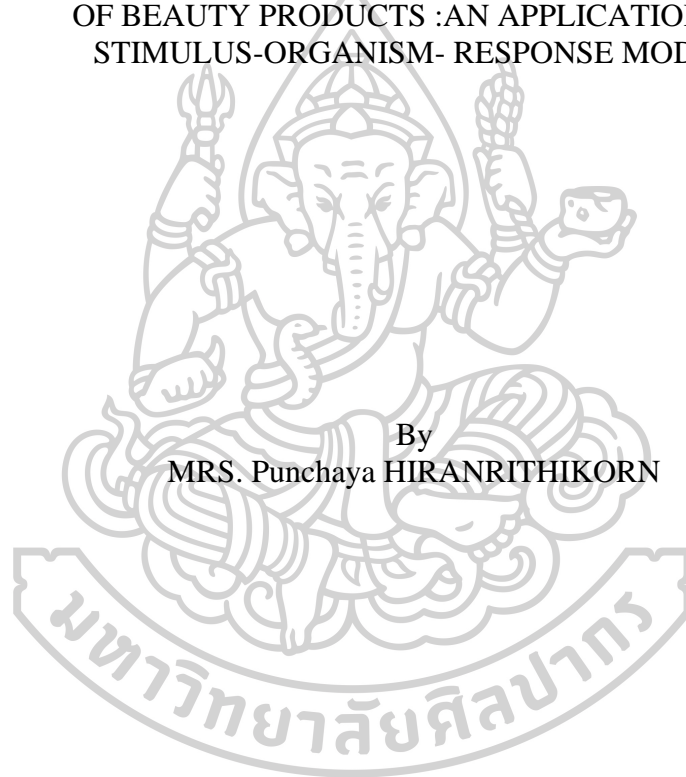EXPLORING THE EFFECTS OF BRANDING, ONLINE FACTORS
AND MOTIVATIONAL FACTORS ON ONLINE IMPULSE BUYING
OF BEAUTY PRODUCTS :AN APPLICATION OF
STIMULUS-ORGANISM- RESPONSE MODEL

By
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A Thesis Submitted in Partial Fulfillment of the Requirements
for Doctor of Philosophy INTERNATIONAL BUSINESS (INTERNATIONAL
PROGRAM)
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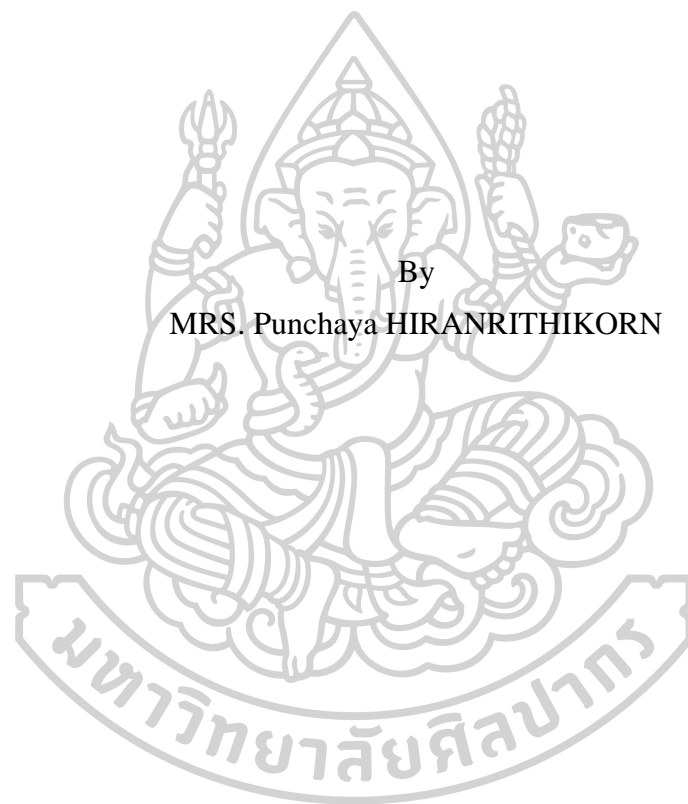Academic Year 2021
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ปัจจัยด้านแรงจูงใจต่อการซื้อโดยฉับพลันออนไลน์ของผลิตภัณฑ์ความงาม:
การประยุกต์ใช้แบบจำลองการกระตุ้น กลไก การตอบสนอง

โดย
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วิทยานิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปรัชญาดุษฎีบัณฑิต
สาขาวิชาธุรกิจระหว่างประเทศ แบบ 1.1   ปรัชญาดุษฎีบัณฑิต
ภาควิชาธุรกิจระหว่างประเทศ
บัณฑิตวิทยาลัย มหาวิทยาลัยศิลปากร
ปีการศึกษา 2564

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MRS. PUNCHAYA HIRANRITHIKORN : EXPLORING THE EFFECTS OF BRANDING, ONLINE FACTORS AND MOTIVATIONAL FACTORS ON ONLINE IMPULSE BUYING OF BEAUTY PRODUCTS :AN APPLICATION OF STIMULUS-ORGANISM- RESPONSE MODEL THESIS ADVISOR : ASSISTANT PROFESSOR JANTIMA BANJONGPRASERT, Ph.D.

The objectives of this research were 1) to identify the products and brand factors influencing the online impulse buying; 2) to study the products and brand factors affecting the motivational factors; 3) to investigate the influence of online factors on online impulse buying; 4) to explore the impact of online factors on motivational factors; 5) to examine the effect of motivational factors on impulse buying. All data were collected from 400 consumer in Thailand that the sampling method on this empirical research was purposive sampling method to identify sample target with the consumers aged 18 years and over who have experience in purchasing both international and local brands of beauty products through online channels. This research analysis method was analyzed by using descriptive statistical analysis (frequency, percentage, mean, standard deviation) and inferential statistics (Structural Equation Modeling (SEM) Amos).

The research's findings described that the motivation factors have positively associate with online impulse buying. Motivation factors consist of five variables: self-satisfaction, self-presentation, self-congruence, hedonic and utilitarian. Products and brand factors positively associate with motivation factors. Products and brand factors consist of four variables: product quality, brand personality, brand image and brand emotion attachment. Online factors positively associate with motivation factors. Online factors consist of four variables: online review (eWOM), web design quality, web experience and web content. For the mediation effect, the mediation effect of motivation factors between product and brand factors and online impulse buying is supported, the mediation effect of motivation factors between online factors and online impulse buying is supported.

Based on the research findings, the theoretical contribution offers a comprehensive framework and provides the product and brand factors, online factors and motivational factors on online impulsive purchase of beauty items based on S-O-R theory. Meanwhile, the practical contribution is offered to the online businesses may consider utilizing these evaluations as marketing strategies to influence customers' impulsive purchasing behavior by acting as effective environmental and motivational influences.

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CHAPTER 1
INTRODUCTION

The overview of this empirical study consists of six parts; the research background, the statement of the problems, the objects of the study, the scope of the study, definition of terms and the significance of the study. First, the background of the study will explain about the online impulsive buying of beauty products and the related variables among Thai consumers who have experienced shopping for beauty products via online channel. Next, the statement of problems will identify clearly and in great in detail about all related perspectives in order to identify all research gaps for the significant contribution. Furthermore, the significance of the study will show the importance of variables related to online impulse buying of beauty products including product quality, online factors and psychological factors leading to online impulse buying behavior. Finally, this chapter will present research scope, the definition of terms, and the research contribution in detail.

1.1 Research Background

In this era of globalisation, digital and internet platforms are continuously growing (Grewal et al., 2017). Consumer acceptance of online shopping has increased (Rosário & Raimundo, 2021). In addition, during the COVID-19 pandemic, consumers are becoming more reliant on online shopping which affects the lifestyle of individuals throughout the globe, particularly their purchasing habits (Watson et al., 2018). Consumers are buying in panic, they store goods and necessities, the purchase decision process is unplanned and quick, especially through e-commerce distribution channels. (Chiu, Oh, & Cho, 2021). The primary motivation for purchasing on internet nowadays is convenience. The expansion of online commerce via different shopping channels such as websites, Facebook, Instagram, Twitter, Line chat, Shopee, and Lazada, among others, continues to expand. Smartphones, tablets, and laptops provide sophisticated interactive technologies that give fresh, fascinating, and memorable emotional shopping and brand experiences that would be very useful to customers (Park et al., 2006). Businesses are integrating social media to affect customers' purchasing patterns,

whether normal or impulsive, where both internal and external variables impact impulsive purchases Chen et al., (2016).

In the field of psychology, human behavior studies and multidisciplinary study, the Stimulus-Organism-Response (S-O-R) framework, which was developed by Mehrabian and Russell in 1974, has been used extensively to investigate the reactions of humans (Eroglu et al., 2003; Jacoby, 2002). The external stimulus (S), the organism state (O), and the overall individual's response (R) are the three components that make up the central idea behind the S-O-R model (Arora, 1982). The S-O-R model offers a straightforward and all-encompassing method for analysing the impact of the product and brand factors, as well as the online factors which are regarded as external stimuli, the motivation factors which are regarded as an organism, and the online impulse purchase which is regarded as online impulse buying among Thai consumers.

Based on the S-O-R model, the initial factors of marketing stimuli such as product quality, online communication efficiency, web attributes and play a significant role in forming impulsive buying behavior (Mohan et al., 2013). Product quality and brand factors are important variables in consumers' purchasing behavior of beauty products. On the manufacturer's side, this will successfully improve the product's market share and profitability. As a result, many businesses concentrate on enhancing the quality of their products and brands to meet the customers' needs and be well accepted by consumers, whether by accelerating the development of production quality, conducting research and development, or utilizing a variety of marketing promotion tools to effectively communicate product quality and brand image to consumers. Especially in the beauty business, product quality and brand reputation have a significant impact on customer purchase decisions, since beauty goods are a set of items that must be used by the human body, including the mouth, hair, face skin, and body skin. Therefore, shoppers focus on the product's quality and the brand's repute within this product category. Furthermore, online factors such as online reviews and website attributes are another important factor affecting impulse purchases through online channels. Previous research has shown that customers' online purchase behavior may be significantly influenced by the information that is provided in online reviews. (Yin et al., 2014; Mudambi and Schuff, 2010; Zhang et al., 2014). In addition, the design of shopping websites has an effect on the impulsive online purchasing behavior of

customers (Floh and Madlberger, 2013). A normal online buyer will spend around thirty seconds perusing a website before deciding whether or not to go away from the page and look at the products being offered (Brohan, 1999). Because of this, developing an appealing website is becoming an increasingly vital part of attracting the attention of buyers. In addition, before making a purchase online, buyers often conduct some research on the goods they want to buy, compare cost, and read reviews written by previous customers to ascertain their thoughts. The tendency to make rash purchases may be significantly altered by reading customer feedback posted onlines (Husnain M. et al., 2016 and Zhang et al., 2014). Therefore, a good experience as well as the use of website technology are crucial elements for customers who make impulsive purchases online (Wu, 2013).

In term of the organism state, literature that is currently available demonstrates that motivation plays a significant influence on impulsive purchases (Floh and Madlberger, 2013; Rook and Fisher, 1995). As a result, the internal motivation process is going to be the primary emphasis of this dissertation. The forces that motivate an organism as a whole. When it comes to buying, a person's level of motivation may be affected by a number of different aspects. It is a motivator that refers to a feeling of pleasure, fantasy, social and emotional breadth that comes from the customer experience, particularly when buying online. This sense of pleasure, fantasy, social and emotional breadth is what makes up this drive (Botti & McGill, 2011). The motivation interactive process in online shopping is surfing the website which leads to impulse purchasing that simply implies engaging in unexpected purchases. As a direct result of this, unanticipated purchases are made as a direct result of the favorable outcomes encountered when participating in the interactive process on the website. It can also happen when customers are browsing the website for amusement or relaxation (Hashmi, H et al., 2019), for utilitarian purposes (Puri, 1996), for self-satisfaction (Hogg, M. K., et al., 2000), for self-presentation (Wang and Qiao,2020), or for self-congruence (Berkman, H. W.,et al, 1996).

Several researchers have adopted the concept of S-O-R Model, in order to assess the influence of stimulus, organism, and response in order to understand the consumer decision-making process by assessing their influence on the decision-making process, such as the experience gained from using online platforms as a stimulus or events of

environmental conditions that can play a role or act as a stimulus (Huang, 2012). Concerning the mechanism of the S-O-R model, there are two models of mechanisms that have been described. These are the emotional and rational mechanisms, and both of these models of mechanisms may be composed of sensations, reasoning networks, schemes, and other related phenomena. In response to the S-O-R model, the response of the consumer is defined as the response of the consumer, which can take the form of a conscious response and an unconscious response. It can also take the form of a model of an internal response that is not visible, as well as a model of an external response that can be seen and detected. Finally, it can take the form of a model of an internal response that can be seen and detected (Jacoby, 2002). Several studies have demonstrated that employing the same characteristics, attitudes, and conformance with reference groups in the following ways may accurately forecast a consumer's behavior to make a purchase. According to Hsiu-Fen Lin (2007), aspects of innovation such as online elements that may be anticipated were discussed. This will make it possible to conduct an accurate survey of customer sentiments about impulsive shopping done online.

Developments in information technology and the explosive rise of internet commerce, making impulsive purchases online has become a widespread problem. It is believed that roughly forty percent of all money spent by consumers online may be attributed to impulsive purchases made over the internet (Saleh, 2017). In addition, those who are prone to making rash financial decisions as a result of the gratifications they get (Zafar et al., 2020). This takes place because of the convenience, which is one of the primary reasons for online shopping (Phau and Lo, 2004). When compared to in-store shopping, such facilities may encourage impromptu purchases, so online impulse buying tends to be prevalent. This, in turn, highlights the necessity of an in-depth understanding of online impulse buying. Recent emphasis has been paid to online impulsive purchases, and several academic research studies have been conducted to determine the online impulse purchasing behavior (Park et al., 2012; Dawson and Kim, 2009; Wells et al., 2011). Chan et al. (2017) performed a comprehensive assessment of the literature on online impulsive purchases and discovered only external inputs, such as website, marketing, and situational elements, that influence impulse behaviors. Some studies have led to the conclusion that emotions control the impulse-buying process and

that impulse-buying behavior is a consequence of incentives (Yu and Bastin, 2010). Furthermore, the results of the research suggest that there is a positive association between motivation and impulsive purchasing, and that individuals are more likely to participate in impulsive purchasing when their motive is utilitarian or hedonic (Zhou et al., 2007; Babin et al., 1994; Arnold and Reynolds, 2003; Hausman, 2000). While these researches have increased our understanding of online impulsive purchases, there is a need to further understand how the multidimensional self-concept, utilitarian motivation, and hedonic motivation components impact online impulse purchases.

In recent years, the beauty sector has seen consistent expansion (Lopaciuk and Loboda, 2013) and one of the fastest-growing and a particularly profitable industries (Marci, 2019), exhibiting robust yearly growth (Cvetkovska, 2019). The global beauty market has been developing steadily and has the potential to continue rising despite adverse economic situations. (Łopaciuk and Łoboda, 2013). Intriguingly, the beauty sector has a unique trait that allows it to thrive despite the global economic slump, the Great Depression, and World War II (Ramli, 2015). During the Covid-19 era, several companies were impacted by the pandemic that altered customer behavior. Some firms must alter significantly and some firms were forced to cease operations. Simultaneously, there is still a "beauty products" industry that progressively grows together with the garden. Numerous skin care, color cosmetics, hair care, perfumes, and personal care goods are included in the global beauty sector (Archna et al., 2018). According to Manideep et al. (2019), beauty encompasses all items and services that improve an individual's look, such as skin, hair, nails, etc. Products meant for use on the face, hair, and body, such as lotions, cosmetics, and deodorants, fall under the category of beauty products, i.e. skincare, hair coloring, nail polish, deodorant, toothpaste, and mouthwash (Britannica, 2019). This market has remained healthy throughout the global economic crisis, with worldwide consumer spending to increase from $483 billion in 2020 to $511 billion in 2021 at a compound annual growth rate of 4.75%, and to surpass $716 billion by 2025 and $784.6 billion by 2027 (Zion Market Research, 2021). Asia-Pacific maintains the biggest market share of 46% of the global beauty products market in 2022, according to Reports Globe 2021, followed by North America with 24%, Europe with 18%, Latin America with 8%, Western Europe with 6%, and Africa with 3%. Asia-Pacific and North America lead geographically,

accounting for more than 70% of the entire market size. As a result of a developing middle class and a continually rising disposable income among consumers in the Asia-Pacific area, beauty product consumption has surged, driving the region to the top of the global beauty industry. The area is home to some of the most prestigious beauty marketplaces and produces enormous cosmetics earnings and expenditures, enabling it to account for about fifty percent of the worldwide beauty industry. Asia-Pacific nations are making inroads into the region's beauty business. China, Japan, Indonesia, Malaysia, and Thailand are gaining increasing importance in the realm of beauty (Statista.com, 2021).

This sector has seen enormous expansion in both developed and emerging nations. Previously considered a beauty industry has now become a need (Tfaily, 2017). The common expression "appearance is an advantage" indicates people' heightened interest in their looks and attractiveness (Hansen et al., 2012). It is usual for initial impressions to be based on physical appearance. Therefore, individuals are eager to spend money on appearance-related things that improve their physical attractiveness and their self-image since it boosts their self-esteem and confidence (Rose, 2014) and make them feel good about themselves (Wan et al., 2001). The significance of beauty products in improving a person's inherent attractiveness and physical appearance is crucial (Sahota, 2014). Consumers use beauty products to increase their overall attractiveness (Sankpal et al., 2016), as well as to improve the body's scent and protect it from the environment. As they are aging (Ergin et al., 2005), customers are also employing cosmetics to remedy or conceal flaws (Denton, 2019). People's preoccupation with their looks is not new. The history of cosmetics goods dates back at least 6,000 years (Khraim, 2011). The young are so captivated by the beauty industry that they have begun spending a substantial amount on it (Manideep et al., 2018). People of all ages increasingly value physical attractiveness and health. However, female customers remain the beauty industry's primary target market, which gives them more confidence in their looks (Black, 2002). Consequently, both beauty firms and marketers are paying greater attention to the sector (Pudaruth et al., 2015).

The digital revolution has also contributed to the increase in the use of beauty products, since more customers are buying things online. Online beauty products are consistently ranked among the most popular product categories sold on the Internet.

Consumers are more inclined to buy beauty items that have been promoted and evaluated by social media influencers as a result of increased social media penetration across the area. In addition to doing extensive research before making a purchase, consumers are also willing to try new items. Consequently, they are accelerating the expansion of the beauty market. Nonetheless, the global beauty sector has experienced considerable obstacles over the last two years, notably due to the worldwide COVID-19 epidemic. Nevertheless, this sector is tenacious and has undergone a profound transition. The industry has increased via digital channel development. Globally, around 25 percent of beauty product sales are conducted online, while offline sales are declining (Statista.com, 2021). Furthermore, the advent of internet sales has altered the potential market reach of companies. Now, every brand is accessible to an infinite number of people. Rapid development via digital channels and the attraction of an increasing number of clients who are prepared to pay a premium for superior quality. The increased use of website has benefitted the beauty business. Not only are these platforms incredibly popular among particular demographic groups, but they also generate demand for beauty items and enable beauty businesses connect with customers. Due to the power of internet, the beauty business has demonstrated remarkable resiliency. It has compelled marketers to be imaginative by modifying their product mix for non-store commerce.

In light of the aforementioned gap and significance, the purpose of this dissertation is to investigate the associations between product and brand factors and online factors and impulse buying of beauty products via internet among consumers in Thailand based on the S-O-R theory, as well as the mediating role of motivation factors, which were consistently linked to online impulse buying behaviors. These insights will assist beauty marketers, manufacturers, and retailers in identifying the factors that influence consumer purchase impulses, which will lead to the development of more effective marketing strategies, the creation of a competitive advantage, and the implementation of procedures for targeting this market segment.

1.2 Statement of the Problem

The S-O-R model has emerged as the dominant paradigm for conducting impulse research conducted online as a direct result of the proliferation of internet

buying. The S-O-R theory was used from a prior research in order to identify the impulsive purchasing behavior of clients for this study for two different reasons. First, the S-O-R theory is widely used to predict the impulse buying behavior of customers on social media (Carlson et al., 2018; Zhang, et al., 2015). This provides evidence that the S-O-R theory describes the customer's response to external environmental stimuli in terms of the design or appearance of the webpages. Second, the S-O-R theory is widely used to predict the influence of excitatory factors associated with endogenous organisms in response to external environmental factors. The S-O-R theory serves as a framework for the investigation of the influence that factors connected to the internal organisms have on the choices made by customers in response to factors in the external environment. The organism part focuses on the internal characteristics of customers, such as their judgments, perceptions, emotions, and experiences. According to Eroglu, Machleit, and Davis (2001), these internal characteristics mediate the relationship between environmental stimuli and customer responses, which ultimately results in impulse buying behaviors. Studies of impulse buying behavior in the online context are scarce, and studies of impulse-buying behavior based on S-O-R theory demonstrate insufficient in this area. In addition, there is still limited research on how to describe the internal processes of organisms when it comes to making impulsive purchases online studies of motivation factors as organism on online impulse purchase based on S-O-R theory are lacking. Therefore, this research focuses on the effects of products quality and brand attributes, online factors and motivation factors on the online impulse buying. The results of this study provide important understanding of S-O-R theory as being applied in online context.

1.3 Research Problem

Because of the increasing rise of electronic channels, businesses needed to understand what situations prompted consumers to utilize and make purchases on their website, as well as how various aspects affected the online impulse purchasing channel (Liu & Zhang, 2014). Previous researchers have put a lot of emphasis on the characteristics of websites and the atmosphere of the internet. However, there was no effort made to investigate the elements connected to the quality of the product, the brand attributes, and the internal issues traits that include self-concept and utilitarian and hedonic motivation which operate as a mediator in the link between environmental stimuli cues and online impulsive purchasing behaviors. This is significant since the most crucial aspects to consider when making a purchase of beauty products choice are the product's quality and the reputation of the brand. In addition to this, there is the online element, which is a channel that plays a very significant role in the online business model. Furthermore, there are motivating components that are inherent to emotional stimuli. Based on the S-O-R theory, this dissertation aims to conduct a study of product quality and brand features, as well as determine how online quality reviews, website attributes, and factor analysis are all connected to the behavior of online impulsive buyers. However, additional research is required to determine whether or not motivation factors play a mediating role in the relationship between product and brand factors and online factors and online impulse buying. This investigation must take place while examining the relationship between product and brand factors and online factors.

1.4 Research question

1) How do product and brand factors influence online impulse purchases?

2) How do the product and brand factors affect the motivation factor?

3) How do online factors influence online impulse purchases?

4) What are the effects of online factors on motivational factors?

5) What is the effect of motivation on impulse buying?

1.5 Objectives of the Study

In research on exploring the effects of branding, online factors and motivational factors on online impulse buying of beauty products, the following research objectives can be defined:

1. To identify the products and brand factors influencing the online impulse buying.

2. To study the products and brand factors affecting the motivational factors.

3. To investigate the influence of online factors on online impulse buying.

4. To explore the impact of online factors on motivational factors.

5. To examine the effect of motivational factors on impulse buying.

1.6 The Scope of the Study

In this research, this paper has studied concepts, theories and reviewed relevant literature from secondary sources, primarily foreign literature, in order to gain the basic knowledge of research. This is applied in the development of the conceptual framework as well as in the study of the relationship between branding, online factors and motivational factors on online impulse buying of beauty products among consumers in Thailand. Therefore, the scope of the research as follows:

1. Content Scope: This research focused on the effects of products and brand factors, online factors and motivational factors on online impulse buying of beauty products. Literature review of related factors is as follows: products and brand factors, online factors, motivation factors and online impulse buying are variables that influence consumer's impulse buying of beauty products.

2. Area Scope: This research has designated Thailand as the area scope for this research.

3. Population scope: 66,171,439 consumers in Thailand (Department of Provincial Administration, 2021)

4. Sample scope: The sample group comprised of 18-year-old or older Thai customers with online buying experience for beauty items in the year 2022. The sampling size could be determined using the formula of Cochran (1977). The exact population size is unknown, but it is substantial. The population proportion is known; a sample size formula of approximately 384 respondents was used to obtain reliable

data. However, the sample size was increased to 400 in order to ensure data reliability. The sampling size was deemed appropriate for data analysis by Structural Equation Model (SEM) with AMOS statistical package software to ensure that the model is valid and is used to analyse the variables, latent constructs, and test the hypotheses of the research model for assessing the relationship between online impulse purchasing of beauty products among Thai consumers.

1.7 Definition of Terms

The theory of Stimulation-Organism- Response (S-O-R) demonstrates that an individual's actions are influenced by his or her environment, as stimulus (S) leads to an internal process (O), which influences the response (R) (Mehrabian and Russell, 1974), which in turn affects the individual's behavior. The S-O-R hypothesis has been regarded as a popular psychology theory in the study of consumer behavior (Chang et al., 2011).

According to Rook (1987: 191), impulse purchasing happens when a buyer has a sudden, frequently intense, and persistent urge to purchase something immediately. The need to purchase is hedonistically complicated and may provoke emotional turmoil. In addition, spontaneous purchases often occur with little thought for their implications. Several elements such as hedonic motivation, utilitarian motivation, social shopping, adventure shopping, idea shopping, perceived utility, perceived pleasure, aesthetic appeal information fit-to-task lead to an unexpected purchasing choice, thus causing online impulsive purchasing (Xiang et al., 2016, Ozen and Engizek, 2014).

Motivation is defined as the reason that determines and promotes a specific action or behavior. It is also described as a person's determination to attain or satisfy emotional requirements (Sri & Asnawati, 2018). Motivation is the internal drive that gives one the energy to do what is necessary to achieve a goal (Thomas, 2009). Herzberg (1966) spent years studying motivation and identified it as the driving factor behind all of our behaviors. Motivation refers to the dynamics, motions, and internal forces that lead to impulsive purchases and subsequent changes in consumer behavior.

Product quality consists of the qualities and characteristics of a product that are capable of achieving the given requirements while maintaining a customer-centric

perspective, hence being the key ingredient to the businesses' capacity to provide items that meet or exceed client expectations (Kotler & Keller, 2016). Effective product quality is proportional to the product's worth, and customer happiness is proportional to the product's features that directly influence consumer demand (Kotler et al., 2017).

According to Philip Kotler (2003), a brand is a name, phrase, symbol, or appearance established to identify the products or services of a certain seller or group. This is also what differentiates the product from its competitors. A brand that has an online presence is an online brand. Chaffey's (2008) definition of online branding is the use of an online channel to promote a brand, such as a product, service, or organisational characteristic, as seen and experienced by the consumer. This constitutes brand connection development.

1.8 The Significance of the Study

The current trend of competition in the beauty market is very intense. In order to become a beauty product entrepreneur, one should create a strong marketing strategy to make the product acceptable and known, which means that if the product is of bad quality, sales department cannot stimulate the buying behavior of consumers. It also does not create a memory for customers that will make consumers remember the product. As a result, entrepreneurs will not be able to generate profits and sales will fail to be satisfactory as well. The study of the relationship between product quality and online branding, the motivation factors and online impulse buying of the beauty product is very important since it can be used as a guideline for online business to create opportunities in the fierce competitive market producing high quality beauty products, develop online branding strategies as well as web communication tools. In order to make customers feel satisfied and happy while shopping through the website, this can ultimately lead to easier online impulse purchases. The objective of this study was significant to examine the factors by using the Theory of Stimulus-Organism-Response (S-O-R) model to find out the influence of product quality and brand factors, online factors, and motivation factors on online impulse buying behavior on the beauty products industry in an academic and managerial sense. As a result, all factors affecting online impulse buying behavior can be related to external environmental stimuli and factors triggering emotional reaction.

Research contribution

      This empirical study has the potential to make important contributions in two distinct areas: academic and managerial contribution. With regard to academic contribution, this research will make a substantial contribution to examining the topic of consumers' impulsive purchases of beauty items over the Internet. Also, based on this study, the researchers might continue to investigate the related problems. Contributions to management include the ability to provide to marketers, companies, and manufacturers in the beauty products sector the development of product quality and brand strategies, website quality, and website communication. Contribution can be of theoretical and practical character, hence: theoretical contribution and practical contribution.

Theorical Contribution

      Based on S-O-R theory, this research increases understanding of the impact of product and brand factors, online factors and motivational factors on online impulsive purchase of beauty products. Firstly, it conducts a thorough literature review to explain the study topic's emphasis, theoretical background, measurement methodology, and research setting. The review of the literature gives an overview of the present state of research on online impulsive purchasing. Secondly, this research incorporates criteria related to online impulsive purchases into a categorisation system. More precisely, the online impulse-buying components were characterised in terms of external stimuli (product and brand stimulus and online stimulus), organism (motivation factors), and online impulse-buying reaction by expanding the S–O–R framework (felt urge to buy impulsively, online impulse-buying behavior). This categorisation scheme offers scholars a list of elements that have received significant academic attention, as well as a list of aspects that need more inquiry. Finally, this research synthesises the literature results into a conceptual framework. The empirical results, in particular, are mapped into the S–O–R framework, together with their theoretical background. The conceptual framework, therefore, reveals empirically verified correlations among all variables in the existing literature and explains how online impulse-buying determinants are conceptually connected in a neat and systematic manner.

Practical Contribution

Besides the theoretical contributions, this dissertation also provides a number of insights potentially useful for management practice. This empirical study is one of the early to reveal the interdependence of specific particular product and brand factors, online factors and online impulsive behavior, which have several implications for online business especially, beauty product industry. Foremost, this research stresses the relevance of product quality and brand factors, online factors, and motivation factors in influencing customers' online impulsive purchasing behavior. Online businesses may consider utilizing these evaluations as marketing strategies to influence customers' impulsive purchasing behavior by acting as effective environmental and motivational influences. Secondly, this study suggests that the design and quality of the website is important. An online store should consider product information, navigation structures. and user interface to help shoppers find products that suit their needs. This can help online businesses drive impulse purchases and help customers make purchasing decisions. Website developers should develop and enhance the attractive look and feel of the website and add new features to make online web users feel satisfied and cheerful to encourage online shopping. Thirdly, web designers may alter the quality, content, and development of online review channels based on their preferences. Online merchants can also encourage savvy consumers to shop online and post rather lengthy reviews with images or video, potentially sharing a useful and vivid experience with other consumers, and then drive highly impulsive consumers to browse shopping websites and develop impulse buying behavior. Finally, the discovery that psychological cues impact consumer emotions and mood favorably affects browsing behavior, and the influence is higher for impulsive consumers, making it more helpful and pleasant for these online shoppers.

CHAPTER 2

LITERATURE REVIEW

This chapter will examine the relevant literature reviews which will be presented in many sections. This chapter begins with all relevant aspects of the Theory of Stimulus-Organism-Reaction (S-O-R) that pertain to the response to online impulsive purchases followed by product and brand factors, online factors, motivation factors, and online impulsive purchasing behaviors and an introduction of the market for beauty products. In addition, all pertinent as well as related ideas and intriguing notions are examined in detail. All literature reviews in this research lead to the examination of all hypotheses and the conceptual framework.

2.1 Related Theories

2.1.1 S-O-R Theory

The Stimulus-Organism-Response (S-O-R) theory itself was introduced by Meharabian and Russel in 1974. It posits that stimuli such as environmental cues affect individuals' cognitive and emotional reactions, which further result in individuals' behavior. The S-O-R model categorises online consumer encounters into three distinct phases: stimulus (S), organism (O), and response (R). Numerous academics have used this model as a complete framework for examining online experience and online purchase behavior (Eroglu et al., 2001). Based on the idea, "Stimulus" (S) is described as numerous environmental characteristics that impacts and triggers an individual's behavioral reactions. These environmental aspects may be physical (Choi and Kandampully, 2019) or virtual (Gatautis et al., 2016). E-commerce comprises a variety of commercial, social, and technical factors that serve as stimuli (Chan et al., 2017; Zafar et al., 2020). In the S-O-R architecture, the stimulus might be a product, customized web features, or aesthetic appeal in an online environment to drive impulsive buying (Chan et al., 2017). In a similar vein, Liu et al. (2013) investigated the function of product availability and website usage as a stimulant for impulsive desires. Consequently, the current study contends that product and brand variables, as well as online aspects, might affect impulsive desires as a marketing stimulant in the e-commerce environment.

"Organism" (O) refers to any emotional or intellectual internal process that is impacted by the stimulus and drives the final reaction (Zafar et al., 2020), which, suggest engagement and emotions (Gatautis et al., 2016). Prior research has shown that during impulsive purchases, emotions play a more significant role than reasoning (Rook and Fisher, 1995; Floh and Madlberger, 2013). Emotional or affective state is the primary motivator of impulsive conduct, according to both theoretical and empirical data (Strack and Deutsch, 2003). According to Chan et al. (2017), Floh and Madlberger (2013) used the S-O-R model in which utilitarian and enjoyment and pleasure were incorporated as emotional responses during impulsive purchases. Similarly, the purchasing urge and impulsive buying are viewed as reactions to the cues supplied by an online environment, as mediated by emotional states in the current research. This research focuses on the internal emotional process, which includes self-satisfaction, self-presentations, self-congruence, hedonic and utilitarian motivation.

