefore, this study will be among the first few one studies that analyzes the impact of cultural dimension of Indulgence/Restraint on OIBB particularly in the context of country like Pakistan. Furthermore, on the basis of recommendations of Bashar et al. (2022) to explore the impact of e-WOM on consumer behavior in the context of online impulse buying therefore, this study fills the gap by using e-WOM as Moderator in the study.

### **Literature Review**

During the last two decades, the progress in economic and social conditions has positively affected the impulsive buying behavior of consumer (Cakanlar & Nguyen, 2018). In emerging economies, the rapid growth in retail sector have resulted in growing number of shopping malls, product diversification and convenience to access the global brands through E-store and purchasing power of consumer (Horvath et al., 2013).

In this modern era, the companies/brands are adopting the global marketing strategy. However, besides other challenges, the challenge that these companies/brands came across is to find out the market potential so as to develop adequate strategy of marketing in those countries. According to Market Potential Index (MPI) 2022, the ranking of Pakistan is 60<sup>th</sup> with aggregate score of 22 ([www.globaledge.msu.edu/mpi](http://www.globaledge.msu.edu/mpi)). Having 20% contribution in GDP i.e. national economy, the retail sector is 3<sup>rd</sup> largest sector in Pakistan that is expanding swiftly. On the basis of population, Pakistan ranks 5<sup>th</sup> in the world having 220 Million populations. This depicts the existence of substantially potential in the market of consumerism due to consistency in growth rate. This consistent growth rate of consumerism has attracted the investment of global brands in Pakistan. The swift growth rate in retail sector is mainly due to youth bulge of Pakistan. Further, Pakistan ranks at 37<sup>th</sup> in the world market of E-commerce. In 2022, this sector has revenue generation of US\$7.67 billion. The data further shows that the online user penetration is 23.9% in 2022. It has been predicted by the stakeholders of the sector that compound annual growth rate will be 6.09%. The main



reasons for this growth rate are the emergence of new markets and potential development of the existing markets.

Table 1

Worldwide/Countries	Revenue in e-commerce, 2022 (in BillionUSD)	Revenue in e-commerce, 2025 (in BillionUSD)	Annual Growth Rate (CAGR-2022~2025)	Internet User Penetration (2022)	Internet User Penetration (2025)
Global	4150	5730	11.35%	53.8%	62.4%
Pakistan	7.67	9.15	6.09%	23.9%	26.9%

Table: 1, Source: [www.statista.com](http://www.statista.com)

Globally, the volume of e-Commerce is 4.15 Trillion US Dollars. The table also shows that the projected volume of E-Commerce will be 5.73 Trillion US Dollars by 2025 with compound annual growth rate of 11.35%. Further, the internet user penetration will reach to 62.4% by 2025 in the world. In comparison with the global market, the table shows that the e-commerce sector, in Pakistan, will have revenue generation of 9.15 Billion US\$ (projected) by 2025. It can also be observed from the table that the internet user penetration will be 26.9% by 2025. Hence, it can be observed clearly from the figures on revenue in e-commerce that Pakistan has meagre share of 0.10% in the global market. Further, the table also shows that Pakistan lags behind significantly in comparison with the global market. Therefore, it can be concluded that there exists the ample potential of consumerism in emerging economy of Pakistan. Further, the unexplored area of internet user penetration in e-retailing sector needs to be further investigated. These grey areas invite the attention of researchers for in-depth analysis to investigate the elements and factors that hinder the online impulse buying behavior.

