

The effect of Emotional responses as a mediator between Website quality and Impulse buying behaviour online: empirical study of jumia Algeria

Bouatrous Djamel*

Received: 31/12/2025

Accepted: 06/03/2026

Published: 10/06/2026

Abstract: This study aimed to analyse the impact of website quality in its various dimensions on the impulsive buying behaviour of Algerian shoppers on the Joya platform, with a focus on the mediating role of emotional responses according to the Stimulus-Organism-Response (S-O-R) model. Using Structural Equation Modelling (SEM) on a sample of 140 shoppers, the results showed a direct and statistically significant impact of website quality on impulsive buying, along with a strong mediating role of emotional responses. These results indicate that impulsive buying in the Algerian context is primarily linked to the emotional experiences provided by the website rather than relying on cognitive evaluations.

Keywords: Website Quality, Emotional Responses, Online Impulse Buying Behaviour.

JEL Classification : M31, M15, D91.

ملخص : هدفت هذه الدراسة إلى تحليل أثر جودة الموقع الإلكتروني بأبعادها المختلفة على سلوك الشراء الاندفاعي لدى المتسوقين الجزائريين على منصة جوياء، مع التركيز على الدور الوسيط للاستجابات العاطفية وفق نموذج المحفز-الكائن الحي-الاستجابة (S-O-R). وباستخدام نمذجة المعادلات الهيكلية (SEM) على عينة من 140 متسوقاً، أظهرت النتائج وجود تأثير مباشر ودال إحصائياً لجودة الموقع على الشراء الاندفاعي، إلى جانب دور وساطة قوي للاستجابات العاطفية. وتوضح هذه النتائج أن الشراء الاندفاعي في السياق الجزائري يرتبط أساساً بالتجارب العاطفية التي يوفرها الموقع الإلكتروني أكثر من اعتماده على التقييمات المعرفية.

الكلمات المفتاحية : جودة الموقع الإلكتروني، الاستجابات العاطفية، سلوك الشراء الاندفاعي عبر الإنترنت.

* Constantine2 -Abdelhamid MEHRI University, Algeria, djamel.bouatrous@univ-constantine2.dz

1.Introduction

E-commerce has witnessed rapid growth worldwide over the past two decades, driven by increasing technological advancements and the widespread use of the internet and smart devices. The number of internet users is estimated to reach approximately 6.04 billion by 2025, representing 73.65% of the global population (Statista, 2025). This digital transformation has led to a radical change in consumer behaviour patterns, as they can now access a wide range of products and services without spatial or temporal constraints. This is highlighted by the value of online purchases in 2025, which is estimated at 6.54 trillion dollars, marking an increase of 8.5% compared to 2024 (Statista, 2025).

Among the behavioural patterns that have gained increasing importance in the digital environment, impulsive online buying behaviour stands out as a complex phenomenon where psychological motivations intersect with technological environment characteristics (Verhagen & Dolen, 2011).

Impulsive online buying is defined as a sudden and rapid purchasing behaviour that occurs through digital platforms without any prior planning, and it is significantly influenced by immediate emotions rather than careful cognitive processing (Rook, 1987); (Bressolles, Durrieu, & Giraud, 2007). Studies have shown that the electronic environment enhances this behavioural pattern through a set of influencing factors, the most prominent of which is the quality of the website in its various dimensions (system quality, information quality, design quality, and service quality). These factors act as external environmental stimuli capable of eliciting positive emotional responses that drive quick and impulsive purchasing decisions (Zhao, Li, & Zhang, 2019); (Floh & Madlberger, 2013).

The quality of the website is considered an environmental stimulus in the Stimulus-Organism-Response (S-O-R) model, while emotional responses—represented by the dimensions of pleasure and excitement—constitute the organism that mediates the relationship between the stimulus and the behavioural response (response) manifested in impulsive buying (Liu & Xiao, 2018). Studies indicate that positive emotional responses play a pivotal role in stimulating impulsive behaviour, acting as a central psychological mechanism that transforms environmental stimuli into actual purchasing behaviour (Bressolles, Durrieu, & Giraud, 2007); (Dutta, Jarvenpaa, & Tomak, 2003).

In the Algerian context, the e-commerce sector is developing within a digital environment that is still in the process of formation, characterised by several features that distinguish it from many other markets, including: the widespread reliance on cash on delivery, concerns related to the security of electronic transactions, and the varying quality of internet infrastructure between regions. These characteristics affect how Algerian consumers interact with electronic platforms and how they evaluate the quality of websites and the overall digital shopping experience, making online purchasing behaviour governed not only by functional factors but also by the psychological and emotional aspects accompanying the browsing and buying process.

In light of this specificity, the importance of studying the relationship between website quality and impulsive buying behaviour in the Algerian market emerges, with a focus on the psychological mechanisms that may explain this behaviour in an emerging digital environment. From this perspective, this study aims to analyse the impact of website quality dimensions (system quality, information quality, design quality, and service quality) on impulsive online buying behaviour among Algerian consumers on the Jumia Algeria platform, with special attention to the role of emotional responses as a potential explanatory pathway for this relationship, contributing to a deeper theoretical and practical understanding of online shopping dynamics in emerging contexts.

1.1.problem Statement

Even though the number of internet users in Algeria increased to about 36.2 million in 2025 (ARPCE, 2025),) and e-commerce grew quickly, with transaction values estimated at 1.9 billion dollars in 2023 (Ministry of Commerce, 2025), there is still a large knowledge gap regarding the factors influencing impulsive online buying behaviour. The majority of earlier research on impulsive online purchases was carried out in developed economies with high levels of institutional trust in electronic transactions and sophisticated digital infrastructure (Zhao, Li, & Zhang, 2019); (Bressolles, Durrieu, & Giraud, 2007), In the meantime, the Algerian market has particular difficulties, such as a lack of electronic payment options, a lack of confidence in the security of online transactions, and worries about the dependability of delivery services and product quality.

