The Factors Affecting Consumer Traits, Online Marketing Tools in Impulsive Buying Behavior of Online Fashion Stores, Bangkok Thailand

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Abstract

The purpose of this study is to identify the factors affecting consumer traits, online marketing tools in the impulsive buying behavior of online fashion stores in Bangkok, Thailand. In this study, the researchers aim to determine which factors will be the most effect on ideal self-congruence, fashion consciousness, positive emotion, materialism, product attributes, online platform quality, and online sales promotion toward impulsive buying in the market platform of online fashion. A total of 400 participants, which contain specific characteristics such as experiencing participating fashion online platform, aging over 18 years old, and multinationalism who live in Bangkok was used as target population. Both descriptive statistics and inferential statistics were used in data analysis such as frequency, percentage, mean, standard deviation (S.D.), and multiple linear regression (MLR) to describe demographic profile and the causal relationship between variables. In this study, results revealed that ideal self-congruence, fashion consciousness, materialism, product attributes, online platform quality, and online sales promotion have a positive significant effect on impulsive buying at a p-value less than .05, meanwhile, the positive emotion has failed to support the null hypothesis. This hypothesis testing applied that there has no significant effect on impulsive buying in online fashion stores in Bangkokian.

Keywords : Ideal self-congruence, fashion consciousness, online platform quality, online sales promotion, impulsive buying

JEL Classification Code : A23, B55, C83, D12, D40, D50

1. Introduction

Online shopping store is famous in Thailand. The number of online shopping platform has increased significantly, especially during the spreading of COVID-19. Therefore, due to the COVID-19 situation, the trend of customer buying behavior has been changed to a new normal way of living. With the technology development, the contention is on the rise as more shops expanded existing products and brands. In order to retain a customer as well as expand the business segment, online shopping stores, and marketers must gather updated information and strategize accordingly. There are many online stores in the marketplaces. The majority of products that have the highest growth is in the fashion segment with a growth rate of 24%, which generates a big chunk of money. Whenever the fashion segment compared to the secondary segment such as Health and Beauty that has a growth of 19%, and the Mobile and Communication segment that can grow up just only 8% (What to sell online in 2020, 2020). This can be implied that the fashion products can find both expensive and low expensive on various online platforms such as Lazada, Shopee, AliExpress, and JD Central. The spread of the COVID-19 in 2020 has made significant changes in Thailand's economic growth. Economic growth has been falling from 4.2 to 2.4 from

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2018 to 2019, meanwhile, annual consumption stayed constant as 4.6 to 4.5 from 2018 to 2019 (FocusEconomics, n.d.). Conversely, Thailand's e-Commerce is still growing. Thailand's e-Commerce revenue increased by 42.4% year-to-year, especially in the fashion products segment. At the same time, the number of e-Commerce users grew by 9.6 year-to-year, with Thai users totally 33.7 million people 0. These statements revealed a big change due to the effects of the COVID-19 pandemic.

The study by the researchers described the definition from simply unplanned purchasing behavior to encompass the exposure to stimuli (Piron, 1991; Stern, 1962). Then, in the 1980s further research by another group of researchers explored the concept as a hedonic experience and found a relation landing in a definition that entails all three components of unplanned behavior, exposure to stimuli, and emotions (Piron, 1991; Rook & Hoch, 1985; Rook, 1987). In early research on impulse buying, there is moving towards a new direction, that of online impulse behavior on e-Commerce platform (Madhavaram & Laverie, 2004). Because of online impulse buying, behavior becomes more frequent, e-retailers develop strategies to further increase the likelihood of unplanned purchases and websites are designed in order to encourage impulsive actions. The study by Dawson and Kim (2009) recommended that the up-and cross-selling, highly affect the purchasing decisions of consumers and allows individuals to buy more.

Marketing tools are tools that companies use to develop and promote their products and services. The vast majority of businesses use several different marketing tools, such as advertising, direct mail, and market research to boost their sales. In most cases, people use multiple marketing tools at the same time. Meanwhile, online marketing is the practice of leveraging web-based channels to spread a message about a company's brand, products, or services to its potential customers. The methods and techniques used for online marketing include email, social media, display advertising, search engine optimization, Google AdWords, and more. The objective of online marketing tools is to reach potential customers through the channels where they spend their time reading, searching, shopping, and socializing online. Online marketing differs from traditional marketing, which has historically included mediums like print, billboard, television, and radio advertisements. In this context, the word 'online marketing tools' refers to product attributes; online platform quality; online sales promotion. The consumer market pertains to buyers who purchase goods and services for consumption rather than resale. However, not all consumers are alike in their tastes, preferences, and buying habits due to different characteristics that can distinguish certain consumers from others. These particular consumer characteristics include various demographic, psychographic, behavioristic, and geographic traits. Marketers usually define these consumer characteristics through market segmentation,

the process of separating and identifying key customer groups or consumer traits. Target groups using market segmentation – a technique that allows dividing clients into groups. Consumer traits can base on demographics (age, gender, race, income, etc.), psychographics (what do people buy – by beliefs, opinions, values, and emotions), geographic (metropolitan area, climate, population density), and behavioristics (like attitude, purchase occasion, user status, benefits sought, loyalty rate). In this context, the word "consumer traits" refers to Ideal self-congruence, fashion consciousness, positive emotion, and materialism. Therefore, a field of study, online shopping is an interesting field which offers a context in which to study impulsive behavior, as it provides infinite supply, unlimited opening hours, and supports the consumer by borderless choices of price and product comparisons (Hih et al., 2012). As the resulting in the trend of customer, buying behavior during COVID-19 situation has been changed through a new normal way of living. With the technology development, competition is on the rise as more shops expanded existing brands. Hence, the purpose of this study aims to gain more data for knowledge on impulsive buying behavior with the impact of the Covid-19 pandemic on consumer behavior.

