

FACTORS AFFECTING ONLINE IMPULSIVE CLOTHING BUYING BEHAVIOR OF STUDENTS' UNIVERSITY OF PHAN THIET

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Abstract: Nowadays, online shopping is increasingly popular and thriving, especially among young people. This study aims to explore, identify, and measure the factors that influence the online impulsive clothing buying behavior of students at University of Phan Thiet. The survey data was collected by interviewing 250 students studying at the university from November 2022 to February 2023. The authors use qualitative and quantitative research methods to perfect the scale and verify the relationships between factors. The research results indicate four factors affecting the online impulsive clothing buying behavior of University of Phan Thiet students in order of impact from high to low, as follows: (1) visual appeal, (2) mobility; (3) impulsivity; and (4) promotional activity. The authors suggest a number of policy implications in light of the research's findings to increase students' intentions to engage in impulsive online shopping for clothing, both at the University of Phan Thiet and elsewhere.

Keywords: online clothing buying behavior, impulsive, student, University of Phan Thiet

1. INTRODUCTION

Vietnam has a population size of approximately 100 million people, with a young population accounting for more than 50%. At the same time, the development of the Internet and technological equipment has contributed to promoting the economic development of our country through online business. Online business gradually tends to develop and gain more attention from people after experiencing the COVID-19 pandemic, when all traditional trading business activities are limited and gradually transferred to online shopping or through e-commerce sites (Mai Hoang Thinh, 2023). People use e-commerce to carry out a lot of transactions, buy goods, and get services. With the advantage that buyers do not have to spend time going directly to the store to shop, sellers do not spend money renting space as a store to display product designs, so the cost of goods is cheaper than traditional business forms.

In the strong development trend of e-commerce, a research direction on consumer behavior that has been interesting recently is the study of the impulsive buying trend, or, in a similar way, the absence of planning before buying. In addition, there are also a small number of research articles showing the development of mobile e-commerce and the increasing number of consumers making impulsive purchases on mobile devices (Zheng et al., 2019).

Students are always the pioneers in quickly grasping and understanding new technology. Therefore, this is a potential market in the field of online shopping, especially clothing (Doan Thi Thanh Thu et al., 2021). The connection between fashion items, specifically clothing, and e-commerce is creating positive effects for many domestic and foreign fashion brands. Since then, the authors have identified students as the main target customer segment. They are very responsive to fashion trends

but also subject to change and easily influenced by many factors, such as their living environment, relationships in society, personal characteristics, etc. Therefore, the authors selected and researched the topic "Factors affecting online impulsive clothing buying behavior of students' University of Phan Thiet."

2. LITERATURE REVIEW AND RESEARCH METHODS

2.1 Literature review and research model

Online shopping is the process in which consumers directly buy goods and services from a seller within a specified time via the Internet without any intermediary services. Online shopping is also a process used to list goods and services with accompanying images displayed remotely through electronic means. When the product or service is selected, the transaction will be performed automatically by online payment or cash payment (Mai Hoang Thinh, 2023).

Online impulsive buying behavior is one of the fastest growing research areas in online consumer behavior research (Abu Bashar, Shalini Singh, and Vivek Kumar Pathak, 2022). Impulsive buying online is the use of a mobile phone or computer by a customer to purchase goods and services from a seller through the Internet. Thus, the act of impulsive buying online refers to the process of buying a product or service from a seller on the Internet via a mobile phone or computer.

Lockwood et al. (2020) suggest that young people are more impulsive than older people. So, younger people tend to make more impulsive purchases, while older consumers have more impulse control, so they are less likely to make impromptu purchases. Therefore, impulsive purchases will mostly occur among young people. There have been many studies conducted to study online impulse buying behavior, such

as those by Nguyen Huynh Nhat Ha (2019), Nguyen Hai Ninh et al. (2019), Zheng et al. (2019), and Pham Quoc Trung et al. (2017).

Based on the previous basis theory and selective inheritance of relevant research, the model of factors affecting online impulsive clothing buying behavior of students' University of Phan Thiet is proposed as follows:

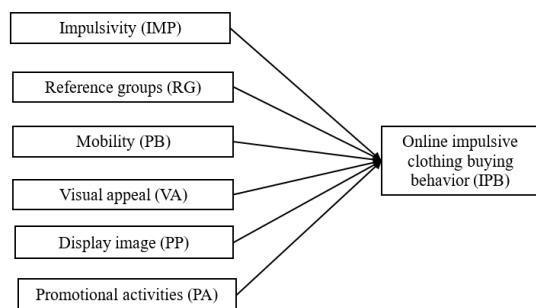


Figure 1. Proposed Research Model

2.2 Research methods

Qualitative and quantitative research methods are used to perfect the scale and verify the relationship between factors. The initial qualitative study aims to calibrate scales and build questionnaires appropriate to the research context. The main method is a group interview to modify the scales. After the discussion, 28 variables were selected and adjusted in terms of word choice to suit and focus the research topic. Then, the authors completed the survey for the research topic. The results of qualitative research will be the basis for the design of questionnaires for quantitative research.