Response (R) is the last component that converts the result into a behavioral output (Mostafa and Kasamani, 2020). Individual attitudes and behavioral reactions explain consumer decision-making processes and consumption behavior (Mostafa and Kasamani, 2020; Liu et al., 2020). Consequently, this dissertation used a conventional S-O-R model as a fundamental framework for comprehending the influence of product and brand factors, online factors, and motivation factors on online impulsive purchasing behaviors.
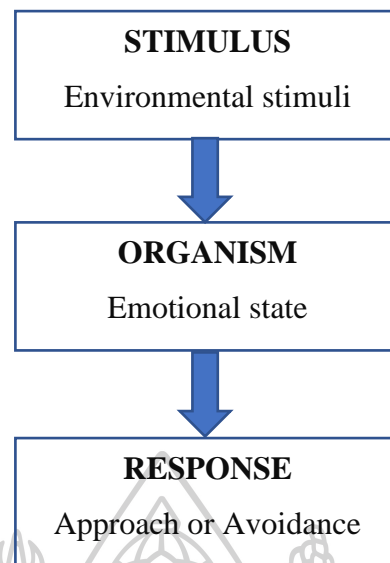
Figure 2.1 The Theory of Stimulus-Organism-Response (S-O-R)

Prior research has shown the significance of adopting the S-O-R framework (Mehrabian and Russell, 1974) for analysing the influence of external and internal variables on customer behavior. The framework postulates that external environmental stimuli (stimulus) influence the emotional state (organism) of consumers which in turn influences their behavior (response). This research will construct a model for the online purchasing experience by incorporating the online shopping experience components into the S-O-R framework. Adopting S-O-R perspective, this study conceptualizes goods and brand factors (brand personality, brand image, and brand emotion attachment) and online elements (online reviews, website attributes, website design quality, web experience, and website content) as "stimuli" or external factors.

This research describes the emotional and attitudinal states of mind of a customer after interpreting the product quality and brand factors as well as online factors. This organism is theorised as the motivational state following the introduction of a stimulus. This is when the customer starts to create views, thoughts, and feelings about online retailers. According to Brakus et al. (2009), the emotive and cognitive aspects of experience are fundamental components of experience. Sicilia et al. (2006) found that a consumer's external and internal appraisal of an online business impacted their impression and attitude toward that website. In considering the motivation

components as "organism" or internal variables, self-satisfaction, self-presentation, self-congruence, utilitarian, and hedonic factors will be considered. According to Beatty and Ferrel (1998), there is a connection between customers' purchasing disposition and spontaneous purchases. According to Yu and Bastin (2010), hedonic motives and individual variables are connected and both contribute to impulsive purchasing. In addition, according to Demangeot and Broderick (2007), the functional benefit of researching potential websites in the online shopping environment results in spontaneous purchases.

Response is the last output of the S-O-R framework and is described by the projected customer behavioral responses as internal state reactions towards the online beauty products in this research. In their research on shopping orientations, Ling et al. (2010) postulated that reaction behavior, particularly in the form of an impulsive buy, is one of the most important behavioral outcomes connected to internal processing of information, also known as a component of emotional state. Perceived product quality (Mittal, 1990), enjoyment, arousal, dominance, trust, and satisfaction are crucial variable factors to the emotional and attitude states of the customer and to forecasting consumer reaction behavior. Holbrook and Hirschman (1982) also discovered that brand-related behavioral reactions begin with an exterior experience which impacts an individual's internal state, and finally leads to the consumer's behavior which in this research was online impulsive purchasing. Kim and Lee (2006) discovered that the quality of a website has a substantial influence on hedonic shopping. In addition, the design of a website influences the utilitarian and hedonistic objectives of online browsing (Park et al., 2012, Wu et al., 2015). The final result within the S-O-R framework, the customer behavioral response in this study is online impulse buying behavior which is the result of consumer behavior based on external factors and the internal organismic reactions.

2.1.2 Product and Brand factors

Having analysed the literature that examines and studies features that play an important role while purchasing products, it was found that there are various factors affecting purchases and online impulse buying. However, the product quality and brand attributes of products were the significant variables for consumers in purchasing

products. Purchasing decision behavior came first in determining the perceived product quality (Jeon and Jae 2009; Jamal et al. 2009; Kim and Lee, 2016). Additionally, previous research by Madhumita & Vasantha, (2015) and Alhedhaif, Lele, & Kaifi, (2016) found that the impact of brands influence consumer purchasing behavior. However, there hasn't been a lot of previous study based on the S-O-R theory that examine at the relationship between product quality and brand factors in an online context. As a result, the purpose of this dissertation was to investigate the external factors as stimuli namely products quality and brand factors.

2.1.2.1 Product Quality

Kotler (1997) defines a product as anything that meets human needs and desires, something that the seller must offer to the consumer, and something that the buyer will gain the advantages and value of. According to Kotler and Armstrong (2012), a product is anything that may be supplied to a market for consideration, purchase, usage, or consumption in order to fulfill a want or need. According to Zeithaml (1988), quality may be generally defined as excellence or superiority. Quality refers to all features of products and services that correspond to their usage and customer demand or fulfill the standards (Crosby, 1977), indicating that the product is acceptable and satisfies the consumer. According to Aaker (1994), as cited by Ehsani (2015), product quality is the customer's assessment of the overall quality or superiority of the product or service in relation to its intended purpose and alternatives. Kotler and Amstrong (2012) considered that product quality is the property of a product or service that affects its capacity to meet explicit or implicit consumer demands.

Product quality is recognised as a significant competitive advantage in the global marketplace (Chowdhury and Andaleeb, 2007) as well as a crucial factor in a company's long-term success (Schniederjans et al., 2004). The quality of products has been the topic of several scientific and non-scientific publications published all over the globe. It is vital that the product's quality is not evaluated from the company's viewpoint, but rather from the customers. Consequently, it brought up two crucial elements that determine the quality of the product: the anticipated product quality and the perceived product quality. Specifically, if the perceived product quality corresponds to the customer's expectations, the customer will see the product quality as being of

high quality and will be pleased. In contrast, if the perceived product quality does not match the customer's expectations, then the perceived product quality is considered to be poor. Thus, the qualification of both poor and excellent products is contingent upon the company's capacity to match client expectations. Quality is the property of beauty goods that determines their capacity to fulfill explicit or implicit client needs. According to Garvin (1987) and Kotler and Keller (2012), a product's quality is comprised of various indications, including performance, features, dependability, compliance, durability, service ability, aesthetics, and perceived quality.

The influence of product quality on customer perceptions is often determined by the product's attributes. Different product categories have unique attributes. Different sorts of goods elicit various preferences and attitudes from consumers (Voss et al., 2003). According to Petty and Cacioppo (1986), when products are of high-involvement, consumers tend to have a deeper understanding of the functions and attributes of the product, which in turn leads consumers to invest more time and effort in gathering relevant information, evaluating alternatives, and then making consumption decisions. Furthermore, contemporary marketing trends demonstrate that content is essential (Stanisaw H, 2011). Recall for the components of beauty products may also be used as a commercial differentiation factor (Mruk H., 2013). Unique elements typically derived from natural sources may be found in new beauty products available to consumers. For this reason, modern beauty products should be distinguished, among other things, by their high informational content. Products quality information is seen the most significant factor, since it demands customers' attention (H. Stanisaw, 2011) and lead to impulse buying.

In online buying, users peruse items on the Internet, are stimulated and influenced by a variety of online marketing techniques, and then make online purchasing selections and complete transactions. This is an attitude modification technique. Consumers want instant satisfaction from their purchases, and as a result make purchases without considering the repercussions. A mystifying allure of the product's quality attracts impulsive buyers and drives them to make a purchase (Rook, 1987). Cognitive and affective states when perceived product quality is treated as an organism (Xu et al., 2020). Mohan et al. (2013) found that the first marketing cues, such as product quality, communication effectiveness, and online atmosphere, have a

substantial impact in the formation of impulsive purchasing behavior. According to Ladhari, Souiden, and Dufour (2017), product quality is a component that is always prioritized by marketers in order to capture customer buying behaviors, which leads to impulsive purchasing behavior. Consequently, items provide the most potent triggers to induce impulsivity (Chen, 2008).

2.1.2.2 Brand personality

A brand personality model was developed by Aaker (1997) for the purpose of measuring brand personality. The origin of the concepts behind brand personality may be traced back to human character, which is the manifestation of displaying a brand as far as human characteristics are concerned (Heding et al.,2009). Despite the fact that marketing professionals have made efforts to develop different brand personality models, Aaker's model has shown to be more useful in elucidating both the nature of the brand and the manner in which customers make purchases (Freling, T. H et al., 2011). A brand's personality is displayed in the same way that a person's character is viewed; ultimately, a brand is perceived in the same way that a person's characteristics are seen; for example, a brand may be termed truth be told, enduring, or fiery (Tuan, L.Y et al., 2012). When a brand is associated with a human personality, it conveys a certain image to consumers; for instance, athletic shoes are associated with the manliness. Brand personality is the human trait connected with a certain brand (Aaker, 1997; Govers & Schoormans, 2005). Aaker (1997) distinguishes brand personality from human personality on the basis that human personality traits are understood via conduct, attitudes, and beliefs, while brand personality is understood through customer interactions with the brand. Sweeney and Brandon (2006, p. 645) define brand personality as the human characteristics that coincide with the interpersonal domain of human personality and are pertinent to characterising the brand as a relationship partner. According to Keller (1993), brand personality contains symbolic values in addition to its functional ones. By linking brands with real personalities while consuming their chosen brands, consumers might acquire a higher level of self-esteem.

Aaker (1997) developed a five-dimensional scale to measure brand personality: sincerity (including down-to-earth, honest, wholesome, and cheerful), excitement (including daring, spirited, imaginative, and contemporary), competence (reliable,

intelligent, and successful), sophistication (upper-class and charming), and ruggedness (outdoorsy and tough). According to Fennis et al. (2005), brand personality may affect customers' views of agreeableness, extroversion, conscientiousness, and intelligence. Freling and Forbes (2005) report that when customers are exposed to a brand's positive personality, their brand associations are more consistent, original, and powerful. Both physical and psychological aspects associated with a business are included in brand personality. Brand personality is a crucial business communication tool that plays a strategic role in brand positioning (Cigdem, 2013). Consumers are prone to favor brands and items that correspond to their personality qualities (Guo, 2003; Govers and Schoormans, 2005). Brand personality may be used to communicate an individual's ideal or alternative selves, as well as their opinions and assessments of the brand. For instance, an individual's personality may be compared to the personality of a brand. Prior study has shown that customers favor specific brands when the brand's personality resembles their own or the personality they want to attain (Malhotra, 1981; Sirgy, 1982). Craik (1993, p. 162) emphasises, for instance, that from the consumer's perspective, purchasing products is a process of aligning the features of products with the ideal self. In addition, Saeed et al. (2015) found that brand personality significantly influences the attitudes and behaviors of consumers toward brands. In addition, Fournier (1998) found that brand personality is essential for generating crucial motivating connections with customers, which is comparable to Keller's (1993) discovery that consumers gain better self-esteem by associating their preferred brands with their personalities. Moreover, according to research by Bouhlel, O., (2009) state that online branding influences consumers by pushing them to make impulsive purchases of things featuring their own image. There are several benefits of brand personality for marketers, including an increase in customer preference and use (Sirgy, 1982) and the potential to elicit emotional reactions from consumers (Biel, 1993). Thus, it is seen that brands impact both psychological variables and spontaneous purchases. Therefore, brand personality is likely to impact impulsive purchases. When customers have a predisposition for a certain brand that reflects their personal image, it is simple to influence their spontaneous purchases.

2.1.2.3 Brand image

Aaker (1991) defined brand image as a collection of connections associated with customers' recollections of brands. Keller (1993) defines brand image as customers' views of a brand arranged in informational nodes in memory and meaningfully related. Low and Lamb (2000) defined brand image as the rational impression customers have of certain brands. A brand image is a mental blueprint comprised of a few related and pertinent ideas (Martinez and Pina, 2009). According to Tseng and Tsai (2011), brand image is defined as a mentality or behavior that a buyer has about a brand that goes beyond the actual characteristics of the brand. This definition allows us to accept that a brand image has components that comprise of extraneous just as well as characteristic elements (Lee and Wu, 2011). Kamins and Marks (1991) proposed that since brand image is an attitude toward a brand, this brand demeanor is one of the aspects of brand image that influences the purchase objective of consumers regarding that brand's products. According to the findings of a few studies conducted by Kotler (1997) and Keller (2001), brand image is an impression that consumers have about the brand, which creates a brand relationship in the memories of the buyer and therefore builds a link between the customer and the brand image. According to Lin et al., (2009), the general view that buyers have about a brand is dependent on the buyers' recognition of a particular brand item through their memory meaning data combined with their experience with the product. Consequently, this recognition of the brand item can be considered to be a component of the brand's image. Lin et al., (2009) combining the ideas of Kamins and Marks (1991) said that a brand image is the sum of the purchaser's perceptions of the brand's personality and insight, which are formed based on the characteristics of the item that are stored in their memories.

When considering the significance of brand image, it is essential to understand both the big picture and the nuances of brand image in terms of what is already known and what has to be done next. Despite the fact that this endeavor is unlikely to give off the impression of being confusing, it has still evolved into this state due to the lack of consensus the components that comprise the brand image (Keller, 1998). The brand image defines the way a customer thinks about the brand that brand evokes when the consumer thinks about the brand according to Satchapappichit (2020), a brand image is the mental representation of a specific product in the minds of customers. This mental

representation is frequently the result of advertising, public relations, and product promotion. Keller, K.L. (1998) said that brand image is a property of distinction that determines customer reaction when they perceive a brand. Therefore, brand image is crucial for determining the connection between customers and how they perceive a brand (Plumeyer et al., 2019). Low and Lamb (2000) further on the notion of brand image by defining it as the cognitive that customers are strongly connected to a brand. Lien et al. (2015) said that the study findings demonstrated that a product's brand image is one of the most influential purchasing variables. Additionally, brand image may influence customer behavior by attaining congruence with consumers' self-images. According to several studies, people often prefer companies whose image is harmonious with their own. Consumers are said to be loyal to a brand when they see that its image reflects their own. Fournier (1998) suggested that customers prefer to pick businesses whose image resembles their own because they see the company not just as a brand, but also as a partner or friend. In his study, Graeff (1996) found that consumers who favor positive views tend to have a greater degree of congruence between their image and the brand's image. It is consistent with Oliver's (1997) assertion that a brand's image, when paired with function, emotion, and experience, is linked to customer perceptions and thoughts about brands. When a favorable consumer experience or attitude is accompanied with a positive feeling, the customer experiences a greater degree of brand satisfaction (Song et al., 2012), which might lead to spontaneous purchases. Mrad, M. and Cui, C.C. (2020) argue that brand image may positively contribute to promoting impulsive purchasing behavior, beginning with the formation of a brand image that is strongly ingrained in customers' thoughts such that they make unplanned purchases when shopping. Consequently, brand image is a significant factor in online impulsive purchases.

2.1.2.4 Brand emotion attachment

Thomson et al. (2005) defined brand emotion attachment as the positive emotional results of a consumer's strong connection with a brand. Lacoeuilhe (2000, p. 55) defines brand emotion attachment as a psychological variable that describes an emotional link in the duration and inalterable with the brand and expresses a psychological closeness relationship with it (Bahri-Ammari et al., 2016). Affiliation of

feelings with the emotion brand attachment is defined by Malar et al., 2011 as an ardent link that interfaces clients with a certain brand and contains certain tendencies toward the brand.

The notion of emotional connection was adopted from Bowlby's attachment theory (1979). Attachment is a fundamental human need that is characterised by an emotionally-charged, target-specific interaction (Orth et al., 2010). Emotional attachment is a concept that indicates a mental state or sensation that is associated or tied to the brand, as well as a holistic attitude toward the brand. In the marketing literature, emotional brand attachment is a crucial concept since it reflects the intensity of the link between customers and the brand. This link influences their behavior, which in turn increases the firm's profitability and client lifetime value (Theng So et al., 2013). People may build and sustain emotionally charged connections with brands in the context of marketing. These emotions include love, ardor, and connection (Alnawas & Hemsley-Brown, 2018). Thomson et al. (2005) were the first to conceptualise emotional brand attachment as emotional bonding, degree of love, passion, and connection to quantify attachment. Later studies elucidated that brand attachment included both emotional and cognitive ties, indicating the brand and self-connection (Japutra et al., 2014).

According to Barreda et al. (2013), an enthusiastic brand connection is a type of brand relationship with purchasers that represents a more extended bond that prompts a persistent and powerful responsibility between the buyer and the actual brand. This type of brand relationship with purchasers is characterised by a strong sense of responsibility between the purchaser and the actual brand. Because of this, the organisation is forced to make use of the brand as a vehicle to build an effective and passionate relationship with its customers in the hope of fostering loyalty and, as a return, resulting in productivity for the real company. In addition, Malar et al. (2011) state that a passionate brand connection may be specifically measured using three interrelated factors: warmth, energy, and association. To begin, love comprises feelings such as valued, loved, pleasant, serene, and all the other things that show warm sensations that clients have for a business. Love also includes all of the other things that mirror those feelings. Secondly, the concept of energy includes feelings such as energetic, enthusiastic, entranced, and everything else that reflects an overpowering

propensity that coordinates customers toward a brand. Thirdly, there is the measurement known as association, which takes into account the experience of having a connection that is reinforced with the brand. Levy and Hino (2016) explain that the level of passionate brand connection may be measured using the consumer has an excellent connection with the brand, the purchaser feels as if they have a place in the products that they acquire, and the item is reasonable with the buyer's character.

The degree of emotional brand attachment should result in a stronger tie between the client and the brand. Emotional connection between a customer and a brand is the psychological representation of the positive emotional bond between the brand and oneself (Park et al., 2010). This is congruent with the findings of Japutra et al. (2018), which claim that people may develop emotional ties to brands and establish connections with them. Therefore, emotional brand attachment is a favorable psychological bond between the customer and the brand. Exceptional brands, according to Berry (2000, p. 134), have a deep emotional connection with their target market. They create sentiments of connection, affection, and trust beyond the just logical and simple financial level. Emotional connection to a particular brand, as shown by ownership and passionate significance, is a strong predictor of consumer behavior (Malar et al., 2011). Customers may cultivate emotional bonds with many appealing elements, such as web-based media and businesses (Barreda et al., 2013). Emotional attachment is a construct that reflects a psychological state or emotion related with or associated with the brand; it is an all-encompassing disposition toward the brand. Positive emotions and attitudes are crucial to the link that may result in impulsive buying behavior, according to Bao and Wang's research (2001). In this study, emotional attachment is a relationship-based concept that describes the emotional link between a customer and a brand. This emotional tie is the product of collected experiences and repeated contacts between the customer and the brand throughout website navigation. As a result, cultivating a passionate relationship with online customers may result in online impulse purchasing.

2.1.3 Online factors

Web sites are often used as the distribution channel for items because of the nature of customer activities that occur online. To attract more online customers

(Wolfinbarger and Gilly, 2003) and directly influence consumers' impulse purchases, the characteristics of a website, which include the website design features, any special signs, and how to present that content in an appealing way to customers (Huizingh, 2000), are important (Wells et al., 2011). However, at present the role of online review is significant to consumer online shopping. By reading online reviews written by previous customers, a lot of people try to deduce the quality of a product and lower their level of doubt. Previous research has shown that customer feedback provided online may have an effect on the purchasing decisions of consumers (Cheung et al., 2009; Gvili and Levy, 2016; Lin and Xu, 2017). Before online shoppers buy the products, they do search the information, compare the quality of products or price and use online reviews to help them make purchase decision. In contrast, the relationship of online factors in an online impulse buying context based on S-O-R theory has not received enough attention in the literature. Therefore, this dissertation investigates such external factors as stimuli; online review (eWOM), web design quality, web experience and web content.

2.1.3.1 Online review (eWOM)

The spread of information about products and services is referred to as word-of-mouth marketing. From one person to the next, and on and on (Pruden & Vavra, 2004). A method for consumers to convey their opinions about a product through informal networks and personal conversations (Chevalier and Mayzlin, 2006). Hennig-Thurau et al. (2004) defined online customer reviews as any good or negative comment made by a future, current, or past customer that is accessible to a large number of people over the internet. In the age of globalisation and digitisation, the expansion of the Internet has disrupted the traditional method of word-of-mouth communication. The transition to electronic word-of-mouth (eWOM) has increased the spread of information. Beginning with researching the goods and retailer before making a purchase, comparing costs, and reading customer reviews to get the thoughts of others. Internet technologies make it simple to reach a big audience with online testimonials (Lee et al., 2006). Consumers are permitted to contribute to and engage in the media. The eWOM considers media critiques, suggestions, and comments as a source of information (Senecal and Nantel, 2004). eWOM is the voluntary external activity

undertaken by customers. On the other hand, prior to making a purchase choice, shoppers seek for product information. This information may originate from a variety of sources, including media sources, such as print and broadcast media and the internet, as well as personal sources, including friends, colleagues, family, salesmen, and occasionally even strangers (Solomon and Rabolt, 2009). In viral marketing, marketers are aiming to capitalize on these phenomena.

Kim and Park (2013), conducted research to investigate the impacts of electronic word of mouth (e-WOM) among general moviegoers and reviewers of movies in terms of its impact on the profits within as well as outside the borders of the United States. When customers read product information, comments and suggestions with regard to product information will influence product acceptance. The response was that the frequency of e-WOM from movie audience experts which means the credibility of the owner of the message affects the decision to watch a movie. This means that the credibility of the owner of the message affects the decision to watch a movie. The customer's previous experience with electronic word-of-mouth refers to the way consumers use information obtained through electronic word-of-mouth communications to use in making purchase decisions over the Internet (Lee & Lee, 2009). This greatly depends on the credibility of the eWOM sender, especially if it is from a specialist, and will greatly affect the consumers behaviors (Kim and Park, 2013). When customers read product information, comments and suggestion, the individual's personal attitude is taken into consideration, and the reliability of the eWOM data source is evaluated. The disposition of the consumer will have an impact on the aim. In addition, Lee & Lee, (2009) carried out research on the topic of Understanding the process of product information obtained through electronic word-of-mouth communication. According to the findings, consumers will take advantage of information provided regarding the product. Categories of information may be obtained via an online search of word-of-mouth communication and are arranged in accordance with how customers perceive various sorts of products and services. A feeling of coherence and harmony among the audience members leads to an increase in their desire to make a purchase (Hennig-Thurau et al., 2007).

Significant prior academic research has identified eWOM as one of the most impactful elements on corporate and consumer purchasing behavior (Tam and Khuong,

2016; Duan et al., 2008; Yin et al., 2014; Zhang et al., 2014; Mudambi and Schuff, 2010). Although the importance of online reviews is generally acknowledged, few research studies have examined the subject of how customers' online impulsive purchases may be influenced. Bickart and Schindler (2001) hypothesised that customers prefer to read online reviews over marketer-generated material because consumers believe online reviews to be more reliable and relevant. Trusov et al. (2009) examined the impact of eWOM marketing on the growth of members at an online social networking site and compared it to the impact of conventional marketing vehicles. They discovered that the carryover impact of eWOM referrals is much stronger than that of any conventional marketing effort, specifically, when it comes to Asian brand manufacturers who are aiming to sell their goods internationally (Wu and Wang, 2011). Using an experimental methodology, Park et al. (2007) discovered that internet reviews had a strong influence on customers' buying decisions. Important electronic word of mouth (eWoM) information regarding a product, service, brand, or business may be found in online consumer evaluations. Additionally, research indicates that internet reviews have a greater influence on customers' brand selection and attitudes than other information sources (Godes and Mayzlin, 2004). Consequently, a company's ability to engage customers will be enhanced by its ability to effectively manage positive eWOM, since eWOM may aid or hinder the promotion of its goods (Ying and Chung, 2007). According to the findings of Husnain M. et al. (2016) and Zhang et al. (2014), electronic word-of-mouth has a favorable and substantial influence on impulsive purchasing behavior at higher levels.

2.1.3.2 Web design quality

When a person visits a website, the very first thing that they will view is the website's home page, also known as a web page. Additionally, it is the first thing that demonstrates how effective the website design is. Website look is a crucial aspect of how people perceive website design quality (Kim and Stoel, 2004). Web appearance refers to the aesthetic qualities of a website (Chen and Dibb, 2010). As a consequence, the web page is essential since it provides readers with access to the information included inside the website's work system. Web pages often include pictures, text, background colors, navigation systems, and other features that help convey the content's meaning and facilitate its use. Dutta, S. and Segev, A. (1999).

In an ecommerce context, websites lack human touch and sociability (Shen and Khalifa, 2012, p. 403), and internet merchants are invisible and unable to understand the sensations of customers. Thus, the website interface becomes the online shop that establishes the initial impression users get of the website (McKnight et al., 2002). The use of images and elements in conjunction with one another to communicate meaning regarding the nature of the website's content or essential purpose is essential to good web page design. It is essential to achieve the important goal of communicating a meaning that is both clear and interesting while maintaining simplicity and being user-friendly. Therefore, the quality of a website's design has to take a number of factors into consideration, including simplicity, usefulness, a user-friendly navigation system and an attractive appearance (Peterson et al., 1997), which demonstrates that the vendor is actively creating, maintaining, and communicating with the site's visitors (Liao et al., 2006). Objectives are of utmost significance to convey a clear and captivating message while keeping the user's simplicity and comfort. The term "website design quality" refers to the process of creating and developing a website such that it is of high quality, useful, and suitable for usage. It is essential for users to the website to acquire new information and broaden their understanding of existing content in order to get the most advantage from the experience (Dutta & Segev, 1999; Li, et al., 2002; Liu & Arnett, 2000; Peterson, et al., 1997, quoted in Kim & Stoel, 2004).

Eroglu et al. (2003), Ha and Lennon (2010), and Menon and Kahn (2002) found that numerous web features, such as color, photos, etc., increase the enjoyment and excitement of online buyers. Text tones, basic color schemes, vibrant images, and

interactive performance can significantly affect the dispositions of website visitors. (Fiore et al., 2005; Park et al., 2008). This is consistent with the findings of Eroglu et al. (2003), who found that happy emotions promote an inspiring attitude toward an online business and enhance the perceived store image (Sherman and Smith, 1987). Positive mindset induced by a moving image results in a favorable evaluation of the website and its content, such as item data (Park et al., 2008). Due to the architecture of shopping websites, a customer may make impulsive purchases online (Floh and Madlberger, 2013), In a recent research, Turkyilmaz et al. (2015) investigated and validated the impact of website quality on online impulsive purchases. LaRose (2001) identified characteristics of a website, such as product recommendations, suggested items, price point categories, notice of sales, etc., that promote impulse purchases. Kim and Lee (2006) reported that the quality of a website has a significant impact on hedonic shopping. Furthermore, the design of a website affects the hedonic and utilitarian aims of online viewing (Park et al., 2012, Wu et al., 2015). Therefore, the quality of a website's design is essential if it is to pique a visitor's attention and result in online impulsive sales.

2.1.3.3 Web experience

Multiple scholars have recognised the online purchasing experience as an important e-commerce marketing problem. A customer who shops online is not only a consumer, but also an information technology user. The Web experience includes searching, browsing, locating, selecting, comparing, and evaluating information, as well as interacting and conducting business with an online company. During engagement with a particular website, design, events, emotions, environment, and other factors impact the customer's overall perception and behavior. Web experience is a mixture of online functionality, information, emotions, cues, stimuli, and products/services, i.e. a complex combination of factors that extends beyond the 4Ps of conventional marketing mix. The corporate website, which serves as the interface between the company and its online customers, is the primary means of providing the Web experience (Constantinides, 2002). It is observed that the web experience is crucial not just for sites that promote items or services, but also for sites that target users interested in informative material, i.e., sites that serve as online intermediaries.

Websites that provide an exceptional online experience are created in a manner that not only addresses the client's product demands and expectations, but also guides consumers through the purchase process. In this regard, the importance of the back-office e-commerce infrastructure (O'Keefe and McEachern, 1998) cannot be overstated. Websites must thus be seen as crucial customer service and persuasive tools, as opposed to just online brochures or product catalogues.

2.1.3.4 Web content

Provisioning and administration of content is a fundamental component of online applications. Content is the conduit for all business processes (Moore, 2001). A typical online shopper spends about 30 seconds on a website before deciding whether to click away or view the website's products (Brohan, 1999). This emphasizes the importance of producing engaging website content to attract shoppers' attention. Also, impulsive purchasing is mostly influenced by stimuli (Rook and Fisher, 1995). Piron (1991) underlined that consumers may meet certain cues, such as visual stimuli, which may trigger impulsive purchases. Therefore, the efficient use of marketing methods on websites is likely to encourage spontaneous purchases. Numerous online firms are using a variety of promotional and personalization techniques to attract shoppers to make impulsive purchases (Brohan, 1999). For instance, Eve.com, an online cosmetics retailer located in San Francisco, built an integrated database system that automatically recommended complementary goods to the seen product. Similar things that the buyer may also like were shown. After deploying this approach, Eve.com saw a 20% increase in revenue (Brohan, 1999).

2.1.4 Motivation factors

Internal factors of impulse purchasing concentrate directly on the individual, analysing the internal signals and qualities of the individual that make them participate in impulse buying behavior. In other words, internal aspects of impulse buying are more personal than external elements of impulsive buying. These aspects are connected to the personality characteristics of consumers, which are related to self-satisfaction, self-presentation, self-congruence, hedonic and utilitarian. Previous study has demonstrated that both utilitarian and hedonic motivations motivate impulsive purchasing which

speaks towards the relevance of utilitarian and hedonic motivation for impulse buying over the internet (Verhagen and van Dolen, 2011; Kim and Eastin, 2011; Novak et al., 2003). The pursuit of hedonic and utilitarian advantages is included among the online shopping experience's drivers of shopper motivation (Ha and Stoel, 2012). Furthermore, Gohary and Hanzaee (2014) have also supported the influence of utilitarian and hedonic motivation when browsing online sites on impulsive purchasing behavior. However, the examining the self- concept factors as internal variables (organism) base on S-O-R framework on online impulse buying context has not received enough attention in the literature.

2.1.4.1 Self – Satisfaction

Numerous academics describe "self-satisfaction" using a variety of terms and phrases, but they generally refer to it as a psychological state characterized by the replacement of therapy (Bavani&Mohan 2015; Dekker 2008; Wijesundara et al. 2018; Donlevy et al. 2019; Lewis 1962). Self-satisfaction, according to Ryff (1989), is the contentment that results from having favorable sentiments about oneself and one's own life. Bavani and Mohan (2015, p. 61 & 62) define self-satisfaction as the enjoyment obtained from positive and excellent sentiments about oneself and life. Self-satisfaction does, in reality, entail the good emotion inside individuals, and this optimistic-bright mood is often the outcome of achievement in numerous areas. The positive definition of self-satisfaction has not altered through time, as Lewis (1942, p. 178) said in the 20th century that self-satisfaction is the goal of the self as a whole (Lewis 1942, p. 178). Lewis maintains that 'self-satisfaction' is a prerequisite for humanity. Regarding T.H. Green's moral theory of philosophical tradition, Lewis analyzed this ideal of self-satisfaction extensively (Lewis 1942, p. 178; Smith 1981, p. 187). In the nineteenth century, Green was a well-known philosopher from Oxford University (Smith 1981, p. 187). Green's theory of the person and society asserts that self-satisfaction is linked to fundamental philosophical and spiritual concepts (Smith, 1981). This study identifies self-satisfaction as the favorable sentiments about oneself that emerge from one's mental condition. This is the sum of all thoughts that a person identifies as belonging to him, including what it was and what you hope it will become (Hogg, M. K., A. J. Cox, and J. Keeling) (1998). When customers are intimately immersed in a brand's

relationship, the brand has a favorable effect on consumer psychology. They will have a greater feeling of self-satisfaction while using an allied brand, which will make future impulsive purchases more probable.

2.1.4.2 Self – Presentations

The central notion of Dramaturgy by American sociologist Irving Goffman is self-presentation. As an individual's self-expression role-playing activity in interpersonal contact, self-presentation motivates self-promotion in real life (Goffman, 1959). Self-presentation is the act of introducing oneself to others and striving to influence and impress them (Yang and Brown, 2016). Self-presentation, according to Valkenburg and Peter (2009), is best defined as selectively presenting characteristics of oneself to others. Similar to impression management and self-disclosure, it refers to persons disclosing themselves to others and striving to change their own and others' perceptions (Leary and Kowalski, 1990; Boyle and Johnson, 2010).

Self-presentation is essential for relationship formation and growth in offline and online social situations (Ellison et al., 2006; Boyle and Johnson, 2010). By coordinating the flow of individual data, self-show aims to project a good picture to others and establish an ideal connection with them (Escalas and Bettman, 2003). The degree of self-presentation is determined by the individual's personality and social environment (Barasch and Berger, 2014). Previous studies have examined self-presentation in a number of contexts, but the relationship between self-presentation and brands is a fascinating issue. brand When the customer has a strong connection with the brand, it has a psychological impact on the consumer's desire to provide oneself as a gift. This is consistent with study by Wang and Qiao (2020) that explored the link between premium brands and young Chinese consumers' need for social presence. According to research by Lee et al. (2018), luxury companies use basic imagery on social media that hints at fame and luxury to develop brand relationships among brand-aware individuals. According to Walther (2007), self-presentation is a distinctively online-specific motive. However, there is a scarcity of empirical study on self-presentation in the context of online impulsive buying.

2.1.4.3 Self – congruence

Sirgy (1982) defines self-congruence as the psychological degree of harmony between the consumer's self-image and the brand's image. He contends that genuine and ideal self-coincidence may forecast the purchase behavior of clients. However, prior research indicates that actual and ideal self-congruence are highly connected (Kressmann et al., 2006). Consumers are prone to favor brands and items that correspond to their personality qualities (Guo, 2003). According to Berkman, Lindquist, and Sirgy (1996), consumers see brand image as similar to themselves, and their behavior is driven by intrinsic motivation. As companies assist customers in becoming their ideal selves, a brand's image and increased self-congruence delight people. This is congruent with the findings of Ekinci and Riley (2003), who demonstrated that self-congruence is a significant predictor of consumer product opinions. The research of Chauhan, S., et al. (2021) focused on consumer purchasing behavior, including self-congruence, impulsive buying, and hedonic values. The results highlight the relationship between constructs and analyze the mediation relationship between the hedonic and impulse purchasing constructs. The findings demonstrated a positive relationship and a partial mediation effect between the constructs. Therefore, in the context of this study, self-congruence refers to a comparison between consumer self-image and brand user-image in an online context, which, if similar or consistent, will motivate consumers to have a positive attitude, experience satisfaction, or make an impulse purchase. A greater degree of ideal self-congruence may increase impulsive purchasing.

