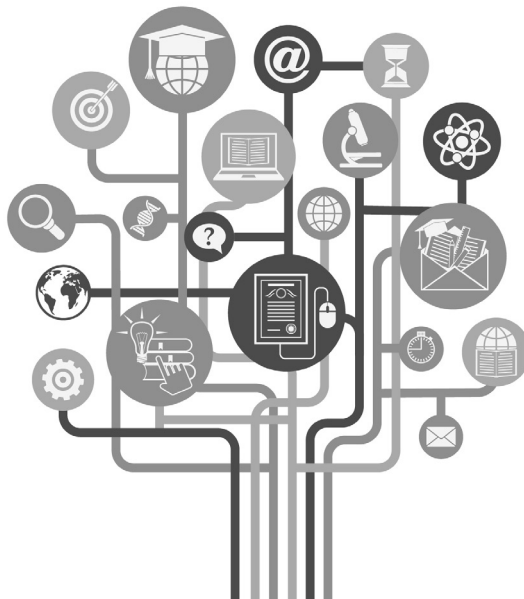


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Abstract

Today's digital technology has a major effect on people's lifestyles. Furthermore, technology has altered people's lifestyles, which is why they now choose to utilize and consume more items and services online. In the face of ever-increasing competition, online firms must adapt by depending on technology and picking these technologies to drive their enterprises. Businesses utilize a variety of marketing methods. A business's brand is one of the most essential aspects in its success. However, there has been little study on online impulse buying, particularly on brand and psychological factors. Therefore, the purpose of this study was to examine four areas of interest in the field of impulse purchasing: first, the influence of brand factors on psychological factors; second, the influence of brand factors on consumers' online impulsive buying; third, the influence of psychological variables on impulse buying; fourth, psychological factors mediate the relationship between brand factors and online impulse purchases. The research tool was online questionnaires to collect data for this study. The 400 respondents corresponded to the desired sample size from consumers who have experience shopping beauty products online. Structural Equation Modeling (SEM) was used to analyze the data.

The findings revealed that brand factors had a positive direct influence on psychological factors. Brand factors had a positive direct influence on online impulse buying. Psychological factors had no positive direct influence on online impulse buying and psychological factors mediated direct influence between brand factors and online impulse buying.

Keywords : Brand Personality; Brand Image; Brand Emotion Attachment; Psychological Factors; Online Impulse Buying

Introduction

Brand is one of the critical factors affecting corporates' success as it can be used to differentiate a product from its competition (Chaudhuri, A. and M. B. Holbrook, 2001). A brand has its own personality and image. Brand personality and brand image helps customers better understand the brand. Indeed, the customers tends to patronage the brand that they believe the brand personality and brand image match their own. Furthermore, the emotions involving feelings and connection lead to different customers' attitudes and behaviors. For example, Dunn, L and Hoegg, J. (2014) suggest that established brand emotion attachment is a powerful tool influencing the purchasing decisions of consumers. According to the rapid growth of online shopping, many new brands realize the significant role of brand image and brand personality as it can shape customers' attitudes towards the brands, which is a key success factor of online marketing. Indeed, Esch, F., Langner, T., Schmitt, B. and Geus, P. (2006), stated that a favorable consumer image and favorable assessment of brand perception affects the level of emotional attachment in an individual's mind. Online marketers prioritize strong positive brand image (Liu, M.T., Wong, I.A., Tseng, T.H., Chang, A.W.Y. and Phau, I., 2017), because brand image can enhance online brand performance (Barreda, A.A.,



Bilgihan, A., Nusair, K. and Okumus, F.,2016). In addition, consumers are more likely to make impulsive purchase decisions when they do the shopping via online channels (Verhagen, T. and van Dolen, W., 2011). However, in spite of several studies on brand personality, brand image and brand emotion attachment, there has been limited research on the impact of these brand factors on online impulse buying.