The national scores of Pakistan on the scale of Hofstede cultural dimensions are given as under:

Table 1

Hofstede Cultural Dimensions	Pakistan
Individualism	14
Power Distance *	55
Masculinity *	50



Uncertainty Avoidance	70
Long-Term Orientation *	50
Indulgence **	0

Source: <https://www.hofstede-insights.com/country-comparison-tool?countries=pakistan>

According to country comparison tool for Hofstede cultural dimensions, with intermediate scores of 55 (for Power Distance PD), 50 (for Masculinity/Femininity MF) and 50 (for Long-Term Orientation/Short-Term Orientation), the preference is not possible to be determined for Pakistan in these dimensions. Further, with extremely low score of 0 on the dimension of Indulgence/Restrained depicts that Pakistan is an extremely restrained society that put emphasis on controlling their gratification of their desires. It also shows that social norms restrain their actions.

### **Overview of theoretical foundation**

The brief overview of the theories adopted in the current study is given as under:

### **S.O.R (Stimulus-Organism-Response) Framework**

The SOR framework has been under highly adopted approach towards online impulse buying behavior. According to Rook and Fisher (1995), the normative perspective impacts the behavior at individual level since it provides the social rules for any conduct and behavior to be acknowledged for any particular situation. The research in the domain of consumer behavior stated that normative evaluation impacts impulse purchase behavior during progressive intermission from impulse to the act of buying. These evaluations are mainly due to variations in cultural factors (Masuda & Nisbett, 2001; Kacen & Lee, 2002). Since the total relationship is prioritized and given importance by the Eastern societies, therefore, their response is based on holistic approach towards the world (Cakanlar & Nguyen, 2018). In this context, the current study has adopted the SOR framework to analyze the organization of variables (Hofstede Model) in online impulse buying behavior.

### **Collectivism/Individualism (C.I) and Online Impulse Buying Behavior**

The Collectivism/Individualism trait of culture is significant element that shapes the behavior of consumer during the process of impulse buying. The members of society in an individualism culture accent their own goals, objectives and aims with least importance to other's opinion therefore, the members in these societies are mostly involved in impulse



buying (Triandis, 2001). On the other hand, the collectivist society is subject to the judgments and opinions of others particularly the members of family as they form the fundamental and central part of group in such societies (Cakanlar & Nguyen, 2018). On the contrary, Wang et al., (2022) proposed that the constructs of collectivism have positive correlation with impulse buying behavior. The mixed and contradictory results in the past research call for further analysis. Therefore, it is proposed that:

H1: Individualism/collectivism cultural dimension is positively correlated with the online impulse buying behavior.

### **Power Distance Belief (P.D) and Online Impulse Buying Behavior**

The past literature suggests that the cultural society having low score on power distance index (PD), particularly Western culture, seeks immediate gratification rather to delay or restrain such gratification since the focus is current circumstances instead of future. This results in the tendency to buy product and/or service impulsively (Chen et al., 2005). In accordance with the above results, Zhang et al. (2010) concluded that members of such cultural society are not associated with much self-control and therefore, the predictor for consumer behavior of impulsive buying is PD. Further, such members of a society exhibit low tendency towards socially accepted response since the assumption is that it has nothing to do with traditions or strict self-control (Lalwani et al., 2006).

Since Pakistan has score of 55 on this cultural dimension i.e. an intermediate score that is not possible to determine the preference, therefore, this study proposes that:

H2: Power distance cultural dimension is positively correlated with the online impulse buying behavior.

### **Uncertainty Avoidance (U.A) and Online Impulse Buying Behavior**

According to Kacen and Lee (2002), the members of a society having culture of individualism i.e. West pay least attention to the negative consequences of the buying. Hence, the tendency is inclined more towards the impulsive buying. On the contrary, the members of Eastern culture exhibit lack of enthusiasm towards impulsive buying while keeping in view the possible negative consequences of post-buying (Triandis, 1995). In short, the culture having low score on the scale of uncertainty avoidance (UA) embraces risk and accepts uncertainty. Hence, the behavioral tendency is more towards the impulsive buying



since the impulse buying is more correlated with risk and novelty factors (Sharma et al., 2010).

Therefore, it can be postulated as:

- H3: Uncertainty avoidance cultural dimension is positively correlated with the online impulse buying behavior.