In this situation, a crucial element that could work as a compensation mechanism to lower psychological barriers is the quality of the website. However, studies pertaining to the Algerian market have not given enough attention to the mechanisms by which the quality of a website encourages impulsive behaviour and the function of emotional reactions as a mediating psychological factor. Additionally, the majority of earlier research has treated website quality as a unidimensional concept (Watson & Goodhue, 2002), which restricts our comprehension of how each dimension (system quality, information quality, design quality, and service quality) affects impulsive behaviour and how they interact with emotional reactions in a setting like the Algerian market that is marked by cultural, economic, and technological specificity.

Based on the above, the study problem can be formulated by posing the following main question:

How does the quality of the website, in its various dimensions (system quality, information quality, design quality, and service quality), influence impulsive online purchasing behaviour among Algerian consumers?

1.2.Study objectives

This study aims to achieve the objectives that follow:

- Highlight the role of Website quality (WQ) in influencing Impulse buying behaviour online (IBBO).
- Examine the mediating role of Emotional responses (ER) in the relationship between Website quality (WQ) and Impulse buying behaviour online (IBBO).

1.3.Study hypotheses

The study hypotheses can be formulated as follows.

- H1 : Website quality (WQ) directly affects Impulse buying behaviour online (IBBO).
- H2 : Emotional responses (ER) mediates the relationship between Website quality (WQ) and Impulse buying behaviour online (IBBO).

2.Literature review

2.1.Website Quality

Quality is a subjective concept that relies on customer perceptions and expectations (Mudassar & Khan, 2023). Additionally, quality encompasses objective or normative evaluations. (Loiacono , Watson, & Goodhue , 2007) indicated that website quality represents a comprehensive assessment of the shopper in terms of functionality, information presentation, design, and interaction capabilities. According to (Cholili & Aghniacakti, 2024), quality in the context of e-commerce summarizes a set of interactions between users and service providers, measured by a range of indicators including ease of use, functionality, and the benefits derived from usage .

Although early research in the field of e-commerce, such as that conducted by (Loiacono, Watson, & Goodhue, 2002), focused on website quality as a unidimensional concept measured by webQual as a holistic indicator reflecting users' overall assessment of website quality, subsequent studies recognized the complexity of electronic environments and redefined website quality as a multidimensional concept (Liu & Arnett, 2000), which includes: information quality, system quality, service quality, and design quality.

2.1.1.System quality

System quality represents the technical foundation of the website, referring to the overall performance and reliability of the technical infrastructure, including operational efficiency and the system's responsiveness to users. System quality encompasses a range of vital attributes such as browsing speed, system availability, loading time, interaction capabilities, and overall technical reliability. (Kouser, Niazi, & Bakari, 2018) Operational efficiency is typically assessed through three key indicators: ease of use, functionality (such as intuitive processes and loading speed), and reliability. (Santoki & Pandya, 2025)

High system quality enables users to browse products seamlessly, reduces interruptions, and alleviates frustration during online interactions, ensuring smooth interactions that support comfortable browsing. In this regard, empirical research has shown that ease of navigation and system responsiveness enhance the sense of control and ease of use, which are critical factors in a positive user experience and in fostering positive emotional responses. (Hashmi, Attiq, & Rasheed, 2019)

From a behavioural perspective, system quality reduces cognitive effort and fatigue during the purchasing decision-making process, thereby increasing the likelihood of unplanned purchases, particularly in impulsive buying contexts. (Sabih & Mibody, 2024) In modern digital environments, where consumers expect immediate responses, system quality is a prerequisite for achieving satisfaction and sustainable behavioural engagement.

2.1.2.Information Quality

It is defined as the system's ability to provide users with the required information and is typically measured by a set of indicators, including accuracy, clarity, and content currency. (Bai, Law, & Wen, 2008), (Santoki & Pandya, 2025) indicate that information quality reflects the degree of accuracy, reliability, and relevance of the content presented on the website, including product details and personalized recommendations. Since product previews are not possible online, information quality becomes a critical factor in supporting consumer decisions. (Souza, Wong, El Haber, & Brouwer, 2024) On the other hand, high-quality information contributes to reducing perceived risks and building trust in the website, enhances the perception of credibility and professionalism, and evokes positive feelings that stimulate purchasing behavior. (Souza, Wong, El Haber, & Brouwer, 2024)

In the context of impulsive buying, information quality plays a dual role by providing sufficient reassurance that enables consumers to make quick decisions without rational evaluation, as well as the necessary psychological comfort for unplanned purchases. (Andika, Nasution, Luthfiana, & Ihsan, 2024)

2.1.3.Design Quality

Design quality refers to the aesthetic and functional characteristics of a website, including layout consistency, colour harmony, typography, visual hierarchy, image appeal, mobile compatibility, and innovative visual elements that create an immersive experience. (Dhakshitha , et al., 2025) It transcends mere functionality to encompass the enhancement of sensory pleasure and emotional appeal, distinguishing it from system or information quality .

Users make rapid assessments of visual appeal within fractions of a second, which influences their attitudes and behavioural intentions. A well-designed website improves usability by enabling users to locate information and complete tasks with ease, thereby reducing cognitive effort and frustration.

2.1.4. Service Quality

Service quality refers to the ability of a website to provide effective support, prompt responses, and guarantees throughout the shopping journey. Service quality is measured by several indicators such as: reliability (consistent performance), responsiveness (immediate assistance), assurance (trust and security), empathy (personal care), and execution (accuracy of orders and delivery). (Santoki & Pandya, 2025)

Unlike design quality, which affects initial impressions, service quality becomes prominent during the decision-making and post-purchase phases. Interactive features such as live chat, clear contact information, FAQ sections, and visible security certifications enhance consumers' feelings of trust and reliability. (Handoyo, 2024) indicates that service quality complements other dimensions (system, information, and design) by simulating human service through digital interfaces, thereby reducing perceived risks and enhancing psychological comfort, which in turn increases the likelihood of completing purchases and repeat visits.