2.1.4.4 Hedonic

Hedonic motivation is the urge to purchase in order to satisfy emotional, fulfillment, status, and other subjective demands. Thus, it seems to satisfy excessive social, aesthetic, and lifestyle requirements. It is also caused by an individual's emotional reaction, sensory pleasure, and dreams (Merima, Kasim, & Srdjan, 2011). Shopping is renowned for its escapism and fantastical characteristics. People occasionally shop because it helps them forget their problems and have fun (Arnold and Reynolds, 2012). On the other side, impulsive purchases might be seen as a method of stress relief. The entertaining and engaging features of the Internet play a significant

part in boosting the pleasure of shopping. According to Lee and Kim (2018), hedonic purchasing motivation is the satisfaction of customers' non-functional needs. Whether making a purchase or doing a search in the technical environment, customers seek information on a variety of items and get enjoyment from doing so (Park et al., 2012). In this study, hedonic motivation stands for pleasure, happiness, and contentment, and they anticipate a certain amount of motivation in brands and products during online shopping.

Numerous studies have shown that impulsive purchasing meets a variety of hedonic requirements, such as pleasure, novelty, and surprise (Piron, 1991; Rook and Fisher, 1995; Thompson et al., 1990; Hausman, 2000), and impulse purchasers exhibit stronger sensations of amusement, enjoyment, excitement, and happiness (Weinberg and Gottwald, 1982). Compared to non-impulsive purchasers, impulse shoppers display hedonic rather than utilitarian motivation for their purchases, and their shopping experiences are often driven by high arousal feelings such as excitement and pleasure (Verplanken et al., 2005). Youn and Faber (2000) also said that a person's sentiments and mood are internal triggers that influence impulsive purchases. Lim and Hong (2004) also asserted that hedonic purchasing motives motivate online impulsive garment purchases. In their respective research, Verplanken and Herabadi (2001) found comparable outcomes. According to Yu and Bastin (2010), hedonic reasons and individual factors are interrelated and both contribute to impulse buying behavior. In addition, Park et al. (2006) investigated the relationship between hedonic and fashion aspects and impulsive purchasing. According to Beatty and Ferrel (1998), there is a correlation between consumer buying moods and impulse purchasing. Thus, hedonic is the motivation factors that affect impulse buying.

2.1.4.5 Utilitarian

Utilitarian motivation are factors such as utility, functionality, economic value, etc. that encourage consumers to shop (Babin et al., 1994). The objective of utilitarian shopping is to make the best product selection based on an evaluation of the product's functionality (Fiore and Kim, 2007). Previous study has shown that online or internet buying is mostly motivated by utilitarian considerations (Delafrooz et al., 2009; Verhoef and Langerak, 2001; Morganosky and Cude, 2000). Utilitarian shoppers

typically dislike shopping and are typically motivated to buy a specific product (Babin et al., 1994). Utilitarian buying is mostly connected with purchase-specific consuming behavior, as opposed to creative shopping (Farrag et al., 2010). In internet buying, more information is desired by consumers (Shim et al., 2001). Moreover, shoppers seek clear information regarding security and service, time savings, convenience, security, and on-time delivery (Upadhyay and Kaur, 2013) as well as the absence of crowds (Zuroni and Goh, 2012), which are all crucial factors for online shopping. Online shopping encourages shoppers to search for more information online. In the context of online shopping, utilitarian motivation influences search intention or browsing more than hedonic motivation (To et al., 2007). According to Demangeot and Broderick (2007), the functional value of exploring prospective websites in the internet purchasing environment leads to spontaneous purchases.

2.1.5 Online impulse buying

The notion of impulse buying may be traced back to research by Applebaum, (1951) who believed that customers experience stimuli in shops and that their subsequent purchase behavior is a reaction. In early psychological investigations, the "stimulus-response" link was conceived. In addition, Applebaum described impulsive purchasing as an unexpected purchase done in response to a stimulus. According to Parboteeah et al. (2009), impulsive purchase is a behavior demonstrated when a user interacts with a website. This process has two components: (1) consumers have a quick and urgent desire or impulse to make an online purchase, and (2) consumers are subsequently persuaded to make the online buy. According to Liu et al. (2013), impulse purchasing is a snap choice made by customers in response to a strong and compelling stimulation from the present shopping environment. Piron (1991) explains that impulse purchases consist of unplanned purchases that result from a stimulus to make immediate decisions and involve emotional and/or cognitive reactions. Verplanken and Herabadi, (2001) define that impulse buying is an unplanned and sudden buying-related pattern that occurs suddenly with impulse and a feeling of happiness and excited. Sharma et al., (2010) states that from a psychological point of view, impulse buying often occurs not only naturally but also. But it also happened suddenly. Consumer impulse buying behavior is sometimes irresistible. According to Rook (1987, p. 191), impulse purchase

is the spontaneous, often strong, and persistent urge to acquire something immediately. Impulsive purchasing is a quick, persuasive, and hedonically complicated purchase activity in which the speed of an impulse decision process excludes intelligent and methodical assessment of other facts and options (Bayley and Nancarrow, 1998). According to Ko (1993), impulsive purchasing is an acceptable unplanned activity when it is tied to objective appraisal and emotional shopping preferences. Numerous studies have linked unexpected or unwanted purchases to impulsive purchases, and an unplanned purchase is required for a transaction to be classified as impulsive (Rook, 1987; Rook and Fisher, 1995). According to (Stern, 1962), impulsive purchase is unplanned and psychologically complex. Essentially, impulsive shopping is defined as unplanned shopping (Dittmar, Beattie, & Friese, 1995). The distinction between the two is the speed with which the impulsive buying choice was made (Hausman, 2000). Impulsive purchases occur more quickly than unplanned ones (Dholakia, 2000). The choice to purchase happens following exposure to the product (Hoch and Loewenstein, 1991), and for impulse purchasing, the decision is made swiftly and hurriedly (Rook, 1987). According to Kollat and Reed (2007), impulsive purchasing activity that is related with emotional shopping preferences is actually accidental conduct. In addition, spontaneous purchases often occur with little thought for their implications. This definition suggests that the purchasing impulse is a distinguishing feature of impulse buying, which refers to the feeling of desire experienced when seeing an item in the environment (Beatty and Ferrell, 1998, p. 172).

In the 1940s, impulsive purchasing was identified as an illogical habit for the first time (Luna and Quintanilla, 2000). The earliest research on impulsive purchasing may be found in the consumer buying habits studies conducted by Du Pont de Nemours & Co. (1945/1949/1954/1959/1965; referenced in Rook, 1987), which were primarily concerned with determining the nature and scope of the phenomena. In a number of years after the first investigations, a second study demonstrated that a significant proportion of retail sales were generated by impulsive purchases (Clover, 1950). However, several authors have argued that defining impulse buying solely on the basis of unplanned purchases is overly simplistic (Stern, 1962; Kollat and Willett, 1969; Rook, 1987) and went a step further to argue that while all impulsive purchases are unplanned, not all unplanned purchases are impulsive (Koski, 2004). A customer may

make an unanticipated purchase because he or she need a product that was not included on the shopping list. Unplanned purchases are not always accompanied by a strong desire or favorable emotions, which are often linked with impulsive purchases (Amos et al., 2014). As a consequence, scholars such as Applebaum (1951), Stern (1962), and Kollat and Willett (1969) expanded the notion by demonstrating that impulsive purchasing arose following stimulus exposure. Applebaum (1951, p. 176) characterized it as purchases that were likely unplanned by the buyer before to visiting a business but were prompted by a sales promotion device at the store.

Online impulse purchasing has become the most important trend in the contemporary world (Muruganantham & Shankar Bhakat, 2013). Millennials are 52 percent more likely than other generations to make online impulse purchases (Tuttle, 2012). Due to the Internet's growing relevance as a sales medium, it is necessary to investigate online impulsive purchases. One may argue that internet purchasing behavior is rather sensible, given that the buyer often searches for information and makes comparisons prior to making a final selection. However, irrational decisions are not always made, and impulsive purchasing is also prevalent online (Jeffrey and Hodge, 2007; Verhagen and van Dolen, 2011). Given the significance of impulsive purchases to the income of businesses, it seems reasonable to explore this phenomenon via the internet channel. Every goods may be bought on impulse, and every customer does so on occasion (Piyush et al., 2010). Online retailers' profit on this habit by combining numerous media and allowing customers to shop around the clock, so exposing them to a wealth of stimuli and offering ever-increasing possibilities for impulsive buying (LaRose, 2001). Almost forty percent of the money spent on e-commerce sites is on impulsive buys. Convenience was a key motivation for internet buying (Shop.org ,2005). Convenience may lead to impulsive purchases while shopping online, which is helpful for many consumers. The Internet is a handy shopping channel that enables consumers to purchase at their leisure, 24 hours a day, seven days a week, and from the comfort of their homes. Donthu and Garcia (1999) discovered that internet customers are more impulsive than those who do not purchase online.

Previous research on impulsive purchasing has concentrated on definitions, identification, and variables that influence impulse purchasing since it has yielded so many great findings. Even when aroused in the same manner and under the same

circumstances, each individual's perception is unique (Park et al., 2012). There are both external and internal elements that influence impulsive purchasing (Wansink, 1994). Since impulse buying behavior is often influenced by external stimuli (Rook and Fisher, 1995), higher exposure to specific external cues increases the likelihood of buying on impulse (Iyer, 1989), refers to attributes of the purchase environment and individual differences, including impulsivity and self-construction (Zhang and Shrum, 2009). These external variables determine which customers participate in impulsive purchasing and the role online shops play in fostering impulse purchasing.

External determinants of impulse purchasing are marketing signals or stimuli that are placed and managed by the marketer to entice customers to engage in purchase behavior (Youn and Faber, 2000). When confronted with visual signals, consumers may feel the impulse to make a rash purchase (Dholakia, 2000; Rook, 1987). External marketing signals not only attract new consumers to the website, but also encourage spontaneous purchases among current and new customers, so promoting upselling and cross-selling. For instance, Eve.com, a San Francisco-based online cosmetics retailer, had a 20% boost in sales after deploying an integrated database system that automatically presents recommended coordinating items and related products that the consumer may also be interested in (Brohan, 1999). Perfumia Inc., a Miami-based specialty fragrance retailer, saw a rise in impulsive sales after incorporating regular discount offers and highlighted goods into their website (Brohan, 1999). Examining the internal factors and traits of the person that cause them to participate in impulse-buying behavior is the focus of internal variables of impulsive purchasing. These include a consumer's personality features, which influence their impulse-purchasing, internal signals such as emotional states, the consumer's normative judgment of impulsive buying engagement, and demographic variables (Kacen and Lee, 2002). Additionally, internal characteristics of the individual lead to impulsive purchasing. Internal influences include in-store browsing, pleasant or negative emotion, and spontaneous drive or impulse to make a purchase (Beatty and Ferrell, 1998).

Eroglu, S.A., et al. (2001) noted that consumers are more likely to engage in impulsive purchases in an online purchasing environment than in a conventional retail environment. In addition to advances in information technology and the explosive growth of e-commerce, there is an epidemic of Coronavirus disease. It is believed that

around 40 percent of all online consumer spending is attributed to online impulsive purchasing, which has increased internationally (Liu, Y., et al., 2013). Wells et al. (2011) discovered that environmental factors, such as website quality, can influence consumers' intent to make impulsive purchases. According to Parboteeah et al. (2008), the perceived visual appeal of website design and task-appropriate content influence impulse purchases in an online context. The findings revealed that visual appeal induces positive emotions in consumers, which in turn encourages impulsive purchases. Also, information fit-to-task promotes customers seeing usefulness and this finally leads to buy behavior. Qingsen (2008) discovered that in the context of online shopping, the knowledge, interaction, entertainment, and security of shopping websites are significant factors in attracting customers, thereby encouraging consumer impulse purchases. Kai and Wenwen (2013) studied the impulsive purchasing behavior of customers in the setting of online shopping using the impulse buying behavior model from the conventional context. Xu and Meihua (2010) created the formation mechanism model of impulse purchasing behavior in the online environment to investigate the internal mechanism of the development of consumer impulse purchasing behavior. They noted that emotional reaction is influenced by external stimulation, individual traits, and restricting constraints, all of which influence customers' online impulsive purchasing behavior.

Although there are numerous local and international studies on impulsive purchases, the study on impulse purchasing behavior in the new online commerce environment demonstrates insufficient and scarce results. In addition, there is a lack of study on the combined mediation effects of shopping incentives and online impulsiveness on purchases influenced by exogenous factors. Therefore, this dissertation deals with the external factors are products and brand factors which includes products quality, brand personality, brand image, brand emotion attachment, and online factors which include online review (eWOM), web design quality, web experience and web content. The internal factors are motivation factors which compose self–satisfaction, self–presentations, self–congruence, hedonic and utilitarian positive impact on online impulse buying based on stimulus-organism-response (S-O-R) model.

Table 2.1 Definitions of online impulse buying

Definition of online impulse buying	Applebaum (1951)	Amos et al., (2014)	Beatty and Ferrell, (1998)	Park et al., (2012)	Parboteeah et al. (2009)	Liu et al. (2013)	Rook, (1987)	Sharma et al., 2010	Piron (1991)	Kollat and Reed (2007)	Verplanken and Herabadi (2001)	Hausman, (2000)	Dholakia, (2000)	Stern, (1962)	Verhagen & van Dolen, (2011)	Ko, (1993)	Dittmar et al., (1995)	Jones et al., 2003
Online impulse buying is unplanned.	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
Online impulse buying is a sudden and persistent urge to buy something immediately.							/	/	/		/	/	/					/
Online impulse buying is spontaneous.		/	/	/	/	/	/	/							/	/		
Online impulse buying is quick and urgent desire or impulse to make an online purchase.				/	/	/		/			/	/						/
Online impulse buying is lacks deliberate consideration of all available information and choice alternatives.			/		/		/	/	/						/	/		/

Table 2.1 Definitions of online impulse buying (continued)Table 2.1 Definitions of online impulse buying (continued)

Definition of online impulse buying	Applebaum (1951)	Amos et al., (2014)	Beatty and Ferrell, (1998)	Park et al., (2012)	Parboteeah et al. (2009)	Liu et al (2013)	Rook, (1987)	Sharma et al, 2010)	Piron (1991)	Kollat and Reed (2007)	Verplanken and Herabadi (2001)	Hausman, (2000)	Dholakia, (2000)	Stern, (1962)	Verhagen & van Dolen, (2011)	Ko, (1993)	Dittmar et al., (1995)	Jones et al., 2003
Online impulse buying is involving an emotional, psychologically complex and internal characteristics of the individual.		/	/	/	/		/	/	/	/	/	/		/	/	/		
Online impulse buying as an unexpected purchase done in response to a stimulus.	/		/	/	/	/	/	/	/	/	/	/	/	/	/	/		/
Online impulse buying could not resist to do this online purchase.		/	/	/	/													/
Online impulse buying fulfils needs of self-actualization and social needs.					/	/	/	/		/	/	/						/

2.2 Research Framework

    The conceptual structure of this investigation will be described in below figure. There are two independent variables: product and brand factors and online factors. In this study approach, the mediator and dependent variable are motivation factors, and the dependent variable is online impulsive buying. In each construct, product and brand factors; product quality, brand personality, brand image, and brand emotion attachment are considered. In addition, online factors such as online review (eWOM), web design quality, web experience, and web content are revealed. In addition, self – satisfaction, self – presentations, self – congruence, hedonic and utilitarian combines to motivation factors.
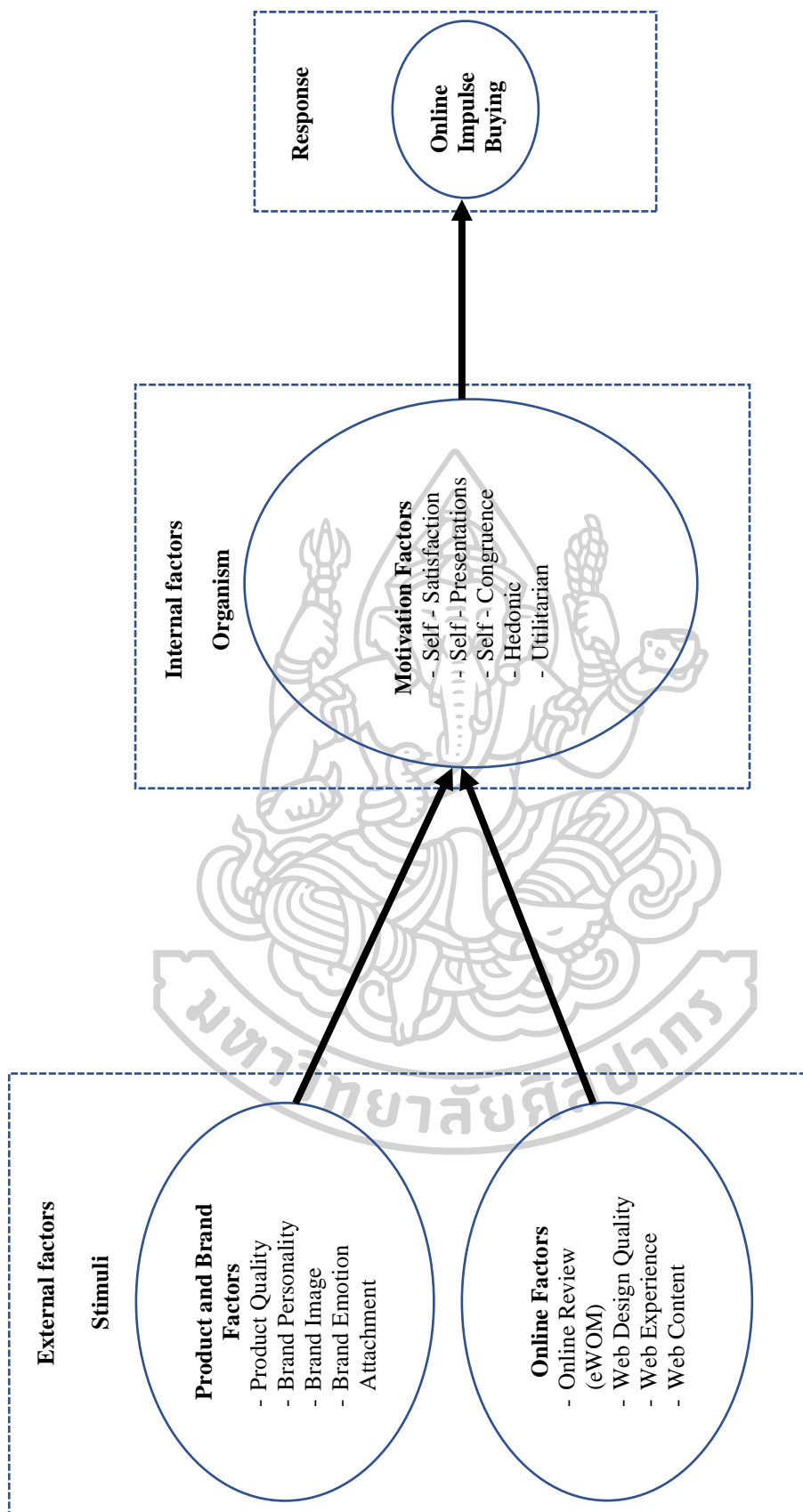
Figure 2.2 Research Framework

CHAPTER 3
RESEARCH METHODOLOGY

This chapter presents the research methodology and explains how to do research in terms of designing the research techniques. Product and brand factors, as well as online factors and motivation factors, are all shown to have an impact on online impulsive buying in the research framework. Next, this part will discuss the population, sample size, the data gathering procedure. In addition, the chapter aims to clarify construct measurement, back-translation method, pretest, and analysis approach.

3.1 Research Methodology

This dissertation study of the effects of branding, online factors and motivational factors on online impulse buying of beauty products is a quantitative research by online survey method using questionnaires as a tool to collect data from the sample and then analyse the data to come to conclusions according to the guidelines of the research objectives.

3.2 Research Design

3.2.1 population

The beauty product market in Thailand is huge and growing. According to Statista.com, revenue in the sector hit $4.2 billion in 2021 and is expected to grow at a rate of 5.5% through 2025. The largest product segments are skin care (42%), hair care (15%), soaps and hygiene (14%), oral and dental care (12%), and makeup (12%). Thailand has already established itself as a center of innovation and excellence in the beauty industry, as one of the leading exporters of beauty products to China, Japan, and South Korea. Singapore, Malaysia, and Indonesia with multi-national firms doing very well owing to customer confidence in international quality. Despite this, local "Made in Thailand" beauty goods were preferred above domestic items from other ASEAN nations, such as Cambodia, Laos, and Myanmar, owing to their perceived superior quality. Thailand is poised to become ASEAN's beauty hub, with a market estimated to be worth over USD 7.3 billion by 2022 (Euromonitor International, 2021) and

regulatory harmonisation with ASEAN through the AHCRS (ASEAN Harmonized Cosmetic Regulatory Scheme) boosting business potential along the entire value chain.

People of almost all ages, not just women, make important marketing decisions based on their desire to stay young and live healthier. People need beauty products more and more because they play an important role in their beauty, body care, and making them more beautiful (Archna et al., 2018). During the Covid-19 time period, the epidemic changed how people behaved, which hurt a lot of businesses. Some businesses needed to make big changes. Some places of business had to close. At the same time, beauty products business keeps growing. Because of this, it is hard for businesses to keep up with the situation because they have to change quickly. The usage of online websites through e-Tailers or e-Brands in Thailand increased by 25%. Due to the ease of direct-to-consumer delivery, this trend is anticipated to persist post-pandemic. When more individuals return to traditional employment in 2022, it is anticipated that cosmetics sales will recover (The International Trade Administration, 2021). As a result, beauty products represent an important industry and it is interesting to consider what factors influence these consumers in the online impulse buying context. Hence, a sample of consumers who had experience in purchasing beauty products was considered appropriate for the current study.

Therefore, Thai population residing in Thailand who is more likely to purchase beauty products online is the population for this dissertation.

3.2.2 Sample Size

This dissertation includes questionnaires which represent a qualitative approach. The questionnaires were answered by 400 Thai consumers who have online shopping experience of beauty products. According to Cochran (1977), the calculation of sample size for unknown population portion (p=0.5) can be disclosed by the following formula

$$n = \frac{z^2}{4e^2} \text{ at } 0.05$$

significant level and confident level for 0.95 (Z=1.96) as the following calculation

$$n = \frac{1.96^2}{4(0.05)^2} = 384.16 \approx 400$$

3.2.3 Sampling Method

The research employs Purposive Sampling which is determined by online surveys in order to collect data to match the research sample. Purposive sampling is defined by exploring specific and targeted questions to answer research problems. Therefore, individual respondents must therefore be selected based on their knowledge to be familiar with the questions to enhance the effectiveness of research (Bird et al., 1996). The respondents were consumers aged 18 years and over who have experience in purchasing both international and local brands of beauty products through online channels in Thailand.

3.2.4 Questionnaires Design and measurement

The tool used in this research was a questionnaire in which the questions were closed-ended questions to collect data from the sample group. An online survey was developed to test the hypothesized relationships between constructs. In a way that the respondents fill out the questionnaire by themselves and the results of the data collection are analyzed in order to come to conclusions according to the guidelines of the research objectives.

Five-point Likert scale is used to evaluate product and brand factors, online factors, motivation factors, and online impulse buying. To study all relating factors, participants were asked to response on a scale from 1 to 5, with 1 being the lowest grade and 5, respectively – the highest, with the number of declarations being 73 items. Interpretation of the researcher's scores was divided into score ranges.

Table 3.1 Measurement scales development

Variables	Reference
Product and Brand factors	
Product quality - Certified to international standards - Can solve health and skin problem - The quality of the ingredients - Safe for skin - Do not contain chemicals that are harmful to skin	Barreda et al., (2013) Micu and Chowdhury, (2010) McKeage, and Fox, (1998)
Brand personality - Brand enhances yourself - Brand reflects your personality - Brand is accepted by society - Brand is modern - Brand has luxurious look - Brand has beautiful look	Norman (1963) Tupes and Christal (1958) C. K. Kim et al., (2001)
Brand image - Brand has the right image in the beauty industry - Brand accentuates your good points - Brand has a special meaning for you - Brand is one of the best brands in the beauty industry - Brand makes you feel good - Brand helps you feel accepted	Keller, K. L. (1993) Nischay K. et al. (2014)

Table 3.1 Measurement scales development (continued)

Variables	Reference
Brand emotion attachment	Shimul, A.S. et al. (2019)
- Feel a sense of joy with the brand	Barreda et al., (2013)
- Feel a sense of belonging in the brand	Levy and Hino, (2016)
- Deeply passionate to the brand	
- Deep emotional connection to the brand	
- Brand has a trustworthy name	
- Brand is no longer available which leads to you experiencing a sense of loss	
Brand factors	
Online review (eWOM)	Gottschalk, S. A. and Mafael, A., (2017)
- Consumer reviews are helpful	Reza Jalilvand, M. and Samiei, N., (2012)
- Consumer reviews usually influence purchase decision	
- The numbers of consumer reviews	
- Consult other consumer's online reviews	
- Check consumer reviews before making a purchase decision	
Web design quality	Lorenzo. C, et al., (2009)
- Website navigation is simple	
- Style of the presentation information is easily accessible	
- Design is superb	
- Easy to buy products	
- Safety of online transactions	

Table 3.1 Measurement scales development (continued)

Variables	Reference
Web experience - Protection of customer's personal data - Convenient to use via website - Website pages are loading very fast - Excellent search customisation - Efficient customer communication methods	Lorenzo. C, et al., (2009) Pappas, (2014)
Web content - Good presentation - Consistent communication across multiple channels with customers - Content create emotional aesthetics - High quality of pictures - Creative content	Muda, M. and Mohamed Khan, N.R. (2020) Lorenzo. C, et al., (2009)
Motivation factors	
Self-satisfaction - Create physical enjoyment and brand satisfaction with slightest positive degree to powerful experiences - Illustrate personality and provide you with self-satisfaction - Give sense with sense of satisfaction when the product can effectively alleviate skin problems - Provide you with sense of self-satisfaction - Enable to have enhanced appearance	Margolis, S. et al., (2018) Donath, J. and Boyd, D. (2004)

Table 3.1 Measurement scales development (continued)

Variables	Reference
Self-presentation - Self-expression and interaction with other people - Create an impression and acceptance from others - Enhance your inner personality - Have beneficial effect on your impression on other people - Meet demands of your inner self	Bei, L.-T. and Simpson, E.T. (1995) Donath, J. and Boyd, D. (2004)
Self-congruent - Reflect your image - Correspond to your self-perception - Demonstrate your identity - People with similar personalities as you - Typically used by person who likes you very much	Shimul, A.S., et al., (2019)
Hedonic - Provide you with delightful experience - Provide you with a sense of pleasure - Pragmatic for customers - Give a sense of positive feeling - Reasonable cost	I-Cheng, C., et al., (2014) Ryu, K., et al., (2010)

Table 3.1 Measurement scales development (continued)

Variables	Reference
Utilitarian - Enhancement of your attractiveness - Increase of your self-confidence - Quality is worth the price - Convenience in use - Meeting your expectations	Ryu, K., et al., (2010)
Online impulse buying - Unplanned - Spontaneous - No plan to make the online purchase - No intention to purchase before visiting the website - Inability to resist online purchasing	Akram, U. et al. (2018).

Questionnaires' construction was developed from the existing studies for the measurement items that questionnaires' reliability and validity were preliminarily verified. Moreover, the quantitative questions comprise into this research on technical term product and brand factors, online factors, motivation factors and online impulse buying including respondent's demographic profile.

3.2.5 Quality testing of research instruments

To provide quality questionnaires the researcher tested the quality of the questionnaire in two aspects: content validity and reliability of the questionnaire by doing the following:

1) Content Validity Test

After the questionnaire was created, the completed questionnaire was distributed to three experts to assess the questionnaire using the Index of Item-Objective

Congruence (IOC) technique, which is the basis for screening of item quality, the following formula:

$$IOC = \frac{\Sigma R}{N}$$

Where IOC = Index of Congruence

R = Expert opinion, where +1 means the question is consistent and can be measured, 0 means not sure if the question is consistent, -1 means the question. Inconsistent and cannot be measured

N = number of experts

In each item, the experts are asked to determine the content validity score: The score = 1, if the expert is sure that this item really measured the attribute. The score = –1, if the expert is sure that this item does not measure the attribute. And the score = 0, if the expert is not sure that the item does measure or does not measure the expected attribute. As a result, all of items on questionnaire have the score equal to or greater than 0.50 for all calculation. Therefore, questionnaires can use to be measurement in each factor.

2) **Reliability test**

Cronbach's Alpha coefficient was used to measure confidence and internal consistency of answers to multiple questions in the same questionnaire without having to measure twice or without halving, Cronbach's Alpha is the average value of the correlation coefficient of all questions. Cronbach's Alpha coefficient should be greater than 0.70 or 70% to be considered reliable (Nunnally, 1978).

When conducting a Reliability test of the questionnaire which can be analyzed separately according to the composition of all factors. Reliability Test found that all questionnaires used in this research Confidence in Cronbach's Alpha is greater than 0.7, which is considered a valid confidence questionnaire.

3.2.6 Back Translation Technique

Brislin (1986)'s "back-translation" approach and Beaton and Guillemin (2000)'s method were used. Translators would use this procedure to convert the scale from one language to another. Afterwards, a second translator conducts "back-translation," which is the process of turning the elements that were translated into the target language back into the source language. Researchers then meet with the final translation to see if there are any discrepancies or equivalents between the target language and the source language in terms of semantic, idiomatic, conceptual, or cultural terms. This dissertation had used English to create the first questionnaire. Translation from first text to Thai questionnaire version has been completed. Then, a second translator translates the Thai version of the questionnaire back into the English language. The correctness of the questionnaire necessitates adjusting the Thai and English versions of the questionnaire's first and second drafts. All questionnaires in Thai and English versions are running for the pretest test using the back-translation process.

3.3 Hypothesis Development

3.3.1 Product and Brand Factors and Online Impulse Buying

Product quality relates to how well a product satisfies customer needs, executes its purpose, and conforms to consumer norms and expectations. If customers perceive the items on an e-commerce website to be of high quality and aesthetic appeal, they are more likely to establish favorable attitudes about the website (Gefen and Straub, 2000). In order to capture customer purchasing intention, which leads to impulsive buying behavior, marketers place product quality at the center of their development efforts in a competitive market (Ladhari, Souiden, & Dufour, 2017). According to study conducted by Mohan et al. (2013), early marketing cues such as product quality, communication effectiveness, and online atmosphere have a major impact in the formation of impulsive purchasing behavior. According to Chen (2008), items provide the most potent triggers for inciting impulsivity. Therefore, product quality influences online impulse purchases positively.

Fournier (1998) discovered that brand personality is also vital for establishing key motivation ties with customers, which is consistent with Keller's (1993) findings that consumers obtain higher self-esteem by associating themselves with the brands

they consume. In addition, according to study conducted by Bouhlel, O. (2009) found that internet branding impacts consumers by motivating them to make impulsive purchases of products that reflect their personal image. Hence, brand personality has positive effects on online impulse buying.

Keller, K.L. (1998) said that brand image is a property of distinction that determines customer reaction when they perceive a brand. Therefore, brand image is crucial for determining the connection between customers and how they perceive a brand (Plumeyer et al., 2019). Low and Lamb (2000, p. 352) elaborated on the notion of brand image by defining it as the cognitive that customers are strongly connected to a particular brand. Consistent with Oliver, (1997) who said that a brand's image is connected to customer perceptions and thoughts about brands. Hence, it may be proposing that brand image has positive effects on online impulse buying.

The emotional attachment between a client and a brand is a psychological representation of the positive emotional relationship between oneself and the brand (Park et al., 2010). This is consistent with Japutra et al., (2018) assertion that people may create emotional ties and relationships with brands. Positive emotions and attitudes are key to the connection with the brand that might lead to impulsive purchasing, according to Bao and Wang (2001). As a result, brand emotional attachment has positive influence on online impulse buying. In light of this connection, it is hypothesized that product quality and brand aspects correlate with online impulsive purchases. Hence, hypothesis was developed as

H1: Products and brand factors positively associate with Online Impulse Buying

3.3.2 Online Factors and Online Impulse Buying

Litvin et al. (2008) describe e-Word-of-Mouth (eWoM) as any informal communications addressed at customers through Internet-based technology on the use or qualities of specific products or services, or their suppliers. Numerous prior academic research studies have recognised eWoM as one of the most significant influences on consumer purchasing behavior (Zhang et al., 2014; Tam and Khuong, 2016; Duan et al., 2008; Yin et al.., 2014; Mudambi and Schuff, 2010). eWoM may have a favorable, neutral, or negative influence on the described business or product. Importantly, eWoM

allows consumers to exert both normative and informative impact on the product appraisal and purchase behavior of other customers (Bone, 1995). Therefore, online consumer evaluations give essential electronic word of mouth (eWoM) data about a product, service, brand, or organization. According to the findings of Husnain M. et al. (2016), electronic word-of-mouth has a considerable influence on impulsive purchasing behavior at higher levels and a favorable effect. In addition, these findings align with the findings of Zhang et al (2014). Consequently, eWoM have favorable impacts on online impulse purchases.