### **Masculinity/Femininity (M.F) and Online Impulse Buying Behavior**

The status, brands and products are regarded as signs of success in societies having high masculinity culture, therefore, the accomplishments and performance of an individual are given preference and importance (De Mooij & Hofstede, 2010). Further, there is dominance of rational decision and behavior in high masculinity culture rather thinking based on emotions and intuitions, the trait attributed to femininity culture society, particularly the decision of impulse buying (Shoham et al., 2015). Furthermore, the society having high masculinity culture, the decisions and behaviors are based on facts and reality. On the contrary, the femininity cultural society, the emotions and feelings establish the behaviors and decisions (Hofstede & Hofstede, 2001).

Since Pakistan has an intermediate score of 50 on this dimension i.e. not possible to determine the preference, therefore, it is postulated that:

- H4: Masculinity/femininity cultural dimension is positively correlated with the online impulse buying behavior.

### **Long-term/ Short-term Orientation (L.S) and Online Impulse Buying Behavior**

The term Long-term orientation (LO) refers to the development of qualities and merits based on future rewards whereas the short-term orientation (SO) pertains to the qualities and merits connected to the present and past (Hofstede, Hofstede & Minkov, 2010). According to Ali and Sudan (2018), the long-term orientation (LO) negatively impacts the impulsive buying behavior since the sacrifice of instant gratification moderates the tendency of impulsive buying. Similarly, the tendency to buy impulsively is reduced in long-term orientation, since it is focused on future rewards (De Mooij, 2010). Accordingly, the assumption is that there exists the linkage between the long-term/short-term orientation (LO/SO) and impulse buying behavior.





With the intermediate score of 50, the preference cannot be determined for Pakistan.

Therefore,

- H5: Long-term/Short-term Orientation cultural dimension is positively correlated with the online impulse buying behavior.

### **Indulgence/ Restraint (I.R) and Online Impulse Buying Behavior**

Indulgence refers to the gratification and satisfaction of the natural desires freely allowed in life for entertainment and fun. On the contrary, the restraint pertains to the belief in culture to restriction of such human desires under strict regulations of societal norms (Hofstede, Hofstede & Minkov, 2010). Since the members of society having restraint culture exhibit strict self-control, therefore, the tendency of such members towards IBB is low (Verplanken & Herabadi, 2001). Hence, the current study has the assumption that there is association between Indulgence/Restraint (IR) cultural dimension and IBB. Thus, it is proposed that:

- H6: Indulgence/ Restraint cultural dimension is positively correlated with the online impulse buying behavior.

### **The moderating role of E-WOM (Electronic Words of Mouth) between Hofstede Cultural dimensions (PD, MF, LTO & IR) and Online Impulse Buying Behavior (OIBB)**

It has been argued that the e-WOM (electronic words of mouth) has significant and profound impact as compare to conventional words of mouth (WOM). In general, the trustworthiness of e-WOM is regarded as high than WOM and considered as information based on rational analysis. The option of purchase is adopted by the consumers to fulfill the level of satisfaction for the needs and wants connected with social as well as emotional needs (Hausman, 2000). The behavior of impulsive purchases results in pleasure and zeal with feelings of relaxation. In economic growth, the e-retailing sector is significantly contributing and the same situation is for online impulse purchases (Bashar et al., 2022). According to the previous literature, the culture shapes the consumer behavior and e-WOM significantly affects the behavior of consumer and process of decision making. Therefore, it is postulated as:

- H7a: E-WOM moderates the relationship between Power Distance (PD) and Online Impulse Buying Behavior (OIBB)