2.2. Impulsive buying

Impulsive buying is considered one of the consumer behavior patterns that has garnered significant attention in marketing literature since the mid-twentieth century (Shrestha, 2025). (Rook, 1987) contributed to establishing the modern conceptual foundation for this phenomenon, defining it as a purchasing behavior characterized by a sudden and intense desire to buy, which arises spontaneously and immediately (Bressolles, Durrieu, & Giraud, 2007). Additionally, (Beatty & Ferrell, 1998) noted that impulsive buying is a sudden and immediate purchasing process without any prior intention to buy a specific category of products or to accomplish a particular purchasing task. According to some studies, impulsive purchases are often accompanied by a heightened emotional charge, where rational thinking control diminishes during the decision-making process (Shrestha, 2025).

Despite the variations in definitions of impulsive buying, its nature remains - consistent unplanned-. Both Weinberg and Gottwald argue that impulsive buying cannot be reduced merely to unplanned purchases; rather, it is viewed as a complex psychological behaviour driven more by emotional impulses and immediate gratification than by logical or functional considerations (Shrestha, 2025). (Rook, 1987) elucidated the key characteristics that distinguish impulsive buying from unplanned purchasing, which include: spontaneity, as it occurs without prior mental preparation; immediacy, where the time between desire and execution is minimized; emotional control, where feelings overshadow rational thought; and compulsion or the difficulty in resisting the urge to purchase. Additionally, it possesses an exciting and pleasurable nature that provides the consumer with immediate psychological satisfaction.

In contrast, unplanned purchases refer to those buying actions that were not included in a pre-established shopping list prior to entering the store; however, they do not

necessarily occur out of impulse. Instead, they may arise from the recollection of a forgotten need, a response to a favorable pricing opportunity, or planning that develops within the store itself. Consequently, unplanned purchases often lack the strong emotional charge typically associated with impulsive buying, remaining closer to a situational rational behaviour rather than an impulsive response (Morozova & Vlaev, 2024).

As this behaviour transitions to the digital environment, the concept of online impulsive buying has emerged as an extension of traditional impulsive purchasing. However, it takes on more intense forms due to the characteristics of the electronic environment. It is defined as a sudden and rapid buying behavior conducted through digital platforms without prior planning, significantly influenced by immediate emotions rather than careful cognitive processing (Kacen & Lee, 2002) ; (Verhagen & Dolen , 2011) .

Literature indicates that the electronic environment enhances this pattern of behavior through a range of influencing factors, most notably the quality of website design and ease of use, visual stimuli such as colors, images, and interactive offers, as well as immediate promotional offers like time-limited discounts and scarcity messages. Additionally, the speed of the purchasing process and ease of payment reduce the time available for rational thinking. Emotional factors, such as perceived enjoyment, positive mood, and a sense of excitement, play a pivotal role in stimulating online impulsive buying, alongside digital social factors like online reviews and user recommendations, which contribute to building trust and reducing hesitation .

Therefore, online impulsive buying does not merely represent a digital version of traditional impulsive purchasing; rather, it constitutes a more complex behaviour in which psychological motivations intertwine with technological characteristics, making it a central focus in contemporary consumer behaviour studies.

2.3.Emotional responses

Emotional responses represent one of the internal reactions that consumers form as a result of their interaction with environmental stimuli. These responses are often formed spontaneously and operate outside the realm of conscious thought (Hetharie, Surachman, Hussein, & Puspaningrum, 2019). According to the S-O-R model, emotional responses represent the organism that mediates environmental influences and behavioural responses (Lemoine, 2012). Emotional responses are typically measured along two dimensions: pleasure and arousal .

In the context of online shopping, pleasure reflects the degree of happiness, satisfaction, or joy that consumers experience while browsing the website, while arousal indicates the state of excitement or alertness triggered by certain elements of the site, such as attractive design, dynamic content (images and videos), and promotional offers (Floh & Madlberger, 2013).

Consequently, these emotional responses can immerse consumers in a state of emotional engagement or deep immersion, where they lose track of time (Destari &

Indraningrat, 2020). This state is of significant importance as it directly influences consumer attention and information processing, which in turn aids in forming behavioral responses related to impulsive purchasing (Loiacono, Watson, & Goodhue, 2007).

2.4.The relationship between website quality and impulsive buying behaviour online

Website quality is one of the primary factors that directly influences consumer's impulsive buying behaviour on e-commerce platforms. Studies indicate that each dimension of website quality contributes to increasing consumers' propensity for immediate purchases through specific mechanisms .

System quality (ease of use and interactivity) enables consumers to navigate quickly and smoothly, thereby reducing the effort required and increasing the likelihood of making impulsive purchase decisions. Additionally, personalization and interactivity provide a flexible experience that enhances enjoyment and immediate satisfaction (Dutta, Jarvenpaa, & Tomak, 2003); (Bressolles, Durrieu, & Giraud, 2007).

Design quality (visual appeal and visual content) directly affects attention attraction and stimulates rapid responses to offers, thereby increasing the likelihood of impulsive purchases without delay (Zhao, Li, & Zhang, 2019).

Information quality (clarity and completeness) allows for quick evaluation of options, reducing the need for extensive searching and encouraging immediate purchases (Kim & Niehm, 2009); (Dewi & Rachmawati, 2020)

Service quality (security and reliability) reassures consumers about the safety of their financial transactions, thereby supporting swift purchasing decisions without hesitation (Kim & Niehm, 2009).

Overall, website quality, through its various dimensions, acts as a direct catalyst for impulsive buying, as users interact with website elements instantaneously, leading to an increased likelihood of making unplanned purchase decisions without the mediation of other variables (Zhao, Li, & Zhang, 2019); (Bressolles, Durrieu, & Giraud, 2007).

2.5.Website quality and emotional responses

The various characteristics of a website directly influence consumers' emotional responses, primarily focusing on the dimensions of pleasure and excitement. As external environmental stimuli, these characteristics contribute to shaping the consumer's emotional state and stimulating positive feelings during browsing. (Liu & Xiao, 2018)

System quality, represented by ease of use and interactivity, (Liu & Xiao, 2018) enables consumers to navigate smoothly within the site, thereby reducing the effort expended and enhancing their sense of control and comfort. Additionally, personalized services based on user preferences increase shopping enjoyment and stimulate feelings of excitement .

