A cultural and gender analysis of Compulsive Buying Behavior's core dimensions

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Abstract

Research Purpose - The purpose of this study was to investigate marketing stimulation and impulsive buying of Internet shopping mall.

Research Question - Despite these unstable factors, the Internet shopping mall market has become more popular than traditional distribution channels such as department stores and discount stores due to the increase in the number of Internet users, a gradual increase in the consumption of high-priced items.

Research Method - The data were collected from 301 women living in Seoul, Gyeonggi, Gwangju, Daegu, and Gyeongnam province in Korea on May 2018. Statistical methods used in the study were frequency, F-test, Duncan test, factor analysis, Cronbach's α, correlation coefficient, and multiple regression.

Result - All The reliability of these questions is Cronbach's α =. 775. Factor 5, which is 12.367 % explanatory power, is said to consist of three questions: price, discount bag, and no-carrying; thus, the reliability of the question is Cronbachs ' α. The ratio of the five factors in body random cases was 66.096 %, and the reliability of the questions was higher than. 770 as a result of the reliability analysis.

Keywords: Impulsive Buying, Internet Shopping Mall, Marketing Stimulation

JEL Classifications: M 31

1. Introduction

1.1. Research Background

Recently, consumers have been able to shop online or at home through internet or TV home shopping without having to go to the stores in person. This is a direct change of consumer purchase behaviors, due largely to the advances information and communication technologies such as the Internet. These new distributors and changes in consumer behavior provide benefits to both consumers and companies. Consumers can gain incentives and more consumer-centered information/promotions. On the corporate side, companies now can save cost and human resources through the reduction of circulation stage and product inventory, marketing communications, as well as operational benefits Bayton and James (1957).

Consumption patterns in the Internet shopping are not only the new trends, but also it is becoming a new genre of industry itself nowadays. Despite the contraction in consumer sentiment due to the economic downturn

and anxiety over the purchase of online products, the Internet shopping industry is constantly growing. The inherent limitations of Internet shopping malls are that consumers cannot access the shopping malls and products directly and that consumers' trust in Internet shopping malls is insufficient. As a result, products with a certain degree of reliability have been traded mainly as standardized products, and low-priced products with low involvement have become the main focus.

Despite these unstable factors, the Internet shopping mall market has become more popular than traditional distribution channels such as department stores and discount stores due to the increase in the number of Internet users, a gradual increase in the consumption of high-priced items, as well as online shopping experience through TV home shopping. The number of businesses in the shopping mall has increased and the amount of transactions have also increased in a rapid manner. The internet shopping industry, which is growing as a new market, shows many differences from conventional distribution channels. One of the differences is impulse online buyers. The Internet shopping can be accessed 24/7. Also the purchase of the product is made by credit card, consumers can access and purchase any goods universally.

1.2. Method and composition of research

In the early days of e-commerce, the fields of information, business, and academia focused on the development of technology to establish the infrastructure of e-commerce. Therefore, the main results of the early e-commerce focus were on the physical characteristics and technical aspects of the e-commerce market. However, Britt and Steuart (1950), pointed out some concerns of e-commerce such as ones in the internet shopping area. First, it is necessary to earn consumer trust, as many consumers believe that online shopping is not reliable and risky for scams. Second, the loopholes and inconveniences of security of financial information should be improved. Third, the temporal and spatial differences between goods delivery and payment. In addition, Cole and Sherrell (1994), has identified the four factors to consider when constructing an Internet shopping mall: (1) reliability, (2) security, (3) compatibility, and (4) user convenience. In essence, Cole's study claimed that reliability of products need to come first, rather than heavily work on the technology. As the e-commerce has been active, interests in online purchasing behaviors have diversified, not merely technological advances. Consumers' individual characteristics have an important influence on Internet buying behavior.

In this study, I will focus on analyzing and understanding the characteristics of consumers who make impulsive purchasing rather than the physical and technical characteristics of the newly emerging Internet shopping industry. In addition, the impulsive buying tendency is a very important consumer behavior when selling a product, and understanding the behavior characteristics of such consumers will be highly beneficial for marketing purposes.