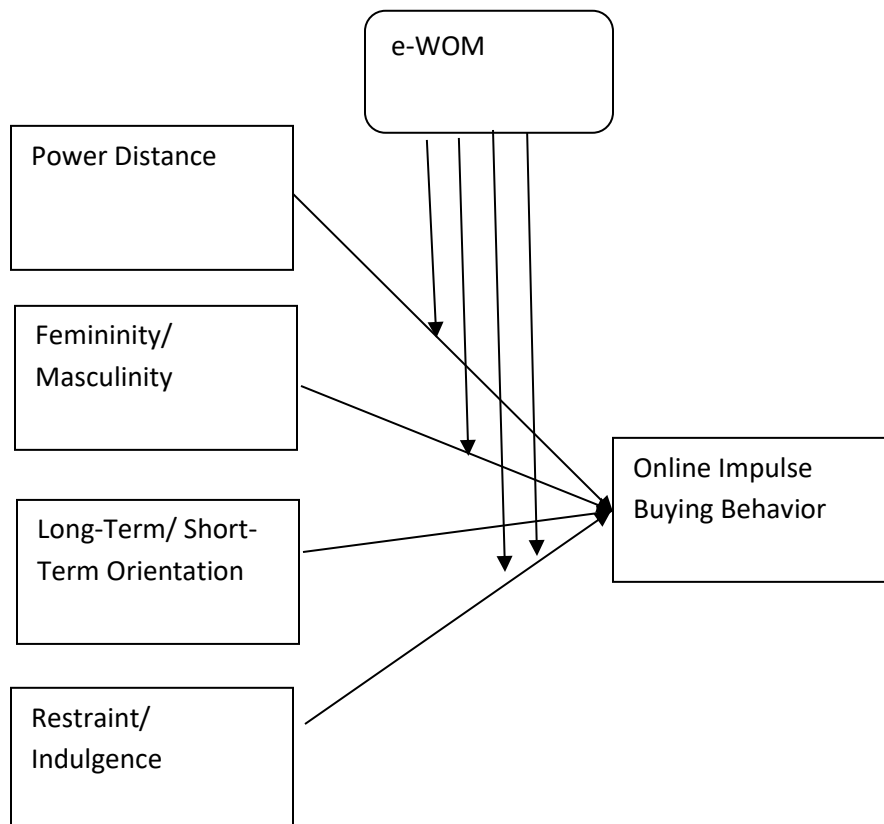
- H7b: E-WOM moderates the relationship between Masculinity/Femininity (MF) and Online Impulse Buying Behavior (OIBB)
- H7c: E-WOM moderates the relationship between Long-Term Orientation (LTO) and Online Impulse Buying Behavior (OIBB)
- H7d: E-WOM moderates the relationship between Indulgence/Restraint (IR) and Online Impulse Buying Behavior (OIBB)
- H7e: E-WOM moderates the relationship between Collectivism/Individualism (CI) and Online Impulse Buying Behavior (OIBB)
- H7f: E-WOM moderates the relationship between Uncertainty Avoidance (UAI) and Online Impulse Buying Behavior (OIBB)

### Conceptual Framework

On the basis of theoretical discussions, a model has been proposed that contains six variables. These are power distance, masculinity/femininity, long-term/short-term orientation, indulgence/restraint, e-WOM and online impulse buying behavior.

Figure 1

Conceptual Framework for the study Methodology





### **Population and Sample Size**

The current study has been conducted in the e-retailing sector for being the 3<sup>rd</sup> largest sector in Pakistan having contribution of 20% in national economy. Since Karachi is the cosmopolitan city with heterogeneity of culture, therefore, the online consumers in Karachi have been selected as population of the study. For collection of data, the questionnaires with closed ends were used. To target the respondents, non-probability sampling technique was used through convenience sampling from students of universities and mall intercept method. Using the methodology of Hair et al., (2014), 385 samples were drawn for the current study. The profile of the respondents is given as under:-

Table 2

Respondent's Profile

	<b>Number</b>	<b>Percentage</b>
<b>Gender</b>	Male	
	Female	
<b>Qualification</b>	Upto Intermediate	
	Graduation	
	Masters	
	MS/MPhil	
	Doctoral (PhD)	
<b>Age</b>	Less than 21 years	
	21~30 years	
	31~40 years	
	41~50 years	
	Above 50 years	
<b>Profession/Department</b>	Government	
	Marketing	
	Manufacturing	
	Finance	
	Others	
<b>Frequency of visiting website</b>	At least once per day	
	At least once per week	