Information quality, encompassing accuracy, clarity, and completeness, provides cognitive reassurance to consumers, which reduces anxiety and uncertainty while

enhancing positive emotions and supporting confidence in purchasing decisions. (fard, Tamam, Hassan, Waheed, & Zaremohzzabieh, 2016)

Design quality, characterized by visual appeal and interactivity, plays a pivotal role in eliciting positive emotions. Attractive designs and interactive interfaces enhance consumer pleasure and enthusiasm, while fresh and unique content increases focus and creates a deeper emotional experience. (Tang, Duan, Fang, & Huang, 2023)

Service quality, including support, responsiveness, and security level, contributes to enhancing trust and psychological reassurance for consumers. Furthermore, positive interactions among consumers through reviews and recommendations create a happy mood that provides an immediate sense of satisfaction. (Liu & Xiao, 2018)

Overall, website characteristics act as external stimuli that evoke positive emotional responses, which in turn serve as a mediator in the relationship between these characteristics and impulsive buying behaviour among consumers. (Floh & Madlberger, 2013).

2.6.Emotional responses as a mediator

Emotional responses play a pivotal role as a mediator between website quality and impulsive buying behaviour on e-commerce platforms. The dimensions of website quality—such as attractive design, clarity of information, interactivity, and ease of use—directly influence users' positive emotions during browsing, including enjoyment, excitement, and enthusiasm. These emotions, in turn, enhance the motivation for immediate purchases without prolonged deliberation. (Bressolles, Durrieu, & Giraud, 2007).

Websites with high interactivity and engaging content activate positive emotions, thereby increasing the likelihood of making impulsive purchasing decisions. Additionally, appealing design and ease of navigation evoke a sense of comfort and psychological satisfaction, which supports the desire for immediate purchases. (Dutta, Jarvenpaa, & Tomak, 2003).

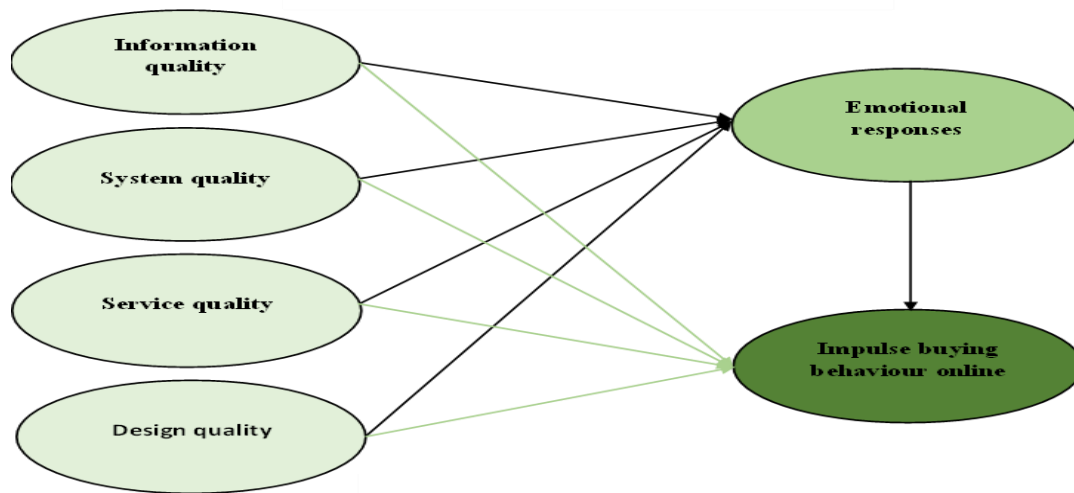
Studies indicate that the emotional impact resulting from these dimensions is a primary driver of online impulsive buying, operating independently of cognitive influences or those related to trust and security. This underscores the significance of emotional factors in explaining consumers' momentary purchasing behaviour. (Kim & Niehm, 2009), (Zhao, Li, & Zhang, 2019).

3.Methodology

3.1.Research framework

Based on the literature concerning the topic of website quality and impulsive buying behaviour online, the study model can be adopted in the following form:

Figure1: Research Framework



Source : (prepared by the author).

The model was designed based on an analysis and study of some research related to the topic, including: (Zhao, Li, & Zhang, 2019), (Bressolles, Durrieu, & Giraud, 2007), (Liu & Xiao, 2018), (Dutta, Jarvenpaa, & Tomak, 2003), (Kim & Niehm, 2009). The proposed model included three variables: the independent variable represented by website quality, which in turn includes four dimensions (**system quality, information quality, design quality, and service quality**), the dependent variable represented by impulse buying behaviour online, and emotional response as a mediating variable.

3.2. Research methods

According to the type of the data collected and based on the objectives of the study, this research employed a quantitative approach to analyse the impact of website quality, characterized by dimensions such as (**system quality, information quality, design quality, and service quality**) on impulse buying behaviour online, either directly or indirectly through emotional response as a mediating variable.

3.2.1. Population and sample

The study relied on the convenience sampling method to select the sample members due to the unavailability of population parameters and the inability to determine their characteristics on one hand, and on the other hand, it is considered the most suitable for such studies related to impulsive buying behaviour. Data was collected from 140 respondents who had previously made online purchases through the Jumia website, which enables them to assess the quality of the website and the impulsive buying behaviour associated with it.

3.2.2. Questionnaire Design

The study's questionnaire was designed based on several previous studies on this subject. The questionnaire included three variables, as detailed in the following table.

Table 1. variables study

Variables	Dimensions/ Items	References
Website quality	SQ; IQ; DQ; STQ	(Liu & Arnett, 2000), (Loiacono , Watson, & Goodhue , 2007),
Emotional response		(Hetharie, Surachman, Hussein, & Puspaningrum, 2019), (Loiacono, Watson, & Goodhue, 2007), (Floh & Madlberger, 2013)
Impulse buying behaviour online		(Kacen & Lee, 2002), (Verhagen & Dolen , 2011)

Source :(prepared by the author).