2. Literature Review and Research Hypotheses

2.1 Ideal Self-Congruence and Impulsive Buying

Self-congruence can be described as an idea of an appropriate combination between brand personality and self-concept of consumers (Aaker, 1999; Sirgy et al., 1997). It is recognized as a key major in consumer behavior (Huber et al., 2018). Self-congruence is has two types; actual and ideal self (Escalas & Bettman, 2003; Malear et al., 2011). The actual self-congruence is a self-verification incentive, whereas the buyer behavior creates their perception (Lecky, 1945), while the ideal self-congruence is the state that an individual is intentionally seeking for develop mainly their self-esteem (Sedikides & Strube, 1997). From the self-congruence theory, consumers will maintain their styles as actual and idea self (Escalas & Bettman, 2003; Malear et al., 2011). Moreover, obtaining and using certain products and brands can improve consumer's images (Asshidin et al., 2016).

The ideal self-congruence is related to the theory of self-enhancement. It happens when one seeks for self-esteem improvement (Sedikides & Strube, 1997). Dittmar (2005) also stated that the buyers, who want to develop their own self-concept, can lead to the compulsive buying. It comes from the beliefs of buying a product can bring self-identity as status, social position, and lifestyles (Verplanken & Sato, 2011). Therefore, the following hypothesis is proposed.

H1a: Ideal self-congruence has significant effect on impulsive buying

2.2 Fashion Consciousness and Impulsive Buying

Lertwannawit and Mandhachitara (2012) described fashion involvement or fashion consciousness as desires of keeping social's status by up-to-date fashion style. Fashion conscious consumers are greatly involved with the latest fashion, and consider about up-to-date fashion with attractive styles (O'Cass et al., 2013). Fashion consciousness buyers seem to get involved with fashion products and have a high potential on fashion shopping more than less fashion consciousness (O'Cass et al., 2013).

Many studies mentioned that the consumers who have high involvement in fashion, immediately purchase products that fit their preferences (Park et al., 2006). Browsing and Searching on online clothing stores via mobile phone can trigger in fashion involvement or fashion consciousness (Eriksson et al., 2017). Moreover, indicators show that browsing and buying have a positive relationship to impulsive buying when they use the mobile phone. O'Cass (2004) described the fashion consciousness is the key factor that creates impulsive buying in terms of fashion products. Fashion conscious buyers are the consumers owe highly interested in fashion. They are in touch with latest fashions (O'Cass et al., 2013). Furthermore, they will seek for the latest fashion products with excitement. Thus, the following hypothesis is proposed.

H1b: Fashion consciousness has significant effect on impulsive buying

2.3 Positive Emotions and Impulsive Buying

Consumer emotions or emotional value can be grouped into three categories; emotion in consumption, emotion in marketing, and emotion in advertising (Huang et al., 2001), which generate from information processing (Bagozzi & Dholakia, 1999; Forgas, 1995; Wegener et al., 1995). Bagozzi & Dholakia (1999) stated "Emotions are mental states of readiness that arise from appraisals of events or one's own thoughts". Emotion are positive or negative, which can affect the purchasing decisions of customers (Kapoor & Kulshrestha, 2009). Positive emotions comes from success in goal achievement, while the negative emotion is from a failure (Carver & Scheier, 1990). Moreover, perceived emotional value has hedonic benefits from purchasing gained from products or services, or feeling created (Chi & Kilduff, 2011). Emotional value can be recognized as an individual and abstract attribute gained from the shopping process (Bradley & LaFleur, 2016). When the buyers makes a purchase that satisfy their needs, they may get an emotional value (Asshidin et al., 2016). In the fashion shopping activity, emotions are the indicator for impulsive buying (Hausman, 2000; Park et al., 2006). Buyers want high fashion consciousness, have positive emotions toward shopping for fashion goods (Park et al., 2006).

Impulsive buying is strongly influenced by customer emotion (Beatty & Ferrell, 1998). Positive emotions can lead to the successful purchasing experiences with a feelings that energize (Rook, 1987). Hence, the following hypothesis is proposed.

H1c: Positive emotion has significant effect on impulsive buying

2.4 Materialism and Impulsive Buying

Materialism is owning some certain products that meet the desirable status or goal in life (Richins & Dawson, 1992). Throughout the years, marketing researchers and psychologists pay attention to materialism studies because of its radical ability on consumer behavior (Ismail et al., 2018; Moschis, 2017). Materialism refers to customers own or hold the products which involved their life and identity (Richins & Dawson, 1992). Customers who are materialism consumers seek to own and intentionally have more branded products than others, to fulfil their external satisfaction especially branded products (Dittmar et al., 1996). Materialisms found participate with luxury and arbitrary consumption (Dev et al., 2018; Hudders & Pandelaere, 2012) with a great entanglement in fashion buying (Kamal et al., 2013).

Materialism has been explained as customers own or hold products involving their life and identity (Richins & Dawson, 1992). The consumers theory states that only purchasing gives more satisfaction for more products with brand (Dittmar et al., 1996). There are many researchers that state the relationship between materialism and compulsive buying (Moschis, 2017; Reeves et al., 2012). Moreover, it found that materialism has a positive impact on the compulsive buying (Dittmar, 2005; Yurchisin & Johnson, 2004). It also found as a strong predictor for compulsive buying in consumers behavior (Ridgway et al., 2008). Thus, the following hypothesis is proposed.