Text tones, basic color schemes, dynamic graphics, and interactive performance may dramatically affect the emotions or dispositions of website visitors. (Fiore and others, 2005; Park and others, 2008). Collectively, these characteristics represent the many facets of website quality (Loiacono et al., 2007). Previous research has indicated that website quality influences online impulsive purchases. According to Hoffman and Novak (1996), a well-designed website improves the risk of impulsive purchases. Similarly, Wolfinbarger and Gilly (2003) illustrate the connection between a well-designed website and an increase in impulse purchasing behavior. In a research conducted by Turkyilmaz et al. (2015), the effect of website quality attributes on online impulsive purchases was explored and validated. Consistent with Floh and Madlberger (2013), who discovered that a well-designed retail website may encourage customers to make impulsive purchases online. In addition, Park et al. (2012) and Wu et al. (2015) discovered that varied online design changes the helpful aims and footnotes of web surfing, resulting in impulsive purchases. In addition, modest modifications in online design have been proven to affect the number of impulsive purchases made on a website (Nielsen, 1999). Therefore, website design quality has positive effects online impulsive buying.

Web experience is a combination of online usability, data, emotions, signals, promotions, and products/services (Efthymios,2004). Design, events, emotions, atmosphere, and other components encountered during contact with a certain website impact the virtual consumer's overall perception and behaviors; these elements are intended to foster customer goodwill and effect the eventual result of the online engagement. The web experience as the customer's overall image of the web-based company (Watchfire Whitepaper Series, 2000) is likely to influence the purchase

behavior of web-based customers (Constantinides, 2002, p. 60). Websites that provide an outstanding online experience not only meet the client's product needs and expectations, but also assist them through the purchasing process. Therefore, a great buying experience is crucial. This may suggest that if a customer has a favorable online shopping experience, they are more likely to make an impulsive buy.

On a website, excellent content that focuses on creating material that is engaging, original, and different from others, provides intriguing information, and is directly relevant may attract web-based customers. A favorable appraisal of a website and its information, such as item data, is prompted by a moving visual that induces a positive attitude (Park et al., 2008). Moreover, excellent content encourages internet-based buyers to remember and value information more, and customers are sixty percent more likely to acquire products from firms that provide outstanding content on their websites (Taylor, J. 2013). The website content might encourage purchases on the site (Poddar, A., 2009). Therefore, this is proposing that website content leads to impulse buying. Hence, it can be hypothesized that,

H2: Online Factors positively associate with Online Impulse Buying

3.3.3 Motivation Factors and Online Impulse Buying

According to Ryff (1989), self-satisfaction is the contentment that results from having favorable sentiments about oneself and one's own life. Self-satisfaction is the total of all ideas that a person identifies as belonging to him, including what it was and what you hope it will become (Hogg, M. K., A. J. Cox, and J. Keeling,1998). In reality, ideal self-satisfaction is one of the self's ideas. This is a depiction of a fanciful concept that one has dreamt of wanting to be like them and wanting others to see them in the same manner (Belk, R. W., 1988). Therefore, it may be proposing that when customers have a higher sense of self-satisfaction of a particular brand, they are likely to impulsively purchase the product.

Snyder, (1974) defines self-presentation as presenting a positive and appropriate image to others that involves managing one's own behavior. Self-presentation is a particularly prominent motivation in the online communication context (Walther, 2007). According to research by Lee et al., 2018, premium firms employ basic images

on social media that hints at fame and luxury in order to develop brand ties among brand loyalists. This is consistent with the findings of Wang and Qiao (2020), who investigated the link between luxury brands and the social presence demands of young Chinese customers. In addition, there is research on self-presentation in the context of online communication, such as Walther's (2007). Thus, it may be suggested that when the customer has a greater sense of self-presentation in using a particular brand, they are likely to increase the desire to make impulsively buying.

Sirgy (1982) defined self-congruence as the psychological degree of harmony between the consumer's self-image and the brand image. According to Berkman, Lindquist, and Sirgy (1996), consumers see brand image as identical to themselves and are motivated by internal factors. As businesses aid customers in attaining their ideal selves, consumers are delighted by a brand's image and greater self-congruence. This is consistent with the results of Ekinci and Riley (2003), who showed a significant link between self-congruence and consumer attitudes about products. A greater degree of self-congruence may thus boost the propensity to make impulsive buying.

Individuals with utilitarian motivation concentrate primarily on instrumental value, while those with hedonic drive are more concerned with pleasure, foolishness, and vitality. One may describe hedonic motivation as happiness-based and utilitarian elements as goal-oriented (I-Cheng Chang et al. ,2014). According to Huang (2005), online shoppers prefer to make purchases over the Internet due to the ease and cost-saving benefits associated with such transactions. Customers' e-commerce motivations include the pursuit of benefits such as distinctiveness, enjoyment, and entertainment (Ha and Stoel, 2012). Certain purchases are directly influenced by hedonic browsing motivations (Joo Park et al., 2006). Pappas (2014) suggests that when consumers are at a recreational stage of purchase, they have a greater hedonic orientation and hence behave more impulsively. In addition, Gohary and Hanzaee (2014) have supported the influence of hedonic and utilitarian on impulsive purchase behavior, focusing on the significance of hedonic and utilitarian for motivational shopping on the web site (Verhagen and van Dolen, 2011). In addition, Park et al. (2012) found a correlation between hedonic and utilitarian motivations and impulsive garment purchases made over the Internet. Novak et al. (2003) propose that both hedonic and utilitarian motivations impact website impulsive purchases. These five elements consisting of

self-satisfaction, self-presentation and self-congruence, hedonic and utilitarian motivational factors are likely to effect online impulsive buying. Consequently, the review proposes this hypothesis:

H3: Motivation Factors positively associate with Online Impulse Buying

3.3.4 Product and Brand Factors and Motivation Factors

According to Mohan et al. (2013) found that the starting factors of marketing stimuli include: product quality, communication efficiency, the atmosphere of the web, which can influence internal triggers and lead to the formation of impulsive buying behavior. Additionally, research by Keller's (1993) found that consumers had more positive self-satisfaction by associating their favorite brands with their personalities. Low and Lamb (2000) defined brand image as rational and emotional perception. which consumers are firmly attached to that brand image combined with work, emotion and experience (Song et al., 2012), when consumers have a positive experience towards a brand. They felt a higher level of self-satisfaction. Moreover, shoppers can relate to interesting things such as web media and brands etc. (Barreda et al., 2013). Emotional attachment is a building that reflects the mental state or feelings associated with or affiliated with a brand. which is an all-encompassing inclination towards the brand. Hence, hypothesis was developed as

H4: Products and brand factors positively associate with Motivation Factors

3.3.5 Online Factors and Motivation Factors

Web site is utilised as an internet promoting apparatus. Customers tend to spend more time on surfing the web sites. Whenever they figure out intriguing offers joined with magnificent web design that satisfies them, they will be captivated to make motivation buys. Users that increment shopping joy and happiness impressively impact consumer satisfaction (Szymanski and Hise, 2000). According to Liu et al. (2013) who found that web site attributes as a stimulus, observed that web site convenience, web site visual allure, and item accessibility are predecessors of motivation factors Hence, hypothesis was developed as

H5: Online Factors positively associate with Motivation Factors

3.3.6 Mediating Relationship of Motivation Factors, Product and Brand Factors and Online Impulse Buying

According to Rook (1987), impulsive purchasing is the purchase of something on the spur of the moment, often in reaction to stimuli and frequently accompanied with pleasure. Several incentive variables impact online impulsive purchases, according to the research. Marketers usually prioritize product quality in order to create customers' purchasing attractiveness that results in spontaneous buying behavior (Ladhari, Souiden, & Dufour, 2017). Moreover, brands are used to develop a distinct identity and validate the consumer's self-expression (Fournier, 1998). Therefore, people adopt a brand to represent their confidence and individuality. Motivation factors inspire consumers' impulsive internet purchase behavior. This is consistent with the results of Sharma et al. (2010) that customer mood influences online purchases. Leong et al. (2018) addressed the relevance of motivation in impulsive shopping and the mediation role of impulse buying in social and e-commerce settings in a prior research. Gao et al. (2021) discovered that self-presentation influences the association between social networking site use motivations and well-being. Thus, hypothesis was developed as

H6: Motivation Factors mediates the relationship between Product and Brand Factors and Online Impulse Buying

3.3.7 Mediating Relationship of Motivation Factors, Online Factors and Online Impulse Buying

Impulse buying happens when people have a desire to buy a product without careful thought because sometimes impulse is irresistible. Therefore, customers may feel momentarily out of control owing to emotional processes rather than compulsive ideas on impulsive purchases. Therefore, choices are often swift and impulsive. In addition, eWOM conversations occur anytime customers seek guidance for a specific purchase choice while buying items via online channels (O'Reilly K. and Marx S., 2011). Internet access enables consumers to obtain more information about items or services that are similar to them. In addition, web properties such as website design,

web content, and customer web experience that serve as identifiable evidence are utilized to track online impulsive purchasing activity. The quality of the entire website influences a buyer's purchasing feeling and encourage them to make impulsive purchases by responding enthusiastically (Park et al., 2008). According to the study of Shen and Khalifa (2012), motivation is a crucial factor in impulsive purchase. Internet users love the interactive and immersive qualities of the platform. Thus, hedonic and utilitarian purchase values have good impacts on online factors, but motivational factors have favorable effects on online impulsive purchasing (Liu et al., 2013; Parboteeah et al., 2009; Turkyilmaz et al., 2015; Babin and Attaway, 2000).

If individuals are driven by satisfying their personal, social and emotional requirements, they are more likely to exhibit immediate purchasing behavior. (Hausman, 2000). Consequently, clients that are more motivated and enthusiastic about shopping appreciate and exhibit impulsive purchasing behavior (Park & Lennon, 2006). Therefore, it is proposed that motivational variables serve as a mediator between online factors and online impulsive purchases. Therefore, this paper proposes that;

H7: Motivation Factors mediate the relationship between Online Factors and Online Impulse Buying
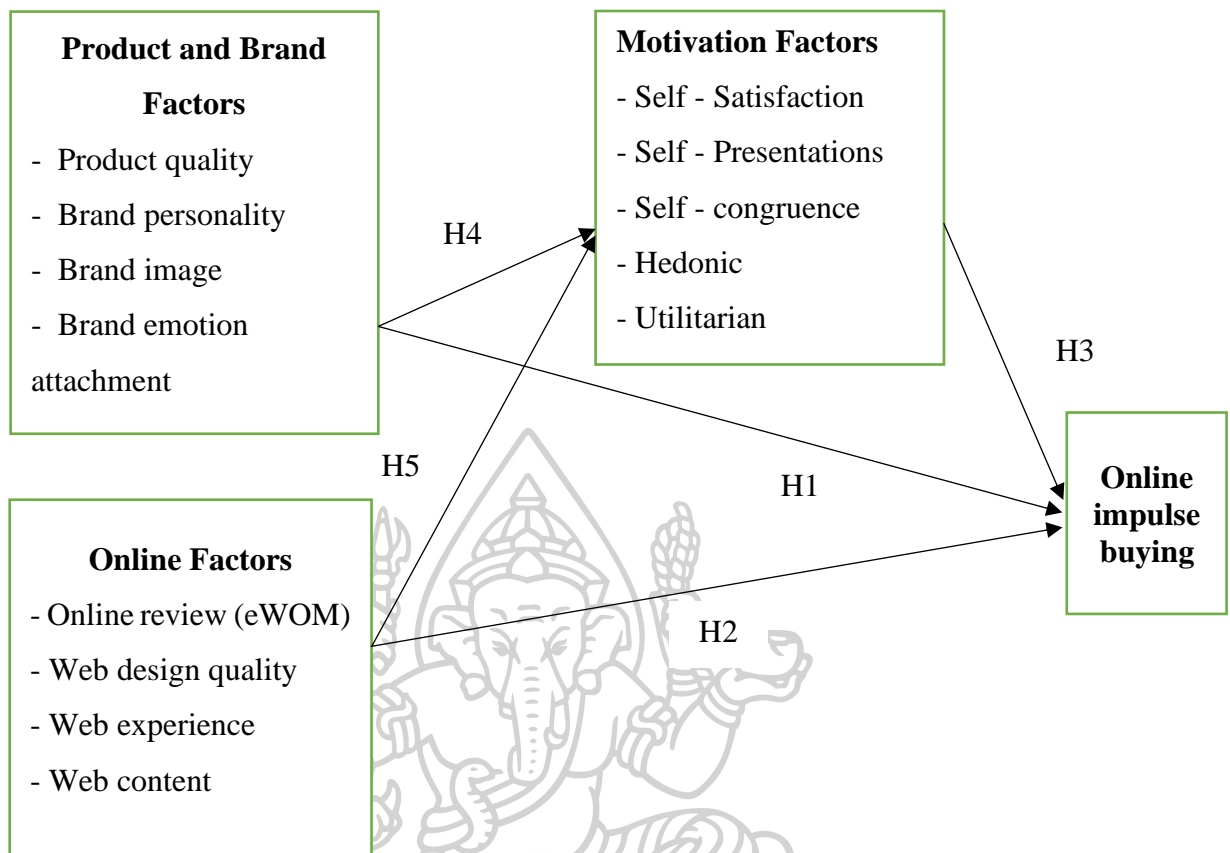
Figure 3.1 Hypothesis Framework

3.4 Pretest

Validity and reliability of the surveys will be assessed and validated after the completion of the pretest. In this pretest research, 40 people will be invited to participate. Prior to the distribution of the sample, Connelly (2008) specified that 10% of the desired sample should be measured. As a result, the pretest test uses 40 samples of the targeted sample. Data from a wide range of ages would be gathered via the use of these questionnaires. It is important to do a pretest to ensure that the content is clear and understandable before releasing it to 400 people for a thorough analysis. The degree of random error-free questionnaires may be assessed using the reliability test from the pretest. As long as the dependability number was better than 0.7, it was considered acceptable.

Table 3.2 The Reliability Test

Variables	Cronbach' s Alpha
Product and Brand Factors	0.963
- Product quality	0.965
- Brand personality	0.901
- Brand image	0.927
- Brand emotion attachment	0.900
Online Factors	0.975
- Online review (eWOM)	0.925
- Web design quality	0.940
- Web experience	0.953
- Web content	0.952
Motivation Factors	0.975
- Self - Satisfaction	0.946
- Self - Presentations	0.943
- Self - congruence	0.965
- Hedonic	0.908
- Utilitarian	0.953
Online Impulse Buying	0.926

The research's questionnaires can be disseminated to 400 participants after the pilot test revealed that all reliability indexes are more than 0.7.

3.5 Data Collection

An online survey was administered using researcher-controlled sampling to generate data. Using Google Forms, a structured questionnaire was created and distributed to target respondents. Respondents with experience buying beauty products online in Thailand were collected by the researcher to assess the data. A large number of 441 questionnaires were returned. The researcher examined the questionnaires and screened the remaining 400 questionnaires. Answers from 41 respondents were not included as the answers both to the first question (Are you over 18?) and to the second

question (Have you ever bought beauty products online?) were negative. In addition, in order to obtain the information required for conducting research, formulating a conceptual framework, and developing research tools, the researcher conducts research using credible and citable sources, such as books, journals, academic articles, research articles, academic conferences, theses as well as the Internet.

3.6 Data analysis and statistics

Using Structural Equation Modeling (SEM) Amos, the research's hypotheses have been tested based on the questionnaire responses of respondents. This study aims to demonstrate the relationship between latent variables and observable variables examined in the conceptual model section. The gathered data must be valid for the kurtosis (Kurtosis: Ku) plus or minus 5.00 to be regarded normal (Meyer, Gamst, & Guarino, 2006). Tolerance values not less than 0.100 and VIF values not more than 10,000, which, if not exceeding the stipulated threshold, indicate that there is no Multicollinearity issue (Kalaya Wanichbuncha, 2003). The values of 2, CMIN/DF, CFI, TLI, and RMSEA are the criteria for determining the data's appropriateness. CFI, TLI, and NFI must exceed 0.9 to meet the requirement for adopting the model based on the quality of model fit indices (Hair et al., 2006). In addition, the RMSEA must be less than 0.1 or, ideally, under 0.08 (Brown & Cudeck) (1993). To assess convergence validity, standard factor loading, average variance extracted (AVE), and construct reliability (CR) values were examined. For convergence validity, AVE must be more than 0.5 and CR must be greater than 0.7. Alpha Cronbach must be bigger than 0.7 (Hair et al.2010). A correlation analysis was undertaken to evaluate the discriminant validity of the variable. According to Bae (2009), discriminant validity may be determined by determining whether the value of AVE surpasses the correlation's square. In other words, when AVE exceeds the correlation value, discriminant validity is substantial. Model of Measurement Utilizing Product and Brand Factors, Online Factors, Motivation Factors, and Online Impulse Purchasing with Confirmatory Factor Analysis (CFA). Using Path Analysis, the Structural Equation Model was used to examine the link between the Product and Brand Factors, Online Factors, Motivation Factors, and Online Impulse Buying.

Table 3.3 Model-fit Indices

Model-fit indices	Criteria	Explanation	Reference
Chi-square probability level (p-value)	p > 0.05	The p-value > .05, the higher p-value, the more suitable model suitability	Hair et.al (2006)
Relative Chi-square (CMIN/df)	CMIN/df < 3 or not over than 5	Relative Chi-square must be less than 3, or not over than 5; the lower, the suitability of model increases	March and Hocevar (1985)
Goodness of Fit Index (GFI)	GFI > 0.90	GFI > .90, the higher, the model suitability increases	Joreskog & Sorbom (1993)
Adjusted Goodness of Fit (AGFI)	AGFI > 0.90	AGFI > .90, the higher, the model suitability increases	Anderson and Gerbig(1984)
Root Mean Square Error of Approximation (RMSEA)	RMSEA < 0.08	RMSEA must be less than .08, the lower, the better model suitability	Brown & Cudeck (1993)
Root mean square residual (RMR)	RMR < 0.08	RMR should be lower than .08, the lower, the model suitability increases	Hu& Bentler (1998)
Comparative Fit Index (CFI)	CFI > 0.90	CFI have to be greater than .90, the higher, the model suitability increases	Bentler (1990)
Tucker Lewis Index (TLI)	TLI > 0.90	TLI should be higher than .90, the higher, the model suitability increases	Bentler and Bonett (1980)
Normed Fit Index (NFI)	NFI > 0.90	NFI present the value more than .90, the higher, the model suitability increases	Bentler and Bonett (1980)

CHAPTER 4
RESEARCH RESULTS

Introduction

This chapter illustrates the finding of the influence of product and brand factors, online factors, motivation factors and online impulse buying. The demographic profile and descriptive statistics and each variable are described in each dimension. In addition, the test of reliability was carried out and constitutes the next step in our research. Also, the construct of validity by using an Exploratory Factor Analysis (EFA) was performed in every construct and the hypothesis was tested. This begins with a confirmation element analysis (Confirmatory Factor Analysis: CFA), Path Analysis and Structural Equation Modeling: SEM. Finally, a summary of the data analysis has been clarified for the last section.

4.1 The results of respondents' information

The results of the personal data of the respondents using a statistical frequency percentage distribution of personal data of consumers who have online shopping experience of beauty products in Thailand are presented in this chapter. It contains information about gender, age, highest education level, occupation, and average monthly income. How customers tend to take a decision while buying beauty products online and using them on a regular basis as well as the average monthly value of beauty products that you purchase via online channels is shown in Table 4.1

Most of the respondents in the questionnaire were females, representing 61%, followed by 141 males, representing 35.25%, and 15 LGBT, representing 3.75%. 95 respondents, aged 31–40 years, accounting for 23.75%, followed by 90 respondents, under the age of 20, accounting for 22.50%, and 87 respondents, aged 41–50 years, accounting for 21.75%. 56 respondents, accounted for 14.00%. Aged 51–60 years, 42 respondents, accounted for 10.50%, and over 60 years old, 30 respondents, accounted for 7.50%.

Most of the samples had the highest educational level with a bachelor's degree, with 188 respondents, representing 47.00%, followed by 102 respondents, with a master's degree, accounting for 25.50%, 65 respondents, with a higher education level

lower than a bachelor's degree, representing 16.25%, and the highest educational level, doctorate, with 45 respondents, accounting for 11.25%.

The majority of the sample group, i.e. 149 respondents, were employees of private companies employ, accounting for 37.25 %, followed by student, with 114 respondents, accounting for 28.50%, and business owners or self-employed, accounting for 15.50%, civil servants or state enterprise employees, representing 13.75 %, and other occupations employ 20 respondents,, representing 5.00%.

Most of the samples had an average monthly income of less than or equal to 20,000 baht. 176 respondents accounted for 44.0%, followed by an average monthly income of 20,001–39,999 baht. 91 respondents represented 22.75% of the average monthly income. 40,000-59,999 baht, amounting to 63 respondents, equivalent to 15.75%. Those with an average monthly income of 100,000 baht or more, 29 respondents, representing 7.25%, and those with an average monthly income of 80,000-99,999 baht, 16 respondents, or 4.00%.

The majority of the respondents had a decision to buy beauty products online: Facebook, with 250 participants, representing 62.50%, followed by Shopee with 217 respondents, accounting for 54.25%, Instagram, with 177 respondents, or 44.25%; and Lazada, with 142 people. 35.50% of the total YouTube 129 respondents, made up 32.25% of the total. Line Chat and Web Page made up 15.00% of the total, with 60 respondents having participated in the testing. Twitter, with 51 participants, accounted for 12.75%. On the blog, 31 respondents, accounted for 7.75% and 14 others accounted for 3.50%.

The majority of the sample group purchased beauty products that are used on a regular basis, namely facial products of 324 people, representing 81.00%, followed by hair and head care products of 222 respondents, accounting for 55.50%, and body care products of 208 respondents. 155 respondent's perfume products accounted for 38.75%. 144 respondent's makeup products accounted for 36.00%, and 118 respondent's oral care products accounted for 29.50%.

The average monthly value of beauty products that were bought via online channels constituted 500–1,000 baht, amounting to 130 respondents, representing 32.50%, followed by an average monthly value of 1,001–3,000 baht, 119 respondents, representing a 29.75% on average per month, 77 respondents accounted for 19.25% of

the average monthly value of 3,001–5,000 baht; 45 respondents accounted for 11.25% of the average monthly and 29 respondents accounted for 7.25% of the average monthly value of 5,001 baht or more.

Table 4.1 Respondents' personal data

Personal information	Frequency	Percentage
Gender		
Male	141	35.25
Female	244	61.00
LGBT	15	3.75
Age		
less than or equal to 20 years	90	22.50
21 – 30 years	87	21.75
31 - 40 years	95	23.75
41 - 50 years	56	14.00
51 - 60 years	42	10.50
over 60 years	30	7.50
Education Level		
Lower than a Bachelor's degree	65	16.25
Bachelor's degree	188	47.00
Master's degree	102	25.50
Ph.D.	45	11.25
occupation		
Student	114	28.50
Business owner / self-employed	62	15.50
Private company employees	149	37.25
Civil servant/state enterprise employee	55	13.75
Other	20	5.00

Table 4.1 Respondents' personal data (continued)

Personal information	Frequency	Percentage
Average monthly income		
less than or equal to 20,000 baht	176	44.00
20,001 – 39,999 baht	91	22.75
40,000 – 59,999 baht	63	15.75
60,000 – 79,999 baht	25	6.25
80,000 – 99,999 baht	16	4.00
From 100,000 baht or more	29	7.25
The way to make a decision to buy beauty products online*		
Facebook	250	62.50
Instagram	177	44.25
Lazada	142	35.50
Shopee	217	54.25
Twitter	51	12.75
Line Chat	60	15.00
Web Page	60	15.00
Blog	31	7.75
YouTube	129	32.25
other	14	3.50
A range of beauty products that you buy and use on a regular basis*		
products for face	324	81.00
Hair and head care products	222	55.50
makeup products	144	36.00
body care products	208	52.00
oral care products	118	29.50
perfume products	155	38.75

Table 4.1 Respondents' personal data (continued)

Personal information	Frequency	Percentage
Average Monthly Value of Beauty Products You Buy Online		
less than or equal to 500 baht	77	19.25
500 – 1,000 baht	130	32.50
1,001-3,000 baht	119	29.75
3,001 – 5,000 baht	45	11.25
5,001 baht or more	29	7.25

Note * You can answer more than 1 question.

4.2 Participants' opinion towards all variables

A study of 400 respondents who answered the questionnaire aimed to collect their opinions of various factors that impulse the purchase of beauty products via online was conducted by us. There are three variables: product quality and brand factor, motivation factors and online impulse buying which presents the results of the analysis of basic statistical values to study the distribution and distribution characteristics, the statistical values presented are mean ($\bar{x}$), standard deviation (S.D.), skew (Sk), and kurtosis (Ku) as shown in Table 4.2.

Table 4.2 Means scores of all variables

Variables	$\overline{X}$	S.D.	Interpret	Sk	Ku
Product and brand factors					
PQ1	4.25	1.01	the most	-1.44	1.65
PQ2	4.25	0.98	the most	-1.41	1.57
PQ3	4.19	0.99	a lot	-1.33	1.55
PQ4	4.42	0.97	the most	-1.86	3.02
PQ5	4.37	1.04	the most	-1.88	3.00
BP1	3.57	1.10	a lot	-0.54	-0.25
BP2	3.42	1.10	a lot	-0.28	-0.60

Table 4.2 Means scores of all variables (continued)

Variables	$\overline{X}$	S.D.	Interpret	Sk	Ku
BP3	3.82	1.05	a lot	-0.86	0.34
BP4	3.44	1.06	a lot	-0.35	-0.37
BP5	3.08	1.07	moderate	-0.10	-0.50
BP6	3.39	1.06	moderate	-0.29	-0.49
BI1	3.57	1.03	a lot	-0.44	-0.34
BI2	3.52	1.12	a lot	-0.40	-0.55
BI3	3.28	1.09	moderate	-0.17	-0.62
BI4	3.49	1.12	a lot	-0.44	-0.47
BI5	3.71	1.13	a lot	-0.60	-0.44
BI6	3.30	1.17	moderate	-0.24	-0.70
BEA1	3.48	1.14	a lot	-0.33	-0.62
BEA2	3.26	1.10	moderate	-0.18	-0.56
BEA3	3.25	1.15	moderate	-0.24	-0.68
BEA4	3.14	1.11	moderate	-0.15	-0.52
BEA5	3.95	1.03	a lot	-0.84	0.09
BEA6	3.24	1.24	moderate	-0.18	-0.89
Overall	3.65	0.77	a lot	-0.66	0.54
Online factors					
eWOM1	3.95	1.03	a lot	-0.94	0.45
eWOM2	3.90	1.01	a lot	-0.77	0.14
eWOM3	3.91	1.04	a lot	-0.83	0.11
eWOM4	3.64	1.15	a lot	-0.53	-0.50
eWOM5	3.93	1.09	a lot	-0.90	0.16
WDQ1	3.97	1.04	a lot	-0.93	0.36
WDQ2	4.05	1.03	a lot	-0.91	0.15
WDQ3	3.90	1.05	a lot	-0.80	0.08
WDQ4	4.05	1.02	a lot	-1.00	0.45
WDQ5	4.11	1.02	a lot	-1.09	0.65

Table 4.2 Means scores of all variables (continued)

Variables	$\overline{X}$	S.D.	Interpret	Sk	Ku
WE1	4.05	1.07	a lot	-1.00	0.25
WE2	4.07	0.99	a lot	-0.99	0.42
WE3	3.96	1.02	a lot	-0.86	0.16
WE4	4.03	1.02	a lot	-0.92	0.26
WE5	4.00	1.07	a lot	-1.04	0.58
WC1	3.97	1.04	a lot	-1.03	0.75
WC2	3.96	1.03	a lot	-0.99	0.66
WC3	3.73	1.04	a lot	-0.47	-0.45
WC4	3.88	1.06	a lot	-0.76	-0.07
WC5	3.97	1.04	a lot	-0.88	0.23
Overall	3.95	0.85	a lot	-1.09	1.08
Motivation factors					
SS1	3.85	1.01	a lot	-0.61	-0.11
SS2	3.85	1.03	a lot	-0.77	0.19
SS3	4.19	1.02	a lot	-1.23	1.01
SS4	4.09	1.03	a lot	-1.08	0.61
SS5	4.18	1.05	a lot	-1.20	0.62
SP1	3.69	1.05	a lot	-0.58	-0.06
SP2	3.64	1.06	a lot	-0.65	0.00
SP3	3.83	1.07	a lot	-0.77	0.04
SP4	3.70	1.12	a lot	-0.61	-0.33
SP5	3.95	1.05	a lot	-0.86	0.21
SC1	3.56	1.05	a lot	-0.38	-0.37
SC2	3.67	1.04	a lot	-0.52	-0.16
SC3	3.66	1.05	a lot	-0.51	-0.25
SC4	3.54	1.11	a lot	-0.48	-0.37
SC5	3.49	1.18	a lot	-0.43	-0.58

Table 4.2 Means scores of all variables (continued)

Variables	$\overline{X}$	S.D.	Interpret	Sk	Ku
HDN1	3.49	1.09	a lot	-0.36	-0.48
HDN2	3.98	1.02	a lot	-0.77	-0.13
HDN3	4.10	1.02	a lot	-1.08	0.66
HDN4	3.94	1.05	a lot	-0.84	0.15
HDN5	3.98	1.08	a lot	-0.91	0.13
UTI1	4.18	0.98	a lot	-1.19	1.03
UTI2	4.23	1.00	the most	-1.32	1.27
UTI3	4.31	0.98	the most	-1.49	1.80
UTI4	4.22	0.99	the most	-1.28	1.21
UTI5	4.24	0.98	the most	-1.17	0.53
Overall	3.90	0.81	a lot	-0.96	1.02
Online impulse buying					
OIB1	3.21	1.29	moderate	-0.20	-0.98
OIB2	3.32	1.24	moderate	-0.35	-0.81
OIB3	3.33	1.24	moderate	-0.30	-0.85
OIB4	3.24	1.23	moderate	-0.18	-0.83
OIB5	3.07	1.30	moderate	-0.07	-1.03
Overall	3.23	1.08	moderate	-0.12	-0.71

Product and brand factors

From Table 4.2, it was found that the sample group had a high level of opinion about the factors of product quality and brand overall. The mean was 3.65 and the standard deviation was 0.77, which consisted of four aspects, namely product quality, brand personality, brand image and brand emotion attachment. Each aspect is described in detail below:

In terms of product quality, it was found that the sample group had opinions about the quality of the product. At the highest level, you buy beauty products that you are sure are safe for your skin. You buy beauty products that do not contain chemicals

that are harmful to your skin. You shop and use beauty products with confidence as they are certified to international standards, and you buy beauty products that can solve your health and skin problems. The mean was 4.42, 4.37, 4.25, 4.25, and the standard deviation was 0.97, 1.04, 1.01, and 0.98, respectively, while the sample group had opinions on the quality of the products. At a high level, i.e., you choose to buy beauty products based on the quality of raw materials. The mean was 4.19 and the standard deviation was 0.99.

In terms of brand personality, it was found that the sample group had opinions about the personality of the brand. At a high level, i.e., the brand of beauty products you choose to buy has a beautiful appearance and the brand of beauty products you choose to buy has a luxurious look. The mean was 3.82, 3.87, 3.44, and 3.42 and the standard deviation was 1.05, 1.10, 1.06, and 1.10, respectively. At the medium level, i.e., you choose to buy beauty products based on the quality of raw materials. The mean was 3.39, 3.08, and the standard deviation was 1.03 and 1.07, respectively.

It was found that the sample group had opinions about the brand image. On a large scale, i.e., you shop for beauty products because the brand's experience makes you feel good. You shop for beauty products because the brand has a proper image in the beauty industry. You shop for beauty products because the brand emphasizes your good points. For example, you shop for beauty products because the brand is one of the best in the beauty industry. The mean was 3.71, 3.57, 3.52, 3.49 and the standard deviation was 1.13, 1.03, 1.12, and 1.12, respectively, while the sample group had opinions on the brand image. You shop for beauty products because the brand helps you feel accepted, and you shop for beauty products because the brand has a special meaning for you. The mean was 3.30, 3.28, and the standard deviation was 1.17 and 1.09, respectively.

Emotional attachment to the brand when considering item-by-item, it was found that the sample group had opinions about the emotional attachment to the brand. At a high level, i.e., you shop for branded beauty products that you trust, and you buy beauty products that you feel happy with the brand. The mean values were 3.95, 3.48, and the standard deviations were 1.03 and 1.14, respectively. Moderate: You shop for beauty products that you feel are part of the brand. You shop for beauty products for which you have a deep passion for the brand. Without the brand of beauty products you choose

to buy, you will feel lost. And you shop for beauty products because you have a deep emotional connection to the brand. The mean was 3.26, 3.25, 3.24, and 3.14 and the standard deviation was 1.10, 1.15, 1.24, and 1.11, respectively.

Online factors

From Table 4.2, it was found that the sample group had a high level of opinion about the online factors. It has a mean of 3.95 and a standard deviation of 0.85. There are four areas online review (eWOM), website design quality website experience and website content. Each aspect is described in detail below:

The online review (eWOM) on a case-by-case basis found that the sample had a high level of opinion about the online review (eWOM). Consumer reviews were helpful for you when choosing a beauty product. You should always check consumer reviews before you buy a beauty product. The number of consumer reviews for beauty products can be helpful in making your purchase decision. Consumer reviews can often influence your beauty product purchase decision, and you're always looking to consult online reviews by other consumers to help you shop for beauty products. The mean was 3.95, 3.93, 3.91, 3.90, and 3.64 and the standard deviation was 1.03, 1.09, 1.04, 1.01, and 1.15, respectively.

In terms of web design quality, it was found that the sample group had opinions about the quality of website design. At a high level, you access a beauty product website that is safe for online transactions. You can access a beauty product website with an easily accessible format thanks to the website's presentation information. You can easily access beauty product websites where you can shop for products. You can access beauty product websites with simple navigation, and you can always access beauty product websites with great website design. The means were 4.11, 4.05, 4.05, 3.97, 3.90, and 1.02, 1.03, 1.02, 1.04, and 1.05, respectively, and the standard deviations were 1.02, 1.03, 1.02, 1.04, and 1.05.