	At least once per month
	At least once per half year
	At least once per year
	None
<b>Time for visiting websites</b>	Less than 15 minutes
	15~30 minutes
	30~60 minutes
	Above 01 hour

### Scales and Measures

The questionnaire in the current survey comprised of two sections. Section one contains demographic information of the respondents. Section two contains 6 constructs and 32 indicator variables. The details of the scales and measure used in the current study are given as under:-

Table 3

Scales and Measures

Constructs	Sources	Items
Power Distance	Yoo et al., (2011)	05
Masculinity/Femininity	Yoo et al., (2011)	04
Long-term/Short-term Orientation	Yoo et al., (2011)	06
Indulgence/Restraint	A. Heydari et al., (2021)	06
Online Impulse Buying Behavior	Rook and Fisher (1995)	07
e-WOM	Zeithaml et al., (1996)	04

### Statistical Results

To analyze the data, the software of Smart PLS was used. Initially, the constructs were examined for normality, reliability and validity. Further, bootstrapping technique was used to generate the results.



### Reliability and Validity

Table 4 presents the reliability of the constructs.

Table 4  
Reliability

	Reliability (Cronbach's Alpha)
Power Distance	0.743
Masculinity	0.719
Long/Short Term	0.831
Indulgence/Restraint	0.762
Online Impulse BB	0.844
e-WOM	0.912

The results in the table 4 reveal that the reliability (Cronbach's alpha) value is above 0.7 i.e. the recommended level (Nunnally & Bernstein, 1994).

### Fit Model

In order to ascertain the ability of the model to explain the variations of outcome or dependent variable (DV), the coefficient of determination ( $R^2$ ) is calculated. The results are depicted in Table 5.

Table 5  
Fit Model

	R	R Square	Adjusted R Square	Std. Err.
OIBB	0.841	0.708	0.702	3.181

The results in the table 5 show that the value of adjusted R square is 0.702. It depicts that 70% of the predictor variables, used in the model, have association with the outcome variable or dependent variable. The impacts of 30% on the outcome variable by other variables have not been discussed in the current study.

### Convergent Validity

In order to ascertain that the indicator variables have acceptable convergent validity, the analysis was performed. The results are depicted in Table 6.



Table 6

Convergent Validity

	Mean	Std. Dev.	Composite Reliability	AVE
Power Distance	3.23	0.831	0.777	0.500
Masculinity	3.82	0.865	0.755	0.561
Long/Short Term	3.45	0.834	0.879	0.623
Indulgence/Restraint	3.76	0.809	0.774	0.501
Online Impulse BB	3.38	0.893	0.863	0.520
e-WOM	3.58	0.791	0.915	0.620

The values of all composite reliability are greater than 0.70 and the values of AVE are greater than 0.5. This shows that the requirements of convergent validity are fulfilled by the latent variables.

**Discriminant Validity**

For analyzing the discriminant validity of the constructs, the criteria of Fornell & Larcker (1981) was used. The results are show in Table 7.

Table 7

Discriminant Validity

	EWOM	LT	Mas	OIBB	PD	Res.
<b>EWOM</b>	0.788					
<b>LT</b>	0.657	0.789				
<b>Mas.</b>	0.671	0.67	0.679			
<b>OIBB</b>	0.726	0.607	0.643	0.806		
<b>PD</b>	0.645	0.619	0.679	0.596	0.706	
<b>Res.</b>	0.516	0.449	0.473	0.59	0.431	0.708

The results in the table shows that the square for each pair of correlation is lower than the square root of the AVE (in diagonal) for each construct. Therefore, the variables are considered as unique and distinct (Fornell & Larcker, 1981).