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Psychology factor is related to the consumer's purchasing behaviour especially impulse buying behaviors. There are several psychological motivations that influence impulse buying (Rook, 1987). According to Japutra, A., Ekinici, Y. and Simkin, L. (2018) state that consumers are likely associate and build relationships with the brands. Positive attitudes is one of the critical psychological factors that can lead to online impulsive purchase behavior. According to Bao and Wang (2021). Sharma, P., Sivakumaran, B. and Marshall, R. (2010), they discover that impulsive behavior is natural and motivated by what drives buying, hence online purchasing is influenced by customers' psychological factors. However, previous research on brands factors and psychological factors focusing on the impulse purchasing context has received little attention.

Impulsive purchasing behavior is described as customers' decision to acquire products or services without previous preparation as a response to an instant and persistent want (Jamal, A., and M. M. H. Goode (2001). According Bouhleb, O., Mzoughi, N., Hadiji, D., & Slimane, I. B. (2009), consumers are impulsively driven to buy products influenced by online branding matching with their own image. Beatty and Ferrell, (1998) state that psychological elements lead to spontaneous drive or impulse to make a purchase. Therefore, this study aims to investigate the effects of brand factors (brand personality, brand image, and brand emotion attachment) and psychological factors (self-satisfaction, self-presentation,

and self-congruence) on online impulsive buying behavior by using online questionnaires to collect data for this study. The 400 respondents are the customers who have online shopping experience on beauty products which are skin care, color cosmetics, hair care, perfumes, and personal care goods. The results of the study are useful to businesses especially online companies to gain the understanding on the key branding and psychological factors influencing online impulse purchases. The implication of the research results can bring about the competitive advantages in terms of brand management and marketing campaign based on the understanding of brand and psychological factors.

Literature review and hypotheses development

1. Brand Factors

A brand is a name, symbol, design, or combination that identifies a certain organization's product as having substantial advantages and differences (O'Malley, 1991 : 107). While branding is not a new idea, firms are increasingly embracing brand concepts in an increasingly diversified world where branding plays an increasingly vital role (Wentz and Suchard, 1993). In online branding, the organization offers the opportunity to expand its brand through a wide range of products and services that are effective through the website. Thus, many businesses use corporate brand websites primarily in their online branding strategies. (Ward and Lee, 2000). Brand personality, brand image, and brand emotional attachment are the three characteristics examined in this study.

1.1) Brand Personality

Brand personality is defined as a human trait associated with a particular brand (Aaker, 1997, Govers, P & Schoormans, J, 2005). Saeed. S., Ebrahim, M. and Michel, L. (2015), found that brand personality plays



an important role in shaping customer attitudes and behaviors towards brands. Furthermore, Fournier, (1998) found that brand personality is important for building critical emotional relationships with customers. This is consistent with research of Keller's (1993) findings that consumers gain more positive self-esteem by associating brands with their personalities while consuming their preferred brands. Furthermore, according to research by Bouhleb, O., et al., (2009), online branding influences customers by incentivizing them to impulse purchase brands with their own personality. Therefore, brand personality is likely to influence impulse buying.

1.2) Brand Image

Satchapappichit (2020) said that a brand image the picture that happened in the minds of consumers towards a particular product Therefore, brand image is very important to identify how customers feel about a brand (Plumeyer, A., Kottemann, P., B€oger, D. and Decker, R., 2019). The concept of brand image was further developed by Low and Lamb (2000) that brand image is considered as rational and emotional perception that consumers are firmly attached to that brand. Moreover, customers with positive brand experience or attitude have high level of satisfaction toward the brand (Song, Y., Hur, W.M. and Kim, M., 2012). Keller, K.L. (1998) mentioned that brand image is a differentiation characteristic that influences consumer impulse when they see a brand. Thus, brand image should bring about online impulse purchases.

