

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

Matee Sritanakorn<sup>1</sup>, Chompu Nuangjamnong<sup>2</sup>

Received: January 10, 2021. Revised: March 10, 2021. Accepted: March 29, 2021.

## 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

<sup>1</sup> Matee Sritanakorn: Student of Master of Business Administration, Graduate School of Business and Advanced Technology, Assumption University, Bangkok, Thailand. Email: [mateesri22@gmail.com](mailto:mateesri22@gmail.com)

<sup>2</sup> Chompu Nuangjamnong: Advisor, Graduate School of Business and Advanced Technology Management, Assumption University, Bangkok, Thailand. Email: [chompunng@au.edu](mailto:chompunng@au.edu)