

Time flies in virtual shopping: Exploring the relationships between relaxation, perceived speed of time and impulse buying

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Abstract: To better understand whether a state of relaxation can make “time fly” in virtual shopping and how it reflects to consumers’ purchase behavior, we explore two interrelated research questions: 1) how relaxation relates to perceived speed of time in 360-virtual shopping and 2) whether and how relaxation and perceived speed of time reflect to consumers’ impulse buying. Based on a study of 350 participants in a 360-virtual grocery store, we argue that perceived speed of time operates as a mediating mechanism between relaxation and impulse buying. Telepresence shapes the relationship between perceived speed of time and impulse buying so that the relationship is statistically non-significant when telepresence is low. However, the relationship is positive and statistically significant when telepresence is 3.09 or greater on a 7-point scale.

Keywords: Virtual shopping, speed of time, impulse buying

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