

An Empirical Study of Consumer Impulsive Purchase Behavior in Fashion Markets

NA XU

Corresponding Author: Na XU
Shanghai University, Management Department

ABSTRACT: *Impulsive purchase behavior is one of important research fields in consumer behavior. Though there are lot s of works done in this field, the definition of this concept is still unclear.The purpose of this article is to classify the concepts of impulsive purchase behavior and put forward suggestions on how to influence customers' emotion on products and further influence customers' purchase behavior when they choose promotion methods.*

KEY WORD: *Fashion, Fashion Attribute, Objective Attribute, Impulsive purchase Behavior, Customer Emotional Value*

Date of Submission: 29-12-2020

Date of Acceptance: 10-01-2021

I. INTRODUCTION

In today's society, fashion consumption is everywhere, because of the fast pace of life, impulsive purchase behavior is becoming more and more popular. Fashion and impulsive purchase behavior have something in common in many aspects. Fashion is easy to stimulate the emotional consumption of consumers, and it is easy to cause the impulsive purchase behavior of consumers. Most of the early users of fashion are impulse buyers, while the products that are easy to cause consumers to buy impulsively are relatively more fashion products. What elements of fashion arouse consumers' emotional identity and trigger consumers' impulsive purchase behavior. This paper will study from the following three aspects: firstly, compared with the objective attributes of products, which elements of fashion products can arouse consumers' emotional identity? Secondly, compared with the objective attributes of products, which elements of fashion products can stimulate consumers' impulsive purchase behavior more? Thirdly, what is the internal transmission process of consumers' impulsive purchase influenced by the subjective attributes of fashion products?

II. LITERATURE REVIEW

Impulsive purchase is a kind of behavior that consumers have no purchase plan or intention in advance, but have emotional purchase needs under the influence of specific situation and implement purchase immediately (Muruganatham & Bhakat 2013). Many studies by Sherhorn, Reisch and Raab (1990) have shown that impulsive buying behavior is related to products. Consumers' impulsive buying is due to some types of products being impulsive purchase products, while new products are more likely to stimulate consumers' impulsive purchase than old products. Consumers of fashion products such as clothing, jewelry and cosmetics are more likely to buy impulsively. As a psychological and spiritual feeling, fashion has an important impact on the impulsive purchase behavior of consumers based on the same emotional factors (Tremblay 2005). Park, Kim and Forney (2006) also show that fashion intervention and positive emotion have positive effects on fashion oriented impulsive purchase behavior, they believe that fashion innovators are usually impulsive buyers. They have the characteristics of excitability, indulgence, avant-garde, liberalism and distinct personality.

Fashion products contain many elements reflecting fashion. Novelty and aesthetic feeling are recognized as the most representative fashion elements reflecting the characteristics of fashion products (Liao 2019). Therefore, this paper selects novelty and beauty as the elements representing fashion attributes, and selects the quality and function of products to represent the objective attributes of products for comparative study.

Customer perceived value is the customer value from the perspective of consumers, which is subjective cognition. Sheth, Newman and Gross (1991) pointed out that customer consumption value not only has functional value, but also includes emotional value, social value and other emotional value. Customer emotional value has been considered as a part of customer perceived value. Babin, Darden and Griffin (1994) showed that

the value of practicality and hedonism can be used to reveal consumers' shopping pursuit. The practical value depends on whether the purchase and use of a product is achieved through efficient and effective methods. Compared with practical value, hedonic value is more subjective and more personalized, which mainly stems from the pleasure and enjoyment of products and experiences in the process, rather than the completion of tasks.

III. RESEARCH MODEL AND HYPOTHESES

3.1 The fashion attributes of products and customers' emotional value and impulsive purchase behavior

According to Veblen (1999), the reason why people pursue fashion is that fashion can bring novelty and change to people that have never been before. People hope to express themselves and publicize their personalities. Sproule (1974) believes that consumers accept fashion products not because of their functional value, but mainly in the aspects of style, beauty, social recognition, self-satisfaction, social status symbol and other social and psychological characteristics. The critical role of the introduction of novelty is self-inflaming hedonism, which represents a way of seeking pleasure. It focuses on fictional stimuli and the secret desire brought by stimuli and relies more on emotion (Bauer et al., 1999). In other words, the incentive to provide pleasure comes from the emotional influence of the imaginary artistic conception of individual thinking. This attitude leads to people's desire for novelty, so the familiar things are not satisfactory. Those things that have not been experienced are considered to reflect the realization of the greed and dream. At the same time, many promotional activities directly point to the hidden inner world and encourage consumers to buy. When the fashion was just introduced, they all showed novel characteristics. Compared with the popular and accepted products, they were advanced and unique. This kind of fashion pursuers is willing to pay a higher premium because of the more significant attraction of new and beautiful fashion products (O'Shaughnessy & O'Shaughnessy 2002). Therefore, this paper makes the following hypothesis:

H1: the fashion attributes of products, namely novelty and aesthetic feeling, have a positive impact on the emotional value of customers.

H2: the fashion attributes of products, namely novelty and aesthetic feeling, have a positive impact on customers' impulsive purchase behavior.