**Confirmatory Factor Analysis**

In order to ascertain the efficacy of the model, the confirmatory factor analysis (CFA) was performed. The results are presented in the table 8.



Table 8

Confirmatory Factor Analysis

	PD	Mas	LTO	e-WOM	OIBB	IR
PD1	0.704					
PD2	0.707					
PD3	0.885					
PD4	0.795					
PD5	0.798					
Mas1		0.887				
Mas2		0.838				
Mas3		0.889				
Mas4		0.814				
LTO1			0.743			
LTO2			0.834			
LTO3			0.869			
LTO4			0.773			
LTO5			0.714			
LTO6			0.765			
e-WOM1				0.827		
e-WOM2				0.837		
e-WOM3				0.822		
e-WOM4				0.821		
OIBB1					0.849	
OIBB2					0.755	
OIBB3					0.768	
OIBB4					0.701	
OIBB5					0.809	
OIBB6					0.827	
OIBB7					0.786	
IR1						0.881
IR2						0.789
IR3						0.708
IR4						0.785
IR5						0.772
IR6						0.786



The results in the table 8 display that all the items have value greater than 0.7.

### SEM Results

For empirical estimation of the model, the Smart PLS was used. The summary of the results is shown in table 9. Figure 2 and 3 represents the measurement and structural model respectively.

Table 9

SEM Results

	Beta	T Stat.	P values	Result
LTO -> OIBB	0.026	0.539	0.295	Rejected
Mas -> OIBB	0.141	3.07	0.001	Accepted
PD -> OIBB	0.015	0.315	0.376	Rejected
Res -> OIBB	0.208	6.15	0	Accepted
EWOM -> PD -> OIBB	-0.107	2.52	0.006	Accepted
EWOM -> Mas -> OIBB	0.067	1.789	0.037	Accepted
EWOM -> LTO -> OIBB	-0.015	0.338	0.368	Rejected
EWOM -> Res -> OIBB	0.041	1.303	0.096	Rejected

The results in the table show that out of eight hypotheses, four were accepted and four were rejected.