2. Theoretical background

2.1. Internet shopping

According to the data compiled by the National Statistical Office, a total amount of e-commerce transactions in 2005 was about 36 trillion won and the transaction volume of B2C transactions reached about 8 trillion. Internet shopping is a type of shopping where purchases are made on the web because shopping, ordering, and payment can be done simultaneously through the Internet network. Such Internet shopping has a disadvantage that the consumer has low reliability. By the time of data collection, most consumers perceive the risk in purchasing decisions within a store. However, the general conclusion from research related to direct marketing is that they perceive a higher level of risk the in non-store purchases than in-store purchases.

2.2. Impulsive Purchase of Internet Shopping Behavior

Consumer buying behavior is basically the result of reasonably planned behavior to meet consumer needs. In other words, it is generally perceived that consumer decision making is made based on the process of problem recognition, information search, alternative evaluation, purchase intention, and purchase completion. However, in reality, many commerce behaviors are spontaneous and temporary impulse buying, and as a matter of fact, the impulse buying decision is a more common phenomenon. The factors influencing impulse buying are largely divided into internal factors and external factors.

2.3. Classification of impulse buying

Hubert et al. (2010), classified consumers' impulse buying styles according to the conceptual differences of impulsivity—unplanned buying behavior. Hubert et al. (2010) categorized impulsive purchases into four types when consumers were not willing to purchase products when they entered stores, but actually purchased. First, pure impulse buying refers to an escaping purchasing behavior that deviates from the normal purchasing pattern by discovering novelties and interest. Second, the impulsive purchase refers to a purchase behavior that occurs when a consumer recognizes a product and the necessity of stock replenishment, recalls an advertisement or information about the product, or remembers to purchase the product. Third, the impulse purchase occurs when a consumer recognizes the necessity of a product even though they do not have prior knowledge of the product. Taken in total, the results of this study are as follows. First, it is necessary to examine the relationship between the perceived purchase intentions. Consumer impulse buying tendency was investigated. The impulse purchase type was classified into negative mood type, cognitive mood type, positive mood type, image mismatch type, hobby-related type, and non-plan type.

Hypotheses are as follow.
Hypothesis 1: Reliability will influence the positive relationship between various purchasing behavior and Characteristics of individual consumers.
Hypothesis 2: Security will influence the positive relationship various purchasing behavior and Characteristics of individual consumers.
Hypothesis 3: Compatibility will influence the positive relationship between various purchasing behavior and Characteristics of individual consumers.
Hypothesis 4: User Friendliness will influence the positive relationship between various purchasing behavior and Characteristics of individual consumers.

3. Impulse buying characteristics of Internet shopping mall

In order to understand the characteristics of impulsive buying behavior among the consumers using internet shopping mall, we used the classification method of Kukar et al. (2016).

Table 1: Classification of Impulsive Purchasing Groups and Their Consumer Factor Characteristics

Factor name	Components
A temporary impulse purchase	1. I want to buy without prior knowledge 2. Feel the need without prior knowledge of the product and purchase without planning 3. Feel good quality and performance without knowing the product beforehand
Buying a stimulating impulse	4. Purchase without planning due to price discount 5. Purchased without plans due to gift offer

The reminder impulse buying	6. Look at the product and buy ads without planning 7. I was thinking about buying the product 8. I do not have a product, so I cannot buy it.
Purchase pure impulse	9. Purchase without planning because the product is unique 10. Products purchased without plans suddenly attracted to the mind

As a result of the cluster analysis based on the similarity of the impulse purchasing factors to the subjects of the impulse purchase experience through internet shopping, as shown in Table 1, the four types of impulsive purchase have been identified: (1) the implicit impulse purchase intention, (2) purchase intention without prior knowledge of the product, (3) impulse purchasing group which shows the desire to purchase by promotional activities such as price discount, and (4) the reminder-mentioned impulse purchasing group which is motivated to purchase based on past experience. As a result of analyzing the behaviors of impulsive purchase types by group, the implicit impulsive purchase group and the impulsive purchase group showed similar tendency. Cosmetics and clothing were the most popular products, and the price was below 50,000 won. In the form of marketing stimuli, it was found to be sensitive to the product aspects such as product quality, design and style, the promotional aspects such as gift giving and limited sales of products. On the other hand, in the impulsive impulse purchasing group, household appliances were relatively more frequent, major product price was in the range of 5 ~ 100 thousand won, and in the case of marketing stimulation, they responded more sensitively to the price aspects such as low price and price discount.