In terms of the web experience, it was found that the sample group had opinions about the website experience. At a high level, you can access the beauty products website that are convenient to use through the website. You can access beauty product websites that protect customer privacy. You can access beauty product websites that have a great product search system. You can access beauty product websites with

professional communication with customers, and you get access to beauty product websites that load pages very quickly. The means were 4.07, 4.05, 4.03, 4.00, and 3.96, with standard deviations of 0.99, 1.07, 1.02, 1.07, and 1.02.

On website content, it was found that the sample group had opinions about the web content. At a high level, i.e., you buy beauty products from websites that offer good content. You shop for beauty products from creative content websites. You shop for beauty products from websites that have consistent, multi-channel communication with customers. You buy beauty products from websites that display clear, high-quality images, and you shop for beauty products from websites that showcase emotionally appealing content. The mean values were 3.97, 3.97, 3.96, 3.88, 3.73, and 1.04, 1.04, 1.03, 1.06, and 1.04, respectively.

Motivation factors

From Table 4.2, it was found that the sample group had a high level of opinion about the motivation factors overall. The mean was 3.90 and the standard deviation was 0.81, which consisted of five aspects: self-satisfaction self-presentation, self-congruence, hedonic and utilitarian describe in detail each aspect as follows:

In self-satisfaction, it was found that the sample group had opinions about self-satisfaction. At a high level, you shop for beauty products that you feel satisfied with when the product solves your skin problems. You shop for beauty products that you are comfortable with when beauty products make you look better. You shop for beauty products that make you feel satisfied with yourself. You shop for beauty products that reflect customers' physical happiness and brand satisfaction, from the slightest positive to the most powerful experience, and you shop for beauty products that make you feel satisfied when they reflect your personality according to your needs. The means were 4.19, 4.18, 4.06, 3.85, 3.85, and 1.02, 1.05, 1.03, 1.01, and 1.03, respectively, and the standard deviations were 1.02, 1.05, 1.03, 1.01, and 1.03.

In self-presentation, it was found that the sample group had opinions about self-presentation. At a high level, i.e., you shop for beauty products that satisfy your inner self. You shop for beauty products that enhance your inner personality. You shop for beauty products that positively affect what other people think about you. You shop for beauty products that express who you are and how you interact with others, and you

shop for beauty products that will impress and be accepted by others. The mean was 3.95, 3.83, 3.70, 3.69, 3.64 and the standard deviation was 1.05, 1.07, 1.12, 1.05 and 1.06 respectively.

Self-congruence, when considering item by item, it was found that the sample group had opinions about the congruence. At a high level, i.e., you buy beauty products from brands that are in line with what you see for yourself. You shop for beauty products and brands that reflect your personality. You shop for beauty products and the brand is a reflection of you. You shop for beauty products that are used by people similar to you who use that brand, and you shop for beauty products used by people who really like you. The mean was 3.67, 3.66, 3.56, 3.54, 3.49 and the standard deviation was 1.04, 1.05, 1.05, 1.11, and 1.18, respectively.

In terms of hedonic motivation, it was found that the sample group had opinions about the hedonic motivation at a high level, i.e., you buy beauty products that customers can actually use in practice. You shop for beauty products that you feel comfortable with. You shop for beauty products that are economical for your customers. You shop for beauty products that make you feel good, and you shop for beauty products that create an enjoyable experience. The means were 4.10, 3.98, 3.98, 3.94, and 3.49, respectively, and the standard deviations were 1.02, 1.02, 1.08, 1.05, and 1.09.

It is important to also consider its utilitarian aspect. When considering item-by-item, it was found that the sample group had opinions about the consideration of utility as important. At the highest level, i.e., you buy quality beauty products that are worth the price. You shop for beauty products that meet your expectations. You shop for beauty products that boost your confidence and you buy beauty products that are convenient to use. While the sample group had opinions on the aspect of utility, the mean was 4.31, 4.24, 4.23, and 4.22, and the standard deviation was 0.98, 0.98, 1.00, and 0.99, respectively. At a high level, i.e., you buy beauty products that enhance your beauty, the mean was 4.18 and the standard deviation was 0.98.

Online impulse buying

From Table 4.2, it was found that the sample group had a moderate level of opinion about the overall online impulse buying. The mean was 3.23 and the standard deviation was 1.08, which consisted of 5 items. Moderate: You didn't intend to buy beauty products online prior to this purchase. Your online beauty product purchases happen automatically. Before visiting the website/online beauty product platform, you do not intend to purchase this product. You don't plan on buying beauty products online, and you can't inhibit the need to buy products online on beauty product websites. The means were 3.33, 3.32, 3.24, 3.21, and 3.07, respectively, and the standard deviations were 1.24, 1.24, 1.23, 1.29, and 1.30.

4.3 Reliability

This empirical study has to be checked for reliability assessment to use this questionnaire for further analysis. This research employs two values to check reliability for the whole questionnaire; corrected item-total correlation and Cronbach's alpha coefficient. Faleye (2008) specified that the score of corrected item-total correlation in every criterion has come up with a higher than 0.20. Hajjar and Taan (2014) pointed out that Cronbach's alpha coefficient has to be greater than 0.70. as shown in Table 4.3-4.6.

Table 4.3 Reliability of product and brand factors

Observable Variable	Questions	Cronbach's Alpha	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Product quality	You shop and use beauty products with confidence as they are certified to international standards.	0.937	0.821	0.924
	You buy beauty products that can solve your health and skin problems.		0.811	0.926

Table 4.3 Reliability of product and brand factors (continued)

Observable Variable	Questions	Cronbach's Alpha	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
	You shop for beauty products based on the quality of the ingredients.		0.802	0.928
	You buy beauty products that you are sure are safe for your skin.		0.881	0.913
	You buy beauty products that do not contain chemicals that are harmful to your skin.		0.842	0.921
Brand personality	You shop for branded beauty products that enhance your image.	0.904	0.747	0.885
	You shop for branded beauty products that reflect your personality.		0.732	0.887
	You shop for beauty products that are branded that are socially acceptable.		0.685	0.894
	You shop for trendy, branded beauty products.		0.766	0.882

Table 4.3 Reliability of product and brand factors (continued)

Observable Variable	Questions	Cronbach's Alpha	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
	The brand of beauty products you choose to buy has a luxurious look.		0.722	0.888
	The brand of beauty products you choose to buy has a beautiful appearance.		0.761	0.883
Brand image	You shop for beauty products because the brand has a proper image in the beauty industry.	0.912	0.726	0.900
	You shop for beauty products because the brand focuses on your good points.		0.793	0.891
	You shop for beauty products because brands mean special to you.		0.754	0.896
	You shop for beauty products because the brand is one of the best in the beauty industry.		0.791	0.891

Table 4.3 Reliability of product and brand factors (continued)

Observable Variable	Questions	Cronbach's Alpha	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
	You shop for beauty products because the brand's experience makes you feel good.		0.734	0.899
	You shop for beauty products because the brand helps you feel accepted.		0.729	0.900
Brand emotional attachment	You shop for beauty products that you can feel happy with the brand.	0.895	0.777	0.867
	You shop for beauty products that you feel part of the brand.		0.796	0.864
	You shop for beauty products for which you have a deep passion for the brand.		0.770	0.868
	You shop for beauty products for which you have a deep emotional connection with the brand.		0.841	0.857

Table 4.3 Reliability of product and brand factors (continued)

Observable Variable	Questions	Cronbach's Alpha	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
	You shop for branded beauty products with a name you trust.		0.545	0.901
	Without the brand of beauty products you choose to buy you will feel lost		0.597	0.897

From Table 4.3, it was found that the reliability of the product quality was 0.937. The reliability of the brand personality was 0.904, brand image reliability was 0.912, and brand emotional attachment reliability was 0.895, indicating that the data obtained from the questionnaire have a high level of a measure's reliability.

Table 4.4 Reliability of the online factor

Observable variable	Question	Cronbach's Alpha	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Online review (eWOM)	Consumer reviews are helpful for you when shopping for beauty products.	0.919	0.825	0.895

Table 4.4 Reliability of the online factor (continued)

Observable variable	Question	Cronbach's Alpha	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
	Consumer reviews can often influence your beauty product purchase decision.		0.853	0.889
	The number of consumer reviews for beauty products can be helpful in making your beauty product purchase decision.		0.827	0.894
	You are always welcome to consult online reviews of other consumers to help you choose a beauty product.		0.683	0.925
	You always check consumer reviews before you buy a beauty product.		0.787	0.902
Web design quality	You can access beauty product websites with simple navigation.	0.950	0.847	0.941
	You can access a beauty product website with an easily accessible format of the website's presentation information.		0.883	0.934

Table 4.4 Reliability of the online factor (continued)

Observable variable	Question	Cronbach's Alpha	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
	You can always access beauty products website with great website design.		0.838	0.942
	You can easily access beauty product websites where you can shop for products.		0.886	0.934
	You access a safe beauty product website for online transactions.		0.854	0.939
Web experience	You can access beauty product websites that protect customer privacy.	0.944	0.782	0.943
	You can access a convenient beauty product website through the website.		0.856	0.929
	You get access to beauty product websites that load pages very quickly.		0.860	0.928
	You can access beauty product websites that have a great product search system.		0.886	0.924

Table 4.4 Reliability of the online factor (continued)

Observable variable	Question	Cronbach's Alpha	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
	You can access beauty products website with professional communication with customers.		0.857	0.929
Web content	You buy beauty products from websites with good content.	0.932	0.812	0.917
	You shop for beauty products from websites that have consistent, multi-channel communications with customers.		0.829	0.914
	You shop for beauty products from websites that showcase emotionally aesthetic content.		0.795	0.920
	You buy beauty products from websites that display clear, high-quality images.		0.835	0.913
	You shop for beauty products from creative content websites.		0.822	0.915

From Table 4.4, it was found that the reliability of the online factors was 0.919. The web design quality reliability was 0.950. the web experience reliability was 0.944 and the reliability of the web content was 0.932, indicating that the data obtained from the questionnaire have a high level of a measure's reliability.

Table 4.5 Reliability of the motivation factor

Observable Variable	Questions	Cronbach's Alpha	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Self-satisfaction	You shop for beauty products that reflect customers' physical happiness and brand satisfaction, from the slightest positive to the powerful experience.	0.921	0.748	0.913
	You shop for beauty products that you feel satisfied when they can reflect your personality according to your needs.		0.740	0.915
	You shop for beauty products that you feel satisfied with when they solve your skin problems.		0.837	0.896
	You shop for beauty products that make you feel satisfied with yourself.		0.815	0.900

Table 4.5 Reliability of the motivation factor (continued)

Observable Variable	Questions	Cronbach's Alpha	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
	You shop for beauty products that you are comfortable with when beauty products make you look better.		0.842	0.894
Self-presentation	You shop for beauty products that express who you are and how you interact with others.	0.928	0.815	0.910
	You shop for beauty products that will impress and be accepted by others.		0.804	0.912
	You shop for beauty products that enhance your inner personality.		0.833	0.906
	You shop for beauty products that positively affect what other people think about you.		0.844	0.904
	You shop for beauty products that satisfy your inner self.		0.753	0.922
Self-congruence	You shop for beauty products and the brand is a reflection of you.	0.925	0.821	0.904

Table 4.5 Reliability of the motivation factor (continued)

Observable Variable	Questions	Cronbach's Alpha	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
	You shop for beauty products and brands that align with what you see for yourself.		0.834	0.902
	You shop for beauty products and brands that reflect your personality.		0.862	0.896
	You shop for beauty products that are used by people similar to you that use that brand.		0.780	0.912
	You shop for beauty products used by people who really like you.		0.733	0.923
Hedonic	You shop for beauty products that create an enjoyable experience.	0.908	0.638	0.915
	You shop for beauty products that you feel comfortable with.		0.834	0.874
	You buy beauty products that customers can actually use in practice.		0.823	0.876

Table 4.5 Reliability of the motivation factor (continued)

Observable Variable	Questions	Cronbach's Alpha	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
	You shop for beauty products that make you feel good.		0.823	0.875
	You shop for beauty products that are economical for your customers.		0.732	0.895
Utilitarian	You buy beauty products that enhance your beauty.	0.959	0.868	0.952
	You shop for beauty products that boost your self-confidence.		0.906	0.945
	You buy quality beauty products that are worth the price.		0.901	0.946
	You shop for beauty products that are convenient to use.		0.883	0.949
	You shop for beauty products that meet your expectations.		0.862	0.953

From Table 4.5, it was found that the reliability of self-satisfaction was 0.921. The reliability of self-presentation was 0.928. The self-presentation reliability was 0.925, the reliability of hedonic was 0.908. The reliability of utilitarian aspect as a priority was 0.959 indicating that the data obtained from the questionnaire have a high level of a measure's reliability.

Table 4.6 Reliability of the online impulse buying

Observable Variable	Questions	Cronbach's Alpha	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Online impulse buying	You don't plan for buying beauty products online.	0.907	0.773	0.885
	Your online beauty product purchases happen automatically.		0.791	0.881
	You didn't mean to buy beauty products online prior to this purchase.		0.794	0.881
	Before visiting the website/online beauty product platform You do not intend to purchase this product.		0.772	0.885
	You can't inhibit the need to buy products online on beauty product websites.		0.702	0.900

From Table 4.6, it was found that the reliability of online impulse buying was 0.907, indicating that the data obtained from the questionnaire have a high level of a measure's reliability.

4.4 Convergent validity

Every item in a construction must have the quality of operational measurements evaluated. All of these studies, the Composite Reliability C.R. (0.7 or above) and Average Variance Extracted AVE (0.5 or above). Composite reliability and average variance extracted are presented in Table 4.7. Dilekli and Tezci (2019) reviewed that

composite reliability (C.R.) should be higher than 0.50. Hair Jr et al. (2016) and Holmes-Smith (2010) showed that the average variance extracted should be higher than 0.5 as well. Finally, the discriminant validity and correlation matrix are shown in Table 4.8.

Table 4.7 Convergent Validity

Latent variable / Observable variable	CR	AVE
Product and brand factors	**0.887**	**0.665**
Product Quality (PQ)	0.939	0.754
Brand Personality (BP)	0.896	0.591
Brand Image (BI)	0.911	0.631
Brand Emotional Affinity (BEA)	0.900	0.606
Online factors	**0.933**	**0.778**
Online Review (eWOM)	0.918	0.694
Web Design Quality (WDQ)	0.950	0.792
Web Experience (WE)	0.946	0.778
Web Content (WC)	0.947	0.781
Motivation factor	**0.929**	**0.725**
Self-Satisfaction (SS)	0.939	0.754
Self-Presentation (SP)	0.920	0.696
Self-Conformance (SC)	0.919	0.698
Hedonic (HDN)	0.919	0.695
Utilitarian (UTI)	0.957	0.818
Online Impulse Buying (OLIB)	**0.908**	**0.665**

From Table 4.7, the reliability of all latent variables was high. In terms of product and brand factors, the CR value is between 0.896 and 0.911, while online factors have a CR value of between 0.918 and 0.950. The motivation factor has a CR value of between 0.919 and 0.957. Online factors have a CR value of 0.908 which is greater than 0.70 and that meets the specified criteria, and the mean of the variance extracted by the constituents. In terms of product and brand factors, the AVE value was

between 0.591-0.754; online factors, the AVE value was between 0.694-0.792; the motivation factor, the AVE value was between 0.696-0.754; and online impulse buying have an AVE value of 0.665, which is greater than 0.50 and meets the specified criteria. All latent variable executable definitions are valid and reliable.

Table 4.8 Discriminant validity

Variable	PQ	BP	BI	BEA	eWOM	WDQ	WE	WC	SS	SP	SC	HDN	UTI	OIB
PQ	**0.868**													
BP	0.509	**0.769**												
BI	0.521	0.786	**0.794**											
BEA	0.445	0.753	0.768	**0.778**										
eWOM	0.669	0.585	0.608	0.625	**0.833**									
WDQ	0.755	0.527	0.574	0.517	0.744	**0.890**								
WE	0.745	0.519	0.572	0.513	0.719	0.752	**0.882**							
WC	0.706	0.611	0.642	0.600	0.730	0.793	0.701	**0.884**						
SS	0.741	0.616	0.645	0.622	0.752	0.777	0.757	0.779	**0.868**					
SP	0.605	0.648	0.677	0.684	0.634	0.666	0.629	0.696	0.781	**0.834**				
SC	0.472	0.661	0.693	0.746	0.595	0.537	0.532	0.642	0.634	0.769	**0.835**			
HDN	0.656	0.608	0.637	0.646	0.721	0.760	0.724	0.742	0.785	0.762	0.678	**0.834**		
UTI	0.770	0.500	0.507	0.486	0.703	0.796	0.780	0.754	0.703	0.677	0.551	0.774	**0.904**	
OIB	0.275	0.470	0.451	0.524	0.360	0.301	0.309	0.381	0.359	0.412	0.521	0.395	0.278	**0.815**

Note: The diagonal value is Square root AVE of each variable ($\sqrt{AVE}$)

In Table 4.8, it was found that the discriminant validity met the criteria specified by considering the square root AVE of each variable and determining that it is greater than the relation of that latent variable to the other latent variable which indicates that the indicators of the latent brush each has a discriminant match (Fornell & Larcker, 1981)

4.5 Exploratory Factor Analysis (EFA) results

      Every item in a construction must have the quality of operational measurements evaluated. all of these studies, the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) index, which should be 0.6 or higher, is used to determine appropriateness. In addition, the value of Barlett's Test of Sphericity should be assessed (0.05 or smaller) (Pallant, 2020). In conclusion, every construct in the study has to pass all the criteria: KMO values (0.6 or above), Barlett's Test (0.05 or smaller). A summary of the KMO and Barlett's Test for the constructs is explained in Table 4.9.

Table 4.9 The results of the KMO and Bartlett's Test statistical examination of the observed variables studied in the structural equation model.

Latent Variable	Observable Variable	No. of items	Kaiser-Meyer-Olkin (KMO)	Bartlett's Test of Sphericity
Product and brand factors	PQ	5	0.951	p = 0.000
	BP	6		
	BI	6		
	BEA	6		
Online factors	eWOM1	5	0.965	p = 0.000
	WDQ	5		
	WE	5		
	WC	5		
Motivation factor	SS	5	0.966	p = 0.000
	SP	5		
	SC	5		
	HDN	5		
	UTI	5		
Online impulse buying	OIB	5	0.869	p = 0.000

From Table 4.9, it was found that product and brand factors had a statistical value of Bartlett's test of sphericity, Chi-Square = 7735.479, df = 253, p = 0.000. Bartlett's test of sphericity had Chi-Square = 8710.024, df = 190, p = 0.000. Motivation factors had statistical values. Bartlett's test of sphericity had Chi-Square = 10716.095, df = 300, p = 0.000 and online shopping motivation. The statistical values of Bartlett's test of sphericity were Chi-Square = 1270.500, df = 10, p = 0.000, indicating that the correlation coefficient matrix was not a statistically significant identity matrix at the 0.01 variable level. There is enough correlation to be able to analyze the composition.

Kaiser-Mayer-Olkin (KMO) values near 1 (0.951, 0.965, 0.966, 0.869, respectively) demonstrated that the observed variables were related. It is suitable to be used in further investigation of the coherence of the research model with the empirical data as the index value is 0.80 or more, indicating that the data is suitable for factor analysis (Hair et al., 2006).

Exploratory Factor Analysis (EFA) is a part of the factor analysis technique to study the relationship between the structure of variables. The method of extracting the elements, Principle Axis Factoring (PAF), which the use of this method is in the group. Common Factor Analysis and using the rotation axis of the components that causes the factors to rotate perpendicular to each other is the Varimax model. The factor loading will be extracted and kept to a minimum, and the factor loading is very valuable as in Table 4.10-4.12.

Table 4.10 Exploratory Factor Analysis of product and brand factors

Product and brand factors	PQ	BP	BI	BEA
PQ1	0.843			
PQ2	0.839			
PQ3	0.814			
PQ4	0.901			
PQ5	0.873			
BP1		0.633		
BP2		0.585		
BP3		0.562		
BP4		0.751		
BP5		0.775		
BP6		0.698		
BI1			0.535	
BI2			0.728	
BI3			0.732	
BI4			0.751	

Table 4.10 Exploratory Factor Analysis of product and brand factors (continued)

Product and brand factors	PQ	BP	BI	BEA
BI5			0.621	
BI6			0.617	
BEA1			0.668	
BEA2				0.727
BEA3				0.776
BEA4				0.818
BEA5				0.596
BEA6				0.666
Total Variance Explained	22.042	17.101	17.031	6.540

From Table 4.10, it was found that the component weights after the spindle rotation of the product quality factor variables amounted to 5 variables. The component weights were between 0.814 and 0.901 and 6. Brand personality factor variables were between 0.814 and 0.901. 0.562–0.775. There were 6 brand image factor variables, with component weights ranging from 0.535-0.751, and 6 variables on the brand emotional attachment factor, with component weights ranging from 0.596-0.818. All variables greater than 0.50 meet the specified criteria.

Table 4.11 Exploratory Factor Analysis of online factors

Online factors	eWOM	WDQ	WE	EC
eWOM1	0.690			
eWOM2	0.770			
eWOM3	0.694			
eWOM4	0.803			
eWOM5	0.734			
WDQ1		0.710		
WDQ2		0.754		
WDQ3		0.686		
WDQ4		0.679		
WDQ5		0.615		
WE1			0.777	
WE2			0.660	
WE3			0.696	
WE4			0.724	
WE5			0.717	
WC1				0.585
WC2				0.614
WC3				0.821
WC4				0.739
WC5				0.752
Total Variance Explained	21.22	20.242	19.944	19.429

From Table 4.11, it was found that the element weights after the spindle rotation of 5 online review (eWOM) factor variables were found with the element weights between 0.690 and 0.803. The web design quality factor variables were 5 variables with the element weights. Between 0.615 and 0.754, there were 5 web experience factor variables with element weights between 0.660-0.777 and 5 web content factor variables with element weights between 0.585-0.821, and all factor weights were greater than 0.50 or more. When the specified criteria meet the specified criteria, the specified criteria are met.

Table 4.12 Exploratory Factor Analysis of motivation factor

Motivation factor	SS	SP	SC	HDN	UTI
SS1	0.614				
SS2	0.581				
SS3	0.608				
SS4	0.596				
SS5	0.611				
SP1		0.630			
SP2		0.746			
SP3		0.652			
SP4		0.662			
SP5		0.516			
SC1			0.768		
SC2			0.756		
SC3			0.786		
SC4			0.792		
SC5			0.807		
HDN1				0.641	
HDN2				0.691	
HDN3				0.639	
HDN4				0.697	
HDN5				0.541	
UTI1					0.808
UTI2					0.822
UTI3					0.844
UTI4					0.822
UTI5					0.822
Total Variance Explained	24.385	21.550	12.616	11.397	10.557

From Table 4.12, it was found that the component weights after axis rotation of 5 self-satisfaction factor variables were valued between 0.581 and 0.614, and 5 of the self-presentation factor variables had component weights. Between 0.516-0.746, 5 self-congruence factor variables were valued between 0.756-0.807, 5 variables for the hedonic factor were weighted between 0.541-0.697. There were five variables for utilitarian factor with a weight of the components between 0.808 and 0.844, the weight of all the variables was greater than 0.50 or more, according to the specified criteria.

Table 4.13 Exploratory Factor Analysis of online impulse buying.

Online impulse buying	OIB
OIB1	0.861
OIB2	0.872
OIB3	0.875
OIB4	0.859
OIB5	0.805
Total Variance Explained	73.050

From Table 4.13, it was found that the component weights after axis rotation of 5 online impulse buying variables had component weights between 0.805-0.875. The weights of all factors of more than 0.50 met the specified criteria.

4.6 Confirmatory Factor Analysis

The researchers analysed the corroborative components to verify the correctness of the relationship structure between variables, and used to measure latent variables, including confirming the observed variables in each group. The four main components were product and brand factor, online factor, motivation factor, and online impulse buying. The Model Fit Index and element weight values (Standardised Factor Loading) details are as follows.

4.6.1 Confirmatory Factor Analysis of the product and brand factors

The researchers examined the coherence of the corroborative component model of the principal component product and brand factors with empirical data. The details are shown in Table 4.14.

Table 4.14 Confirmatory Factor Analysis of the product and brand factors

Statistics used in the audit	Chi-square (χ^2)	df	p-value	CMIN/df	GFI	AGFI	RMSEA	RMR	CFI	TLI	NFI
Criteria to consider	-	-	> 0.05	< 2.00	> 0.90	> 0.90	< 0.05	< 0.05	> 0.95	> 0.90	> 0.90
Calculated value Determination	3.977	2	0.137	1.988	0.995	0.976	0.050	0.010	0.998	0.994	0.996

From Table 4.14, it was found that the conformity index of the confirmatory component model of the product and brand factors was high. The statistical values used in the examination were as follows: chi-square (χ^2) was 3.977, p-value was 0.137, relative chi-squared (CMIN/df) was 1.988, and Goodness of Fit Index (GFI) was 0.995. The Adjusted Goodness of Fit (AGFI) is 0.976, Root Mean Square Error of Approximation (RMSEA) is 0.050, and the Root Mean Square Residual (RMR) is 0.010. a Comparative of Fit Index (CFI) of 0.998, a Tucker Lewis Index (TLI) of 0.994, and a Normed Fit Index (NFI) of 0.996, all criteria were

met. It shows that the model corresponds to the empirical data and good fit, so it is appropriate to analyse the composition. When analysing the main corroborating elements of product and brand quality factors, as shown in Figure 4.1.

Chi-square=3.977,df=2,P-value=.137, CMIN/df=1.988,
GFI=.995, AGFI=.976, CFI=.998, TLI=.994, NFI=.996,
RMSEA=.050, RMR=.010

Figure 4.1 Confirmatory factor analysis of the product and brand factors

From Figure 4.1, it was found that the main components of product and brand factors consisted of one observable variable, i.e., product and brand factors have the weight of the components of the four indicators between 0.56 and 0.90, which is a variable with the weight of a variable in an element being greater than 0.40, which is considered an appropriate value (Hair et al., 2006).

4.6.2 Confirmatory Factor Analysis of the online factors

The researchers examined the coherence of the corroborative component model of the principal component online factors with empirical data. The details are as shown in Table 4.15.

Table 4.15 The results of Confirmatory Factor Analysis of the online factors

Statistics used in the audit	Chi-square (χ^2)	df	p-value	CMIN/df	GFI	AGFI	RMSEA	RMR	CFI	TLI	NFI
Criteria to consider	-	-	> 0.05	< 2.00	> 0.90	> 0.90	< 0.05	< 0.05	> 0.95	> 0.90	> 0.90
Calculated value	8.838	3	0.032	2.946	0.989	0.964	0.070	0.010	0.996	0.991	0.993
Determination											

From Table 4.15, it was found that the conformity index of the confirmatory component model of the main components of the online factors was high. The statistical values used in the examination were as follows: chi-square (χ^2) was 8.838, p-value was 0.032, relative chi-squared (CMIN/df) was 2.946, Goodness of Fit Index (GFI) was 0.989, The Adjusted Goodness of Fit (AGFI) is 0.964, the Root Mean Square Error of Approximation (RMSEA) is 0.070, and the Root Mean Square Residual (RMR) is 0.010 A Comparative of Fit Index (CFI) of 0.996, a Tucker Lewis Index (TLI) of 0.991, and a Normed Fit Index (NFI) of 0.993, all criteria. It shows that the model corresponds to the empirical data and good fit, therefore it is appropriate to analyse the composition. When analysing the main affirmative elements of online factors as shown in Figure 4.2.

Chi-square=8.838,df=3,P-value=.032, CMIN/df=2.946,
GFI=.989, AGFI=.964, CFI=.996, TLI=.991, NFI=.993,
RMSEA=.070, RMR=.010

Figure 4.2 Confirmatory factor analysis of the online factors

From Figure 4.2, it was found that the main components of online factors consisted of one observable variable were weighted elements of all four indicators between 0.80-0.92, which is a variable with the weight of a variable in an element being greater than 0.40 is considered a value in the appropriate criteria (Hair et al., 2006).

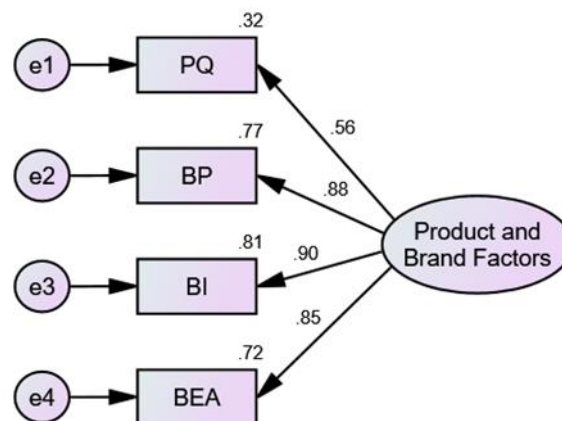**4.6.3 Confirmatory factor analysis of the motivation factors**

The researchers examined the coherence of the corroborative component model of the principal component as well as motivation factors with empirical data. The details are shown in Table 4.16.

Table 4.16 Confirmatory factor analysis of the motivation factors

Statistics used in the audit	Chi-square (χ^2)	df	p-value	CMIN/df	GFI	AGFI	RMSEA	RMR	CFI	TLI	NFI
Criteria to consider	-	-	> 0.05	< 2.00	> 0.90	> 0.90	< 0.05	< 0.05	> 0.95	> 0.90	> 0.90
Calculated value	114.836	5	0.000	22.967	0.893	0.678	0.235	0.038	0.934	0.868	0.932
Determination											

From Table 4.16, it was found that the confirmation component model conformance index of the main components of motivation factor was high. The statistical values used in the examination were as follows: chi-square (χ^2) was 114.836, p-value was 0.000, relative chi-squared (CMIN/df) was 22.967, and the Goodness of Fit Index (GFI) was 0.893. The Adjusted Goodness of Fit (AGFI) was 0.678, the Root Mean Square Error of Approximation (RMSEA) was 0.235, and the Root Mean Square Residual (RMR) was 0.038, a Comparative of Fit Index (CFI) of 0.934, a Tucker Lewis Index (TLI) of 0.868, and a Normed Fit Index (NFI) of 0.932, all criteria met. It shows that the model corresponds to the empirical data and good fit, so it is appropriate to analyse the composition. The analysing the main affirmative elements of motivation factors is shown in Figure 4.3.
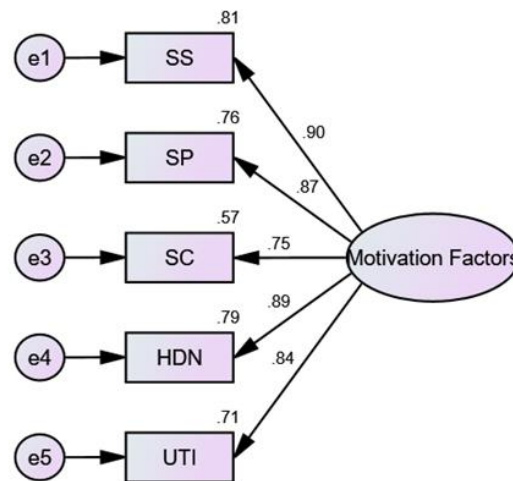
Chi-square=114.836,df=5,P-value=.000, CMIN/df=22.967,
GFI=.893, AGFI=.678, CFI=.934, TLI=.868, NFI=.932,
RMSEA=.235, RMR=.038

Figure 4.3 Confirmatory factor analysis of the motivation factors

From Figure 4.3, it was found that the main components of motivation factors consisted of 1 observable variable, namely the observable variable. The motivation factor was weighted on the components of the five indicators in the range of 0.75-0.90, which is a variable with the weight of a variable in an element being greater than 0.40 considered an appropriate value (Hair et al., 2006).

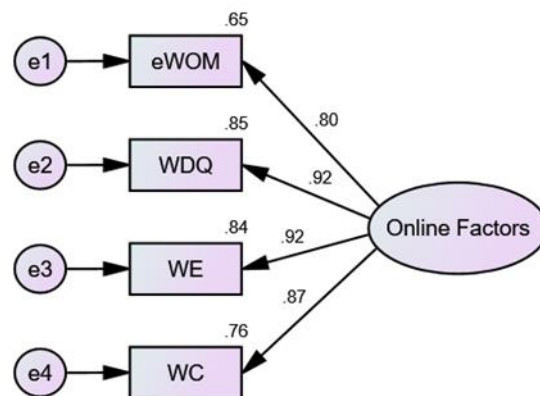### 4.6.4 Confirmatory factor analysis of online impulse buying

The researchers examined the coherence of the corroborative component model of the principal component online impulse buying with empirical data. The details are shown in Table 4.17.