Figure 2

Measurement Model

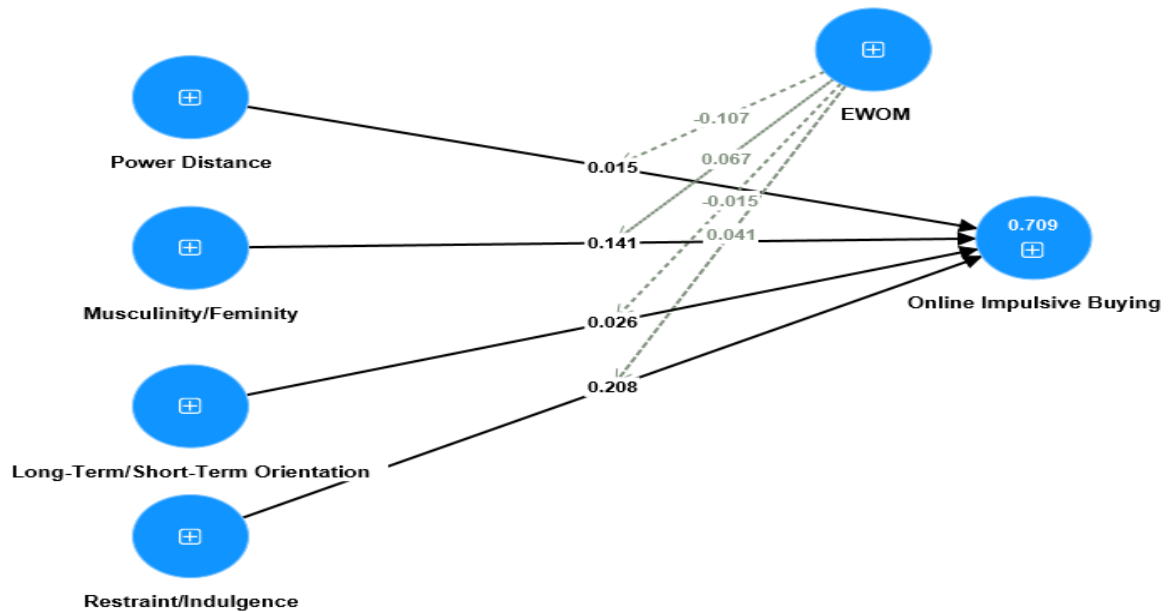
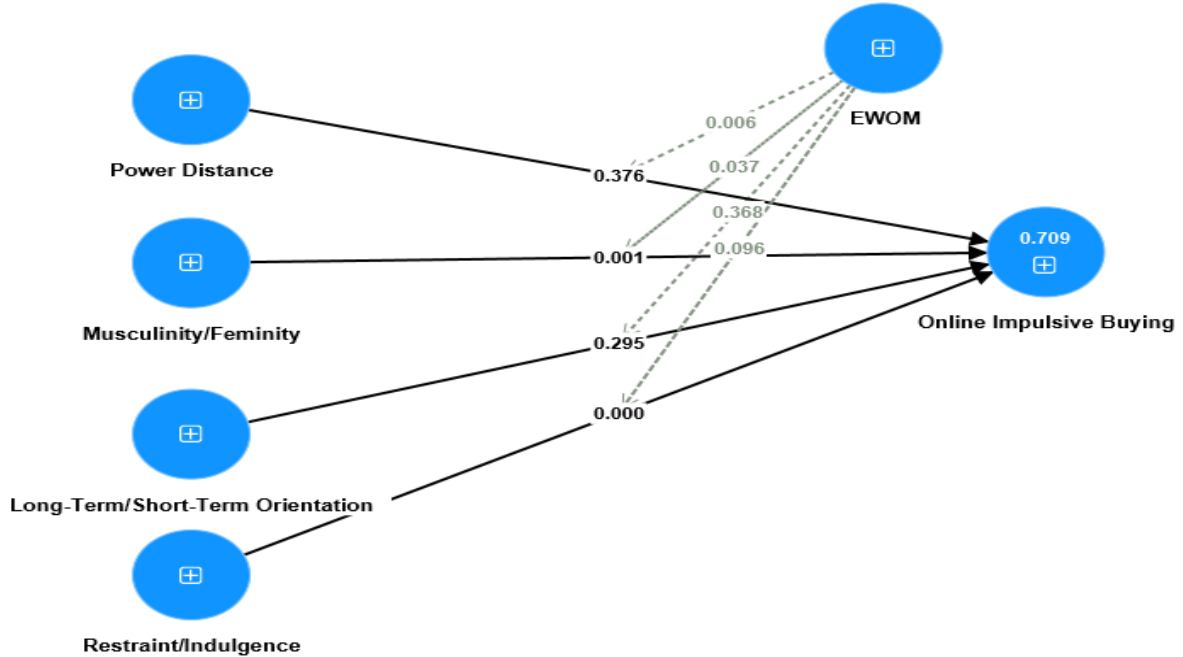




Figure 3  
 Structural Model



## Discussion and Conclusion

### Discussion

The framework in the model has been developed that contained eight relationships i.e. four direct relationships and four through moderating variable. The findings and their significance with the past literature is given as under.

The results put forward that there is positive relationship between masculinity/femininity (MF) and online impulse buying behavior (OIBB). The past studies found a positive impact of cultural dimension of MF on OIBB (Cakanlar & Nguyen, 2018). It may be associated with the competitiveness in the culture of Pakistan. Since the masculinity in the culture emphasize on the materialism, therefore, the purchases are made by the individuals to show off in the group, sub-group and community (Christiansen et al., 2014). On the basis of above, it can be anticipated that the factor of competitiveness might have stimulated the consumers to engage in impulsive buying in Pakistan.