3.1. Consumer characteristics after impulse purchasing group purchase

In the case of overall satisfaction, the impulsive buying groups were generally satisfied with the impulse purchase. As shown in Table 2, the group pursuing economic efficiency such as price discount and gift offering (stimuli impulse buying group) and the group that mainly pursues information convenience (reminder impulse buying group) are generally satisfied after impulse purchase by Internet shopping. After impulse purchase, satisfied group is distinguished from non-satisfied group. In the case of repurchase intention, the stimuli impulse purchase group had intention to repurchase after internet shopping, whereas the impulsive impulse purchase group and implicit impulse purchase group showed no intention to repurchase by internet shopping. This is because the stimulus impulse purchase group and the impulse purchasing group are satisfied after the impulse purchase, but only the stimuli impulse purchasing group pursued the economic efficiency. In terms of intentional intention to the last other person, stimuli impulse buying group has intention to buy others by internet shopping, while the aforementioned, implicit pure impulse purchasing group has no intention to tell others respectively. That is, only the stimuli impulse buying group showing satisfaction and the impulsive impulse purchasing group among the above-mentioned impulse buying group have a repurchase intention and intend to tell others.

3.2. Demographic and psychological impulse purchasing consumer characteristics
3.2.1. Impulse Purchase Type Impulse Purchase Consumer Characteristics by Group

Table 2: Demographic and Psychological Characteristics of Internet shopping impulse buying type (Unit: %)

Characteristics		Temporary pure impulse buying group	A stimulating impulse buying group	The impulsive purchasing group
Gender	Man	49.8	44.6	56.4
	Woman	51.2	51.4	43.6
Age	20's	55.7	46.5	45.2

	30′s	44.3	53.5	54.8
Job	College student	10.4	33.1	20.0
	Office workers	21.1	20.3	46.4
	housewife	68.5	46.6	33.6
Value of shopping pursuit	Economics	24.3	53.1	24.1
	convenience	26.6	12.0	31.0
	Informative	25.1	33.7	33.3
	Amusement	24.0	11.2	11.6
Total composition ratio		28.0	42.0	30.0

Demographic and psychological characteristics of Internet shopping impulse buying types are as follows. In the implicit and pure impulse purchasing group, there is no significant difference in terms of gender and shopping pursuit value. However, in the twenties, the housewife shows an impulsive and pure impulse buying characteristic rather than college and worker. In the case of stimuli impulse buying group, it appeared that more men than women showed more impulsive purchase behaviors; this phenomenon showed in 30s than in 20s, and in housewives rather than college students and workers, and it seems to pursue shopping pursuit value in terms of economy rather than convenience, information and entertainment. In the case of the impulsive purchasing group, it appeared to be more in men than in women, in 30s than in 20s, and in office workers rather than college students and housewives.

The measurement tools used in this study are the questionnaires composed of general characteristics of survey boxes, mood stimulation, and impulse purchase questionnaire.

Table 3: General characteristics of survey subjects

Question		Frequency (N)	Percent (%)
Internet 1 day usage time	Less 1 hour	67	22.3
	Less than 1-2 hours	96	31.9
	Less than 2-3 hours	61	20.3
	Less than 3-4 hours	32	10.6
	More than 4 hours	45	15.0
Internet Shopping Mall Price	Less than 1 million won	14	4.7
	Less than 1-3 million won	84	27.9
	Less than 3-5 million won	88	29.2
	Less than 5-10 million won	89	29.6
	Over 100,000 won	26	8.6
Internet Shopping Mall Purchases	Once a month	135	44.9
	Once every three months	79	26.2
	Once in six months	18	6.0
	Once a year	12	4.0

	Others	57	18.9
Internet Compare Prices	Do	198	64.1
	Do not	28	9.3
	Do it occasionally	80	26.6

The general characteristics of the research box are four questions related to the Internet, such as Internet usage time, purchase price of an Internet fashion shopping mall, purchase number of Internet fashion shopping malls, and comparison of Internet fashion shopping malls. Internet use time was less than one hour, less than one to two hours, less than two to three hours, less than four hours, and Internet fashion shopping mall purchase price was less than 10,000 won, less than one to 30,000 won. The number of Internet fashion shopping mall purchases is five steps a year, once every month, once every six months, and so on. Internet fashion shopping mall price comparison, do not, on a case-by-case basis was I. Each question shall be answered in response to one of the corresponding items. Based on the opinions of the leading researchers (9) and literary groups (professor, graduate students), Ma said, " It is to show the factors of the " Ma " stimuli in the online fashion shopping mall. "