In this study, the five-point Likert scale was used, where we evaluated each measurement indicator for all variables as follows: 1 Strongly disagree, 2 Disagree, 3 Neutral, 4 Agree, 5 Strongly agree.

4.Research findings

4.1.Reliability of the Survey Instrument

The Cronbach's alpha coefficient was calculated to ensure the reliability of the study's questionnaire tool, and Table 2 illustrates the Cronbach's alpha values for: website quality's Dimensions, emotional responses, and impulsive online purchasing behaviour.

The results indicate that all Cronbach's alpha values exceeded 0.70, reflecting a good level of internal consistency in the performance of the questionnaire.

Table 2. Items Measuring the Reliability of the Survey Instrument

	mean	Cronbach' s Alpha
Web Site Quality	3.53	0.88
Information Quality	3.54	0.86
System Quality	3.47	0.86
Service Quality	3.30	0.84
Design Quality	3.80	0.90
Emotional Responses	3.62	0.87
Impulse Buying behaviour online	3.46	0.87

Source :(Data processed by the author based on SPSS).

4.2.Confirmatory Factor Analysis (CFA)

AMOS 26 was utilized to conduct Confirmatory Factor Analysis (CFA) to assess the quality of the measurement model. To evaluate reliability and convergent validity, Composite Reliability (CR) and Average Variance Extracted (AVE) were employed. As shown in Table 3, all CR values exceeded the acceptable threshold of 0.70, ranging from

(0.883 to 0.927), Additionally, all AVE values surpassed the 0.50 benchmark (ranging from 0.654 to 0.76), thereby confirming the reliability of the measures and the achievement of convergent validity for the model constructs.

Table 3. Convergent Validity and Discriminant Validity (Fornell-Larcker Criterion)

	CR	AVE	IQ	STQ	SQ	DQ	ER	IBBO
IQ	0.921	0.746	0.886					
STQ	0.903	0.70	0.68	0.873				
SQ	0.899	0.69	0.72	0.69	0.826			
DQ	0.927	0.76	0.71	0.65	0.73	0.892		
ER	0.923	0.749	0.58	0.54	0.61	0.59	0.880	
IBBO	0.883	0.654	0.45	0.42	0.48	0.46	0.58	0.851

Source : (Data processed by the author based on AMOS output).

4.3. Structural Equation Modeling (SME)

After verifying the quality of the measurement model using Confirmatory Factor Analysis (CFA), the focus shifted to testing the structural model through Structural Equation Modeling (SEM) via path analysis. This was conducted to examine the hypothesized causal relationships among the variables and to test the research hypotheses. This procedure allowed for the assessment of both direct and indirect effects among the variables within a comprehensive theoretical framework, relying on fit indices to estimate the model's adequacy in relation to the data. The following table presents the most significant of these indices:

Table 4. goodness-of-fit model index

Indicators	Recommended Value	value	results
Chi-2		452.18	
Chi-2/df	≤ 2.00 good fit $2 \leq \chi^2/df \leq 5$ acceptable	1.845 (P=0.000)	Good Fit
RMSEA	≤ 0.08	0.042	Acceptable Fit
GFI	≥ 0.9	0.92	Good Fit
CFI	≥ 0.9	0.968	Good Fit
TLI	≥ 0.9	0.954	Good Fit
NFI	≥ 0.9	0.93	Good Fit

Source : (Data processed by the author based on AMOS output).

The ratio of Chi-square to degrees of freedom (Chi-2/df) = 1.845, indicating a good fit for the study model. Additionally, other indicators demonstrated very high levels of fit, with NFI=0.93 (CFI=0.968; TLI=0.954; GFI=0.968), surpassing the ideal threshold of 0.9. Furthermore, the root mean square error of approximation (RMSEA) showed a value of 0.442, which is an acceptable figure, as it is significantly below the acceptable threshold of

0.08. This confirms an excellent model fit and accuracy in approximating the true covariance matrix.

Overall, it can be stated that the model possesses high explanatory power and reflects a theoretical structure consistent with the data in the field, thereby enhancing its credibility for use in hypothesis testing and constructing scientific interpretations of the studied phenomena.

4.4.Hypotheses testings

To test the study hypotheses and uncover causal relationships among its variables, structural equation modeling (SEM) was employed. The results are in the following table:

Table 5. Summary of hypotheses testing results

Hypotheses	β :path-coefficient	p-Value	Findings
H1 :WQ ---> IBBO	0.412	0.000	supported
H2 :WQ ---> IBBO (via ER)	0.446	0.04	supported
Total :WQ ---> IBBO	0.858	0.00	supported

Source :(Data processed by the author based on AMOS output).

The results of hypotheses testing indicate that the quality of the website, across its various dimensions, exerts a direct influence on impulsive online purchasing behaviour. Furthermore, emotional responses serve as a mediating factor in the relationship between website quality and impulsive online purchasing behaviour. Consequently, emotional responses play a role of partial mediation rather than complete mediation, and it has been demonstrated that their impact is greater than the direct effect of website quality.

5.Discusions

- **H1: Website quality (WQ) directly affects Impulse buying behaviour online (IBBO).**

The results indicated that hypothesis H1 is accepted, as website quality (WQ) has a direct and significant impact on impulsive online buying behaviour (IBBO) among Algerian consumers on the Jumia platform ($\beta = 0.412$, $p < 0.001$). This confirms that website quality acts as a situational trigger capable of eliciting impulsive purchasing decisions without the need for complex cognitive processes. This finding is consistent with the results of (Zhao, Li, & Zhang, 2019) and (Bressolles, Durrieu, & Giraud, 2007), which affirmed the direct role of website characteristics in stimulating impulsive buying behaviour on the website.