H1d: Materialism has significant effect on impulsive buying

2.5 Product attributes and Impulsive Buying

Product attributes is the consideration of quantity, the product's quality, and price itself (Kacen et al., 2012; Muratore, 2016). The product attributes are included the product's quality and price, which can trigger an impulsive buying behavior which is a benefit for retailers for sell products to customers (Nsairi, 2012). The researchers cited that impulsive buying behavior is on both luxury and low expensive products (Dittmar et al., 1995; Rook, 1987). Price is not considered as a priority but a great combination of products quality and its price (McGoldrick, 1982). Nowadays customers are looking for the balance of product's quantity, quality, at the proper price (McGoldrick, 1982).

The group of researchers described that the products quality is the main reason that make customers visit the fashion stores (Hih et al., 2012). McGoldrick (1982) described impulsive buying as a combination between quantity and quality, along with reasonable price. In addition, customers will buy a product impulsively when they found the prices and qualities of products are competitive, especially in the fashion stores (Chen & Chi, 2017). The consumer is not only concentrated on the price, but the balance of prices, quality and quantities as well (Badgaiyan & Verma, 2014). Consequently, the following hypothesis is proposed.

H1e: Product Attributes has significant effect on impulsive buying

2.6 Online Platform Quality and Impulsive Buying

The online platform quality works as offline retail stores in terms of store environment, and a design component that generates environments that lead to purchasing (Wells et al., 2011). The website's design may involve a consumer's decision (Shergill & Chen, 2005). The website's content can provide services, while the website's appearance designed can present contents in an attractive way (Huizingh, 2000). "Web atmospherics" is the online platform, which contains website design features such as hyperlinks, text, search engine configuration, pop-up window, frames, graphics, "One click" buying procedures, and site layout, media dimensions. There are major factors which induce an impulsive buying in various tiers (Childers et al., 2001). Platform's ease of use, usefulness, and entertainment are considered as factors that can encourage customer, to purchase both in a direct and indirect way (C. C. Chen & Yao, 2018; Liu et al., 2013; Parboteeah et al., 2009; Turkyilmaz et al., 2015). Therefore, the platform quality could serve customers at the same time, with a full efficiency and stability (Khanijoh et al., 2020).

Many researchers suggested that the website quality can create environment for customers to purchase with impulsive buying behavior. Offline stores that can trigger the customer's impulsive buying, various website components also represent the qualities, which create a proper environment for impulsive buying (Wells et al., 2011). The ease of use and perceived usefulness considered as website designed factors, are used in application studies (Prihantoro et al., 2018). Impulsive buying behavior is affected by the design factors such as ease of use, perceived usefulness, and also entertainment (Turkyilmaz et al., 2015). Some studies have cited that impulsive buying can be created from website quality attributes such as useful functional, security, and website's appearance (Liu et al., 2013; Wells et al., 2011). The enjoyment from e-stores come from the e-store aesthetic contents, appearance design, and navigation, which triggers impulsive buying behavior (Floh & Madlberger, 2013). The e-stores design elements

influence impulsive buying, while the sales promotion can lead customer to buy impulsively based on motivation factors (Lo et al., 2016). Therefore, the following hypothesis is proposed.

H1f: Online platform quality has significant effect on impulsive buying

2.7 Online Sales Promotion and Impulsive Buying

According to Kotler (2012), sales promotion defined as a collection of various motivational tools, is designed to arouse consumers to buying numerous products or services within short periods of time. The aim is to exert direct and immediate effects on consumers' purchasing behavior (Blattberg & Neslin, 1990). Sales promotion intends to stimulate consumers' needs and urge customers to buy a product immediately of a specific brand. This sale promotion in traditional marketing tools also can be equivalent to "online sale promotion" as well. Blattberg and Neslin (1990) emphasized the following four significant promotion objectives: enhancing store image; generating store traffic; creating price image, and moving excess inventory. Sales promotion in traditional marketing plays a very important role in an online shopping environment and in advertising strategy. According to Rook and Hoch (1985), they stated that the immediate reward implied in sales promotions is alike to the idea of impulsive buying when "only an immediate buying could complete the marketplace exorcism". The consumer benefits of sales promotions can be divided into hedonic benefits (e.g. entertainment, value, and exploration) and utilitarian benefits (e.g. convenience and money-saving). These benefits trigger consumers' impulse buying (Chandon et al., 2000). Therefore, an impulsive buying situation should comprise a sales promotion stimulus that can create maximum utility (Chandon et al., 2000). There are many studies have identified sales promotion as a means to increase customer base gradually; e.g., in the USA, the number of homes that use online coupons for shopping online has been increasing abruptly (Forrester Consulting, 2014). Price-based sales promotion is the key factor that motivates buyers to investigate e-commerce platform for products which triggers a purchase (Sundström et al., 2019). The sales promotion can make a customer purchase immediately because of increased emotion of the buyer and the price recognition from customers, which can willingly evoke the customer's purchase (C. C. Chen & Yao, 2018). Palazon and Delgado-Ballester (2011) stated that sales promotion can create customer's purchasing intention if it is effective and well-planned. Thus, the following hypothesis is proposed.