Impulse purchases are based on 15 questions modified and supplemented by four types of Stern 11) and prior studies 12 (13), considering the city and internet environment. 19 questions and 12 questions were used for final analysis, excluding those with low factor load and those covering multiple factors, respectively. The method of measurement is very much a measure of five to one of them. The survey of this study is based on women consumers between 20 and 30 who have purchased from online fashion shopping malls, and data collection took place in March 2012 in Seoul, Gyeonggi Province, the provinces, and South Gyeongsang Province. The questionnaire for this study was used in the analysis of the data contained in 301, which included a total of 320 copies, excluding poor responses.

If you look at the frequency distribution of the typical characteristics of the research box, the usage time of the Internet was 67 persons (22.3 percent), 96 persons (31.9 percent), and less than two to three hours (61 percent). The prices of the Internet fashion shopping mall are 14 persons (4.7 percent) for 8.6 months, 84 for 1 to 30,000 won (27.9 percent), and 88 for 3 to 50,000 won (29.2 percent). The Internet fashion shopping mall price comparison stood at 198 people (64.1 percent), 28 people (9.3 percent), and 80 people (26.6 percent).

Comprehensively, a marketing approach to impulse buying consumers is possible from the perspective of the company. Among the impulsive purchasing consumers, those who are satisfied after purchasing are the stimuli impulse buying group and the impulsive impulse purchasing group, but the group that finally purchases the same product itself or increases the profit of the company by creating a positive image of the product to others It is a stimulant impulse buying group. As shown in Table 2, the impulsive impulse purchasing group is mainly composed of males, males, and females in the age group of 30, and housewives. Therefore, a marketing approach that can induce impulse buying intensively is needed.
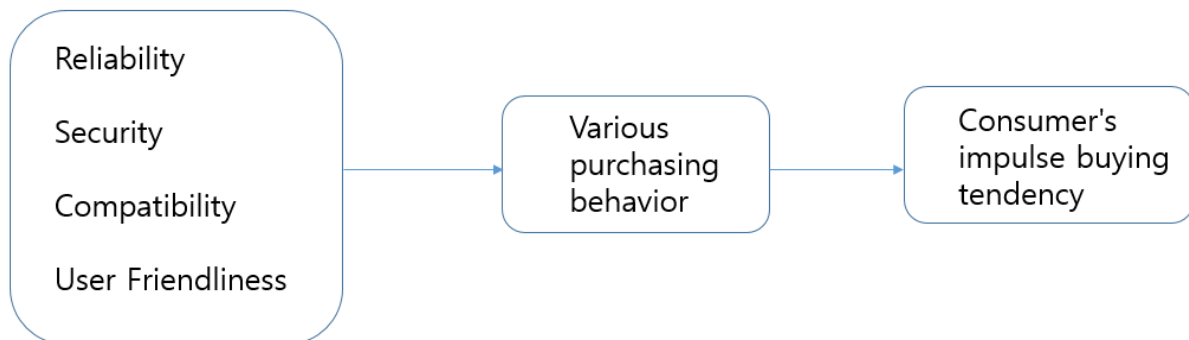
Figure 1: Research Model

3.3. Impulse buying consumer characteristics according to consumer situation

According to a study by Liu and Laird (2008), impulsive purchasing tendency was higher as the effects of mood and shopping purpose were higher. The higher the materialistic consumption tendency, the lower self-control, the higher the impulse buying tendency. The instant mood state not only directly affects the impulse buying tendency but also indirectly affects self-control. The higher the effect of the mood state, the lower self-control. In the case of gender, unlike the situation in the traditional market, the use of male consumers in the Internet market was high Lee and Park (2008). The research of Magee (1993) shows that the more intrusive buying tendency, the more continuous information search is usually conducted about the products of interest. Therefore, it is advantageous for web marketers to continuously provide information about Internet shopping malls through various channels. Also, the less purchasing experience of internet shopping, the higher the impulse buying tendency. In cyber shopping purchase, impulse purchasing tendency decreased as more purchasing experience was experienced, and impulse purchasing tendency was higher in the initial stage of purchasing products in cyber market.