1.3) Brand Emotion Attachment

Emotional brand attachment describes the bond purchasers' emotional connection to the brand (Levy, S., & Hino, H., 2016). Berry (2000 : 134) states that exceptional brands have a strong emotional connection with their target group. It should be noted that customers are likely to choose brands that fit their self-image and self-personality. In this particular way,

the customers will try to reflect their own self through brand choices. The association between brand factors and self-expressiveness or psychological factors should be considered especially in the online environment. Besides, Bao, Z. and Wang, D. (2021), suggest that positive emotions and attitudes may lead to impulsive purchase behaviors. Consequently, a passionate association with online consumers should drive prompt internet-based purchasing. As a result, brand factors which are brand personality, brand image and brand emotional attachment can be considered as the factors affecting self-expressive or psychological factors. Additionally, these brand factors should also influence the online impulse buying. Thus, the following hypotheses are proposed.

Hypothesis 1: Brand factors have a positive direct influence on psychological factors.

Hypothesis 2: Brand factors have a positive direct influence on online impulse buying.

2. Psychological Factors

Psychological factors relate to emotions, which are intrinsic stimuli resulting in physical behaviors. This study focuses on psychology factors involving the way customers express themselves through products, which are self-satisfaction, self-presentation and self-congruence.

2.1) Self-Satisfaction

According to Ryff, C.D. (1989), says that self-satisfaction refers to the happiness that comes from having positive feelings for oneself and one's own life. This is the sum of all thoughts and feelings that a person sees as himself, so what it was and what you hope it will be (Hogg, M. K., A. J. Cox, and J. Keeling (1998). When customers have a higher sense of self-satisfaction of a particular brand, they are likely to impulsively purchase the product.



2.2) Self-presentation

Self-presentation refers to the act of showing oneself to others and attempting to influence and impress others (Yang, C.C. and Brown, B.B., 2016). Research by Lee, J.E., Hur, S. and Watkins, B. (2018), explains that luxury companies employ basic imagery on social media that hints at fame and luxury to develop brand relationships among individuals who are familiar with the brand. According to Walther, (2007) which state that self-presentation was a particularly distinctive motivation in online context. Thus, self-presentation could play an important role in online impulsive buying.

2.3) Self-Congruence

Self-congruence is defined by Sirgy, M.J. (1982) as a comparison of the psychological degree of balance between the consumer's self-image and the brand's image. He explains that true and ideal self-coincidence predicts customers' purchasing behavior. This is consistent with research by Ekinci, Y. and Riley, M. (2003) who discovered that customer sentiments about items are substantially connected with self-congruence. Therefore, self-congruence means to compare between consumer self-image and brand user-image, which, if similar or consistent, will motivate consumers to have a positive attitude, satisfaction or impulse purchase.

Online impulse buying

Impulsive buying is defined as an unrestrained, unreflective, quick, and active purchase that establishes a rapid autonomous orientation and subjectivity for a quick sense of belonging (Rook and Fisher, 1995; Kacen and Lee, 2002). The justification for impulsive purchases is based on an internal stimulus. It is suggested that the capacity to bridge the gap between the real and ideal selves may influence hurried purchases (Verplanken, B. and Sato, A. 2011). A higher level of ideal self-congruence may increase the desire to make impulsive buying. This is consistency with research by Berkman, H. W., Lindquist, J. D., & Sirgy, M. J. (1996)

stated that consumers view brand image as identical with self and behavior is influenced by emotional and intrinsic motivation factors. A brand image and a more consistent, higher self-congruence excite consumers as brands help them achieve their ideal self. Wang, Y. and Qiao, F. (2020) that examined the relationship between luxury brands and the desire for social presence among young Chinese consumers. Hence, this paper proposes that three psychological factors, which are self-satisfaction, self-presentation and self-congruence should affect online impulse buying as stated in the following hypothesis:

Hypothesis 3: Psychological factors has a positive direct influence on online impulse buying.