Table 4.17 Confirmatory factor analysis of the online impulse buying

Statistics used in the audit	Chi-square (χ^2)	df	p-value	CMIN/df	GFI	AGFI	RMSEA	RMR	CFI	TLI	NFI
Criteria to consider	-	-	> 0.05	< 2.00	> 0.90	> 0.90	< 0.05	< 0.05	> 0.95	> 0.90	> 0.90
Calculated value	39.291	5	0.000	7.858	0.964	0.891	0.131	0.041	0.973	0.946	0.969
Determination											

From Table 4.17, it was found that the confirmation component model conformity index of the main components of online impulse buying was high. The statistical values used in the examination were as follows: chi-square (χ^2) was 39.291, p-value was 0.000, relative chi-squared (CMIN/df) was 7.858, and Goodness of Fit Index (GFI) was 0.964. The Adjusted Goodness of Fit (AGFI) was 0.891, the Root Mean Square Error of Approximation (RMSEA) was 0.131, and the Root Mean Square Residual (RMR) was 0.041. The Comparative of Fit Index (CFI) was 0.974, the Tucker Lewis Index (TLI) was 0.946, and the Normed Fit Index (NFI) was 0.969, all passing. It shows that the model corresponds to the empirical data, so it is appropriate to analyse the composition. The analysing the main affirmative elements of motivation for online impulse purchases is shown in Figure 4.4.
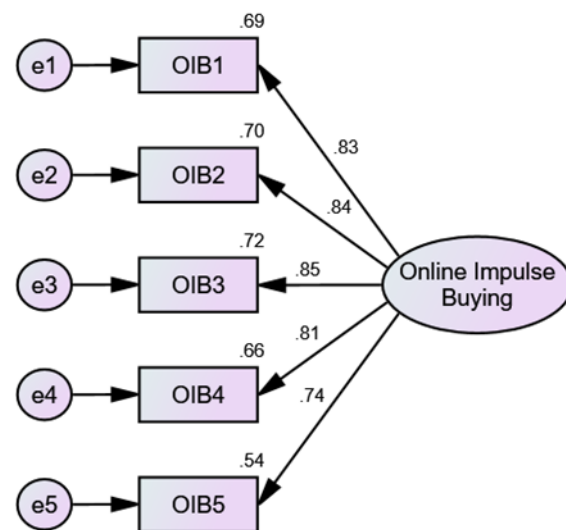
Figure 4.4 Confirmatory factor analysis of the online impulse buying

From Figure 4.4, it was found that the main components the online impulse buying has a component weight of the five indicators that ranges from 0.74-0.85, which is a variable with the weight of a variable in an element being greater than 0.40 is considered an appropriate value (Hair et al., 2006).

4.7 Structure Equation Model

Utilysing the results of the Confirmatory Factor Analysis, the researchers analysed the structural relationship of the model and assessed the suitability between the empirical data and the theoretical structural equation model and test the hypothesis. The details show that the concordance index of the product and brand factors, online factors and motivation factors on online impulse buying before adjusting the model. The statistical values used in the examination were as follows: The chi-square (x^2) value was 1137.686, the p-value was 0.000, the relative chi-squared (CMIN/df) value was 8.751, and the Goodness of Fit Index (GFI) value was 0.786. The Adjusted

Goodness of Fit (AGFI) was 0.718, the Root Mean Square Error of Approximation (RMSEA) was 0.139, and the Root Mean Square Residual (RMR) was 0.139. The model was inconsistent with the data. It had a Comparative of Fit Index (CFI) of 0.853, a Tucker Lewis Index (TLI) of 0.828, and a Normed Fit Index (NFI) of 0.838, which did not qualify for all indices as well as Empirical Index, as shown in Figure 4.5. Therefore, the researcher adjusted the model by considering the recommendations for adjusting the parameters in the model with Model Modification Indices (MI) and then adjusting the parameters by agreeing to relax the agreement. Preliminary, the values were correlated until the conformity index was consistent with the empirical data after adjusting the model, as shown in Table 4.18 and Figure 4.5.
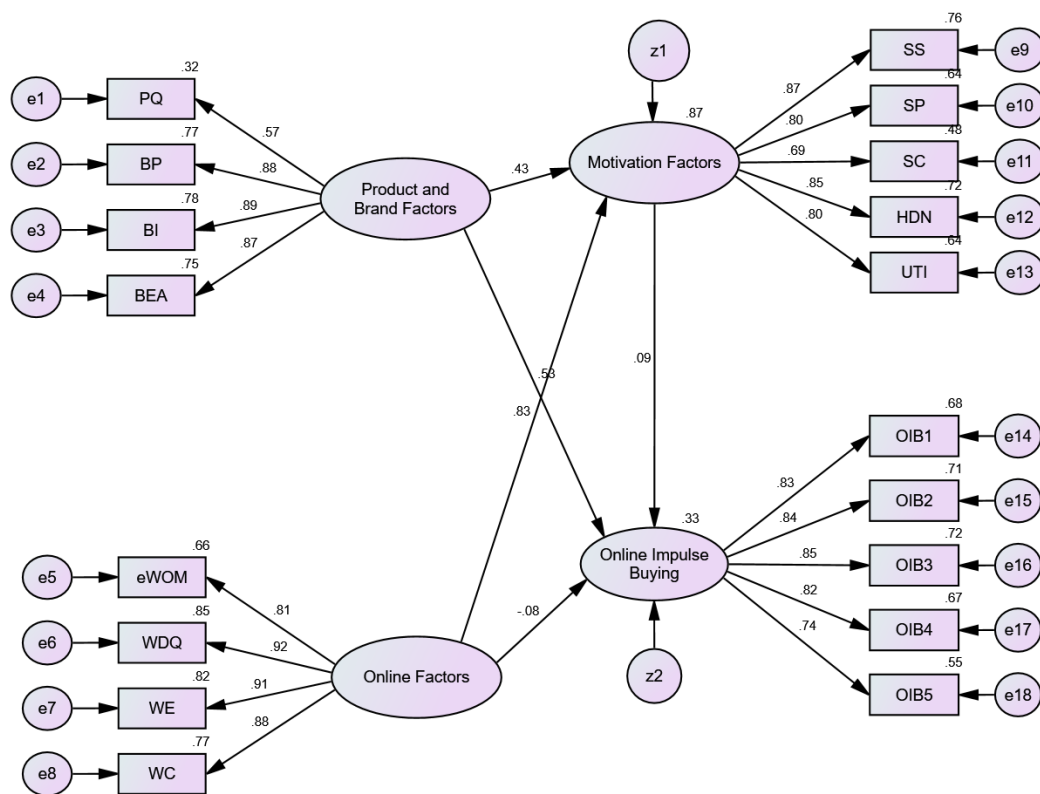
Chi-square=1137.686,df=130,P-value=.000, CMIN/df=8.751,
GFI=.786, AGFI=.718, CFI=.853, TLI=.828, NFI=.838,
RMSEA=.139, RMR=.260

Figure 4.5 Structural equation modeling of overall model before model modification

Table 4.18 Structural equation modeling of overall model after model modification

Statistics used in the audit	Criteria to consider	Calculated value	-
Chi-square (χ^2)	-	84.585	-
df	-	73	-
p-value	> 0.05	0.162	Pass
CMIN/df	< 2.00	1.162	Pass
GFI	> 0.90	0.977	Pass
AGFI	> 0.90	0.947	Pass
RMSEA	< 0.05	0.020	Pass
RMR	< 0.05	0.026	Pass
CFI	> 0.95	0.998	Pass
TLI	> 0.90	0.996	Pass
NFI	> 0.90	0.988	Pass

From Table 4.18, it was found out that the concordance index of the product and brand factors, online factors and motivational factors on online impulse buying after model modification. The statistical values used in the examination were as follows: the chi-square (χ^2) was 84.585, the p-value was 0.072, the relative chi-square (CMIN/df) was 1.162, and the Goodness of Fit Index (GFI) was 0.989. The Adjusted Goodness of Fit (AGFI) was 0.977, the Root Mean Square Error of Approximation (RMSEA) was 0.020, and the Root Mean Square Residual (RMR) was 0.026. The Comparative of Fit Index (CFI) was 0.998, the Tucker Lewis Index (TLI) was 0.996, and Normed Fit Index (NFI) was 0.988. All passed, it shows that the model is consistent with the empirical data as shown in Figure 4.6.
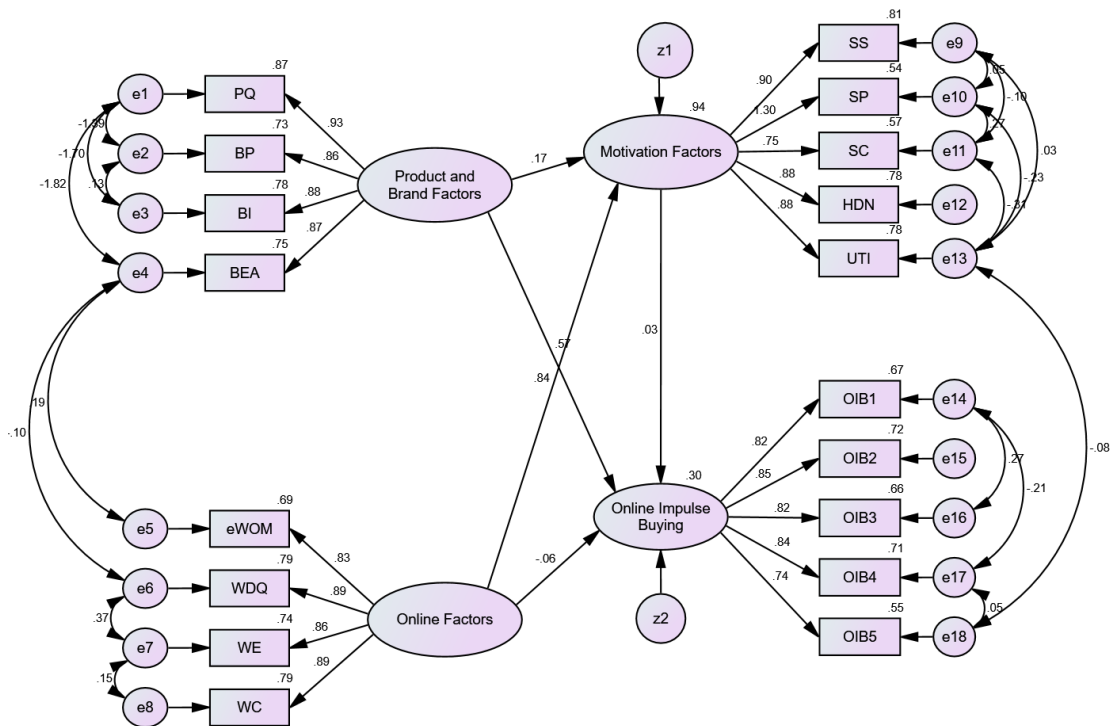
Chi-square=84.858,df=73,P-value=.162, CMIN/df=1.162,
GFI=.977, AGFI=.947, CFI=.998, TLI=.996, NFI=.988,
RMSEA=.020, RMR=.026

Figure 4.6 Structural equation modeling of overall model after model modification

4.8 The results of research hypotheses

The researcher tested the influence of causal variables and outcomes of the product and brand factors, online factors and motivational factors on online impulse buying. Tables 4.19-4.20 show an application of the post-developed to explain the research hypothesis.

Table 4.19 Summary of hypothesis testing

Hypothesis	(Route)			Standardized estimate	SE	CR	P	Hypothesis Result
H1	OLIB	<---	PBF	0.569	0.446	1.276	0.764	Not supported
H2	OLIB	<---	OF	-0.059	0.408	-0.201	0.841	Not supported
H3	OLIB	<---	MF	0.031	0.008	2.984	0.001	Support
H4	MF	<---	PBF	0.166	0.047	3.459	***	Support
H5	MF	<---	OF	0.836	0.055	15.926	***	Support
H6	OLIB <--- MF <--- PBF			0.205	0.098	2.092	0.043	Support
H7	OLIB <--- MF <--- OF			0.126	0.062	2.032	0.047	Support

*** statistically significant at 0.001

** statistically significant at 0.01

* statistically significant at 0.05

Hypothesis 1: Products and brand factors positively associate with online impulse buying

From Table 4.20, it was found that product and brand factors have no positive direct influence on online impulse buying with a standard estimate (standardised estimate = 0.569, 0.764 = p-value >0.05), standard error (0.446), and t-value (1.276, t-value < 1.96). Demonstrating no support to research hypothesis 1, product and brand factors have no direct positive influence on online impulse buying.

Hypothesis 2: Online Factors positively associate with online impulse buying

From Table 4.20, it was found that the factors in online factors have no direct influence on online impulse buying, with a standard estimate = -0.059, (0.841 = p-value > 0.05), standard error (0.408), and t-value (-0.201, t-value < 1.96). Demonstrating no confirmation of research hypothesis 2, online factors have no direct positive influence on online impulse buying.

Hypothesis 3: Motivation factors positively associate with online impulse buying

From Table 4.20, it was found that the motivation factors direct influence on online impulse buying with a standard estimate (standardised estimate = 0.031, 0.001 = p-value < 0.01), standard error (0.008), and t-value (2.984, t-value > 2.56), clearly support the hypothesis 3, showing that motivation factors have direct positive influence on online purchase buying.

Hypothesis 4: Products and brand factors positively associate with motivation factors

From Table 4.20, it was found that the products and brand factors direct influence on motivation factors with a standard estimate (standardised estimate = 0.166, (*** p-value 0.001), standard error (0.047), and t-value (3.459, t-value > 2.56) support the hypothesis 4, proving that products and brand factors positively direct positive influence on motivation factors.

Hypothesis 5: Online factors positively associate with motivation factors

From Table 4.20, it was found that the online factors execute direct influence on motivation factors with a standard estimate (standardised estimate = 0.836, (*** p-value 0.001), standard error (0.055), and t-value (15.926, t-value > 1.96), have confirmed the hypothesis 5, proving that online factors positively directed influence on motivation factors.

Hypothesis 6: Motivation factors mediate the relationship between product and brand factors and online impulse buying

From Table 4.20, it is found that motivation factors mediate the relationship between product and brand factors and online impulse buying with standardised estimate (standardised estimate = 0.205, 0.043 = p-value < 0.05), standard error (0.098), and t-value (2.092, t-value > 1.96) supported the hypothesis 6, proving that motivation factors mediate the relationship between product and brand factors and online impulse buying.

Hypothesis 7: Motivation factors mediate the relationship between online factors and online impulse buying

From Table 4.19, it was found that motivation factors mediate the relationship between online factors and online impulse purchases with a standard estimate (standardised estimate = 0.126, 0.047 = p-value < 0.05), standard error (0.062) and a t-value (2.032, t-value > 1.96), supported the hypothesis 7, proving that motivation factors are mediating the relationship between online factors and online impulse purchases.

Table 4.20 Summarises the results of the direct influence analysis.

Causal variable (Antecedents)	Consequences					
	MF			OLIB		
	DE	IE	TE	DE	IE	TE
PBF	0.166***	-	0.166***	0.569	0.205*	0.774***
OF	0.836***	-	0.836***	-0.059	0.126*	0.067*
MF	-	-	-	0.031**	-	0.031**
R^2	0.940			0.302		

*** Statistically significant at 0.001

** Statistically significant at 0.01

* Statistically significant at 0.05

From Table 4.20, it is discovered that the constituent variables of the impact of product and brand factors, online factors and motivation factors on online impulse buying execute direct influence as well as indirect influence, hence, clearly demonstrating profound influence on the studied phenomenon. The details are as follows:

Product and brand factors have no associative relationship with online impulse buying. The direct influence was 0.569, and has no indirect influence on the online impulse buying through motivation factors. The indirect influence was 0.205, which was a total influence of 0.774 with a statistical significance at the 0.001 level.

Online factors have no associative relationship with online impulse buying. The direct influence was 0.836, all of which was total influence equal to -0.059, and no

positive indirect influence on online impulse buying through motivation factors was discovered. The indirect influence was 0.126, which was the total influence of 0.067 with a statistical significance at the 0.05 level.

Motivation factors associate with online impulse buying. The direct influence was 0.031, all of which was total influence equal to 0.031, with a statistical significance at the 0.001 level.

Products and brand factors positively associate with motivation factors. The direct influence was 0.166, all of which was total influence equal to 0.166, with a statistically significant at the 0.001 level.

Online factors positively associate with motivation factors. The direct influence was 0.836, all of which was total influence equal to 0.863, with a statistically significant at the 0.001 level.

Motivation factors mediate the relationship between product and brand factors and online impulse buying. The direct influence was 0.031, all of which was the total influence of 0.031, with a statistically significant at the 0.01 level.

Motivation factors mediate the relationship between online factors and online impulse buying. The direct influence value was 0.569, and there was has indirect influence on the online impulse buying.

Mediating effect results
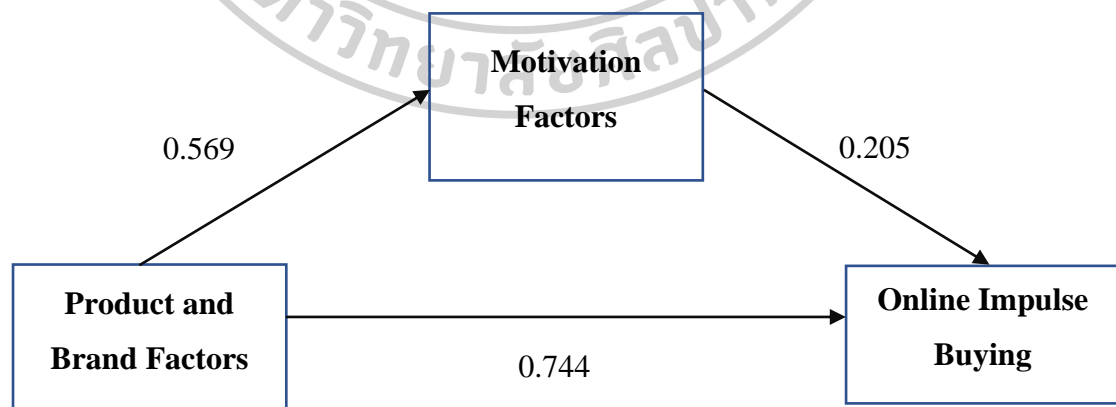
Figure 4.7 Mediating effect results between product and brand factors and online impulse buying

Table 4.21 Mediating effect results between product and brand factors and online
impulse buying

Mediating effect	IV-DV	IV-M-DV		Mediation
		direct	indirect	type
Brand and product factors → Motivation factors → Online impulse buying	0.774	0.569	0.205	Full mediation

From Figure 4.7 and Table 4.21, the results of mediating effect found that
motivation factors mediate relationship between brand and product factors and online
impulse buying. Analysis of direct effect, indirect effect and total effect found that
brand and product factors have total influence on online impulse buying was 0.774,
direct influence was 0.569, and indirect influence was 0.205.
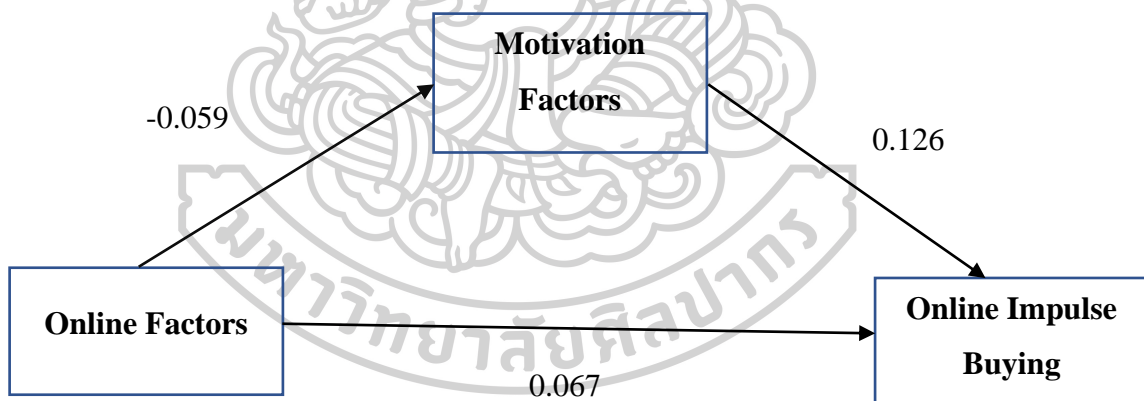
Figure 4.8 Mediating effect results between online factors and online impulse buying

Table 4.22 Mediating effect results between online factors and online impulse buying

Mediating effect	IV-DV	IV-M-DV		Mediation type
		direct	indirect	
Online factors → Motivation factors → Online impulse buying	0.067	-0.059	0.126	Full mediation

From Figure 4.8 and Table 4.22, the results of mediating effect found out that motivation factors mediate relationship between online factors and online impulse buying. Analysis of direct effect, indirect effect and total effect found out that brand and product factors have total influence on online impulse buying was 0.067, direct influence was -0.059, and indirect influence was 0.126.

The researcher summarises the results of the research hypothesis testing, product and brand factors, online factors and motivational factors on online impulse buying, as shown in the Table 4.23

Table 4.23 Summary of research hypothesis testing results

Hypothesis	Hypothesis results
Hypothesis 1: Products and brand factors positively associate with online impulse buying	Not supported
Hypothesis 2: Online factors positively associate with online impulse buying	Not supported
Hypothesis 3: Motivation factors positively associate with online impulse buying	Supported
Hypothesis 4: Products and brand factors positively associate with motivation factors	Supported

Table 4.23 Summary of research hypothesis testing results (continued)

Hypothesis	**Hypothesis results**
Hypothesis 5: Online factors positively associate with motivation factors	Supported
Hypothesis 6: Motivation factors mediates the relationship between product and brand factors and online impulse buying	Supported
Hypothesis 7: Motivation factors mediate the relationship between online factors and online impulse buying	Supported

From Table 4.23, the results of hypothesis testing discovered that the research hypothesis results support the hypothesis, namely that products and brand factors positively associate with motivation factors, online factors positively associate with motivation factors, motivation factors positively associate with online impulse buying, and motivation factors mediates the relationship between product and brand factors and online impulse buying as well as motivation factors mediate the relationship between online factors and online impulse buying. The results of hypothesis testing do not support the premise that products and brand factors positively associate with online impulse buying and online factors positively associate with online impulse buying.

CHAPTER 5
CONCLUSION AND DISCUSSION

This chapter consists of five sections. The summary of the study has been explained in the first section. The summary of key findings has also been presented and explained in this chapter. In addition, the discussion of results is disclosed. Furthermore, the contribution of study is presented for both academic contribution and managerial implications. Also, limitations and finally, recommendation and future research study recommendations are discussed in this chapter.

5.1 Research Summary

This research focused on the effects of products and brand factors, online factors, and motivational factors on online impulse buying of beauty products from the main theory of the theory of Stimulation-Organism-Response (S-O-R). The objectives of the study are as follows: (1) to identify the products and brand factors influencing the online impulse buying of beauty products; (2) to study the products and brand factors that influence the motivating factors of beauty products; (3) to investigate the influence of online factors on online impulse buying of beauty products; (4) to explore the impact of online factors on motivational factors for beauty products, and (5) to examine the effect of motivational factors on impulse buying of beauty products. This dissertation will have online questionnaires, which is a qualitative approach by Thai consumers who have online shopping experience for beauty products. A large number of 441 questionnaires were returned. The researcher examined the questionnaires and screened the remaining 400 questionnaires. For research analysis, Structural Equation Modeling (SEM) Amos has been employed in the data analysis process. For descriptive analysis, frequency, mean, standard deviation, and percentage were used to explain data. For inferential analysis, confirmatory factor analysis (CFA) was conducted to find relationship among constructs.

5.2 Summary of the key findings

The results of the analysis of the personal data of the respondents

Most of the respondents in the questionnaire were females, representing 61%, followed by 141 males, representing 35.25%, and 15 LGBT, representing 3.75%. 95 respondents aged 31–40 years accounted for 23.75%, followed by 90 respondents under the age of 20, accounting for 22.50%, and 87 respondents aged 41–50 years, accounting for 21.75%. 56 respondents accounted for 14.00 percent. Aged 51–60 years, 42 respondents accounted for 10.50%, and over 60 years old, 30 respondents accounted for 7.50%.

Most of the samples had the highest educational level with a bachelor's degree, with 188 respondents, representing 47.00%, followed by 102 respondents with a master's degree, accounting for 25.50%, 65 respondents with a higher education level lower than a bachelor's degree, representing 16.25%, and the highest educational level, doctorate, with 45 respondents, accounting for 11.25%.

The majority of the sample group of 149 respondents were employees of private companies, accounting for 37.25 percent, followed by students, with 114 respondents, accounting for 28.50%, and business owners or self-employed, accounting for 15.50%, civil servants or state enterprise employees, representing 13.75%, and other occupations being represented by 20 respondents, representing 5.00%.

Most of the samples had an average monthly income of less than or equal to 20,000 baht. 176 respondents accounted for 44.0%, followed by an average monthly income of 20,001–39,999 baht. 91 people represented 22.75% of the average monthly income. 40,000-59,999 baht, amounting to 63 respondents, equivalent to 15.75%. Those with an average monthly income of 100,000 baht or more, 29 people, representing 7.25%, and those with an average monthly income of 80,000-99,999 baht, 16 respondents, or 4.00%.

The majority of the respondents made a decision to buy beauty products online: Facebook, with 250 people, representing 62.50%, followed by Shopee, with 217 respondents, accounting for 54.25%; Instagram, with 177 respondents, or 44.25%; and Lazada, with 142 people. 35.50% of the total On YouTube 129 respondents made up 32.25% of the total. Line Chat and Web Page 60 respondents made up 15.00% of the

total. On Twitter 51 respondents accounted for 12.75%. On the blog, 31 respondents accounted for 7.75% and 14 others accounted for 3.50%.

The majority of the sample group consisted of beauty products that are bought and used regularly, namely facial products of 324 respondents, representing 81.00%, followed by hair and head care products of 222 respondents, accounting for 55.50%, and body care products of 208 respondents. 155 respondents 's perfume products accounted for 38.75%. 144 respondents 's makeup products accounted for 36.00%, and 118 respondents 's oral care products accounted for 29.50%.

Majority of the sample group spent a monthly average of 500–1,000 baht on beauty products, amounting to 130 respondents, representing 32.50%, followed by an average monthly value of 1,001–3,000 baht, 119 people, representing 29.75% on average per month. 77 respondents accounted for 19.25% of the average monthly value of 3,001–5,000 baht; 45 respondents accounted for 11.25% of the average monthly; and 29 respondents accounted for 7.25% of the average monthly.

An Overview of respondents' perception

    Product and brand quality factors

The sample group had a high opinion of the factors of product quality and brand overall. The mean was 3.65 and the standard deviation was 0.77, which consisted of four aspects, namely product quality, brand personality, brand image and brand emotional attachment. Each aspect is described in detail below.

In terms of product quality, the sample group had opinions about the quality of the product. At the highest level, you buy beauty products that you are sure are safe for your skin. You buy beauty products that do not contain chemicals that are harmful to your skin. You shop and use beauty products with confidence as they are certified to international standards, and you buy beauty products that can solve your health and skin problems. The mean was 4.42, 4.37, 4.25, 4.25, and the standard deviation was 0.97, 1.04, 1.01, and 0.98, respectively, while the sample group had opinions on the quality of the products. At a high level, i.e., you choose to buy beauty products based on the quality of raw materials. The mean was 4.19 and the standard deviation was 0.99.

In terms of brand personality, the sample group expressed opinions about the personality of the brand. At a high level, i.e., the brand of beauty products you choose to buy has a beautiful appearance and the brand of beauty products you choose to buy has a luxurious look. The mean was 3.82, 3.87, 3.44, and 3.42, and the standard deviation was 1.05, 1.10, 1.06, and 1.10, respectively. At the medium level, i.e., if you choose to buy beauty products based on the quality of raw materials, the mean was 3.39, 3.08, and the standard deviation was 1.03 and 1.07, respectively.

The sample group had opinions about the brand image. On a large scale, i.e., you shop for beauty products because the brand's experience makes you feel good. You shop for beauty products because the brand has a proper image in the beauty industry. You shop for beauty products because the brand emphasizes your good points. For example, you shop for beauty products because the brand is one of the best in the beauty industry. The mean was 3.71, 3.57, 3.52, 3.49 and the standard deviation was 1.13, 1.03, 1.12, and 1.12, respectively, while the sample group had opinions on the brand image. You shop for beauty products because the brand helps you feel accepted, and you shop for beauty products because the brand has a special meaning for you. The mean was 3.30, 3.28, and the standard deviation was 1.17 and 1.09, respectively.

Brand emotional attachment: when considering item-by-item, the sample group had opinions about the emotional attachment to the brand. At a high level, i.e., you shop for branded beauty products that you trust, and you buy beauty products that you feel happy with the brand. The mean values were 3.95, 3.48, and the standard deviations were 1.03 and 1.14, respectively. Moderate: You shop for beauty products that you feel are part of the brand. You shop for beauty products for which you have a deep passion for the brand. You will feel lost without the brand of beauty products you choose to buy. And you shop for beauty products because you have a deep emotional connection to the brand. The mean was 3.26, 3.25, 3.24, and 3.14, and the standard deviation was 1.10, 1.15, 1.24, and 1.11, respectively.

Online factors

The sample group had a high level of opinion about the factors in purchasing beauty products online. It has a mean of 3.95 and a standard deviation of 0.85. There

are four areas: online review (eWOM), web design quality, website experience, and website content. Each aspect is described in detail below.

The online review (eWOM) on a case-by-case basis found that the sample had a high opinion of the online review (eWOM). Consumer reviews were helpful for you when choosing a beauty product. You should always check consumer reviews before you buy a beauty product. The number of consumer reviews for beauty products can be helpful in making your purchase decision. Consumer reviews can often influence your beauty product purchase decision, and you're always looking to consult online reviews by other consumers to help you shop for beauty products. The mean was 3.95, 3.93, 3.91, 3.90, and 3.64 and the standard deviation was 1.03, 1.09, 1.04, 1.01, and 1.15, respectively.

In terms of website design quality, the sample group had opinions about the website design quality. At a high level, you access a beauty product website that is safe for online transactions. You can access a beauty product website with an easily accessible format thanks to the website's presentation information. You can easily access beauty product websites where you can shop for products. You can access beauty product websites with simple navigation, and you can always access beauty product websites with great website design. The means were 4.11, 4.05, 4.05, 3.97, 3.90, and 1.02, 1.03, 1.02, 1.04, and 1.05, respectively, and the standard deviations were 1.02, 1.03, 1.02, 1.04, and 1.05.

In terms of the website experience, the sample group had opinions about the website experience. At a high level, you can access beauty product websites that are convenient to use through the website. You can access beauty product websites that protect customer privacy. You can access beauty product websites that have a great product search system. You can access beauty product websites with professional communication with customers, and you get access to beauty product websites that load pages very quickly. The means were 4.07, 4.05, 4.03, 4.00, and 3.96, with standard deviations of 0.99, 1.07, 1.02, 1.07, and 1.02.

On web content, the sample group had opinions about the web content. At a high level, i.e., you buy beauty products from websites that offer good content. You shop for beauty products from creative content websites. You shop for beauty products from websites that have consistent, multi-channel communication with customers. You

buy beauty products from websites that display clear, high-quality images, and you shop for beauty products from websites that showcase emotionally appealing content. The mean values were 3.97, 3.97, 3.96, 3.88, 3.73, and 1.04, 1.04, 1.03, 1.06, and 1.04, respectively.

Motivation factors

The sample group had a high opinion of the motivation factors overall. The mean was 3.90 and the standard deviation was 0.81, which consisted of five aspects: self-satisfaction, self-presentation, self-congruence, hedonic, and utilitarian motivation. Each aspect is described in detail below.

In self-satisfaction, the sample group also shared their opinions on self-satisfaction. At a high level, you shop for beauty products that you feel satisfied with when the product solves your skin problems. You shop for beauty products that you are comfortable with when beauty products make you look better. You shop for beauty products that make you feel satisfied with yourself. You shop for beauty products that reflect customers' physical happiness and brand satisfaction, from the slightest positive to the most powerful experience, and you shop for beauty products that make you feel satisfied when they reflect your personality according to your needs. The means were 4.19, 4.18, 4.06, 3.85, 3.85, and 1.02, 1.05, 1.03, 1.01, and 1.03, respectively, and the standard deviations were 1.02, 1.05, 1.03, 1.01, and 1.03.

In self-presentation, the sample group had opinions about self-presentation. At a high level, i.e., you shop for beauty products that satisfy your inner self. You shop for beauty products that enhance your inner personality. You shop for beauty products that positively affect what other people think about you. You shop for beauty products that express who you are and how you interact with others, and you shop for beauty products that will impress and be accepted by others. The mean was 3.95, 3.83, 3.70, 3.69, 3.64 and the standard deviation was 1.05, 1.07, 1.12, 1.05 and 1.06 respectively.

With regard to self-congruence, the sample group expressed their opinions about conformity. At a high level, i.e., you buy beauty products from brands that are in line with what you see for yourself. You shop for beauty products and brands that reflect your personality. You shop for beauty products and the brand which reflects you. You shop for beauty products that are used by people similar to you who use that brand, and

you shop for beauty products used by people who really like you. The mean was 3.67, 3.66, 3.56, 3.54, and 3.49 and the standard deviation was 1.04, 1.05, 1.05, 1.11, and 1.18, respectively.

In terms of hedonic motivation, the sample group expressed opinions about the hedonic motivation as well. At a high level, i.e., you buy beauty products that customers can actually use in practice. You shop for beauty products that you feel comfortable with. You shop for beauty products that are economical for your customers. You shop for beauty products that make you feel good, and you shop for beauty products that create an enjoyable experience. The means were 4.10, 3.98, 3.98, 3.94, and 3.49, respectively, and the standard deviations were 1.02, 1.02, 1.08, 1.05, and 1.09.

Taking into account its utilitarian aspect also demonstrates significance. When considering item-by-item, the sample group had opinions about the consideration of utilitarian as important. At the highest level, i.e., you buy quality beauty products that are worth the price. You shop for beauty products that meet your expectations. You shop for beauty products that boost your confidence and you buy beauty products that are convenient to use. While the sample group had opinions on the aspect of utility, the mean was 4.31, 4.24, 4.23, and 4.22, and the standard deviation was 0.98, 0.98, 1.00, and 0.99, respectively. At a high level, i.e., if you buy beauty products that enhance your beauty, the mean was 4.18 and the standard deviation was 0.98.