H1g: Online sales promotion has significant effect on impulsive buying

2.8 Conceptual framework

The conceptual framework is developed from studying related theoretical frameworks. It is adapted from five theoretical models. First, the study of the group of researchers "Compulsive buying of branded apparel, its antecedents, and the mediating role of brand attachment" (Lim et al., 2019) which identified actual self-congruence, ideal self-congruence, materialism, utilitarian value, hedonic value, which create a brand attachment as a key factors to create impulsive buying and obsessive compulsive buying. Second, the group of researchers "Personality and fashion consumption: a conceptual framework in the Indian context" (Saran et al., 2016) which impulsive buying can be happened from a personality, positive emotion, fashion involvement, fashion-oriented hedonic consumption. Third, Chi and Chen (2020) in "A study of lifestyle fashion retailing in China", which emotion value, social value, merchandise quality value, and price value are the consideration variables. Fourth, Atulkar and Kesari (2018). Role of consumer traits and situational factors on impulse buying: does gender matter? which impulsive buying tendency, shopping enjoyment tendency, materialism, person's situation, store environment, motivational activities by retailers, and product attributes. Fifth, the group of researcher (Akram et al., 2018) identified "How website quality affects online impulse buying Moderating effects of sales promotion and credit card use", which related to sales promotion. The conceptual framework of this study is shown in Figure 1.
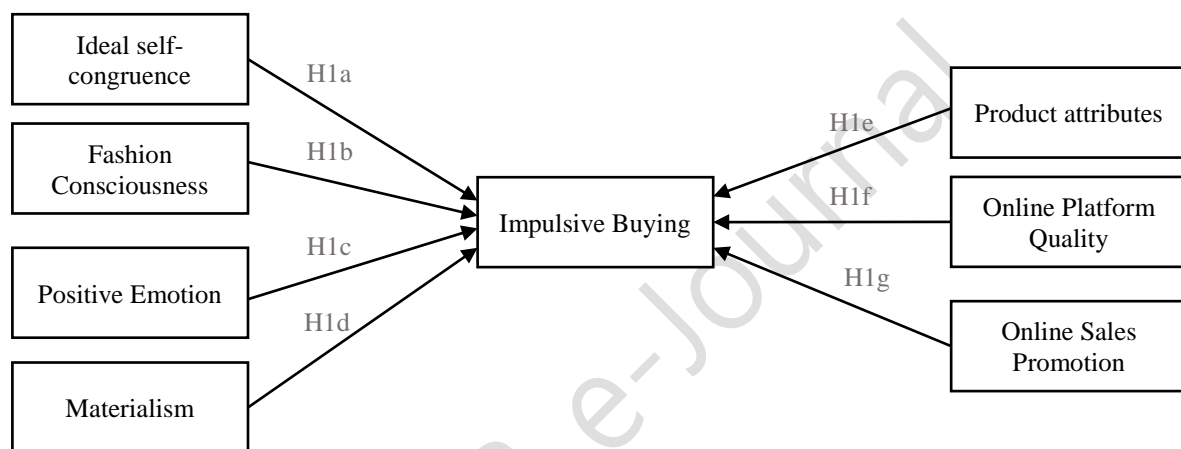

Figure 1. The research conceptual framework
Source: *Authors*

3. Methodology

This research study is a quantitative research to investigate the factors affecting consumer traits, online marketing tools in impulsive buying behavior on online fashion stores, Bangkok Thailand. Research study was based on empirical research to gather data with survey method by used online questionnaire as a research instrument. According to Rowley (2014), questionnaire are widely used to conduct quantitative research where the researchers want to gather information in terms of numbers of frequency of respondents attitudes, opinions, behaviors, or predictions. The questionnaire consists of three parts. The first part includes screening questions to identify the respondents. Secondly, a five-point Likert scale was used to measure seven different variables, ranging from strong disagreement (1) to strong agreement (5) for the analysis of all hypotheses. Questions on demographic factors have been collected based on respondent's gender, age, income, daily internet usage, favorite e-commerce platform, their highest education, and frequency of purchase on the selected e-commerce platform.

For the index of item– objective congruence (IOC), this was used to find the content validity. In this process, the questionnaire was checked by fives experts including, three in academic field, and two in a field of fashion products. The all items from 5 experts was score of 0.75 which means the all questions in the questionnaire were appropriated to distribute for participants in this study. Next for pilot testing, the questionnaire was given to 30 respondents. Cronbach's alpha coefficient is used to analyze all the scores on individual items. All variables of this study are tested by computing the Cronbach's alpha coefficient and the results of reliable test were higher than of 0.70. According to Bickman and Rog (1998), a highly reliable test will have an alpha coefficient of 0.70 or more on a scale of zero to one where a high alpha coefficient indicates high reliability.

Table 1. Results from Pilot Test – Cronbach's Alpha (n = 30)

Variables	Cronbach's Alpha	Number of Items	Strength associated
Ideal Self-Esteem	.817	4	Very good

Fashion Consciousness	.817	4	Very good
Positive Emotion	.817	4	Very good
Materialism	.843	4	Very good
Product Attributes	.833	4	Very good
Online Platform Quality	.837	3	Very good
Online Sales Promotion	.825	4	Very good
Impulsive Buying	.831	3	Very good

Source: Authors

3.1 Population and Sample Size

The dimensions of independent variables in this study are consisted of ideal self-congruence (ISC), fashion consciousness (FC), positive emotion (PE), materialism (M), product attributes (PA), online platform quality (OPQ), and online sales promotion (OSP). Hence, the researchers applied non-probability sampling for quantitative method in this study. The target population characteristic in this study, they should have an experience about buying products thru online platforms such as Lazada, Shopee, AliExpress, and JD Central, living in Bangkok, and aging above 18 years old. Therefore, the number of population of impulsive buying consumers on online fashion stores in Bangkok is unknown so that the researcher decided to determine the sample size by applying the population proportion. Veal and researchers stated that the whole category of subjects in studying on the research project is indicated as the population and a sample is selected from the population (Veal et al., 2019). According to World Population Review (2020), the statistical data regarding to Bangkok population from this website defined that the population in Bangkok has approximately 10.5 million people. Thus, the sample size was recommended with table for determining sample size for a finite population by Krejcie and Morgan (1970). The sampling scale can be referred from the table n = 384, so that, the researchers decided to use 400 samples to prevent possible errors and increase accuracy

3.2 Sampling Technique

The researchers applied convenience sampling which is the sampling procedure of obtaining the people or units that are most conveniently available (Zikmund, 2003). Convenience sampling, this kind of sampling focuses on people who are available to answers questions from researchers.