3. Brand factors, psychological factors and online impulse buying

Impulse buying is described as buying anything on the spur of the moment, generally in response to stimuli and often accompanied with pleasure (Rook, 1987). As internet shopping has been becoming popular nowadays, consumers tend to make unintended and impulsive purchases (Jones, M. A., Reynolds, K. E., Weun, S., & Beatty, S. E., 2003). Brands are used to create a unique identity and to corroborate the consumer's self-expression (Fournier, 1998). As a result, individuals choose a brand to build confidence and express their identity to others. A previous study by Leong, L.-Y., Jaafar, N.I. and Ainin, S. (2018) has addressed the importance of psychology in impulsive purchasing and the mediating function of impulse buying in the setting of social and f-commerce in a prior research. Research of Gao,W., Wei,J., Li,Y., Wang,D. and Fang,L. (2011) found that self-presentation mediates the relationship between motives for using social networking sites and well-being. Thus, the current study proposes the following hypothesis:

Hypothesis 4: Psychological factors mediates the relationship between brand factors and online impulse buying.

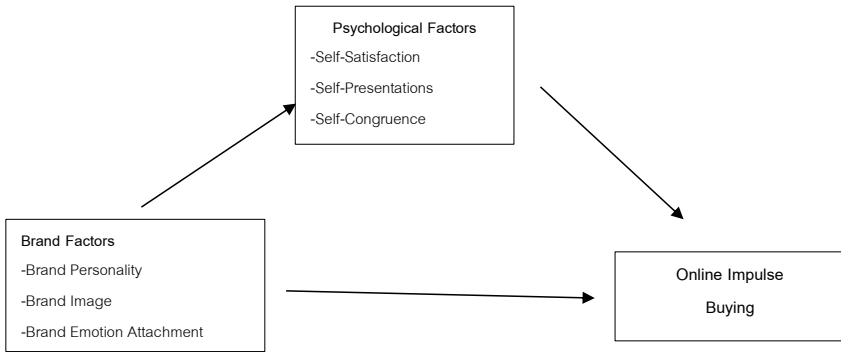


Figure 1 : Conceptual Framework

Research methodology

1. Data collection and sample

The quantitative research method was used to empirically test the proposed hypotheses grounded on relevant theories. Online questionnaires are the data collection method applied to collect the data by using purposive sampling technique. According to the Cochran (1977) the exact population is unknown; sample size is 384 respondents. In order to obtain data reliability, researcher increased sample to be 400 respondents. This study focuses on the Thai consumers aged 18 years and over who have online purchasing experience of beauty products in Thailand. The beauty products in this study include skin care, color cosmetics, hair care, perfumes, and personal care goods (Archna, P., Krithika, R. and Susshruthi, G., 2018).

2. Research instruments

The measurement of variables was developed based on the literature reviews. This study measures brand personality using a validated 6-item scale suggested by Norman, W.T. (1963), and Tupes, E.C. and Christal, R.E. (1958). Brand image uses a validated 6-item scale suggested by Keller, K. L.

(1993) and Kumar, N., Upamannyu and Bhakar, S.S (2014). Brand emotion attachment uses a validated 6-item scale suggested by Shimul, A.S., Phau, I. and Lwin, M. (2019). Self-satisfaction uses a validated 5-item scale suggested by Margolis,S., Schwitzgebel. E., Ozer. D.J & Lyubomirsky, S. (2018). Self-presentation uses a validated 5-item scale suggested by Bei, L.-T. and Simpson, E.T. (1995). Self-congruent uses a validated 5-item scale suggested Shimul, A.S., et al. (2019). Online impulse buying uses a validated 5-item scale suggested by Akram, U., Hui, P., Kaleem, K.M., Tanveer, Y., Mehmood, K. and Ahmad, W. (2018).

The tools were reviewed by three experts to validate questionnaires using the Index of Item-Objective Congruence (IOC). The instruments were pre-tested with 30 respondents. The result of Cronbach’s Alpha is 0.874. Then, the Structural Equation Model (SEM) was used to test model fit and research hypotheses.