Considering the dimensions of website quality, all sub-hypotheses H1a–H1d received support, albeit with moderate effect sizes, reflecting the cumulative and integrative nature of the components of website quality. Information quality (H1a) demonstrated a significant positive direct effect ($\beta = 0.1019$, $p = 0.01$), indicating that clear

and accurate information about products enables consumers to make quick and impulsive decisions despite concerns related to online payment and delivery. This finding aligns with the conclusions of (Kim & Niehm, 2009) and (Dewi & Rachmawati, 2020), who found that clarity and completeness of information facilitate rapid evaluation of options, reducing the need for extensive research and encouraging immediate and impulsive purchases. In the context of Algeria, where online shopping is still relatively in its early stages, information quality plays a crucial role in mitigating perceived risks associated with the inability to physically inspect the product, which is consistent with (Andika, Nasution, Luthfiana, & Ihsan, 2024), who noted that information quality provides sufficient reassurance that enables consumers to make swift decisions without prolonged rational evaluation.

System quality (H1b) exhibited a significant direct effect ($\beta = 0.0972$, $p < 0.001$), indicating that ease of navigation, loading speed, and technical reliability reduce cognitive effort and increase impulsive responses. This is particularly critical given the potentially less stable internet infrastructure in certain regions of Algeria, where technical smoothness translates into impulsive purchasing decisions before consumers have the opportunity to reconsider. This supports the findings of (Dutta, Jarvenpaa, & Tomak, 2003) and (Bressolles, Durrieu, & Giraud, 2007), who asserted that usability and interactivity reduce the effort expended and increase the likelihood of making impulsive purchasing decisions. Additionally, (Sabih & Mibody, 2024) concurred, indicating that system quality reduces cognitive effort and decision-making fatigue.

On the other hand, service quality as a dimension of website quality (H1c) exerted the strongest direct effect compared to other dimensions ($\beta = 0.1194$, $p = 0.002$), highlighting the significant importance of perceived reliability, prompt responsiveness, and transaction security in encouraging impulsive purchases. This is especially relevant in a market where trust in logistics and after-sales services is critical, as concerns regarding safe delivery and return and refund policies represent major barriers to e-commerce in Algeria. This finding aligns with the conclusions of (Kim & Niehm, 2009), who emphasized that service quality and security reassure consumers about the safety of their financial transactions, thereby supporting rapid purchasing decisions without hesitation.

Finally, design quality (H1d) significantly influences impulsive purchasing ($\beta = 0.0934$, $p < 0.001$), indicating that visual appeal, layout consistency, and aesthetic stimulation attract attention and evoke rapid and impulsive purchasing responses. This is logical and aligns with consumers' appreciation for aesthetics and the attractive presentation of products, as modern designs and high-quality images create an enjoyable shopping experience that reduces the need for deep thinking and encourages quick and impulsive decisions during online shopping. This finding is entirely consistent with (Zhao, Li, & Zhang, 2019), who noted that design quality and visual content directly influence attention capture and stimulate rapid responses to offers.

In general, previous results indicate that Algerian consumers respond impulsively to both functional and aesthetic influences of the website, supporting prior research while

emphasizing the importance of website quality as a direct behavioural trigger in emerging e-commerce markets. Although the effect sizes for each dimension were moderate, the cumulative effect of the four dimensions produced a strong overall impact ($\beta = 0.412$), highlighting that comprehensive improvement of website quality—not merely focusing on a single dimension—is key to stimulating impulsive behaviour in the Algerian market. This aligns with the theoretical framework presented by (Zhao, Li, & Zhang, 2019) and (Bressolles, Durrieu, & Giraud, 2007).

These findings are particularly significant in light of the unique challenges of e-commerce in Algeria, including the limited prevalence of credit cards, a heavy reliance on cash-on-delivery, and concerns regarding the quality of imported products. In this context, it can be argued that website quality serves as a compensatory factor that reduces psychological barriers and facilitates rapid decision-making, making it a vital tool for the success of e-commerce platforms in the Algerian market.

- **H2: Emotional responses (ER) mediates the relationship between Website quality (WQ) and Impulse buying behaviour online (IBBO).**

The results confirm the validity of hypothesis H2, indicating that emotional responses (ER) mediate the relationship between website quality and impulsive online purchasing behavior. The indirect effect of website quality through emotional responses is significant ($\beta = 0.446$, $p = 0.04$), surpassing the direct effect ($\beta = 0.412$, $p < 0.001$), suggesting a partially dominant mediation mechanism.

Considering the dimensions of website quality, all mediating paths H2a–H2d are supported, confirming that the dimensions of website quality primarily stimulate impulsive purchasing through eliciting emotional interactions such as enjoyment and excitement. This aligns with the theoretical framework of the S-O-R model and previous studies that have established emotional responses as the primary driver of impulsive online purchasing behavior (Bressolles, Durrieu, & Giraud, 2007; Zhao, Li, & Zhang, 2019; Floh & Madlberger, 2013).

The quality of information (H2a) demonstrates a significant indirect effect ($\beta = 0.1104$, $p = 0.01$), indicating that reassuring and well-organized information reduces anxiety and generates emotional comfort that facilitates impulsive behaviour. This aligns with Fard et al. (2016), who noted that the quality of information provides cognitive reassurance that diminishes anxiety and uncertainty while enhancing positive emotions. In the Algerian context, where consumers face substantial concerns regarding electronic payments and delivery, clear and accurate information serves as a compensatory mechanism that builds emotional trust and reduces psychological barriers, enabling consumers to make rapid purchase decisions driven by positive emotions rather than prolonged cognitive evaluation.

Furthermore, system quality (H2b) influences impulsive buying through emotional responses ($\beta = 0.1053$, $p = 0.03$), suggesting that a seamless and effortless interaction

enhances feelings of control and enjoyment during browsing. This is consistent with Liu & Xiao (2018), who affirmed that ease of use and interactivity reduce cognitive effort and enhance the sense of control and comfort, thereby increasing shopping enjoyment and stimulating feelings of excitement. Given the varying internet infrastructure in Algeria, technical smoothness gains added significance, as an efficiently functioning site not only alleviates cognitive frustration but also creates a positive emotional state that drives impulsive purchasing.