3.3 Statistical Treatment of Data

In this study, the data analysis method is consisting of Cronbach's Alpha, descriptive statistics, and multiple linear regression (MLR).

4. Results and Discussion

4.1 Demographic

The demographic information of respondents who took part in the study in Table 2 reveals that 308 (77%) were female while 23 (23%) were male. Moreover, the demographic information on the respondents' nationality revealed that 380 respondents representing (95%) were Thai, while the rest of the others were foreigner with of 20 (5%). Majority of respondents' age within 20-30 years old of 254 (63.5%). Follows by the group of over 40 years old of 61 (15.3%). Then the age group within 31-40 years old of 46 (11.5%), while the age group of below 20 years old of 39 (9.8%) revealed at the last.

Moreover, the respondents' income within 10,000-20,000 Baht of 137 (34.3%). Follows by the income group with 20,001-40,000 Baht of 130 (32.5%). Then, the income group within below 10,000 Baht of 74 (18.5%) and the last income group with more than 40,000 Baht of 59 (14.8%). Furthermore, the majority of daily internet usage of respondents with 4-6 hours of 192 (48%), follow by daily internet using with over 6 hours per day of 157 (39.3%), and the last respondents using an internet per day with below than 4 hours of 51 (12.8%).

The most favorite e-commerce platform with Shopee platform of 230 (57.5%), follows by Lazada platform of 90 (22.5%), then others platform of 73 (18.3%), and JD Central platform and AliExpress platform by 5 (1.3%) and 2 (0.5%).

The respondents purchased their products in the online stores with 2 - 5 times per month of 233 (58.3%), follow by with 1 times of 126 (31.5%), 6-10 times of 30 (7.5%), while the last group has purchased more than 10 times of 11 (2.8%).

The respondents who supported an opinion about online purchasing has been increased during COVID-19 spreading of 315 (78.8%), while they refused an opinion about online purchasing has been increased during COVID-19 spreading of 85 (21.2%). Lastly, 275 (68.6%) of the respondents who have an opinion about purchasing behavior will change after COVID-19, meanwhile 125 (31.3%) of the respondents who have an opinion about purchasing behavior will not change after COVID-19.

Table 2. Demographic Profile

Gender	Frequency	Percentage
Male	92	23.0
Female	308	77.0
Total	**400**	**100**
Nationality	**Frequency**	**Percentage**
Thai	380	95.0
Foreigner	20	5.0
Total	**400**	**100**
Age (Years)	**Frequency**	**Percentage**
Below 20	39	9.8
20-30	254	63.5
31-40	46	11.5
Over 40	61	15.2
Total	**400**	**100**
Income per month	**Frequency**	**Percentage**
Below 10,000	74	18.5
10,001-20,000	137	34.2
20,001-40,000	130	32.5
More than 40,000	59	14.8
Total	**400**	**100**
Daily Internet Usage	**Frequency**	**Percentage**
Below 4 hours	51	12.8
4-6 hours	192	48.0
Over 6 hours	157	39.2
Total	**400**	**100**
Favorite e-platform	**Frequency**	**Percentage**
Lazada	90	22.5
Shopee	230	57.5
AliExpress	2	0.5
JD Central	5	1.2
Others	73	18.3
Total	**400**	**100**
Frequency of Purchase per month	**Frequency**	**Percentage**
1 time	126	31.5
2-5 times	233	58.2
6-10 times	30	7.5
More than 10 times	11	2.8
Total	**400**	**100**
Purchase increasing during Covid-19	**Frequency**	**Percentage**
Yes	315	78.8
No	85	21.2
Total	**400**	**100**
Purchasing Behavior will change	**Frequency**	**Percentage**
Yes	275	68.8
No	125	31.2
Total	**400**	**100**

Source: Authors

4.2 Descriptive analysis with Mean and Standard Deviation

From ideal self-congruence (ISC) in table 3, the lowest mean is "The fashion products that I bought online help me feel acceptable by others" equal to 3.188 by the highest mean is "The fashion products that I bought online will represents who I really want to be" equal to 3.858. Furthermore, for standard deviation, the lowest is "The online fashion products improve other perception about me" equal to .807, following by the highest is "The fashion products that I bought online is consistent with who I really want to be" equal to .995. Next, from fashion consciousness (FC) in table 3, the lowest mean is "I regularly keep update myself with the fashion treads" equal to 3.490 by the highest mean is "I usually buy the fashion related products easier if it fit my styles" equal to 4.270. Furthermore, for standard deviation, the lowest is "I regularly keep update myself with the fashion treads" equal to .693, following by the highest is "I usually buy the fashion related products easier if it fit my styles" equal to .821. Then, from positive emotion (PE) in table 3, the lowest mean is "Bad emotion tend to make me change my mind from purchasing online products" equal to 3.388 by the highest mean is "Having a good mood can make me purchase online fashion products easier" equal to 3.898. Furthermore, for standard deviation, the lowest is "I enjoy buying online fashion products not just when I can get a purchase done" equal to .671, following by the highest is "I fell energize when I buy online fashion products I want" equal to .790.