Findings

Table 1 : Reliability and Convergent Validity

latent variable / observable variable	Cronbach’s Alpha	CR	AVE
Brand factors	0.957	0.887	0.665
Brand Personality (BP)	0.904	0.896	0.591
Brand Image (BI)	0.912	0.911	0.631
Brand Emotional Attachment (BEA)	0.895	0.900	0.606
Psychological factors	0.973	0.929	0.725
Self-Satisfaction (SS)	0.921	0.939	0.754
Self-Presentation (SP)	0.928	0.920	0.696
Self-Congruence (SC)	0.925	0.919	0.698
Online Impulse Buying (OIB)	0.907	0.908	0.665



From Table 1, Cronbach's alpha greater than 0.7 indicates good reliability (Taber, K. S. 2018). In terms of brand factors, the Cronbach's Alpha value is between 0.895-0.987, while the impulse buying factor via online channels is Cronbach's Alpha is between 0.919-0.973. The psychological factor is Cronbach's Alpha is between 0.908-0.973. The online impulse buying has Cronbach's Alpha value of 0.907, over 0.70 meets the established criteria. The composite reliability is greater than 0.70 ($CR > .70$) and the Average Variance Extracted: AVE, is greater than 0.5 indicates that the measurement is consistent. The measurement model has good convergence straightness (Steven, J.P., 2009).

Table 2 : Confirmatory Factor Analysis (CFA)

Statistics used in the audit	Criteria to consider	calculated value	Result
Chi-square (χ^2)	-	9.897	-
df	-	6	-
CMIN/df	< 2.00	1.650	Pass
GFI	> 0.90	0.993	Pass
AGFI	> 0.90	0.967	Pass
RMSEA	< 0.05	0.040	Pass
RMR	< 0.05	0.009	Pass
CFI	> 0.95	0.998	Pass
TLI	> 0.90	0.994	Pass
NFI	> 0.90	0.995	Pass

After modification the model shows good fit ($\chi^2 = 9.897$, CMIN/df = 1.650, GFI = 0.993, CFI = 0.998, NFI = 0.995, TLI = 0.994, AGFI = 0.967, RMSEA = 0.040, RMR = 0.009). The results shown in Table 2 and Figure 2 presents the structural equation modeling model results.

The results of the analysis of the structural equation modeling (Structure Equation Modeling: SEM)

Before testing the hypothesis, this study used AMOS to conduct confirmatory factor analysis (CFA). Model fit indicators, $\chi^2 = 44.343$, CMIN/df = 1.344, GFI = 0.981, AGFI = 0.961 RMSEA = 0.029, RMR = 0.034, CFI = 0.997, TLI = 0.994, and NFI = 0.987, were all within the accepted criterion as shown in Figure 2.

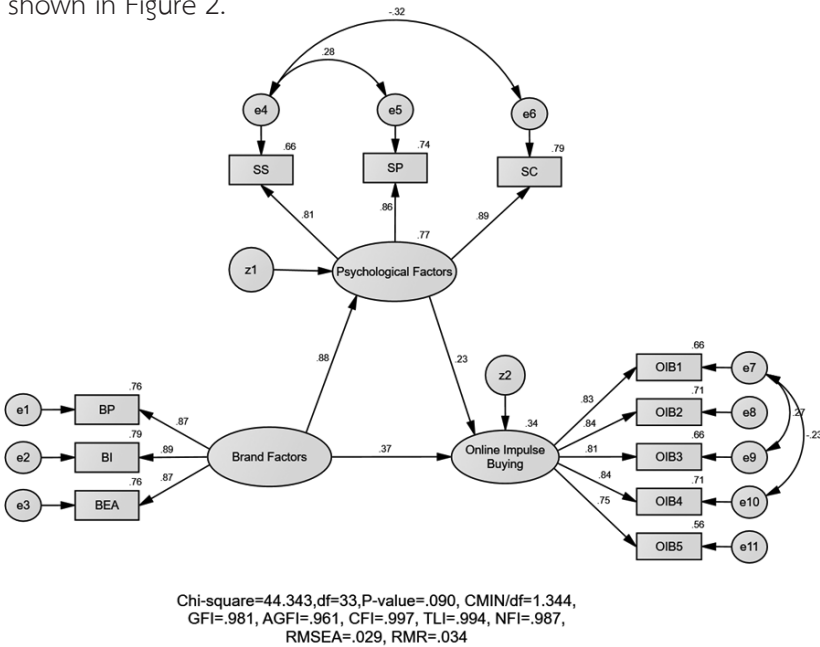


Figure 2: Structure equation model result

The hypothesis results show in the table 3. The hypothesis testing demonstrates that brand factors have a positive influence on psychological factors. Brand factors also have a positive relationship with online impulse buying. However, psychological factors do not have a positive relationship with online impulse buying. Finally, the results also illustrate that psychological factors mediate the relationship between brand factors and online impulse buying. The mediating effect results show in the table 4.