Sending and collecting surveys is a part of formal quantitative research. The authors collected primary data through a questionnaire through Google Forms. The respondents are students of University of Phan Thiet who have bought clothing online.

In order to conduct regression analysis in the best way, the sample size should be guaranteed. According to Hair et al. (2006), for the exploratory factor analysis model,

Table 1. Variables and Coding

Code	Variables	Sources
IMP	Impulsivity	Liu et al. (2013), Nguyen Huynh Nhat Ha (2019)
IMP1	I often buy intuitively rather than intentionally when buying.	
IMP2	“Buy now, think about it later” is my description of how I buy.	
IMP3	I usually buy things I like right away.	
RG	Reference groups	Nguyen Hai Ninh et al. (2019)
RG1	I shop on e-commerce sites because it's so common.	
RG2	When making a purchase, word of mouth influenced me.	
RG3	When purchasing a product, I consider the opinions of my family and friends.	
RG4	I am influenced by reviews and comments on products from buyers on e-commerce sites.	Zheng et al. (2019), Nguyen Huynh Nhat Ha (2019)
PB	Mobility	
UBT	The services are very practical, as I can use them without difficulty anywhere.	
PB2	Using e-commerce services outside my home didn't cause me any problems.	
PB3	I find it convenient to use e-commerce services because they don't make me dependent on any fixed settings.	Liu et al. (2013); Zheng et al. (2019); Liu et al. (2013); Zheng et al. (2019); Pham Quoc Trung et al. (2017); Nguyen Huynh Nhat Ha (2019).
VA	Visual appeal	
VA1	Online shopping sites are very pleasant.	
VA2	Online shopping sites display beautiful designs.	
VA3	The layout of online shopping sites is very attractive.	
PP	Display image	Nguyen Hai Ninh et al. (2019)
PP1	Wide range of products.	
PP2	The product I need is always available.	
PP3	Product descriptions are informative.	
PP4	Good-quality product images.	
PP5	Product images were taken from various angles.	
PP6	E-commerce sites apply advanced technology in displaying products (e.g., zooming, 3D, virtual fitting rooms, etc.).	Nguyen Hai Ninh et al. (2019)
PA	Promotional activities	
PA1	Products on e-commerce sites are often offered at promotional prices.	
PA2	E-commerce sites offer attractive promotions.	
UAV	E-commerce sites apply promotions to special events.	Rook (1987); Rook and Fisher (1995); Beatty and Ferrell (1998); Verhagen and Dolen (2011); Park et al. (2012), Nguyen Huynh Nhat Ha (2019)
PA4	E-commerce pages display promotion information in an attractive way.	
IPB	Online impulsive clothing buying behavior	
IPB1	My buying behavior is spontaneous.	
IPB2	My buying behavior is unplanned.	
IPB3	I have no intention of making any purchases prior to this shopping trip.	
IPB4	I had no intention of making any purchases before visiting this shopping site.	
IPB5	I could not resist making this purchase at the site.	

Source: Authors synthesized

the minimum sample size is $5*27$ (the total number of variables in the measurement model) = 135. Thus, the necessary sample size standard that ensures accuracy must satisfy $n \geq 135$ (minimum). The research selected a sample size of 250 students according to the non-probability sampling method. The statements in the questionnaire

were designed according to a Likert scale with 5 levels (strongly disagree, disagree, normal/neutral, agree, totally agree).

3. RESULTS AND DISCUSSION

3.1 Research results

3.1.1 Sample descriptive statistics

Table 2. Data descriptive statistics

Sample information		Frequency	Percentage %	Total %
Gender	Female	144	57,6	100
	Male	106	42,4	
Income	Under 5 million VND	185	74	100
	From 5 to less than 9 million VND	43	17,2	
	From 9 to under 15 million VND	11	4,4	
	Over 15 million VND	11	4,4	

Source: Authors synthesized from SPSS software

3.1.2 Verify variable reliability

Table 3. Data inspection results

No.	Factor	Variable eliminated	Alpha coefficient	Conclude
1	IMP	Not	0.839	Good quality
2	RG	Not	0.874	Good quality
3	PB	Not	0.854	Good quality
4	VA	Not	0.868	Good quality
5	PP	Not	0.913	Good quality
6	PA	Not	0.894	Good quality
7	IPB	Not	0.908	Good quality

Source: Authors synthesized from SPSS software

After verifying the scale using Cronbach's alpha coefficient method, Table 3 showed that no variables were eliminated. The

degree of convergence of observed variables for the study components is further evaluated through exploratory factor analysis.