In terms of materialism (M) in table 3, the lowest mean is "I enjoy having a lot of luxury products in my life" equal to 3.005 by the highest mean is "I bought online

fashion products that impress people" equal to 3.278. Furthermore, for standard deviation, the lowest is "I enjoy having a lot of luxury products in my life" equal to .713, following by the highest is "I bought online fashion products that impress people" equal to .804. Then, from product attributes (PA) in table 3, the lowest mean is "Online fashion products with good materials make it easier for me to buy them" equal to 3.965 by the highest mean is "I consider the price and quality of online products before buying it" equal to 4.363. Furthermore, for standard deviation, the lowest is "I consider the price and quality of online products before buying it" equal to .841, following by the highest is "Acceptable standard of quality makes it easier for me to buy online fashion products" equal to .997. From online platform quality (OPQ) in table 3, the lowest mean is "A good platform with a good appearance helps me to make a purchase easier and faster" equal to 4.140 by the highest mean is "A good quality platform of online fashion stores helps to provide me with convenience" equal to 4.315. Furthermore, for standard deviation, the lowest is "A good quality platform of online fashion stores helps to provide me with convenience" equal to .853, following by the highest is "A good platform with a good appearance helps

me to make a purchase easier and faster" equal to .939. Next, from online sales promotion (OSP) in table 3, the lowest mean is "I feel regret for the missed opportunity to buy online fashion products when the promotion is finished" equal to 3.758 by the highest mean is "Sales promotion can make me decide to purchase online fashion products for a shorter time" equal to 4.305. Furthermore, for standard deviation, the lowest is "I feel regret for the missed opportunity to buy online fashion products when the promotion is finished" equal to .853, following by the highest is "I feel preferable to buy if the online fashion stores provide me with a sale promotion" equal to .934.

Lastly, from impulsive buying (IB) in table 3, the lowest mean is "On online stores, I feel sudden urge to buy fashion products and I bought them online" equal to 3.635 by the highest mean is "On online stores, I feel excited about searching for fashion products" equal to 3.878. Furthermore, for standard deviation, the lowest is "On online stores, I feel sudden urge to buy fashion products and I bought them online" equal to .841, following by the highest is "I have experiences of buying online fashion items which I had not planned to purchase" equal to .997.

Table 3. The result of Mean and Standard Deviation

Ideal Self-Congruence (ISC)	Mean	S.D.
1. The fashion products that I bought online will represents who I really want to be	3.858	.822
2. The fashion products that I bought online is consistent with who I really want to be	3.795	.995
3. The fashion products that I bought online help me feel acceptable by others	3.188	.826
4. The online fashion products improve other perception about me	3.310	.807
Fashion Consciousness (FC)		
1. I regularly keep update myself with the fashion treads	3.490	.693
2. The fashion consciousness will help me to buy fashion trend of products faster	3.758	.730
3. I usually buy the fashion related products that fit my styles	4.115	.697
4. I usually buy the fashion related products easier if it fit my styles	4.270	.821
Positive Emotion (PE)		
1. Having a good mood can make me purchase online fashion products easier	3.898	.741
2. I fell energize when I buy online fashion products I want	3.833	.790
3. Bad emotion tend to make me change my mind from purchasing online products	3.388	.706
4. I enjoy buying online fashion products not just when I can get a purchase done	3.630	.671
Materialism (M)		
1. I bought online fashion products that impress people	3.278	.804
2. The fashion products that I bought online say about how well I am doing in my life	3.158	.791
3. I enjoy having a lot of luxury products in my life	3.005	.713
4. My life would be better if I can buy online fashion products	3.270	.719
Product Attributes (PA)		
1. Acceptable standard of quality makes it easier for me to buy online fashion products	4.033	.997
2. Online fashion products with good materials make it easier for me to buy them	3.965	.991
3. Online fashion products with a reasonable price make it easier for me to buy them	4.210	.907
4. I consider the price and quality of online products before buying it	4.363	.841
Online Platform Quality (OPQ)		
1. A good quality platform of online fashion stores helps to provide me with convenience	4.315	.853
2. A good quality platform of online fashion stores helps me to purchase easier and faster	4.220	.856
3. A good platform with a good appearance helps me to make a purchase easier and faster	4.140	.939
Online Sales Promotion (OSP)		

1. Sales promotion can make me decide to purchase online fashion products for a shorter time	4.305	.916
2. I feel preferable to buy if the online fashion stores provide me with a sale promotion	4.235	.934
3. I tend to buy those online fashion products faster when they have a period of temporary promotion	4.020	.881
4. I feel regret for the missed opportunity to buy online fashion products when the promotion is finished	3.758	.853
Impulsive Buying (IB)		
1. On online stores, I feel excited about searching for fashion products	3.878	.907
2. I have experiences of buying online fashion items which I had not planned to purchase	3.700	.997
3. On online stores, I feel sudden urge to buy fashion products and I bought them online	3.635	.841

Source: *Authors*

4.3 Multiple Linear Regression and Research Hypothesis Testing

In this study, multiple linear regression was used to determine the level of influence between each variable to impulsive buying. In addition, using multicollinearity, they can tell which variable is unnecessary that could be deleted from the study. They can calculate by using variance inflation factors (VIF). According to researchers (Akinwande et al., 2015) found that VIF should be better to have not equal or more than 5, which represent the overlapping of the variables. Moreover, R-square which shows the proportion of variation in the dependent variable that based on the independent variable, for adjusted R-square can be explained by how the research study of the researchers can be reliable or how does clear of the variable is. As the results of table 4 above, all the variable has Variance Inflation Factors (VIF) less than 5 which means it have no overlapping in the model. VIF it is acceptable if it is less than 10, which means if it is exceeds 5 or 10 it will be create the problematic amount of collinearity (Hair et al., 1995).

From table 4, H1a; the significant level was at .042, which is less than .05. The null of the hypothesis was rejected. As a result, this can conclude that ideal self-congruence has a significant influence on the impulsive buying. They also have a standardized coefficient of .109, which can imply that if ideal self-congruence increases by 1% can raise the impulsive buying by 10.9%.

H1b; the significant level was at .000, which is less than .05. The null of the hypothesis was rejected. As a result, this can conclude that fashion consciousness has a significant influence on the impulsive buying. They also have a standardized coefficient of .243, which can imply

that if fashion consciousness increases by 1% can raise the impulsive buying by 24.3%.