**Table 3 :** Summary of research hypothesis testing results

Research Hypothesis	Results
Hypothesis 1: Brand factors have a positive influence on psychological factors.	Supported
Hypothesis 2: Brand factors have a positive influence on online impulse buying.	Supported
Hypothesis 3: Psychological factors have a positive influence on online impulse buying.	Not Supported
Hypothesis 4: Psychological factors mediates relationship between brand factors and online impulse buying.	Supported

According to the table 3, the first hypothesis proposing the brand factors have a positive influence on psychological factors is supported. The second hypothesis proposing the brand factors have a positive influence on online impulse buying is supported. The third hypothesis proposing the psychological factors have a positive influence on online impulse buying is not supported. And the fourth hypothesis proposing the psychological factors mediates relationship between brand factors and online impulse buying is supported.

Table 4 : Mediating effect results

Mediating effect	IV-DV	IV-M-DV		Mediation type
		direct	indirect	
Brand factors → Psychological factors → Online impulse buying	0.990	0.880	0.110	Full mediation

Conclusion and Recommendations

The results present that brand factors which are brand image, brand personality and brand emotion attachment affect psychological factors

which are self-satisfaction, self-presentation and self-congruence. The findings also show that brand factors can affect online impulse buying, while there is no association between psychological factors and online impulse buying. Additionally, the psychological factors mediate the relationship between brand factors and online impulse buying. This result is consistent with previous studies, (e.g. Floh, A. and Madlberger, M., 2013), demonstrating that brand features enhance the emotional state of online shoppers and leads to the eventual urge to buy online products. The results are also in the line with research of Chan et al., 2017. They found that the pleasure and happiness as the emotional reaction have impact on impulse purchase.

The online branding factors affect the way customers introducing themselves to others in order to impress them or self-presentation. In fact, Wang and Qiao (2020) suggest that premium brands involve the need for presence in the society of young consumers. Thus, brand management is essential to influence customers' perception or attitudes regarding themselves. The results also affirm that online brand factors affect the psychological degree of similarity between the brands and themselves or self-congruence. The research by Guo, (2003) states that consumers tend to favor brands that are congruence with their personality traits. Furthermore, Oliver (1997) state that brand image, emotional and psychological functioning, can result in positive customer perceptions toward the brands, which consequently can have a positive effect on impulsive buying behavior (Mrad, M. and Cui, C.C., 2020). Thus, the psychological factors play critical role as the mediator on the relationship between the brand factors and online impulse buying. The understanding of the associations of these factors should result in successful online marketing strategy.



From a theoretical point of view, this research contributes to the understanding of the online impulse buying. First, three distinctive branding factors are identified, their associations with three psychological factors and online impulse buying are empirically tested. The results provide the evidence that online impulse buying can be affected by branding factors. However, there is no association between psychological factors and online impulse buying. The explanation of this relationship is that psychological factors play mediation role on the relationship between brands factors and online impulse buying. Therefore, both brand factors and psychological factors need to take into consideration when studying on online impulse buying.

From a management perspective, businesses need to develop an online brand management strategy to create a strong competitive advantage. The results indicate that online businesses should focus on online branding management in order to stimulate the online impulse buying. Strong brand image, brand personality and brand emotional attachment can influence customers to have favorable sentiments about themselves. The positive thoughts regarding themselves are likely to buy the online products without planning. In addition, customers' self-attitudes as the psychological factors can drive consumers to buy products or services online impulsively through the effective brand management. It should be noted that future research on other brand and psychological factors should be useful to gain further understanding on online impulse buying. Further study in different products is also recommended.

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