3.2 Objective attributes of products and customers' emotional value and impulsive purchase behavior

Forney, Park and Brandon (2005) believe that consumers not only consider style, color and design, aesthetic feeling, but also quality are the main criteria for consumers to choose when buying fashion products. This shows that the objective attributes of products can also affect customers' emotion and behavior, that is to say, the emotional value of customers may be obtained from the experience of using the function and quality of products, that is, experience value. Therefore, this paper makes the following hypothesis:

H3: the objective attributes of products, that is, product quality and function, have a positive impact on customer emotional value

H4: the objective attributes of products, that is, product quality and function, have a positive impact on customers' impulsive purchase behavior

3.3 Customer emotional value and impulsive purchase behavior

Emotion is that consciousness will produce different inner changes and play or not under the control of different environments and needs. As a kind of psychological appeal, the consumer behavior caused by emotion is difficult to be described by models or unified standards. It is a little different from the rational view of economic analysis. However, the role of emotion in practical activities is real, which affects the purchase choice of customers (Tsai et al. 2015). Therefore, this paper makes the following hypothesis:

H5: customer's emotional value has a positive impact on impulsive purchase behaviour

IV. RESEARCH METHODOLOGY

Questionnaire design. In this paper, SPSS software is used for data analysis, and Amos software is used for structural equation model analysis. The questionnaire design is mainly to construct the observational indicators of six latent variables: novelty, aesthetic feeling, quality, function, customer emotional value and impulsive purchase behavior. Impulsive purchase behavior is based on Rook and Fisher (1995) research scale, and customer emotional value is based on the emotional value part of the customer perceived value scale of Sweetney and Soutar (2001). The questionnaire design is divided into four parts. The first part is the product factor scale which affects customers. The fourth part is about the design of the product's fashion and objective attributes. The second part is the customer's emotional value scale. The third part is the impulsive purchase behavior scale. The fourth part is the basic information part. In the second part and the third part of the scale, all items were used Likert scale questions.

Data collection. The survey object of this study is for all college students in a certain area. 39 valid questionnaires were collected from all college students in a certain area about the purchase intention of new electronic products, that is, the purchase intention of smart phones. Reliability refers to the consistency and stability of test results, that is, the reliability of samples. At present, Cronbach's α coefficient is a commonly used standard, α value higher than 0.7 is high reliability, and lower than 0.35 is low reliability. In this limited exploratory study, this paper reduces the α value to 0.6. The Cronbach's α coefficient of the questionnaire is shown in Table 1. It can be seen that all the scales can meet the requirements, and it can be judged that all the scales have high reliability.

Table 1. Reliability and validity test results of the scale

Primary latent variable	Secondary latent variable	Cronbach's α	Load factor	AVE
Fashion attribute				
	Novel	0.810	0.78	0.83
	Aesthetic feeling	0.760	0.69	0.76
Objective attribute				
	Quality	0.743	0.90	0.85
	Function	0.698	0.86	0.74
Customer emotional value		0.719	0.66	0.58
Impulsive purchase behavior		0.805	0.73	0.82
Total scale		0.723		

Validity means that the evaluation tool can accurately measure the affairs to be measured by the Research Institute. Content validity can be judged logically, and structural validity can be measured by average variance extracted (AVE). See Table 2 for the test results of the overall fitting degree of the model. X^2 Is the most commonly used observation index to verify whether the theory is suitable for the sample, but it is easily affected by the sample size. Generally, the ratio of Chi-Square statistic to its degree of freedom is used as the standard, and NFI, CFI and other indicators are used for supplementary verification. If the chi square value ratio is between 3 and 5, it is acceptable if the chi square value is less than 3. Because of the small number of samples in this paper, the Chi-Square statistic can be accepted in this paper is not more than 5. In this study, confirmatory factor analysis (CFA) is used to test each variable: the factor score of each factor is more than 0.5, indicating that it has convergent validity; The measurement items of all variables did not show a tendency of cross distribution, and they were basically included in the factors represented by each potential variable, which showed that the scale in the questionnaire had good discriminative validity.

Table 2 Model fitting index

Index name		Result	Evaluate
Absolute fitting index	CMINDF	2.64	Good
	RMSEA	0.048	Excellent
Relative fitting index	NFI	0.918	Good
	TLI	0.884	Fair
	CFI	0.910	Good

V. RESULTS AND DISCUSSION

Conclusion: five hypotheses are verified by the research. Except that the quality of products has no significant positive effect on the emotional value and impulsive purchase behavior of customers, all the other hypotheses are supported.

Results analysis: according to the result equation model analysis, it can be found that (1) the market attribute of the product has a positive effect on the customer's emotional value. However, the effect of product's objective attributes on customer's emotional value is only partially supported, and the impact of product quality is not statistically significant. The reason may be that the quality of consumer electronic products is more and more similar, and the difference is not significant enough, which leads to this item not obvious. (2) The influence of fashion attributes and functional attributes in objective attributes on impulsive purchase behavior is statistically significant and has a positive effect. But at the same time, it is found that there is no significant difference between the two on impulsive purchase behavior. The reason may be that fashion is becoming more and more popular, and functional fashion is becoming more and more popular. (3) The impact of customer emotional value on impulsive purchase behavior is statistically significant, that is to say, the impact of customer emotional value on impulsive purchase behavior is positive.