Online impulse buying

The sample group had a moderate level of opinion about the overall level of online impulse buying. The mean was 3.23 and the standard deviation was 1.08, which consisted of 5 items. You didn't intend to buy beauty products online prior to this purchase. Your online beauty product purchases happen automatically. Before visiting the website/online beauty product platform, you do not intend to purchase this product. You don't plan to buy beauty products online, and you can't inhibit the need to buy products online on beauty product websites. The means were 3.33, 3.32, 3.24, 3.21, and 3.07, respectively, and the standard deviations were 1.24, 1.24, 1.23, 1.29, and 1.30.

Structure Equation Modeling

The concordance index of the product and brand factors, online factors, and motivational factors on online impulse buying after model modification is discussed in this chapter. The statistical values used in the examination were as follows: The chi-square (x^2) was 84.585, the p-value was 0.072, the relative chi-square (CMIN/df) was 1.162, and the harmonious measure index (GFI) was 0.989. The modified harmonics index (AGFI) was 0.977, the square root of estimation squared error (RMSEA) was 0.020, and the root mean squared error index (RMR) was 0.020. 0.026 The Relative Harmony Index (CFI) was 0.998, the Model Acceptance Index (TLI) was 0.996, and the Index (NFI) was 0.988. All passed. The research shows that the model is consistent with the empirical data as shown in Figure 5.1.
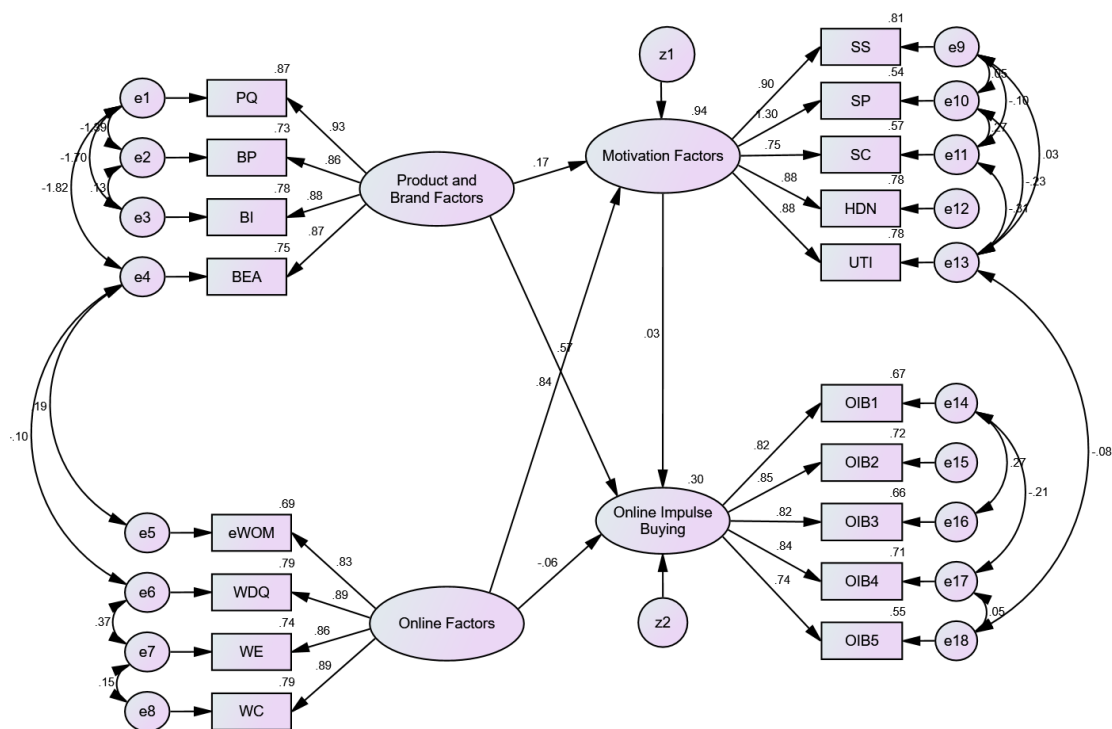
Chi-square=84.858,df=73,P-value=.162, CMIN/df=1.162,
GFI=.977, AGFI=.947, CFI=.998, TLI=.996, NFI=.988,
RMSEA=.020, RMR=.026

Figure 5.1 Structural equation modeling of overall model after model modification

Hypothesis investigation

The results of hypothesis testing found that products and brand factors have no associative relationship with online impulse buying and online factors do not associate with online impulse buying. Products and brand factors positively associated with motivation factors. Online factors positively associated with motivation factors. Motivation factors positively associated with online impulse buying.

The mediation relationship of motivation on product and brand factors and online impulse buying is supported in a mediated relationship. The mediation relationship between motivation based on online factors and online impulse buying is supported.

Table 5.1 Summary of Hypotheses Investigation

Hypothesis	Hypothesis results
Hypothesis 1: Products and brand factors positively associate with online impulse buying	Not Supported
Hypothesis 2: Online factors positively associate with online impulse buying	Not supported
Hypothesis 3: Motivation factors positively associate with online impulse buying	Supported
Hypothesis 4: Products and brand factors positively associate with motivation factors	Supported
Hypothesis 5: Online factors positively associate with motivation factors	Supported
Hypothesis 6: Motivation factors mediates the relationship between product and brand factors and online impulse buying	Supported
Hypothesis 7: Motivation factors mediate the relationship between online factors and online impulse buying	Supported

The relationship between products and brand factors and online impulse buying

The product and brand factors have no positive direct influence on online impulse buying with a standard estimate (standardised estimate = 0.569, 0.764 = p-value > 0.05), standard error (0.446), and t-value (1.276, t-value < 1.96). Product and brand factors have no direct positive influence on online impulse buying, hence not supporting research hypothesis 1.

The relationship between online factors and online impulse buying

Online factors have no direct influence on online impulse buying, with a standard estimate (standardised estimate = -0.059, 0.841 = p-value > 0.05), standard error (0.408) and t-value (-0.201, t-value < 1.96). Online factors have no direct positive influence on online impulse buying, hence not supporting research hypothesis 2.

The relationship between motivation factors and online impulse buying

The motivation factors have a direct influence on online impulse buying with a standard estimate (standardised estimate = 0.031, 0.001 = p-value 0.01), standard error (0.008), t-value (2.984, t-value > 2.56). Motivation factors have direct positive influence on online purchase buying, thus supporting the hypothesis 3.

The relationship between products and brand factors and motivation factors

The products and brand factors directed influence on motivation factors. Standardised estimate (standardized estimate = 0.166, *** p-value 0.001), standard error (0.047), and t-value (3.459, t-value > 2.56) supported the hypothesis 4, which means that products and brand factors positively direct positive influence on motivation factors.

The relationship between online factors and motivation factors

The online factors directed influence on motivation factors. Standard estimate (standardised estimate = 0.836, *** p-value 0.001, standard error (0.055), t-value (0.096, t-value > 1.96) supported the hypothesis 5, hence indicating that online factors positively directed influence on motivation factors.

The mediation effect of motivation factors between product and brand factors and online impulse buying

The motivation factors mediate the relationship between product and brand factors and online impulse buying with a standard estimate (standardised estimate = 0.205, 0.043 = p-value 0.05), standard error (0.098), and t-value (2.092, t-value >1.96) that supported the hypothesis 6, hence indicating that motivation factors mediate the relationship between product and brand factors and online impulse buying.

The mediation effect of motivation factors between online factors and online impulse buying

The motivation factors mediate the relationship between online factors and online impulse purchases with a standard estimate (standardised estimate = 0.126, 0.047 = p-value 0.05), standard error (0.062) and a t-value (2.032, t-value > 1.96), supporting the hypothesis 7, thus, indicating that motivation factors mediate the relationship between online factors and online impulse purchases.

5.3 Discussion

Based on the foundation of "Stimulus–Organism–Response" framework, this study empirically investigates online impulse buying affected by product and brand factors (product quality and brand personality, brand image and brand emotion attachment), online factors (online review, web design quality, web experience and web content). This research also studies the impact of motivation factors (self-satisfaction, self-presentation, self-congruence, hedonic and utilitarian) on online impulse buying. The findings of this study are discussed as follows.

According to the study of Chan et al. (2017), the S-O-R model is affected or influenced by stimulus and it is the part that influences the relationship of stimulus and response in S-O-R models. The S-O-R Model can be in the form of an emotional and rational state or process known as an emotional and rational organism. Huang (2012) also states that the response of consumers depends on the online experience of each consumer especially in the context of online shopping. Online experiences can be divided into two categories: direct product experience and indirect experience from the product Direct product experience occurs when consumers interact directly with the

product, whereas the indirect experience of a product arises from the experience of the consumer with that product as a consequence of advertising. Direct product experience influences consumer expectations for purchase. The reaction can take the form of conscious and unconscious purchases.

The first finding is that a non-significant relationship between products and brand factors and online impulse buying (H1) was found. Findings indicate that online impulse buying is not affected by products and brand factors through web site environments. Research by Cruz, A. V. (2015) shows a significant statistical relationship between product quality and customer satisfaction. And research by Bao, Bao & Sheng, (2011) found that the perceived quality is related to purchase intent of consumers. It is possible for a customer to make an unplanned purchase for no other reason than the fact that they need the product that, for whatever reason, was not included on the shopping list in advance.

The second finding is that a non-significant relationship between online factors and online impulse buying (H2) was found. Findings indicate that online impulse buying is not affected by online factors. This is accordance with the findings of Arraf, Azizil (2022) and Sri, H. (2018), which found that the electronic word of mouth has no significant effect on impulse buying. The results of this study are consistent with those of Natasha A., (2021), who stated that there is no substantial association between internet shopping and online impulsive purchasing behavior. Furthermore, the research of impulse purchases comes from five sensory experiences (such as the ambiance of the shop or the arrangement of the products). Therefore, it stands to reason that purchases made in physical stores are more likely to be impulsive than those made online. Hence, shopping online may be less likely to encourage impulsive purchases than shopping in physical places (Moreira et al., 2017).

Current studies mainly consider online impulse buying as an affect-based behavior, there are limited studies that focus on impulse buying adopting S-O-R framework (Chan et al., 2017). Therefore, this research contributes to the existing literature by validating both the external and internal factors of impulse buying and introducing an appropriate approach for studying impulse buying with S-O-R framework. In addition, motivation factors as self-concept, hedonic and utilitarian are significant factors mediating the associations between products and brand factors and

impulse buying. The motivation factors also mediate the associations between online factors and online impulse buying. This study underlines the significance of motivation factors as a mediator of external factors leading to impulse-buying behavior based on the concept of S-O-R theory. As a result of H1 and H2 in this research it emphasizes that products quality and brand factors and online factors (stimulus) must be stimulated by internal factors (organisms) and lead to impulse buying behaviors (Response) according to the S-O-R theory.

The third finding confirms the relationship between motivation factors and online impulse buying (H3). This implies that self-concept, hedonic, and utilitarian motivation affect online impulse buying. This is in accordance with the research of Gohary and Hanzaee (2014) illustrating the impact of hedonic and utilitarian motivation while browsing websites on impulsive purchase behaviors. Wahab et al. (2018) report that hedonic motivation causes a person to make unexpected purchases. Moreover, Zhang et al. (2018) found that reading online reviews increases the impulse buying behaviors of customers to perceive utilitarian benefit. In addition, consumers are more focused on entertainment (Choi et al., 2014; Kaltcheva and Weitz, 2006), usefulness (Babin et al., 1994), and being consistent with themselves when dealing with online browsing websites. Therefore, these research results indicate that self-concept, hedonic, and utilitarian motivation while browsing websites positively relate to the urge to buy products or services impulsively. Consumers who are interested in utilitarian benefits are likely to get information about the product or brand when they browse the websites, while consumers focusing on hedonic benefits aim for pleasure while browsing the websites. Therefore, utilitarian and hedonistic perceptions during online shopping may bring about unplanned purchases. Consumers who see a brand personality and brand image as their own and have higher self-conformity, which excites them when brands help them achieve their ideal, may increase impulsive buying behavior.

The fourth finding shows that products and brand factors positively affect motivation factors (H4). According to Kotler and Keller (2012), a product's quality is comprised of various indicators, including performance, features, dependability, compliance, durability, service ability, aesthetics, and perceived quality. Product quality is assessed from the customer's point of view. Voss et al. (2003) state that the influence of product quality on customer perceptions is often determined by the

product's attributes. Different product categories have unique attributes. Different sorts of goods elicit various preferences and attitudes from consumers (Voss et al., 2003). According to Petty and Cacioppo (1986), when a product is highly engaged, the consumer tends to have a deeper understanding of the product's functions and features, which in its turn gives the consumer more time and effort to collect relevant information, assess alternatives, and lead them to consumption behaviors. Consistency with Mohan et al. (2013) found that the first marketing cues, such as product quality, communication effectiveness, and online atmosphere, have a substantial impact on the formation of impulsive purchasing behavior. According to Ladhari, Souiden, and Dufour (2017), product quality is a component that is always prioritised by marketers in order to capture customer buying behaviors, which leads to impulsive purchasing behavior. Thus, providing information about the product's properties such as ingredients, special properties, and obtaining standardized certification and reliability will result in a positive consumer perception of the product, which corresponds to the state organism as an internal motivating factor according to the S-O-R theory.

Furthermore, in terms of brand factors, this result can be consistent with previous studies by Bouhlel, O. (2009) that looked at how internet branding impacts buyers by encouraging them to make impulsive purchases of products bearing their own image. Therefore, brands impact spontaneous purchases. Furthermore, customers may form emotional bonds with a variety of appealing elements, such as web-based media and businesses (Barreda et al., 2013). Emotional brand attachment reflects a psychological state related to the brand; it is an all-encompassing disposition toward the brand. Consumers generally tend to buy products that are consistent with their identity. This is consistent with Oliver (1997)'s assertion that brand image when paired with function, emotion, and experience creates a brand. Customers experience a higher level of brand satisfaction when they have a positive experience with the brand (Song et al., 2012).

The fifth finding illustrates that online factors positively influence motivation factors (H5). Findings indicate that online reviews (eWOM), a website's design, web experience, and web content influence motivation factors. On the basis of the previous study conducted by Park et al. (2012), it was found that the design of a website affects the utilitarian and hedonic aims of online viewing (Park et al., 2012; Wu et al., 2015),

Consumers' shopping experiences are often driven by feelings of pleasure and excitement (Verplanken et al., 2005). Online beauty product owners should focus on online management such as online reviews, website design quality, web experience, and web content to stimulate the emotional state of the organism while online shopping.

The sixth finding shows that motivation factors mediate the relationship between product and brand factors and online impulse buying (H6). This result can be consistent with previous studies. Floh and Madlberger (2013), who highlighted the importance of the S-O-R framework and integrated mediation to drive impulsive buying through web sites, consider the motivation factors as an affective organism in an online context. Excellent product quality and brand attributes boost the emotional state of online shoppers. Positive emotions influence consumers' impulsive purchases.

Finally, the motivation factors mediate the relationship between online factors and online impulse purchases (H7). These findings support the results obtained by Xu and Meihua (2010), who studied impulse buying behavior in an online environment to explore the internal organism state that drives consumer impulse buying behavior. Online consumers generally obtain such information through labels and product descriptions (Qing et al., 2006) on websites. Lee & Lee (2009), stated that the customer's past experience with electronic word-of-mouth refers to the way consumers use information obtained through electronic word-of-mouth communications in making purchase decisions over the Internet (Lee & Lee, 2009), which greatly depends on the credibility of the eWOM sender, especially if it is from a specialist, which will greatly affect the consumers' purchase behaviors (Kim et al., 2013). Thus, it is important to manage credible reviews online. Consumers read reviews of product information, comments, and suggestions on websites during online shopping. It is based on one's own attitude towards consumers and the credibility of the eWOM data source. It is noted that while online shoppers are browsing websites, they are motivated by emotional responses such as pleasure and usefulness, which these stimuli influence consumers' impulse purchases through the online channel.

As for the features of the website, according to Mehrabian and Russell (1974) and Saad and Metawie (2015), show results confirm the full mediation of shopping enjoyment between perceived store environment relationships and impulse buying has been confirmed. When customers are motivated to enjoy and appreciate the benefits of

shopping while on a website, it has a huge impact on the customer's mood and can lead to impulse buying. The website should have good design quality and content. The quality of the products should be clear and attractive to create internal motivation from emotional response; enjoyment and perception of benefits while browsing the website and lead to unplanned purchases.

5.4 The Study's Contribution

Theoretical implications

This study offers meaningful academic contributions. Based on S-O-R theory, this research increases understanding of product and brand factors, online factors and motivational factors as well as their influence on online impulsive purchase of beauty products. Firstly, this research investigates the online impulse buying behavior to explain the relationship between relevant factors according to the S-O-R model, which these features have been lacking in studies in the online context or in other industries or other countries. Secondly, it conducts a thorough literature review to explain the study's focus, theoretical background, measurement methodology, and research setting. The review of the literature gives an overview of the present state of research on online impulsive purchasing. Thirdly, this research incorporates criteria related to online impulsive purchases into a categorisation system. More precisely, the online impulse-buying components were characterised in terms of product and brand factors and online factors such as "external stimuli", motivation factors as "organism" and online impulse buying behavior as "response" by expanding the S–O–R framework. This categorisation scheme provides scholars with a list of elements that have gotten significant academic attention, as well as a list of aspects that need more inquiry. Furthermore, this research synthesises the literature results into a conceptual framework. The empirical results, in particular, are mapped into the S–O–R framework, together with their theoretical background. The conceptual framework therefore reveals empirically verified correlations among all variables in the existing literature and explains how online impulse buying determinants are conceptually connected in a neat and systematic manner. Finally, this research proposes motivation factors as mediating the relationship between external stimuli and impulse buying behaviors. The role of customer shopping motivation is important because these motivations influence the

emotions and decisions of the customers while making a purchase. As a result, this study investigates the impact of self-concept, hedonic, and utilitarian factors on the relationship between external stimuli environment and online impulse buying.

Managerial implications

In addition to the theoretical implications, this study also presents significant managerial implications. This empirical study is one of the first to reveal the interdependence of specific product and brand factors, online factors, and online impulsive behavior, which have several implications for online business, especially in the beauty product industry.

First, beauty products are highly competitive market segments. Beauty business owners should consider relevant factors that may influence the impulse buying behaviors of consumers and increase their sales, especially external environmental stimuli and internal motivation via online channels. This research stresses the relevance of product quality and brand factors, online factors, and motivation factors in influencing customers' online impulsive purchasing behavior. Online businesses may consider utilizing these evaluations as marketing strategies to influence customers' impulsive purchasing behavior by acting as effective environmental and motivational influences. Second, based on the study's findings, beauty product owners should focus on providing information on beauty products such as ingredients, international standards certification, and the quality of the product displayed on the product or on the website, which is information that may help develop consumer interest in beauty products. Consumers can observe outstanding beauty products with unique ingredients, good quality, and brand features through the presentation on the website. For this reason, online beauty business owners should pay close attention to product information and brand management as presented on the website in order to be able to trigger the internal state as self-concept, hedonic and utilitarian motivation of online shoppers, which is the most important element that can be used to formulate a marketing strategy to attract consumer attention and significantly drive online sales. Thirdly, this study suggests that the website store should offer a wide range of products that the customers want. The design and quality of the website are important. An online store should consider product information, navigation structures, and user interface to help shoppers

find products that are suitable for their needs. This can help online businesses drive impulse purchases and help customers make purchasing decisions. Website developers should develop and enhance the attractive look and feel of the website and add new features to make online web users feel satisfied and cheerful to encourage online shopping. Moreover, electronic word of mouth (eWOM) plays a significant role in determining the usefulness of information. For this reason, beauty product owners must be aware of the role of eWOM in future consumer behavior after purchase. Consumers search for information online to increase their confidence in their purchasing decisions. Positive reviews of products can reduce perceived purchase risks and encourage future positive behaviors (Lee, 2014; See-To and Ho, 2014). Therefore, beauty product owners need to manage eWOM that builds consumer confidence and should have a dedicated website administrator in this section. Furthermore, web designers may alter the quality, content, and development of online review channels based on their preferences. Online merchants can also encourage savvy consumers to shop online and use products to post rather lengthy reviews with images or videos, potentially sharing a useful and vivid experience with other consumers, and then driving highly impulsive consumers to browse shopping websites and develop impulse buying behavior.

Finally, the discovery that psychological cues impact consumer emotions and mood favorably affects browsing behavior, and the influence is higher for impulsive consumers, making it more helpful and pleasant for these online shoppers. Motivation factors consisting of self-concept factors, utilitarian factors, and hedonic factors mediate the relationship between products and brand factors and online impulsive buying behavior. The motivation factors also mediate the relationship between online factors and online impulsive buying. As a result, product quality and brand factors affect motivation factors and cause online impulse buying. Strategic planning must focus on product quality and brand factors such as quality of raw materials, products certified to international standards, including effective brand management. These factors create motivation factors, which, ultimately, lead to online impulse buying.

In addition, online factors influence motivation factors and lead to online impulse buying. Strategic planning must focus on online factors such as quality of online reviews, quality of website design, ease of use, and good content, which enhance the website's quality. These factors create intrinsic motivation such as self-satisfaction,

self-presentation, self-congruence, hedonic and utilitarian during online shopping, which, ultimately, leads to online impulse purchases. These findings have several managerial implications for improving the website environment and changing the website browsing behavior of online consumers.

5.5 Limitations of the study and future research

There are several limitations that require attention and recommendations for the future research.

This study purposes to study the variables influencing impulse purchases of beauty products in Thailand through online channels. However, the disciplinary research approach demonstrates that more factors in online impulse buying behaviors can be adopted. This study posits that products and brand factors and online factors stimuli are driving this research model in terms of other specific areas exclusive to this research. In future research, it is necessary to further explore the dimension division of another external stimuli and other motivation factors as organism. Additionally, it is also worthwhile examining the mediating effects through the internal states that would influence online impulse buying of consumer behaviors.

Also, this dissertation will focus on using the quantitative analysis that might not be able to cover some information from in-depth interview or focus group. The qualitative approach can be applied in future research to study in-depth knowledge of online impulse buying behaviors phenomenon.

Next, there are some limitations on the sampling method which is purposive sampling method. Therefore, different sampling technique is recommended for future research. Furthermore, data were collected without specifying any beauty product category. Future studies can be conducted to understand an important factor in influencing impulse buying behavior for any specific beauty product category. Although the sample survey approach is appropriate, however, it cannot explain impulse buying behavior from the perspective of consumers' purchasing power. Therefore, future research should segment the sample by considering how much they spend on beauty products each month to examine and compare impulse buying behavior among high purchasing power consumers and those with low purchasing power, whether there is a difference or not.

Additionally, the current study focuses only on beauty products industry. The future research model has an opportunity to be extended on another business sectors due to the fact that it creates new knowledge that might be fulfilling a gap in future research requirements. Besides, this research collects data from Thai people who have experience in shopping for beauty products through websites in Thailand. Future research should replicate this study in different countries and across different cultures and norms to determine whether and to what extent the results are the same or different. This study focuses on the websites of beauty brands. Thus, for future research, social commerce platforms due to the different properties of shopping sites and social commerce platforms (Xiang et al., 2016; Chen et al., 2016). Finally, this research is only based on an analysis of data collection during the pandemic crisis period. It might be sound to strengthen the further knowledge by researching human buying impulsive outside the outbreak. The possibility of finding an opposed outcome in the non-covid-19 stages may be significant.

Overall, online impulse buying has become a popular phenomenon. However, research on this topic is still in its early stages. The present study integrates theories from environmental psychology and information systems to further the understanding of the role of the system in online impulse buying. More research is necessary to address the limitations found in the present research and to replicate the model under different settings. However, this research provides a firm foundation for future studies on online impulsive behavior in general.

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APPENDICES
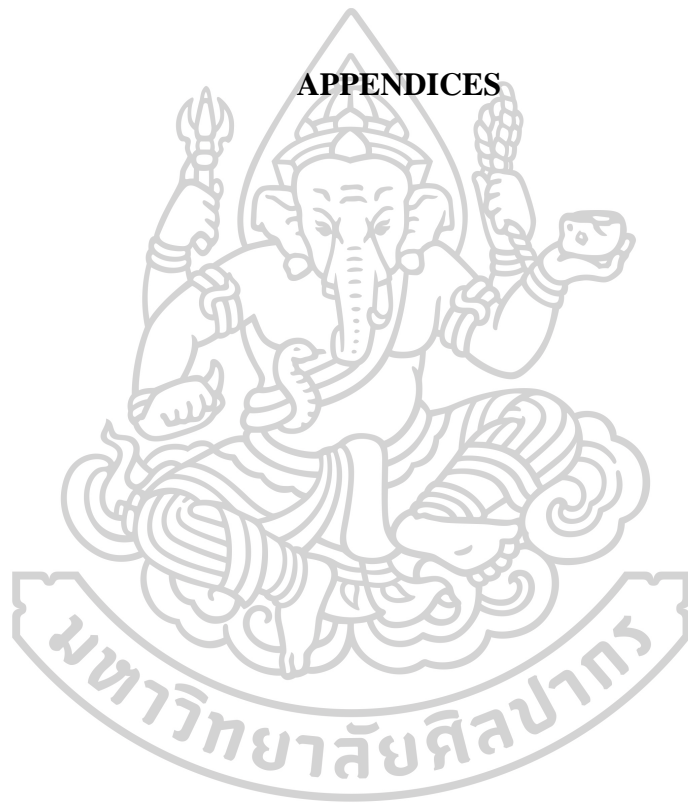
Appendix A. Questionnaire (Thai Version)

แบบสอบถาม

การสำรวจผลกระทบของการสร้างตราสินค้า ปัจจัยด้านออนไลน์ และปัจจัยด้านแรงจูงใจต่อการซื้อโดยฉับพลันออนไลน์ของผลิตภัณฑ์ความงาม: การประยุกต์ใช้แบบจำลองการกระตุ้น กลไก การตอบสนอง

Exploring the effects of branding, online factors and motivational factors on online impulse buying of beauty products: An application of Stimulus-Organism- Response model

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<u>**คำชี้แจง:**</u>

แบบสอบถามนี้เป็นส่วนหนึ่งของการศึกษาระดับปริญญาเอก หลักสูตรการบริหารธุรกิจระหว่างประเทศ ของวิทยาลัยนานาชาติ มหาวิทยาลัยศิลปากร ในหัวข้อวิจัยเรื่อง **"การสำรวจผลกระทบของการสร้างตราสินค้า ปัจจัยด้านออนไลน์ และปัจจัยด้านแรงจูงใจต่อการซื้อโดยฉับพลันออนไลน์ของผลิตภัณฑ์ความงาม: การประยุกต์ใช้แบบจำลองการกระตุ้น กลไก การตอบสนอง"** ซึ่งเป็นการศึกษาเกี่ยวกับผลกระทบของปัจจัยต่างๆ ที่ส่งผลต่อการกระตุ้นการซื้อผลิตภัณฑ์เสริมความงามทางช่องทางออนไลน์ โดยแบบสอบถามนี้มีจำนวน 5 ตอนประกอบด้วยดังนี้

ตอนที่ 1 เกี่ยวกับปัจจัยด้านคุณภาพผลิตภัณฑ์และตราสินค้า

ตอนที่ 2 เกี่ยวกับปัจจัยด้านการซื้อผลิตภัณฑ์เสริมความงามทางช่องทางออนไลน์

ตอนที่ 3 เกี่ยวกับปัจจัยด้านอารมณ์

ตอนที่ 4 เกี่ยวกับข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

ตอนที่ 5 ความคิดเห็นและข้อเสนอแนะเพิ่มเติม (ปลายเปิด)

โดยข้อมูลทั้งหมดที่เก็บรวบรวมได้จากแบบสอบถามของแต่ละบุคคลจะถูกเก็บไว้เป็นความลับ รวมทั้งกระบวนการที่ไม่สามารถระบุตัวตนได้ของผู้ตอบแบบสอบถามแต่ละบุคคลได้ ข้อมูลที่เก็บรวบรวมได้ทั้งหมดนี้จะถูกนำไปสู่กระบวนการศึกษาที่เกี่ยวเนื่องกับหัวข้องานวิจัยของผู้วิจัยเท่านั้น โดยผู้ตอบแบบสอบถามสามารถยุติการตอบแบบสอบถามได้ทุกเมื่อ หากมีความต้องการ

สุดท้ายนี้ผู้วิจัยขอขอบคุณสำหรับความอนุเคราะห์ในการตอบแบบสอบสอบถามของท่าน

ติดต่อ: นางปุณชญา หิรัญฤทธิกร

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วิทยาลัยนานาชาติ มหาวิทยาลัยศิลปากร

ขอเริ่มต้นแบบสอบถามด้วยคำถามด้านล่างนี้

1. คุณอายุมากกว่า 18 ปีใช่หรือไม่
   - ○ ใช่
   - ○ ไม่ใช่
   - ○ ปฏิเสธการตอบ
2. คุณเคยซื้อผลิตภัณฑ์เสริมความงามผ่านทางช่องทางออนไลน์ใช่หรือไม่
   - ○ ใช่
   - ○ ไม่ใช่
   - ○ ปฏิเสธการตอบ

ตอนที่ 1 แบบสอบถามระดับความคิดเห็นเกี่ยวกับปัจจัยด้านคุณภาพผลิตภัณฑ์และตราสินค้า

โดยมีวัตถุประสงค์เพื่อศึกษาปัจจัยภายนอกในด้านคุณภาพผลิตภัณฑ์ บุคลิกของตราสินค้า ภาพลักษณ์ของตราสินค้า และความผูกพัน
ทางอารมณ์กับตราสินค้า

คะแนน: 1 = ไม่เห็นด้วยอย่างยิ่ง 2 = ไม่เห็นด้วย   3 = ไม่แน่ใจ   4 = เห็นด้วย   5 = เห็นด้วยอย่างยิ่ง

ลำดับ	ระดับความคิดเห็นเกี่ยวกับปัจจัยในการซื้อผลิตภัณฑ์ความงามทางออนไลน์	ระดับความคิดเห็น				
		1	2	3	4	5
ปัจจัยภายนอก						
คุณภาพของผลิตภัณฑ์						
1	คุณเลือกซื้อและใช้ผลิตภัณฑ์ความงามด้วยความมั่นใจเนื่องจากผลิตภัณฑ์ได้รับการรับรองมาตรฐานสากล					
2	คุณเลือกซื้อผลิตภัณฑ์ความงามที่สามารถแก้ปัญหาสุขภาพและผิวพรรณของคุณได้					
3	คุณเลือกซื้อผลิตภัณฑ์ความงามโดยพิจารณาจากคุณภาพของวัตถุดิบ					
4	คุณเลือกซื้อผลิตภัณฑ์ความงามที่คุณมั่นใจว่าปลอดภัยต่อผิวของคุณ					
5	คุณเลือกซื้อผลิตภัณฑ์ความงามที่ไม่มีสารเคมีที่เป็นอันตรายต่อผิวของคุณ					
บุคลิกภาพของตราสินค้า						
1	คุณเลือกซื้อผลิตภัณฑ์ความงามที่มีตราสินค้าที่ส่งเสริมภาพลักษณ์ของตนเอง					
2	คุณเลือกซื้อผลิตภัณฑ์ความงามที่มีตราสินค้าที่สะท้อนบุคลิกของคุณ					
3	คุณเลือกซื้อผลิตภัณฑ์ความงามที่มีตราสินค้าเป็นที่ยอมรับของสังคม					
4	คุณเลือกซื้อผลิตภัณฑ์ความงามที่มีตราสินค้าที่ทันสมัย					
5	ตราสินค้าของผลิตภัณฑ์ความงามที่คุณเลือกซื้อมีรูปลักษณ์ที่หรูหรา					
6	ตราสินค้าของผลิตภัณฑ์ความงามที่คุณเลือกซื้อมีรูปลักษณ์ที่สวยงาม					
ภาพลักษณ์ตราสินค้า						
1	คุณเลือกซื้อผลิตภัณฑ์ความงาม เนื่องจากตราสินค้ามีภาพลักษณ์ที่เหมาะสมในอุตสาหกรรมความงาม					
2	คุณเลือกซื้อผลิตภัณฑ์ความงามเนื่องจากตราสินค้าเน้นจุดดีของคุณ เช่น					
3	คุณเลือกซื้อผลิตภัณฑ์ความงามเนื่องจากตราสินค้ามีความหมายพิเศษสำหรับคุณ					
4	คุณเลือกซื้อผลิตภัณฑ์ความงามเนื่องจากตราสินค้าเป็นหนึ่งในสิ่งที่ดีที่สุดในอุตสาหกรรมความงาม					
5	คุณเลือกซื้อผลิตภัณฑ์ความงามเนื่องจากประสบการณ์ของตราสินค้าทำให้คุณรู้สึกดี					
6	คุณเลือกซื้อผลิตภัณฑ์ความงามเนื่องจากตราสินค้าช่วยให้คุณรู้สึกเป็นที่ยอมรับ					
ความผูกพันทางอารมณ์กับตราสินค้า						
1	คุณเลือกซื้อผลิตภัณฑ์ความงามที่คุณสัมผัสได้ถึงความสุขกับตราสินค้า					
2	คุณเลือกซื้อผลิตภัณฑ์ความงามที่คุณรู้สึกเป็นส่วนหนึ่งของตราสินค้า					
3	คุณเลือกซื้อผลิตภัณฑ์ความงามที่คุณมีความหลงใหลในตราสินค้าอย่างลึกซึ้ง					
4	คุณเลือกซื้อผลิตภัณฑ์ความงามที่คุณมีการเชื่อมต่อด้านอารมณ์อย่างลึกซึ้งกับตราสินค้า					
5	คุณเลือกซื้อผลิตภัณฑ์ความงามที่ตราสินค้ามีชื่อที่คุณวางใจ					
6	หากไม่มีตราสินค้าของผลิตภัณฑ์ความงามที่คุณเลือกที่จะซื้อ คุณจะรู้สึกสูญเสีย					