It is noteworthy that service quality (H2c) exhibits the strongest mediating effect ($\beta = 0.1293$, $p < 0.001$), highlighting that perceived security, prompt responsiveness, and reliability evoke positive emotions that significantly reduce resistance to impulsive buying. This aligns with Liu & Xiao (2018), who indicated that service quality enhances trust and psychological reassurance, and that positive interactions among consumers through reviews and recommendations create a mood of positivity that provides an immediate sense of satisfaction. This mechanism is critically important in Algeria, where emotional reassurance often replaces established electronic trust standards, as Algerian consumers heavily rely on cash on delivery and clear delivery guarantees, making the emotional sense of security a crucial factor in stimulating impulsive behaviour.

Finally, design quality (H2d) significantly affects impulsive buying through emotional responses ($\beta = 0.1012$, $p = 0.001$), confirming that visual stimulation and aesthetic pleasure increase excitement and intensify impulsive tendencies. This is entirely consistent with Tang et al. (2023), who indicated that design quality plays a pivotal role in eliciting positive emotions, as attractive designs and interactive interfaces enhance consumer enjoyment and enthusiasm, while new and unique content increases focus and creates a deeper emotional experience. In the Algerian context, where consumers value aesthetics and appealing visual displays, design quality creates an enjoyable and exciting shopping experience that drives rapid decisions fueled by positive emotions.

The comparison between the direct impact of website quality ($\beta = 0.412$) and its indirect effect through emotional responses ($\beta = 0.446$), alongside the very strong overall effect ($\beta = 0.858$, $p < 0.001$), demonstrates that emotional responses are not marginal but represent a central mechanism leading to impulsive online purchasing on the Jumia platform. These findings align with the S-O-R model and previous studies (Bressolles et al., 2007; Zhao et al., 2019; Dutta et al., 2003; Kim & Niehm, 2009). However, when applying these results to the Algerian context, it is evident that impulsive buying behaviour is shaped more significantly by emotionally charged website experiences compared to purely cognitive evaluations. This reflects the nature of the Algerian market, where online shopping is still emerging, and consumers are more reliant on emotions and emotional reassurance in making quick and impulsive purchasing decisions, especially in the absence of extensive experience with digital transactions and complete institutional trust in e-commerce platforms.

6.Conclusion

This study provides clear empirical evidence that website quality is a fundamental determinant of impulsive online purchasing behaviour in the Algerian market, as the results strongly support all proposed hypotheses. The study demonstrated that the characteristics of the website, represented by design quality, system quality, information quality, and service quality, act as effective situational stimuli that contribute to triggering immediate purchasing decisions within the digital environment, thereby enhancing the pivotal role of the website as the primary interaction point between the consumer and the commercial platform.

At a deeper level, the study's results highlighted the critical importance of emotional responses as a psychological mediating mechanism in the relationship between website quality and impulsive purchasing, where the indirect effect through these responses exceeded the direct effect of website quality. This reflects that impulsive behaviour in online shopping is not primarily formed through abstract rational cognitive evaluations, but rather relies more on the positive emotional experiences that consumers undergo while interacting with the website, such as enjoyment, excitement, and psychological comfort.

This finding is particularly significant in the Algerian context, characterized as an emerging market in e-commerce, where consumers tend to rely on emotions and emotional reassurance in making quick purchasing decisions, given the limited digital experience and weak established institutional trust.

Based on the above, this study enriches the literature related to digital consumer behaviour by highlighting the emotional dimension as a key element in explaining impulsive online purchasing in emerging markets. The results also carry important practical **implications for decision-makers and digital marketers**, indicating that achieving success in e-commerce platforms is not limited to improving the technical and functional aspects of the website, but requires investment in enhancing website quality comprehensively, with a special priority given to service quality as the most influential lever in stimulating impulsive behaviour, and working to provide emotionally charged user experiences based on: interactivity, personalization, visual appeal, and reducing cognitive effort, alongside employing marketing strategies based on: limited-time or quantity offers, and simplifying the purchasing path. In this context, website quality represents an effective strategic tool for building emotional trust and stimulating rapid purchasing decisions, thereby enhancing the competitive ability of digital platforms in environments characterized by weak institutional trust and limited maturity of e-commerce.

References

- Andika, Atika.Aini Nasution, Della Nanda Luthfiana, et Akmal Ihsan. «The Impact of Omnichannel Properties on Customer Engagement and Loyalty in Banking: An SOR Perspective.» *JOURNAL OF THEORETICAL AND APPLIED MANAGEMENT* 17, n° 3 (2024): 372-392.

- Bai, Billy, Rob Law, et Ivan Wen. «The Impact of Website Quality on Customer Satisfaction and Purchase Intentions: Evidence from Chinese Online Visitors.» *International Journal of Hospitality Management* 27 (2008): 391-402.
- Beatty, Sharon. E, et Elizabeth.M Ferrell. «Impulse buying: Modeling its precursors.» *Journal of Retailing* 74, n° 2 (1998): 169–191.
- Bressolles, Grégory, François Durrieu, et Magali Giraud. «The impact of electronic service quality's dimensions on customer satisfaction and buying impulse.» *JOURNAL OF CUSTOMER BEHAVIOUR* 6, n° 1 (2007): 37-56.
- Cholili, Abd. Hamid, et Ainindita Aghniacakti. «Self-Control and Website Quality on Impulsive Buying of Shopee User Students.» *International Journal of Health and Science* 3, n° 7 (2024): 271-280.
- Destari, Fajar, et Ketut Indraningrat. «Impact of shopping emotion towards impulse buying in e-commerce platform.» *Jurnal Manajemen dan Pemasaran Jasa* 13, n° 1 (2020): 47-64.
- Dewi, Kemala, et Ika Dewi Rachmawati. «, A., & Rachmawati, I. (2020). Pengaruh website quality terhadap impulse buying dengan dimensi shopping value sebagai variabel mediasi (Studi pada konsumen e-commerce shopee.» *Jurnal Mitra Manajemen* 4, n° 9 (2020): 1276–1286.
- Dhakshitha , B K, et al. «Exploring the Impact of Social Presence Cues on Consumer Impulse Buying in E-Commerce Platforms.» *Journal of Marketing & Social Research* 2, n° 4 (2025): 119-125.
- Dutta, Ranjan, Sirkka L Jarvenpaa, et Kerem Tomak. «Impact of Feedback and Usability of Online Payment Processes on Consumer Decision Making.» *Proceedings of the International Conference on Information Systems*. Seattle, Washington, USA, 2003. 15-24.
- fard, Saeideh Sharifi, Ezhar Tamam, Md Salleh Hj Hassan, Moniza Waheed, et Zeinab Zaremohzzabieh. «Factors affecting Malaysian university students' purchase intention in social networking sites.» *Cogent Business & Management* 3, n° 1 (2016): 1-12.
- Floh, Arne, et Maria Madlberger. «The role of atmospheric cues in online impulse-buying behavior.» *Electronic Commerce Research and Applications* 12, n° 6 (2013): 425-439.
- Handoyo, Sofik. «Purchasing in the digital age: A meta-analytical perspective on trust, risk, security, and e-WOM in e-commerce.» *Heliyon* 10, n° 8 (2024): 1-23.
- Hashmi, Hamna, Saman Attiq, et Farooq Rasheed. «Factors Affecting Online Impulsive Buying Behavior: A Stimulus Organism Response Model Approach.» *Market Forces Research Journal* 14, n° 1 (2019).
- Hetharie, Jondry Adrin, Surachman, Ananda Sabil Hussein, et Astrid Puspaningrum. «SOR (Stimulus-Organism-Response) Model Application In Observing The Influence