Impulsive purchase behavior is a kind of special and specific consumer purchase behavior which reflects people's needs, desires, material and spiritual interests. This behavior is a complex process (Muruganatham & Bhakat 2013). Therefore, it is a research topic with theoretical value and practical significance that how the driving factors such as fashion and customer emotional value affect consumers' purchasing behavior. Fashion is a sociological concept. Although a large number of enterprises give fashion elements to their products, the systematic research of marketing at home and abroad is slightly insufficient. Here hopes that through the research on the influence of fashion elements on customers' emotional value and impulsive purchase behavior, it can provide some important research basis and theoretical reference for academic circles and enterprise practitioners to study the purchase driving factors of consumption.

Practical application, due to the rapid pace of modern life and serious homogenization of products, impulsive purchase has become the main part of consumer purchasing behavior. Just as the research results show, the fashion attributes and objective attributes of products can influence consumers' impulsive purchase behavior. That is to say, consumers decide to buy through the impression of emotional color through the perception and experience of products. For marketing practitioners, it is necessary to understand and master the development trend of fashion. By improving the fashion image of products and providing diversified functions, it can affect customers' feelings for products and further affect their purchasing behavior. In the selection of promotion methods, marketing practitioners should try our best to create visual impact on consumers through the placement of products, so as to attract consumers, and through the on-site consumer experience, let consumers have zero distance contact with products, feel the fashion and function of products, and make them more inclined to purchase on site.

Limitations

Due to the limitation of research time and funds, there are some limitations in empirical research. First of all, the selected sample is only limited to college students in a certain area. The research object is electronic smart phones, which limits the universality of the research conclusion. In order to make this study more perfect and representative, future research can expand samples and sample types, and carry out corresponding research on a wider range of consumer types; At the same time, more products and product categories can also be introduced into the study to explore whether the conclusions drawn in this paper can be established in a wider consumer group and a wider range of products. Secondly, this study only studies consumer behavior from the perspective of fashion elements and customer emotional value, without considering the cultural values of

customers. Whether the results can fully explain consumers' impulsive purchase behavior still needs further research and improvement to make it more suitable for consumer behavior.

BIBLIOGRAPHY

- [1]. Babin, B.J., Darden, W.R. and Griffin, M., 1994. Work and/or fun: measuring hedonic and utilitarian shopping value. *Journal of consumer research*, 20(4), pp.644-656.
- [2]. Bauer, B.O., Veblen, T.T. and Winkler, J.A., 1999. Old methodological sneakers: fashion and function in a cross-training era.
- [3]. Forney, J.C., Park, E.J. and Brandon, L., 2005. Effects of evaluative criteria on fashion brand extension. *Journal of Fashion Marketing and Management: An International Journal*.
- [4]. Liao, R., 2019. How to Produce Novelty? Creating, Borrowing, Modifying, Repeating And Forgetting: The Process of Contemporary Fashion Aesthetics. *AM Časopis za studije umetnosti i medija*, (19), pp.101-107.
- [5]. Muruganantham, G. and Bhakat, R.S., 2013. A review of impulsive purchase behavior. *International Journal of Marketing Studies*, 5(3), p.149.
- [6]. O'Shaughnessy, J. and O'Shaughnessy, N.J., 2002. Marketing, the consumer society and hedonism. *European Journal of Marketing*.
- [7]. Park, E.J., Kim, E.Y. and Forney, J.C., 2006. A structural model of fashion - oriented impulsive purchase behavior. *Journal of Fashion Marketing and Management: An International Journal*.
- [8]. Rook, D.W. and Fisher, R.J., 1995. Normative influences on impulsive buying behavior. *Journal of consumer research*, 22(3), pp.305-313.
- [9]. Sheth, J.N., Newman, B.I. and Gross, B.L., 1991. Why we buy what we buy: A theory of consumption values. *Journal of business research*, 22(2), pp.159-170.
- [10]. Sproles, G.B., 1974. Fashion theory: a conceptual framework. *ACR North American Advances*.
- [11]. Sweeney, J.C. and Soutar, G.N., 2001. Consumer perceived value: The development of a multiple item scale. *Journal of retailing*, 77(2), pp.203-220.
- [12]. Tremblay, A.J., 2005. Impulsive purchase behavior: Impulsive purchase behavior among college students in the borderlands. The University of Texas at El Paso.
- [13]. Tsai, J.L., Chim, L. and Sims, T., 2015. Consumer behavior, culture, and emotion. *Frontiers of culture and psychology. Handbook of culture and consumer behavior*, pp.68-98.

NA XU. "Business Model An Empirical Study of Consumer Impulsive Purchase Behavior in Fashion Markets." *International Journal of Business and Management Invention (IJBMI)*, vol. 10(01), 2021, pp. 17-21. Journal DOI- 10.35629/8028