3.1.3 Exploratory Factor Analysis

Table 4. Exploratory Factor Analysis Results

Variables	Independent variables						Dependent variables	
	1	2	3	4	5	6	1	2
PP3	0.842						IPB2	0.894
PP5	0.824						IPB1	0.890
PP1	0.821						IPB4	0.882
PP2	0.813						IPB3	0.876
PP6	0.803							
PP4	0.800							
PA2		0.858						
PA1		0.830						
PA3		0.819						
PA4		0.806						
RG2			0.842					
RG3			0.820					
RG4			0.763					
RG1			0.751					
IMP1				0.862				
IMP3				0.857				
IMP2				0.799				

VA2				0.824			
VA1				0.815			
VA3				0.777			
PB1					0.835		
PB2					0.828		
PB3					0.792		
KMO coefficient					0.865		0.784
Sig.					0.000		0.000
Eigenvalue					1.261		3.137
Extraction variance					75.597		78.419

Source: Authors synthesized from SPSS software

The exploratory factor analysis result (Table 4) of independent variables shows that there are 6 factors extracted at Eigenvalue 1.054 (> 1), satisfactory extraction variance of 63.238 ($> 50\%$), KMO ratio 0.947 ($0.5 \leq \text{KMO} \leq 1$), and Sig. = 0.000 (< 0.05). The rotation matrix results show that all variables have a factor loading greater than 0.55. Thus, exploratory factor analysis is consistent, and

statistical reliability is achieved. The results of exploratory factor analysis's dependent variables also show that the results are consistent with the evaluation criteria of factor analysis methods. From the above analysis, it can be seen that the variables converge into six main factors. The factors all converge in accordance with the original theory.

3.1.4 Regression analysis

Table 5. Results of the regression analysis

B	Unstandardized Coefficients		Standardized Coefficients	t	Sig. Tolerance	Collinearity Statistics	
	Std. Error	Beta				VIF	
(Constant)	0.273	0.332		0.824	0.411		
IPM	0.135	0.049	0.160	2.751	0.006	0.808	1.238
RG	0.117	0.063	0.120	1.841	0.067	0.643	1.555
PB	0.216	0.083	0.162	2.603	0.010	0.706	1.417
VA	0.234	0.069	0.222	3.372	0.001	0.630	1.588
PP	0.025	0.059	0.024	0.429	0.669	0.845	1.184
PA	0.190	0.084	0.140	2.259	0.025	0.705	1.419

Source: Authors synthesized from SPSS software

In Table 5, the variable RG has a value of Sig. $0.067 > 0.05$ and the variable PP has a value of Sig. $0.669 > 0.05$, so neither of these variables has significance in the regression model, in other words, these variables have no effect on the dependent variable. The remaining variables, IMP, PB, VA, and PA, are all statistically significant, all acting on the dependent variable. The regression coefficients of these independent variables

are all positive, so the independent variables act positively on the dependent variable. All independent variables have a VIF < 2 . Thus, the model has no linear multi-additive phenomenon.

In Table 6, the adjusted R square is 0.322, so the independent variables can explain 32.2% of the variation of the dependent variables. In other words, four independent variables explained 32.2% of the variability

of the dependent variable “online impulse buying behavior”: (1) visual appeal, (2) mobility; (3) promotional activities; and (4) impulsivity. The Durbin–Watson statistical

value d is $1.784 (1 < d < 3)$ so the residuals are independent of each other, the independence of the residuals has been ensured, and there is no self-correlation in the residual.

Table 6. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.582 ^a	0.338	0.322	0.80894	1.784

Source: Authors synthesized from SPSS software

Table 7. Variance Analysis (ANOVA)

ANOVA					
Model		Total squared	Df	Mean squared	F
1	Regression	81.285	6	13.548	20.702
	Residual	159.017	243	0.654	
	Sum	240.302	249		

Source: Authors synthesized from SPSS software

In Table 7, the regression model has $\text{Sig.} = 0.000 \leq 0.01$. Thus, the independent variables are linearly correlated with the dependent variable with 99% confidence.

3.2 Discussion

Table 8: Impact of independent variables

Factor	Absolute Value Beta	%	Position of impact
IPM	0.16	24.4%	3
PB	0.162	23.7%	2
VA	0.222	32.5%	1
PA	0.14	20.4%	4
Sum	0.684	100%	

Source: Authors synthesized from SPSS software

The results in Table 8 show the impact levels in order of strongest to lowest: visual appeal (VA), mobility (PB), impulsivity (IPM), and promotional activity (PA). The behavior of students online impulsive clothing buying at University of Phan Thiết is only verified through these factors, while other factors have not yet been analyzed and researched. Therefore, in our next research, we need to study the relationship and impact of other factors on online impulsive clothing buying behavior.

Therefore, the linear regression model given is consistent with the actual data. The results also show that there is no change in residual variance.