H1c; the significant level was at .739, which is higher than .05. The null of the hypothesis was fail to reject. As a result, this can conclude that positive emotion has not supported the influence on the impulsive buying.

H1d; the significant level was at .000, which is less than .05. The null of the hypothesis was rejected. As a result, this can conclude that materialism has a significant influence on the impulsive buying. They also have a standardized coefficient of .355, which can imply that if materialism increases by 1% can raise the impulsive buying by 35.5%.

H1e; the significant level was at .000, which is less than .05. The null of the hypothesis was rejected. As a result, this can conclude that product attributes has a significant influence on the impulsive buying. They also have a standardized coefficient of -.239, which can imply that if materialism increases by 1% can raise the impulsive buying by 23.9%.

H1f; the significant level was at .000, which is less than .05. The null of the hypothesis was rejected. As a result, this can conclude that online platform quality has a significant influence on the impulsive buying. They also have a standardized coefficient of .205, which can imply that if online platform quality increases by 1% can raise the impulsive buying by 20.5%.

Lastly, H1g; the significant level was at .020, which is less than .05. The null of the hypothesis was rejected. As a result, this can conclude that online sales promotion has a significant influence on the impulsive buying. They also have a standardized coefficient of .121, which can imply that if online sales promotion increases by 1% can raise the impulsive buying by 12.1%.

Table 4. Multiple linear regression results

Variables	B	Std. Error	Beta	Sig.	VIF
(H1a) Ideal Self-Congruence	.130	0.064	0.109	0.042*	1.916
(H1b) Fashion Consciousness	.312	0.068	0.243	0.000*	1.868
(H1c) Positive Emotion	.021	0.061	0.018	0.739	1.966
(H1d) Materialism	.325	0.046	0.355	0.000*	1.722
(H1e) Product Attributes	-.302	0.068	-0.239	0.000*	1.922
(H1f) Online Platform Quality	.249	0.066	0.205	0.000*	1.967
(H1g) Online Sales Promotion	.157	0.067	0.121	0.020*	1.814

Note: *R Square= .646 or 64.6%, Adjusted R Square= .407 or 40.7%, *p < 0.05*
     Dependent variable = Impulsive Buying.
Source: *Authors*

The significance of each variable in the research model is assessed from regression weights by multiple linear regression and r-squared variance coefficient. The result from Table 5 claimed that all hypotheses were supported with a significance at p = 0.05 except for positive emotion (PE) has been failed to reject the null hypothesis (H1c) as shown on Table 5.

Table 5. Hypothesis Results

Hypotheses	Significant Value	Standardized Coefficient	Status
(H1a) ISC → IB	0.042*	0.109	Rejected
(H1b) FC → IB	0.000*	0.243	Rejected
(H1c) PE → IB	0.739	0.018	Failed to Reject
(H1d) M → IB	0.000*	0.355	Rejected
(H1e) PA → IB	0.000*	-0.239	Rejected
(H1f) OPQ → IB	0.000*	0.205	Rejected
(H1g) OSP → IB	0.020*	0.121	Rejected

Note. *p < 0.05
Source: *Authors*

After using, Multiple Linear Regression (MLR) for testing the hypotheses of significant influence of the variables such as, ideal self-congruence, fashion consciousness positive emotion, materialism, product attributes, online quality platform, and online sales promotion to impulsive buying of online fashion stores in Bangkok, Thailand. Therefore, the level of the strengths of influence was ranked and summarized in Table 6. In Table 6 represents the ranking of the variable from the most substantial influence to less substantial influence of independent variables toward impulsive buying of online fashion stores. The Beta was applied the level of the influence from the variable. This shows that, the highest substantial influence is materialism .355, following by fashion consciousness .243, product attributes -.239, online platform quality .205, online sales promotion .121, and ideal self-congruence of .109.

Table 6. The independent beta ranking

Rank	Independent Variable	Beta
1st	Materialism	.355
2nd	Fashion Consciousness	.243
3rd	Product Attributes	-.239
4th	Online Platform Quality	.205
5th	Online Sales Promotion	.121
6th	Ideal Self-congruence	.109

Source: *Authors*

5. Conclusions and Recommendation

5.1 Conclusion

The factors affecting consumer traits, online marketing tools in impulsive buying behavior of online fashion stores, Bangkok Thailand has been emphasized and conducted to study in this research. The hypotheses were developed as the conceptual framework to examine which factors have been influencing consumer traits, online marketing tools on impulsive buying behavior of online fashion store. There are seven variables that have a significant influence on impulsive buying behavior of online fashion store which are ideal self-congruence (ISC), fashion consciousness (FC), materialism (M), product attributes (PA), online platform quality (OPQ), and online sales promotion (OSP). However, there is one variable that has not supported factors influencing on impulsive buying behavior of online fashion store which is positive emotion (PE). The research explicated the following outcomes.

Materialism was revealed that this variable has an influence on consumer traits, online marketing tools in impulsive buying behavior of online fashion stores. Many studies confirmed that materialism has an effect on impulsive buying. Materialism is owning some of the certain products in order to meet desirable states or achieve goals in life (Richins & Dawson, 1992), as same as getting involved in the owner's life and identity. The impact can affect compulsive buying in the theory of consumer behavior (Dittmar, 2005; Ridgway et al., 2008; Yurchisin & Johnson, 2004). In this study, when comparing materialism to others, it seems to have the strongest from all of the variables.