ตอนที่ 2 แบบสอบถามระดับความคิดเห็นเกี่ยวกับปัจจัยด้านการซื้อผลิตภัณฑ์เสริมความงามทางช่องทางออนไลน์

โดยมีวัตถุประสงค์เพื่อศึกษาปัจจัยทางออนไลน์ในด้าน การตรวจสอบออนไลน์ (eWOM) คุณภาพการออกแบบเว็บไซต์ ประสบการณ์
เว็บไซต์ และเนื้อหาเว็บไซต์

คะแนน: 1 = ไม่เห็นด้วยอย่างยิ่ง 2 = ไม่เห็นด้วย   3 = ไม่แน่ใจ   4 = เห็นด้วย   5 = เห็นด้วยอย่างยิ่ง

ลำดับ	ระดับความคิดเห็นเกี่ยวกับปัจจัยด้านการซื้อผลิตภัณฑ์เสริมความงามทางช่องทางออนไลน์	ระดับความคิดเห็น				
		1	2	3	4	5
ปัจจัยออนไลน์						
การตรวจสอบออนไลน์ (eWOM)						
1	บทวิจารณ์ของผู้บริโภคมีประโยชน์สำหรับคุณในการเลือกซื้อผลิตภัณฑ์ความงาม					
2	บทวิจารณ์ของผู้บริโภคมักจะมีอิทธิพลต่อการตัดสินใจซื้อผลิตภัณฑ์ความงามของคุณ					
3	ข้อมูลจำนวนบทวิจารณ์ของผู้บริโภคสำหรับผลิตภัณฑ์ความงามมีประโยชน์ต่อการตัดสินใจซื้อผลิตภัณฑ์ความงามของคุณ					
4	คุณมักจะปรึกษาบทวิจารณ์ออนไลน์ของผู้บริโภครายอื่นเสมอเพื่อช่วยในการเลือกซื้อผลิตภัณฑ์ความงาม					
5	คุณมักจะตรวจสอบบทวิจารณ์ของผู้บริโภคก่อนตัดสินใจซื้อผลิตภัณฑ์ความงาม					
คุณภาพการออกแบบเว็บไซต์						
1	คุณสามารถเข้าถึงเว็บไซต์ผลิตภัณฑ์ความงามที่มีระบบนำทางที่ไม่ซับซ้อน					
2	คุณสามารถเข้าถึงเว็บไซต์ผลิตภัณฑ์ความงามที่มีรูปแบบข้อมูลการนำเสนอของเว็บไซต์ที่สามารถเข้าถึงได้ง่าย					
3	คุณสามารถเข้าถึงเว็บไซต์ผลิตภัณฑ์ความงามที่มีการออกแบบเว็บไซต์ที่ยอดเยี่ยมได้ตลอดเวลา					
4	คุณสามารถเข้าถึงเว็บไซต์ผลิตภัณฑ์ความงามที่สามารถเลือกซื้อผลิตภัณฑ์ได้ง่าย					
5	คุณเข้าถึงเว็บไซต์ผลิตภัณฑ์ความงามที่ปลอดภัยสำหรับการทำธุรกรรมออนไลน์					
ประสบการณ์เว็บไซต์						
1	คุณสามารถเข้าถึงเว็บไซต์ผลิตภัณฑ์ความงามที่ปกป้องข้อมูลส่วนบุคคลของลูกค้า					
2	คุณสามารถเข้าถึงเว็บไซต์ผลิตภัณฑ์ความงามที่สะดวกในการใช้งานผ่านเว็บไซต์					
3	คุณสามารถเข้าถึงเว็บไซต์ผลิตภัณฑ์ความงามที่สามารถโหลดหน้าเว็บได้เร็วมาก					
4	คุณสามารถเข้าถึงเว็บไซต์ผลิตภัณฑ์ความงามที่มีระบบการค้นหาผลิตภัณฑ์ที่ยอดเยี่ยม					
5	คุณสามารถเข้าถึงเว็บไซต์ผลิตภัณฑ์ความงามที่มีการสื่อสารแบบมืออาชีพกับลูกค้า					
เนื้อหาเว็บไซต์						
1	คุณเลือกซื้อผลิตภัณฑ์ความงามจากเว็บไซต์ที่มีการนำเสนอเนื้อหาที่ดี					
2	คุณเลือกซื้อผลิตภัณฑ์ความงามจากเว็บไซต์ที่มีการสื่อสารที่สม่ำเสมอในหลายช่องทางกับลูกค้า					
3	คุณเลือกซื้อผลิตภัณฑ์ความงามจากเว็บไซต์ที่แสดงเนื้อหาที่สร้างสุนทรียภาพทางอารมณ์					
4	คุณเลือกซื้อผลิตภัณฑ์ความงามจากเว็บไซต์ที่แสดงรูปภาพคมชัดและมีคุณภาพสูง					
5	คุณเลือกซื้อผลิตภัณฑ์ความงามจากเว็บไซต์ที่มีเนื้อหาที่สร้างสรรค์					

ตอนที่ 3 แบบสอบถามระดับความคิดเห็นเกี่ยวกับปัจจัยด้านตัวกระตุ้น

โดยมีวัตถุประสงค์เพื่อศึกษา ความพึงพอใจในตนเอง การนำเสนอตนเอง ความสอดคล้องในตนเอง ความเพลิดเพลิน และการคำนึงถึง
ประโยชน์ใช้สอยเป็นสำคัญ

คะแนน: 1 = ไม่เห็นด้วยอย่างยิ่ง 2 = ไม่เห็นด้วย   3 = ไม่แน่ใจ   4 = เห็นด้วย   5 = เห็นด้วยอย่างยิ่ง

ลำดับ	ระดับความคิดเห็นเกี่ยวกับปัจจัยในการซื้อผลิตภัณฑ์ความงามทางออนไลน์	ระดับความคิดเห็น				
		1	2	3	4	5
ปัจจัยภายใน						
ความพึงพอใจในตนเอง						
1	คุณเลือกซื้อผลิตภัณฑ์ความงามที่สะท้อนให้ลูกค้าได้รับความสุขทางกายภาพและความพึงพอใจในตราสินค้าตั้งแต่แง่บวกเพียงเล็กน้อยไปจนถึงประสบการณ์ที่ทรงพลัง					
2	คุณเลือกซื้อผลิตภัณฑ์ความงามที่คุณรู้สึกพึงพอใจเมื่อผลิตภัณฑ์สามารถสะท้อนบุคลิกของคุณได้ตามความต้องการของคุณ					
3	คุณเลือกซื้อผลิตภัณฑ์ความงามที่คุณรู้สึกพึงพอใจในตนเองเมื่อผลิตภัณฑ์สามารถแก้ปัญหาผิวของคุณ					
4	คุณเลือกซื้อผลิตภัณฑ์ความงามที่ทำให้คุณรู้สึกพึงพอใจในตัวเอง					
5	คุณเลือกซื้อผลิตภัณฑ์ความงามที่คุณพอใจเมื่อผลิตภัณฑ์ความงามทำให้คุณดูดีขึ้น					
การนำเสนอตนเอง						
1	คุณเลือกซื้อผลิตภัณฑ์ความงามที่แสดงออกถึงความเป็นตัวคุณและมีปฏิสัมพันธ์กับบุคคลอื่น					
2	คุณเลือกซื้อผลิตภัณฑ์ความงามที่สร้างความประทับใจและการยอมรับจากผู้อื่น					
3	คุณเลือกซื้อผลิตภัณฑ์ความงามที่ส่งเสริมบุคลิกภาพที่เป็นตัวตนภายในของคุณ					
4	คุณเลือกซื้อผลิตภัณฑ์ความงามที่ส่งผลในเชิงบวกต่อสิ่งที่บุคคลอื่นคิดเกี่ยวกับคุณ					
5	คุณเลือกซื้อผลิตภัณฑ์ความงามที่ตอบสนองตัวตนภายในของคุณ					
ความสอดคล้องในตนเอง						
1	คุณเลือกซื้อผลิตภัณฑ์ความงามกับตราสินค้าเป็นภาพสะท้อนของคุณ					
2	คุณเลือกซื้อผลิตภัณฑ์ความงามกับตราสินค้าที่สอดคล้องกับสิ่งที่คุณเห็นตนเอง					
3	คุณเลือกซื้อผลิตภัณฑ์ความงามกับตราสินค้าที่สะท้อนความเป็นตัวตนของคุณ					
4	คุณเลือกซื้อผลิตภัณฑ์ความงามที่ใช้โดยบุคคลมีความคล้ายกับคุณซึ่งใช้ตราสินค้าดังกล่าว					
5	คุณเลือกซื้อผลิตภัณฑ์ความงามที่ใช้โดยบุคคลที่ชื่นชอบคุณมาก					
ความเพลิดเพลิน						
1	คุณเลือกซื้อผลิตภัณฑ์ความงามที่สร้างประสบการณ์ความเพลิดเพลิน					
2	คุณเลือกซื้อผลิตภัณฑ์ความงามที่คุณรู้สึกถูกใจ					
3	คุณเลือกซื้อผลิตภัณฑ์ความงามที่ลูกค้าสามารถนำไปใช้ในทางปฏิบัติได้จริง					
4	คุณเลือกซื้อผลิตภัณฑ์ความงามที่สร้างความรู้สึกที่ดี					
5	คุณเลือกซื้อผลิตภัณฑ์ความงามที่ประหยัดสำหรับลูกค้า					
การคำนึงถึงประโยชน์ใช้สอยเป็นสำคัญ						
1	คุณเลือกซื้อผลิตภัณฑ์ความงามที่เสริมความสวยให้แก่คุณ					
2	คุณเลือกซื้อผลิตภัณฑ์ความงามที่เพิ่มความมั่นใจในตนเอง					
3	คุณเลือกซื้อผลิตภัณฑ์ความงามที่มีคุณภาพคุ้มกับราคา					
4	คุณเลือกซื้อผลิตภัณฑ์ความงามที่ใช้งานสะดวก					

ลำดับ	ระดับความคิดเห็นเกี่ยวกับปัจจัยในการซื้อผลิตภัณฑ์ความงามทางออนไลน์	ระดับความคิดเห็น				
		1	2	3	4	5
5	คุณเลือกซื้อผลิตภัณฑ์ความงามที่ตอบสนองความคาดหวังของคุณ					
แรงจูงใจการซื้อออนไลน์						
1	คุณไม่ได้วางแผนสำหรับการซื้อผลิตภัณฑ์ความงามออนไลน์					
2	การซื้อผลิตภัณฑ์ความงามออนไลน์ของคุณเกิดขึ้นเองโดยอัตโนมัติ					
3	คุณไม่ได้ตั้งใจจะซื้อผลิตภัณฑ์ความงามทางออนไลน์ก่อนการเลือกซื้อผลิตภัณฑ์ในครั้งนี้					
4	ก่อนเข้าชมเว็บไซต์/ออนไลน์แพลตฟอร์มผลิตภัณฑ์ความงาม คุณไม่ได้มีเจตนาที่จะทำการซื้อผลิตภัณฑ์นี้					
5	คุณไม่สามารถยับยั้งความต้องการซื้อผลิตภัณฑ์ทางออนไลน์บนเว็บไซต์ผลิตภัณฑ์ความงาม					

ตอนที่ 4 ข้อมูลส่วนบุคคล

โปรดทำเครื่องหมาย (✓) ในช่องที่ตรงกับตัวท่านมากที่สุด

1. เพศ

☐ ชาย ☐ หญิง ☐ เพศทางเลือก

2. อายุ

☐ น้อยกว่าหรือเท่ากับ 20 ปี ☐ 21 – 30 ปี

☐ 31 – 40 ปี ☐ 41 – 50 ปี

☐ 51 – 60 ปี ☐ มากกว่า 60 ปีขึ้นไป

3. ระดับการศึกษาสูงสุด

☐ ต่ำกว่าปริญญาตรี ☐ ปริญญาตรี

☐ ปริญญาโท ☐ ปริญญาเอก

☐ อื่น ๆ โปรดระบุ ....

4. อาชีพ

☐ นักเรียน/นักศึกษา ☐ เจ้าของธุรกิจ / ประกอบอาชีพอิสระ

☐ พนักงานบริษัทเอกชน ☐ ข้าราชการ/พนักงานรัฐวิสาหกิจ

☐ อื่น ๆ โปรดระบุ ....

5. รายได้เฉลี่ยต่อเดือน

☐ น้อยกว่าหรือเท่ากับ 20,000 บาท ☐ 20,001 – 39,999 บาท

☐ 40,000 – 59,999 บาท ☐ 60,000 – 79,999 บาท

☐ 80,000 – 99,999 บาท ☐ ตั้งแต่ 100,000 บาทขึ้นไป

6. ช่องทางที่มีผลต่อการตัดสินใจซื้อผลิตภัณฑ์ความงามทางออนไลน์ของคุณมากที่สุด

☐ Facebook ☐ Instagram

☐ Lazada ☐ Shopee

☐ Twitter ☐ Line Chat

☐ Web Page ☐ Blog

☐ YouTube ☐ อื่น ๆ โปรดระบุ ....

7. กลุ่มผลิตภัณฑ์ความงามที่คุณซื้อใช้เป็นประจำ (ตอบได้มากกว่า 1 ข้อ)

☐ ผลิตภัณฑ์สำหรับใบหน้า ☐ ผลิตภัณฑ์ดูแลเส้นผมและศีรษะ

☐ ผลิตภัณฑ์สำหรับแต่งหน้า ☐ ผลิตภัณฑ์ดูแลร่างกาย

☐ ผลิตภัณฑ์ดูแลช่องปาก ☐ ผลิตภัณฑ์น้ำหอม

8. มูลค่าเฉลี่ยต่อเดือนของผลิตภัณฑ์ความงามที่คุณซื้อผ่านช่องทางออนไลน์

☐ น้อยกว่าหรือเท่ากับ 500 บาท   ☐ 500 – 1,000 บาท

☐ 1,001–3,000 บาท   ☐ 3,001 – 5,000 บาท

☐ 5,001 บาทขึ้นไป

ตอนที่ 5 ความคิดเห็นเพิ่มเติมอื่นๆ

ความคิดเห็น/ข้อเสนอแนะเพิ่มเติมอื่นๆ เกี่ยวกับปัจจัยที่มีผลต่อการกระตุ้นการซื้อผลิตภัณฑ์เสริมความงามทางช่องทางออนไลน์ (ถ้ามี)

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ขอขอบคุณพระทุกท่านที่เสียสละเวลาในการตอบแบบสอบถามฉบับนี้

Appendix B Questionnaire (English Version)

QUESTIONNAIRE
Exploring the effects of branding, online factors and motivational factors on online impulse buying of beauty products: An application of Stimulus-Organism-Response model

_____

Explanation:

This questionnaire is part of a doctoral degree study in International Business Administration Program of the International College Silpakorn University in the research topic "Exploring the effects of branding, web-based factors and motivational factors on online impulse buying of beauty products: an application of stimulus-organism-response model" which studies the effects of various factors that affects to impulse buying of beauty products via online channels This questionnaire consists of 5 parts as follows:

Part 1 deals with product and brand quality factors.
Part 2 deals with the online factors
Part 3 deals with motivation factors.
Part 4 deals with the general information of the respondents.
Part 5 Additional comments and suggestions (Open-ended)

All information collected from individual questionnaires will be kept confidential, including processes in which the individual respondents cannot be identified. All this information collected will only be contributed to the study process related to the researcher's research topic. The respondents can stop answering the questionnaire at any time, if there is a need.

Finally, the researcher would like to thank you for your assistance in answering the questionnaire.

Contact: Mrs. Punchaya Hiranrittikorn
Tel: 086-647-8899
Email: punchaya.hi@ssru.ac.th
International College Silpakorn University

Let's start the survey with the questions below.

      1. Are you over 18?
- o Yes
- o No
- o Refuse to answer

      2. Have you ever bought beauty products online?
- o Yes
- o No
- o Refuse to answer

Part 1: Product and brand factors
The objective is to study external factors in product quality, brand personality, brand image and brand emotional attachment
Score: 1 = Strongly disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly agree

No.	Level of opinion about factors in purchasing beauty products online	Your opinion				
		1	2	3	4	5
External						
Product quality						
1	You choose to buy a beauty product with the confidence in using the product because it has been certified to international standards.					
2	You choose to buy a beauty product that can solve your health and skin problem.					
3	You choose to buy a beauty product by considering the quality of the ingredients.					
4	You buy beauty products that are sure to be safe for your skin.					
5	You choose beauty products that do not contain chemicals that are harmful to your skin.					
Brand personality						
1	You choose to buy a beauty product that the brand enhances yourself.					
2	You choose to buy a beauty product that the brand reflects your personality.					
3	You choose to buy a beauty product that the brand is accepted by society.					
4	You choose to buy a beauty product that the brand is modern.					
5	The brand of beauty product that you choose to buy has luxurious look.					
6	The brand of beauty product that you choose to buy has beautiful look.					

No.	Level of opinion about factors in purchasing beauty products online	Your opinion				
		1	**2**	**3**	**4**	**5**
Brand image						
1	You choose to buy a beauty product because its brand has the right image in the beauty industry.					
2	You choose to buy a beauty product because the brand accentuates your good points.					
3	You choose to buy a beauty product because the brand has a special meaning for you					
4	You choose to buy a beauty product because the brand is one of the best brands in the beauty industry.					
5	You choose to buy a beauty product because experience of the brand makes you feel good.					
6	You choose to buy a beauty product because the brand helps you feel accepted.					
Brand emotion attachment						
1	You choose to buy a beauty product that you feel a sense of joy with the brand.					
2	You choose to buy a beauty product that you feel a sense of belonging in the brand.					
3	You choose to buy a beauty product that you have a deeply passionate to the brand.					
4	You choose to buy a beauty product that you have a deep emotional connection to the brand.					
5	You choose to buy a beauty product that the brand has a name you can trust.					
6	If a beauty product brand that you choose to buy is no longer available you would a sense of loss.					

Part 2: Online factors
The objective is to study online factors in online review (eWOM), web design quality, website experience and website content
Score: 1 = Strongly disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly agree

No.	Level of opinion about factors in purchasing beauty products online	Opinion				
		1	**2**	**3**	**4**	**5**
Online factors						
Online reviews (eWOM)						
1	Consumer reviews are helpful for you to choose a beauty product.					
2	Consumer reviews usually influence your purchase decision of a beauty product.					
3	The numbers of consumer reviews towards a beauty product are helpful.					

No.	Level of opinion about factors in purchasing beauty products online	Opinion				
		1	2	3	4	5
4	You always consult other consumer's online reviews to help choosing a beauty product.					
5	You always check consumer reviews before making a purchase decision of a beauty product.					
Web design quality						
1	You access the beauty product website that navigation is simple.					
2	You access the beauty product website that the style of the website's presentation information is easily accessible.					
3	You access the beauty product website that the design of website is superb.					
4	You access the beauty product website that is easy to buy products.					
5	You access the beauty product website that is safety of online transactions.					
Web experience						
1	You access the beauty product website that protection of customer's personal data.					
2	You access the beauty product website that is convenient to use via website.					
3	You access the beauty product website that pages are loading very fast.					
4	You access the beauty product website that excellent search customization.					
5	You access the beauty product website that communication with customer is a professional way.					
Web content						
1	You choose to buy beauty products from a website that good presentation.					
2	You choose to buy a beauty product from a website that have consistent communication across multiple channels with customers.					
3	You choose to buy a beauty product from a website that shows content that create emotional aesthetics.					
4	You choose to buy a beauty product from a website that shows a high quality of pictures.					
5	You choose to buy a beauty product from a website that creative content.					

Part 3 Motivation factors
The objective is to study self-satisfaction, self-presentation self-congruence, hedonic and utilitarian
Score: 1 = Strongly disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly agree

No.	Level of opinion about factors in purchasing beauty products online	Opinion				
		1	2	3	4	5
Internal factors						
Self-Satisfaction						
1	You choose to buy a beauty product reflecting that physical experience emotions create powerful experiences ranging from the slightest positive to the happy and brand satisfaction.					
2	You choose to buy a beauty product that you feel self-satisfied when the product can reflect your personality according to your needs.					
3	You choose to buy a beauty product that you feel self-satisfied when the product has solved your skin problems.					
4	You choose to buy a beauty product that make you feel satisfied with yourself.					
5	You choose to buy a beauty product that you are self-satisfied when the beauty product make you look better.					
Self-Presentation						
1	You choose to buy a beauty product that express yourself and interact with other people.					
2	You choose to buy a beauty product that create an impression and acceptance from others.					
3	You choose to buy a beauty product that is an extension of your inner self.					
4	You choose to buy a beauty product that has a positive effect on what other people think of you.					
5	You choose to buy a beauty product that response your inner self.					
Self-Congruence						
1	You choose to buy a beauty product with the brand is a mirror image of you.					
2	You choose to buy a beauty product with the brand is consistent with how you see yourself.					
3	You choose to buy a beauty product with the brand reflects yourself.					
4	You choose to buy a beauty product with people similar to you use the brand like this.					
5	You choose to buy a beauty product with the kind of person who typically uses the brand is very much like you.					
Hedonic						

No.	Level of opinion about factors in purchasing beauty products online	Opinion				
		1	2	3	4	5
1	You choose to buy a beauty product that create experience enjoyment.					
2	You choose to buy a beauty product that you feel pleasure.					
3	You choose to buy a beauty product that be pragmatic for customers.					
4	You choose to buy a beauty product that create a good feeling.					
5	You choose to buy a beauty product that economical for customers.					
Utilitarian						
1	You choose to buy a beauty product that make you look beautiful.					
2	You choose to buy a beauty product that boost your self-confidence.					
3	You choose to buy a beauty product that quality is worth the price.					
4	You choose to buy a beauty product that convenient to use.					
5	You choose to buy a beauty product that meet your expectations.					
Impulse online buying						
1	Your online purchase a beauty product was unplanned.					
2	Your online purchase a beauty product was spontaneous.					
3	You did not intend to do this online purchase a beauty product before this shopping trip					
4	Before visiting the beauty product website/online platform, you did not have the intention to do this purchase.					
5	You could not resist to do this online purchase at the beauty product website.					

Part 4 Respondent Profile
Please mark √ into ☐ for the suitable answer
1. Gender
    ☐ Male   ☐ Female   ☐ LGBT
2. Age
    ☐ Under 20 years old   ☐ 21 – 30 years old
    ☐ 31 - 40 years old   ☐ 41 - 50 years old
    ☐ 51 - 60 years old   ☐ Above 60 years old
3. The highest level of education
    ☐ Diploma/ High Vocational   ☐ Bachelor's degree
    ☐ Master's degree   ☐ Doctoral
    ☐ Other (please specify) ....
4. Career
    ☐ Student
    ☐ Business Owner/ Self-employed
    ☐ Private company employees
    ☐ Government officials/state enterprise employees
    ☐ Other (please specify) ....
5. Average monthly income
    ☐ Below 20,000 Baht   ☐ 20,001 – 39,999 Baht
    ☐ 40,000 – 59,999 Baht   ☐ 60,000 – 79,999 Baht
    ☐ 80,000 – 99,999 Baht   ☐ Above 100,000 Baht
6. The channel that influences your online beauty product purchase decision the most.
    ☐ Facebook   ☐ Instagram
    ☐ Lazada   ☐ Shopee
    ☐ Twitter   ☐ Line Chat
    ☐ Web Page   ☐ Blog
    ☐ YouTube
    ☐ Other (please specify) ....
7. A range of beauty products that you buy and use on a regular basis. (more than 1 answer)
    ☐ Products for face   ☐ Hair and head care products
    ☐ Makeup products   ☐ Body care products
    ☐ Oral care products   ☐ Fragrance
8. Average monthly value of beauty products that you buy via online channel
    ☐ Below 500 Baht   ☐ 500 – 1,000 Baht
    ☐ 1,001-3,000 Baht   ☐ 3,001 – 5,000Baht
    ☐ Above 5,001 Baht

Chapter 5 Other Additional Comments

Any additional comments/suggestions? about the factors affecting the stimulation of purchasing beauty products online (if any)

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Thank you all for taking the time to answer this questionnaire.

Appendix C Result of Item – Objective Congruence (IOC)

Result of Item – Objective Congruence (IOC)

Part 1: Product and brand factors

No.	Level of opinion about factors in purchasing beauty products online	Specialists					MEAN	Results
		1	2	3	4	5		
External								
Product quality								
1	You choose to buy a beauty product with the confidence in using the product because it has been certified to international standards.	1	1	1	1	1	1.00	Pass
2	You choose to buy a beauty product that can solve your health and skin problem.	1	1	0	1	1	0.80	Pass
3	You choose to buy a beauty product by considering the quality of the ingredients.	1	1	1	1	1	1.00	Pass
4	You buy beauty products that are sure to be safe for your skin.	1	1	1	0	1	0.80	Pass
5	You choose beauty products that do not contain chemicals that are harmful to your skin.	1	1	1	1	1	1.00	Pass
Brand personality								
1	You choose to buy a beauty product that the brand enhances yourself.	1	1	1	1	1	1.00	Pass
2	You choose to buy a beauty product that the brand reflects your personality.	1	1	1	0	1	1.00	Pass
3	You choose to buy a beauty product that the brand is accepted by society.	1	1	1	1	1	1.00	Pass
4	You choose to buy a beauty product that the brand is modern.	1	1	1	0	1	0.80	Pass
5	The brand of beauty product that you choose to buy has luxurious look.	1	1	1	1	1	1.00	Pass
6	The brand of beauty product that you choose to buy has beautiful look.	1	1	1	0	1	0.80	Pass
Brand image								
1	You choose to buy a beauty product because its brand has the right image in the beauty industry.	1	1	1	1	1	1.00	Pass
2	You choose to buy a beauty product because the brand accentuates your good points.	1	1	1	1	1	1.00	Pass

No.	Level of opinion about factors in purchasing beauty products online	Specialists					MEAN	Results
		1	2	3	4	5		
3	You choose to buy a beauty product because the brand has a special meaning for you	1	1	1	1	1	1.00	Pass
4	You choose to buy a beauty product because the brand is one of the best brands in the beauty industry.	1	0	1	0	1	0.60	Pass
5	You choose to buy a beauty product because experience of the brand makes you feel good.	1	1	1	1	1	1.00	Pass
6	You choose to buy a beauty product because the brand helps you feel accepted.	1	1	1	1	1	1.00	Pass
Brand emotion attachment								
1	You choose to buy a beauty product that you feel a sense of joy with the brand.	1	1	1	1	1	1.00	Pass
2	You choose to buy a beauty product that you feel a sense of belonging in the brand.	1	1	1	1	1	1.00	Pass
3	You choose to buy a beauty product that you have a deeply passionate to the brand.	1	0	1	0	1	0.60	Pass
4	You choose to buy a beauty product that you have a deep emotional connection to the brand.	1	1	1	1	1	1.00	Pass
5	You choose to buy a beauty product that the brand has a name you can trust.	1	1	1	1	1	1.00	Pass
6	If a beauty product brand that you choose to buy is no longer available you would a sense of loss.	1	1	1	1	1	1.00	Pass

Part 2: Online factors

No.	Level of opinion about factors in purchasing beauty products online	Specialists					MEAN	Results
		1	2	3	4	5		
Online factors								
Online reviews (eWOM)								
1	Consumer reviews are helpful for you to choose a beauty product.	1	1	1	1	1	1.00	Pass
2	Consumer reviews usually influence your purchase decision of a beauty product.	1	1	0	1	1	0.80	Pass
3	The numbers of consumer reviews towards a beauty product are helpful.	1	1	1	1	1	1.00	Pass

No.	Level of opinion about factors in purchasing beauty products online	Specialists					MEAN	Results
		1	2	3	4	5		
4	You always consult other consumer's online reviews to help choosing a beauty product.	1	1	1	0	1	0.80	Pass
5	You always check consumer reviews before making a purchase decision of a beauty product.	1	1	1	1	1	1.00	Pass
Web design quality								
1	You access the beauty product website that navigation is simple.	1	1	1	1	1	1.00	Pass
2	You access the beauty product website that the style of the website's presentation information is easily accessible.	1	1	0	1	1	0.80	Pass
3	You access the beauty product website that the design of website is superb.	1	1	1	1	1	1.00	Pass
4	You access the beauty product website that is easy to buy products.	1	0	1	0	1	0.60	Pass
5	You access the beauty product website that is safety of online transactions.	1	1	1	1	1	1.00	Pass
Web experience								
1	You access the beauty product website that protection of customer's personal data.	1	1	1	1	1	1.00	Pass
2	You access the beauty product website that is convenient to use via website.	1	1	1	1	1	1.00	Pass
3	You access the beauty product website that pages are loading very fast.	1	1	1	1	1	1.00	Pass
4	You access the beauty product website that excellent search customization.	1	1	0	1	1	0.80	Pass
5	You access the beauty product website that communication with customer is a professional way.	1	1	1	1	1	1.00	Pass
Web Content								
1	You choose to buy beauty products from a website that good presentation.	1	1	1	1	1	1.00	Pass
2	You choose to buy a beauty product from a website that have consistent communication across multiple channels with customers.	1	1	0	1	1	0.80	Pass
3	You choose to buy a beauty product from a website that shows content that create emotional aesthetics.	1	1	1	1	1	1.00	Pass
4	You choose to buy a beauty product from a website that shows a high quality of pictures.	1	1	1	0	1	0.80	Pass
5	You choose to buy a beauty product from a website that creative content.	1	1	1	1	1	1.00	Pass

Part 3 Motivation factors

No.	Level of opinion about factors in purchasing beauty products online	Specialists					MEAN	Results
		1	2	3	4	5		
Internal factors								
Self-Satisfaction								
1	You choose to buy a beauty product reflecting that physical experience emotions create powerful experiences ranging from the slightest positive to the happy and brand satisfaction.	1	1	1	1	1	1.00	Pass
2	You choose to buy a beauty product that you feel self-satisfied when the product can reflect your personality according to your needs.	1	1	1	1	1	1.00	Pass
3	You choose to buy a beauty product that you feel self-satisfied when the product has solved your skin problems.	1	1	0	1	1	0.80	Pass
4	You choose to buy a beauty product that make you feel satisfied with yourself.	1	1	1	1	1	1.00	Pass
5	You choose to buy a beauty product that you are self-satisfied when the beauty product make you look better.	1	0	1	0	1	0.60	Pass
Self-Presentation								
1	You choose to buy a beauty product that express yourself and interact with other people.	1	1	1	1	1	1.00	Pass
2	You choose to buy a beauty product that create an impression and acceptance from others.	1	1	0	1	1	0.80	Pass
3	You choose to buy a beauty product that is an extension of your inner self.	1	1	1	1	1	1.00	Pass
4	You choose to buy a beauty product that has a positive effect on what other people think of you.	1	1	1	0	1	0.80	Pass
5	You choose to buy a beauty product that response your inner self.	1	1	1	1	1	1.00	Pass
Self-Congruence								
1	You choose to buy a beauty product with the brand is a mirror image of you.	1	1	1	1	1	1.00	Pass
2	You choose to buy a beauty product with the brand is consistent with how you see yourself.	1	1	1	1	1	1.00	Pass
3	You choose to buy a beauty product with the brand reflects yourself.	1	1	0	1	1	0.80	Pass

No.	Level of opinion about factors in purchasing beauty products online	Specialists					MEAN	Results
		1	2	3	4	5		
4	You choose to buy a beauty product with people similar to you use the brand like this.	1	1	1	1	1	1.00	Pass
5	You choose to buy a beauty product with the kind of person who typically uses the brand is very much like you.	1	1	1	0	1	0.80	Pass
Hedonic								
1	You choose to buy a beauty product that create experience enjoyment.	1	1	1	1	1	1.00	Pass
2	You choose to buy a beauty product that you feel pleasure.	1	1	0	1	1	0.80	Pass
3	You choose to buy a beauty product that be pragmatic for customers.	1	1	1	1	1	1.00	Pass
4	You choose to buy a beauty product that create a good feeling.	1	0	1	0	1	0.60	Pass
5	You choose to buy a beauty product that economical for customers.	1	1	1	1	1	1.00	Pass
Utilitarian								
1	You choose to buy a beauty product that make you look beautiful.	0	1	1	1	1	0.80	Pass
2	You choose to buy a beauty product that boost your self-confidence.	1	1	0	1	1	0.80	Pass
3	You choose to buy a beauty product that quality is worth the price.	1	1	1	1	1	1.00	Pass
4	You choose to buy a beauty product that convenient to use.	1	1	1	0	1	0.80	Pass
5	You choose to buy a beauty product that meet your expectations.	1	1	1	1	1	1.00	Pass
Impulse online buying								
1	Your online purchase a beauty product was unplanned.	1	1	1	1	1	1.00	Pass
2	Your online purchase a beauty product was spontaneous.	1	1	1	1	1	1.00	Pass
3	You did not intend to do this online purchase a beauty product before this shopping trip	1	1	0	1	1	0.80	Pass
4	Before visiting the beauty product website/online platform, you did not have the intention to do this purchase.	1	1	1	1	0	0.80	Pass
5	You could not resist to do this online purchase at the beauty product website.	1	1	1	0	1	0.80	Pass

The scoring criteria are as follows:
+1 means the question is consistent with the research objectives.
-1 means the question is inconsistent with the research objectives.
0 means not sure if the question is consistent with the research objectives.

The interpretation criteria are as follows:
An IOC $\geq$ .50 means that the question is relevant to the research objectives.
An IOC < .50 means that the question does not meet the research objectives.

The results of the questionnaire validity analysis by three specialists, it was found that the mean of the Index of Conformity (IOC) of the questionnaire was between 0.6-1.0. Therefore, the researcher took this questionnaire for further data collection.

VITA

NAME   Punchaya Hiranrithikorn

DATE OF BIRTH   16 October 1984

PLACE OF BIRTH   Nakornratchasima

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PUBLICATION   Hiranrithikorn, P (2021). The Antecedents of Export
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