4. CONCLUSION AND IMPLICATIONS

4.1. Conclusion

The research results show that four factors affect the online impulsive clothing buying behavior of University of Phan Thiết students: (1) visual appeal ($\beta = 0.222$), (2) mobility ($\beta = 0.162$), (3) impulsivity ($\beta = 0.163$), and (4) promotional activity ($\beta = 0.14$). In addition, the results of the study examining the differences showed no

difference in trends in online casual clothing buying behavior between males and females and income.

4.2. Implications

Based on the research results of the topic, the authors propose some implications for e-commerce businesses, so that they can optimize e-commerce shopping applications, as well as mobile-oriented online commerce websites to attract and retain customers.

4.2.1. *Visual appeal*

According to the research results, the “visual appeal” factor is the factor that has the strongest impact on the online impulsive clothing buying behavior of students at University of Phan Thiet. First, the online entrepreneur should create a user-friendly app that offers attractive product types and visual appeal elements associated with the product. Second, the visual appeal of a website can be improved by appropriately using fonts, colors (e.g., backgrounds), and graphics (e.g., color tabs for product selection) in the design. Third, businesses should only send advertising information to people who really need it, avoiding the situation of running mass advertising. Fourth, the quality of product information provided to consumers through product images is also what consumers care about, and businesses need to focus on improving. Finally, e-commerce sites need to optimize product suggestions to drive impromptu customer buying behavior.

4.2.2. *Mobility*

In the context of the strong development of e-commerce, businesses need solutions to make the most of the inherent advantages of mobility. Mobile phones continue to be the primary means used by consumers to place online orders, so these e-commerce companies should cooperate with mobile network providers to develop high-speed mobile networks to

ensure that the transmission to websites and purchase applications is always stable without interruption to the purchasing process of consumers, as well as more suitable costs to ensure mobility, convenience, and the ability to buy goods anywhere.

4.2.3. *Impulsivity*

E-commerce websites or applications need to be designed to help consumers make impulsive decisions as well as increasingly improve brand awareness. Today, as information technology grows stronger, e-commerce websites or applications can automatically make suggestions to online shoppers about similar products by suggesting accessories that come with products they have purchased or products that they may be interested in. The reasons consumers choose to buy goods from foreign sellers on Vietnamese e-commerce trading are cheaper prices, better product quality, and foreign brands.

4.2.4. *Promotion activities*

Businesses need to focus on building promotions and advertising as a communication tool to introduce that promotion to customers. Firstly, e-commerce sites need to continue to apply promotion programs and tools, especially focusing on diversity, attractiveness, density and target customers. Second, promotions need to be displayed and announced in an attractive way to increase customer awareness of these programs. Finally, advertising images and messages need to be selected in accordance with the target audience and tastes to increase the spread of the product as well as the product's existing promotions. Besides, build programs such as customer gratitude to retain old customers.

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Notes

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CÁC NHÂN TỐ ẢNH HƯỞNG ĐẾN HÀNH VI MUA QUẦN ÁO NGẦU HỨNG TRỰC TUYẾN CỦA SINH VIÊN TRƯỜNG ĐẠI HỌC PHAN THIẾT

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Tóm tắt: Ngày nay, việc mua sắm trực tuyến ngày càng phổ biến và phát triển mạnh đặc biệt là ở giới trẻ. Nghiên cứu này nhằm mục tiêu khám phá, xác định và đo lường những yếu tố ảnh hưởng đến hành vi mua quần áo ngầu hứng trực tuyến của sinh viên trường Đại học Phan Thiết. Dữ liệu khảo sát được thu thập bằng cách phỏng vấn 250 sinh viên đang học tại trường từ tháng 11 năm 2022 đến tháng 02 năm 2023. Nhóm tác giả sử dụng phương pháp nghiên cứu định tính và định lượng để hoàn thiện thang đo và kiểm định mối quan hệ giữa các nhân tố. Kết quả nghiên cứu chỉ ra bốn yếu tố tác động đến hành vi mua quần áo ngầu hứng trực tuyến của sinh viên trường Đại học Phan Thiết theo thứ tự tác động từ cao đến thấp như sau: (1) Sự hấp dẫn trực quan, (2) Tính di động, (3) Hoạt động khuyến mãi và (4) Tính bóc đồng. Dựa trên kết quả nghiên cứu, một số hàm ý chính sách được nhóm tác giả đề xuất nhằm gia tăng ý định mua sắm quần áo trực tuyến ngầu hứng của sinh viên trường Đại học Phan Thiết nói riêng và của sinh viên nói chung.

Từ khóa: mua sắm quần áo trực tuyến, ngầu hứng, sinh viên, trường Đại học Phan Thiết

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Ghi chú

Các tác giả đã xác nhận không có tranh chấp về lợi ích về tài chính đối với bài báo này.