Fashion consciousness was revealed that this variable has an influence on consumer traits, online marketing tools in impulsive buying behavior of online fashion stores. The results in this study found that an effect of impulsive buying can be created when those consumers have to keep update their fashion knowledge. Those buyers who are considered as fashion consciousness, they might purchase products which considered as up-to-date fashion styles in order to keep their social's status

According to studies, researchers revealed that buyers seem to make a purchase impulsively when they can find products related to their own styles (Lertwannawit & Mandhachitara, 2012; Park et al., 2006). Moreover, in the fashion consciousness, buyers were triggered by using online searching via mobile, which can create an impulsive buying in terms of fashion products (Eriksson et al., 2017).

The result in product attributes was revealed that this variable has an influence on consumer traits, online marketing tools in impulsive buying behavior of online fashion stores. The product attributes will happen when a product quality meets a proper price, which leads to the effect of buying impulsively this statement support by Nsairi (2012). Then, the group of researchers described product attributes can happen when customers expected for merging quality, quantity, and reasonable price (Jones et al., 2003; McGoldrick, 1982).

In this study, online platform quality was revealed that this variable has an influence on consumer traits, online marketing tools in impulsive buying behavior of online fashion stores. Result in this variable factor revealed that online platform quality can make purchasing perception based on its effectiveness components in impulsive buying behavior of online fashion stores such as entertainment, enjoyable, and informativeness. This result illustrated in the same direction of the study by Turkyilmaz and his colleagues, which leads to impulsive buying in the consequences (Turkyilmaz et al., 2015). Additionally, the re-designed elements such as contents, appearance design, and navigation, which can provide an impulsive buying based on the motivation factors (Lo et al., 2016). A good quality platform will increase purchasing made by impulsive customers.

In terms of online sales promotion, the result showed that online sales promotion was revealed that this variable has an influence on consumer traits, online marketing tools in impulsive buying behavior of online fashion stores. This statement persisted by Kotler (2012) which online sales promotion used to motivate customers to purchase products by using a shorter period. Another study by Dawson and Kim (2009) stated that online sales promotion is considered as a stimulator when it has been placed on the website properly, which leads to impulsive buying (Dawson & Kim, 2009).

For ideal self-congruence in this study, the result found that ideal self-congruence was revealed that this variable has an influence on consumer traits, online marketing tools in impulsive buying behavior of online fashion stores. The ideal self-congruence in the consumer behavior can be described as a desirable way of self-concept. The ideal self-congruence will support the consumers who buy a product to improve their own self-concept this statement from the study by Dittmar (2005). At the same time, it comes from the belief of buying to gain benefits of self-identity as status, social position, and lifestyles (Verplanken & Sato, 2011). In the results of the ideal self-congruence, they have a lower rank toward impulsive buying behavior of online fashion stores (β = .109), when compares to those variable such as materialism (β = .325) and fashion consciousness (β = .312) in terms of consumer behavior.

Lastly, the positive emotion this variable factor has not supported the impulsive buying behavior of online fashion stores. This is because this variable should integrate with brand attachment and positive emotion, which can reflect impulsive buying. However, positive emotion in this study does not aim to emphasize brand attachment context. Hence, to make consumers satisfied which support "positive emotion", the study should consider integrating brand attachment, which could lead to purchase impulsively in consequence (Chi & Kilduff, 2011; Jahn et al., 2012; Babin et al., 1994).

5.2 Recommendation

In this study, the factors of consumer behavior such as materialism, fashion consciousness, and ideal self-congruence are key to recommendations for the fashion business' owners and online platforms of the potential customers' group. Marketing tools as product attributes, online platform quality, and online sales promotion, which considered as interferer factors that trigger impulsive buying. The researchers recommended that they could improve the online marketplace platform's development in terms of design. For the recommendation, the researchers suggest that the luxury fashion environment of the platform is considered as one of the factors to create an impulsive buying, especially for online fashion stores. In terms of Materialism, the customer seems to look for enhancing their external satisfaction from the presence of product especially those branded regard to expense on superfluous or unnecessary services and products that associate with luxury purchasing. Next, in terms of fashion consciousness, we recommended that the online fashion stores should keep in touch with the latest fashions, or the fashionable attractiveness place. Moreover, they will seek the latest fashion products with excitement, so impulsive buying can be created from the object in that environment. Hence, the online fashion shopping platform might reconsider branded products and services rather than non-branded. The research study by Photikitti (2007) in empirical evidence regarding internet purchasing behavior, focuses on the general factor of the findings toward Bangkokian, these results revealed that perceived advantages, perceived risk, psychological factors, website design, and content factors, hedonic motivations have an influence toward online purchasing behavior. In this case, we can be referred and confirmed with the same results that website design and content factors by Photikitti (2007) can be reflected online platform quality in this research have an effect on consumer behavior in regards to buying a product via the online platform. Thus, the platform environment should provide the latest up to date in trendy styles. For fashion product attributes and platform quality, we suggested that the online fashion-shopping platform

should more than launching a tornado sales promotion to create impulsive purchasing. The seller, shop owner, or platformer might encourage customers urging to buy through fashion products or platform itself more than online sales promotion that can trigger impulsive buying in a short period of time. In consequence, the huge amount of internet usage (48% as 4-6 hours, 39.2 as over 6 hours spending), so that we recommended the online marketplace provider should pay great attention to the platform quality more to encounter a huge number of fashioners.

5.3 Limitation and Further Study

This study has limitations that should be investigated more for future researches. This research only focuses on consumer traits, online marketing tools in impulsive buying behavior of online fashion stores in Bangkok, Thailand. Limitations include those respondents as an experience of purchasing fashion products through an e-commerce platform. In particularly, the study population was from in Bangkok only. The period of this study was from October 2020. Due to ever-accelerating market changes, results may change over the period. The different schemes probably present the different outcome e.g. luxury product, the size of population in other district, local logistic system etc. Future study may explore sample more in another geographical region to investigate any similar or different findings. Extended study can include the variables to investigate, such as use of credit card, e-payment, social banking, store environment etc.

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