Analyze the data in this study to use the SAS 9.4 statistical package. The main component analysis and the cross-course analysis of the Varimax are performed to verify the reliability of the Cronbachs ' coefficient of reliability. To identify the general characteristics of the survey box and analyze the frequency, and to analyze the differences between other stimulus and impulse purchases, to use F, t, and Duncan verification. Identify the system of Ma stimulation and impulse buying to conduct phase and regression analysis.

Table 4: Marketing stimulus factors

Factor	Question	Factor loading	Eigenvalue	Body change (%)	Variable (%)	Reliability Coefficient
Product Attributes	quality	.805	3.053	16.067	16.067	.792
	Practicality	.741				
	Brand recognition	.673				
	Assortment of goods	654				
	Color	.612				
	Size	.584				
Price diversity	Monthly payment	.872	2.390	12.577	28.644	.807
	Credit card	.855				
	Lip Card	.655				
Shopping environment	Screen Layout	.887	2.386	12.558	41.202	.830
	Loading speed	.791				
	Shopping mall atmosphere	.777				
Purchasing convenience	Stability of payment	.764	2.380	12.528	53.729	.775

The results of the analysis of the maxic factors are shown in Table 4. Factor 1 represents 16.067 % of the explanatory power of a body random and consists of six questions : quality, practicality, brand recognition, assortment of goods, color, dimensions, and company. Factor 2 is 3: installment payments, credit cards, and Lip Card. It consists of a number of questions and is famous for its price variety. It showed the explanatory power of a random 12.577 %, and the reliability of the question was Cronbach's α =. 807. Factor 3 was a 12.558 % explanation, and it has three questions : screen composition, loading speed, and shopping mall. The reliability of the question was Cronbach's α =. 83. Factor 4 has a descriptive ability of 12.528 %, stability of payment, convenience of payment, exchange refund guarantee, and 4 questions of coupon. All The reliability of these questions is Cronbach's α =. 775. Factor 5, which is 12.367 % explanatory power, is said to consist of three questions: price, discount bag, and no-carrying; thus, the reliability of the question is Cronbachs ' α. The ratio of the five factors in body random cases was 66.096 %, and the reliability of the questions was higher than. 770 as a result of the reliability analysis. The factors that show the highest capacity for explanation are product properties, which show that they are the last level of stimulation factors. The analysis of impulse buying factors is shown in Table 5.

Table 5: Analysis of impulse buying factors

Factor	Question	Factor loading	Eigenvalue	Body change (%)	Variable (%)	Reliability Coefficient
Plan/reminisce	I look around the mall and decide what to buy.	.699	2.483	20.692	20.692	.740
	I look around the mall and decide what to buy.	.690				
	If you go shopping for another purpose, you will buy the clothes you think you need.	.671				
	I think there is something I want to buy when I go shopping mall.	.581				
	When I recall what I wanted to buy, I bought the clothes.	.574				
	If I see the clothes I bought, I buy them even if I went in to buy other clothes.	.555				
Fashionable	I buy clothes with new traits to wear.	.857	2.154	17.947	38.639	.770
	I buy clothes with new traits to wear.	.812				
	I like buying clothes of the latest style.	.700				
Purity	I buy some clothes by a	.801	2.113	17.611	56.250	.713

	sudden desire to buy something					
	I do not care carefully and buy my favorite clothes.	**.748**				
	If I like it, I cannot bear it without buying it.	**.724**				

Factor 1 is when I look around the shopping mall and decide what I want to buy. This is similar to the planned and retrogressive purchase shown in the research by Neuner et al. (2005), (15), and the reliability of Oyserman (2009), 's argument is Cronbache's α. Factor 2: I buy clothes that have new features to wear, when I see new styles of clothes, I buy them all in a new style, I like to buy clothes with three of the latest styles. The credibility of these questions is Cronbach's α. It was 770. Factor 3: I buy some clothes by the sudden desire to buy something, I do not think well and buy the clothes I do not like. This factor is similar to the purity of the pre-conventional phrase 16) and is reputed to be purity. The reliability of the question was Cronbach's α =. 713. The proportion of the three factors in body random is 56.250 %, and the reliability coefficient of the question was higher than. 710 as a result of the reliability analysis. The reason for the highest level of explanation was planning and retrospection.