The results also suggest that the restraint dimension of culture is positively related to OIBB. The results are in contradiction to the past literature which states that the members of society having restraint culture exhibit strict self-control, therefore, the tendency of such members towards IBB is low (Verplanken & Herabadi, 2001). One possible reason for such findings could be found in the research work of Hofstede and Hofstede (2001). According to the researchers:

“The individual level of human programming is truly a unique part: No two people are programmed exactly alike. This is the level of individual personality, and it provides for a wide range of alternative behaviors within the same collective culture (p.2)”.

Further, the traits of personality might have influenced the impulsive buying of consumer behavior (Cakanlar & Nguyen, 2018).

The findings of the results also suggest that there is no relationship between power distance (PD) and OIBB. The results are in accordance with the findings of Zhang et al., (2010). The possibility for such finding is the acceptance of the people in the country that the power is unequally distributed in the society. Although, all demographics in the country are not fully represented in the sample, the findings could be interpreted that there is insignificant relationship between PD and OIBB in Pakistan. Other factors e.g. personality traits might impact the impulsive behavior of consumer.

The results also show that there is no relationship between long-term orientation (LTO) and online impulse buying behavior (OIBB) in Pakistan. The findings are inconsistent with the findings of Ali and Sudan (2018), which put forwarded the arguments that the long-term orientation (LO) negatively impacts the impulsive buying behavior since the sacrifice of instant gratification moderates the tendency of impulsive buying. The possible reason might be the mindset of the people to buy products familiar to them rather than creative and innovative products.

The results show that electronic words of mouth (e-WOM) negatively moderates the relationship between PD and OIBB. It can be interpreted that for every unit increase in e-WOM, the relationship between PD and OIBB is adversely impacted. The possibility of the above impact could be other variables that might better explain the relationship e.g. trust and traits of personality that varies from individual to individual.

The results show that the e-WOM positively moderates the relationship between Masculinity (Mas) and OIBB. According to Shoham et al., (2015), the impulse buying is the competition to be alike other members of society in terms of wealth, status and possession. Since the level of trustworthiness is higher for e-WOM, therefore, the relationship strengthens with the increase in unit of e-WOM.



However, the results show that the relationship between LTO and OIBB is insignificantly negatively moderated by e-WOM. This shows that the consumers having focus on LTO show inclination towards innovative products. On the contrary, the consumers focusing short-term orientation (STO) have low tendency towards recognition of innovativeness and creativity (Hsu & Burns, 2012). Moreover, the results also display that the relationship between restraint (Rt) culture and OIBB is insignificantly moderated by e-WOM. The possibility of the outcome is in accordance with the research work of Hofstede (2011) that restraint societies strictly adhere to social norms and gratification of fun and entertainment in life, particularly decision-making process and behavior, is controlled.

### **Conclusion**

The e-retailing sector is rapidly growing sector in Pakistan. Thus, with the theory of SOR framework, a model has been developed to apprehend the consumer behavior particularly impulse buying behavior towards e-retailing in the context of cultural dimensions. It has been found in the study that the cultural dimensions of masculinity and restraint are positively correlated with online impulse buying behavior. However, no relationship has been found for long-term/short-term orientation and power distance with the consumer behavior for online impulsive buying. Moreover, the study also found that the relationship between power distance and online impulse buying behavior is moderated by e-WOM negatively. Further, the relationship between masculinity and online impulse buying behavior is also moderated by e-WOM. However, there is no significant moderating effect of e-WOM on the relationship between long-term/short-term orientation and online impulse buying behavior. Furthermore, the significant moderating effect of e-WOM has also not been found between the relationship of restraint culture and online impulse buying behavior. The study was limited to Karachi. Even though Karachi is the metropolitan city however the consumers in other cities of Pakistan might have different behavior towards online impulsive buying. Therefore, it is recommended that the model may be extended to other cities of Pakistan, in future.

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