- Of Impulsive Buying On Consumer's Post-Purchase Regret.» *INTERNATIONAL JOURNAL OF SCIENTIFIC & TECHNOLOGY RESEARCH* 8, n° 11 (2019): 2829-2841.
- Kacen, Jacqueline J, et Julie Anne Lee. «The influence of culture on consumer impulsive buying behavior.» *Journal of Consumer Psychology* 12, n° 2 (2002): 163–176.
 - Kim, Hyejeong, et Linda S Niehm. «The Impact of Website Quality on Information Quality, Value, and Loyalty Intentions in Apparel Retailing.» *Journal of Interactive Marketing* 23, n° 3 (2009): 221-233.
 - Kouser, Rukhsana, Ghulam Shabbir Khan Niazi, et Haroon Bakari. «How Does Website Quality and Trust Towards Website Influence Online Purchase Intention?» *Pakistan Journal of Commerce and Social Sciences* 12, n° 3 (2018): 909-934.
 - Lemoine, Jean-François. «Pour une présentation du concept d'atmosphère des sites web et de ses effets sur le comportement des internautes.» *Marché et organisations* 1, n° 15 (2012): 169-180.
 - Liu, CHang, et Kirk P Arnett. «Exploring the factors associated with Web site success in the context of electronic commerce.» *information and management* 38, n° 1 (2000): 23-33.
 - Liu, Shengnan, et Liang Xiao. «2nd International Conference on Education, Economics and Management Research.» *Research on the Influence of Website Characteristics on Consumers' Impulsive Purchase Intention*. china: ATLANTIS PRESS, 2018. 743-748.
 - Loiacono, Eleanor T, Richard T Watson, et Dale L Goodhue. «WebQual: An Instrument for Consumer Evaluation of Websites.» *International Journal of Electronic Commerce* 11, n° 3 (2007): 51-87.
 - Loiacono, Eleanor.T, Richard.T Watson, et Dale.L Goodhue. «American Marketing Association: Winter Marketing Educators' Conference.» Édité par American Marketing Association (AMA). *WEBQUAL: A MEASURE OF WEBSITE QUALITY*1. Texas, 2002. 432–438.
 - Morozova, Nadia, et Ivo Vlaev. «The urge to splurge: Differentiating unplanned and impulse purchases.» *International Journal of Market Research* 66, n° 5 (2024): 1-24.
 - Mudassar, Sardar , et Ali Khan.
https://www.researchgate.net/publication/371905287_What_is_Quality. 2023.
 - Rook, Dennis w. «The Buying Impulse.» *The Journal of Consumer Research* 14, n° 2 (1987): 189-199.
 - Sabih, Sajjad Zia, et Maryam Emami Mibody. «Examining the impact of website reputation and quality on consumers' emotions, risk perception and purchase intention in Iraq.» *New Applied Studies in Management, Economics & Accounting* 7, n° 4 (2024): 107-124.

- Santoki, Ashwinkumar.A, et Viral.R Pandya. «Decoding Online Impulsive Shopping: A Factor-Based Investigation of Key Product Categories.» *Advances in Consumer Research* 2, n° 5 (2025): 86-97.
- Shrestha , Arpan. «Unplanned Purchases: The Influence of Sales Promotions on Impulse Buying.» *Kshitiz Management Review* 1, n° 1 (2025): 77-89.
- Souza, Clare.D, Winnie Wong, Nicole El Haber, et Anne Renée Brouwer. «Online impulse purchases versus planned purchases and the role of visual attributes.» *JOURNAL OF GLOBAL FASHION MARKETING* 15, n° 4 (2024): 504-522.
- Statista. *Number of internet and social media users worldwide as of October 2025.* october 2025. <https://www.statista.com/statistics/617136/digital-population-worldwide/>.
- Tang, Kuotai, Hailing Duan, Lin Fang, et Xiaowei Huang. «Proceedings of the 4th International Conference on Artificial Intelligence and Education.» *Based on CHAID's Knowledge Base Uses Expectations and Intelligent Recommendations.* china, 2023. 573-581.
- Verhagen, Tibert, et Willemijn van Dolen . «The influence of online store beliefs on consumer online impulse buying: A model and empirical application.» *Information & Management* 48, n° 8 (2011): 320-327.
- Watson, Richard T, et Dale L Goodhue. «WEBQUAL: A MEASURE OF WEBSITE QUALITY.» *Marketing Theory and Applications* 13 (2002): 432-438.
- Zhao, Yang, Kunlin Li, et Liyi Zhang. «A meta-analysis of online health adoption and the moderating effect of economic development level.» *International Journal of Medical Informatics* 127 (2019): 68-79.
- ARPCE. «مرصد سوق الانترنت في الجزائر الثلاثي الأول 2025.» 2025.