Pre-knowledge and information through product purchase experience can be seen as a factor to reduce consumer's impulse purchase in cyber market. Pombet and Tagg (2007) found that the higher the innovation, the more pursuing the hedonic shopping value. These are generally more optimal stimuli, such as searching for new or unique products rather than seeking a reasonable purchase condition at an internet shopping mall. In the case of consumers with high levels of optimal stimuli, impulse buying may be high because consumers are more likely to respond in a conflict situation. Innovative consumers with high levels of optimal stimuli will immediately acquire strong purchasing needs if they find products that match their optimal stimulus levels, leading to impulsive purchasing.

3.4. Impulse buying consumer characteristics according to the classification of browsing

Impulse buying consumers are consumers who make hedonic browsing in Internet shopping malls. On the other hand, consumers who do practical browsing on the internet shopping mall tend to have an impulse buying tendency. Practical browsing is a process in which a consumer realizes the value of purchasing the product with optimal retrieval cost with minimum search cost for the product that was purchased beforehand. They are more involved in products than those who are hedonic browsers, and careful purchasing decisions are made because they rely more on practical value standards considering cost benefits. Therefore, the impulsive buyer of Internet shopping mall can be defined as a person who is mainly engaged in hedonic browsing rather than practical browsing, and has low involvement in products.

3.5. Characteristics of impulse buying consumers in terms of product distribution

The effect of banner advertisement on the product distribution facilitation variables has a great influence on the impulse buying tendency. In the case of banner ads, the virtual market promptly stimulates consumers' desires and leads to impulsive purchases easily with one click. In addition, the Internet can violate an individual privacy because an advertiser can easily obtain personal information about the person viewing the advertisement. To overcome these problems, it is necessary to thoroughly review consumers' opinions and carefully search for information when purchasing products through the online market, and it is necessary to take measures to appropriately regulate banner advertisements that are irrelevant in policy. And, the lower the cyber shopping purchase rate, the discounted price at the internet shopping mall than the general store, the higher the impulse buying tendency of the specialty shopping mall users than the general shopping mall. In addition, the higher the

effect of credit card settlement, the lower the self-controllability and the higher the impulse buying tendency.

Table 6: Marketing Stimulus Difference According to General Characteristics

Question		Marketing stimulus				
		Product Attributes (M)	Price diversity (M)	Shopping environment (M)	Purchasing convenience (M)	Cost-effectiveness (M)
Internet 1 day usage time	Less than 1 hour	3.254	2.716	3.134	3.116b	3.731
	Less than 1-2 hour	3.333	2.639	3.257	3.052b	3.757
	Less than 2-3 hour	3.268	2.661	3.126	2.869b	3.594
	Less than 3-4 hour	3.401	2.917	3.240	3.445a	3.917
	More than 4 hours	3.230	2.807	3.104	3.100b	3.659
	F	.678	.901	.504	** 3.775	1.253
Internet Shopping Mall Price	Less than 1 million won	3.250	2.643	3.048	3.000	3.310
	Less than 1-3 million won	3.200	2.698	3.183	3.027	3.825
	Less than 3-5 million won	3.299	2.705	3.148	3.122	3.697
	Less than 5-10 million won	3.352	2.674	3.225	3.065	3.700
	Over 100,000 won	3.404	2.987	3.180	3.183	3.756
	F	1.104	.811	.205	.392	1.725
Internet Shopping Mall Purchases	Once a month	3.305	2.825	3.230	3.159a	3.761
	Once every three months	3.327	2.515	3.186	3.013a	3.827
	Once in six months	3.148	2.704	3.390	3.028a	3.704
	Once a year	3.306	2.639	2.722	2.521b	3.556
	Others	3.266	2.754	3.076	3.110a	3.521
	F	.421	1.869	1.725	* 2.624	1.894
Internet Compare Prices	Do	3.292	2.672	3.187	3.128	3.826a
	Do not	3.185	2.786	3.155	2.973	3.417b
	Do it occasionally	3.292	2.796	3.167	2.994	3.575b
	F	.623	.761	.031	1.388	6.699**

*: p<.05, **: p<.01, a>b: Duncan's Multiple Range Test

The department that analyzed the difference in mark-stimping according to general characteristics was shown in Table 6, which showed significant differences in Internet usage time, number of online shopping malls, and online fashion shopping mall price comparison. Macropulation based on Internet 1 day usage time showed significant differences in the purchase section Uiseong (F = 3.775, p <. 01), and the Internet 1 day usage time was the highest in terms of convenience of 3 to 4.

The number of purchases made by online fashion shopping malls is significant in terms of convenience of purchase (F = 2.624, p <. 05). The convenience of buying is that consumers who buy and buy online fashion shopping malls once a year are better than other consumers. In other words, consumers who frequently use Internet fashion shopping malls are more likely to consider the sex of purchases than consumers who do not use them frequently. The price of the Internet fashion shopping mall is more meaningful than that of the price group.

The results of the analysis of the differences in impulse purchase according to general characteristics are shown in Table 7, and Internet fashion shopping mall purchases are significant in comparison with rank and qualification.

3.6. Impulse buying consumer characteristics by product attributes

Similar to the results of Reeves et al. (2012), it responds strongly to pricing, which is thought to be relatively profitable for consumers, such as low or discounted prices. On the other hand, impulse buying consumers did not influence the brand or utility of the product. In other words, only the aspect of the price of the product affects the impulse purchase. Consumers who use Internet shopping malls do not make impulsive purchases because they have a good image of a company or product, and the excellent quality of the product does not affect the impulse purchase as well.

3.7. Other impulse purchasing consumer characteristics
3.7.1. Self-Controllability

Impulse purchasers have low self - control. Immediate fundamentals, gender, income, and credit card payment affect self - control and indirectly influence the impulse buying tendency. The higher the effect of instantaneous basic condition, the lower self - control. In the case of male, self - control affects self - control. Income is positively influenced by self - control. In other words, low-income consumers are self-regulated because they have a limited disposable income. So, if you have less income, you can say that you have a low impulse buying tendency. Credit card settlement has a negative effect on self - control. The higher the effect of credit card settlement, the lower self - control and the impulse buying tendency.

Table 7: Impulsion purchase difference based on general characteristics

	Question	Impulse buying		Purity (M)
		Planning · recall (M)	Fashionable (M)	
Internet 1 day usage time	Less 1 hour	3.480	3.095	2.856
	Less than 1-2 hours	3.510	3.049	3.045
	Less than 2-3 hours	3.536	3.087	3.016
	Less than 3-4 hours	3.625	3.073	3.156
	More than 4 hours	3.378	3.067	3.037
	F	1.104	.048	.962
Internet Shopping	Less than 1 million won	3.060c	2.429b	2.452c

Mall Price	Less than 1-3 million won	3.333b	2.933a	2.821b
	Less than 3-5 million won	3.572ab	3.144a	3.015b
	Less than 5-10 million won	3.618a	3.169a	3.139b
	Over 100,000 won	3.641a	3.295a	3.436a
	F	6.696***	5.007**	5.691***
Internet Shopping Mall Purchases	Once a month	3.640a	3.212a	3.106
	Once every three months	3.456ab	3.013ab	2.907
	Once in six months	3.250b	2.852ab	2.648
	Once a year	3.597a	2.750b	2.694
	Others	3.295b	2.953a	3.094
	F	*** 5.848	* 2.812	2.434
Internet Compare Prices	Do	3.547	3.085	2.912

Impulse purchases based on the purchase price of Internet fashion shopping malls were planned and recalled (F = 6.696, p <. 001), fashion oriented (F = 5.007, p <. 01), and pure p = 5.69. The prices of Internet fashion shopping malls for all variations of impulse buying were higher than 100,000 won, followed by purchases less than 50,000 won, 3-50,000 won, and less than 10,000 won. Therefore, a group with a high purchase price on the Internet fashion shopping mall tends to buy more by impulse while a group with low purchase prices tends to buy by impulse. Impulse purchases based on the number of purchases made by online fashion shopping malls showed significant differences in number of purchases (F = 5.848, p <. 001) and trend oriented (F = 2.812 and p <. 05). Planning and retrospection found out that the number of old purchases was high once a month and once a year, but in fashion, the number of purchases per month was high, so the type of impulse purchase was different from the online fashion shopping mall.

3.7.2. Pleasure through purchase activity itself

According to Ridgway et al. (2005) daily purchasing behavior is divided into four types: (1) leisure, (2) sensual, (3) rational, and (4) visual shopping. A leisure style shopping style is a style that thinks shopping as part of leisure activities, and a sensory shopping style is a style that gives priority to color or design rather than product quality or function when selecting a product. A rational shopping style is a style that collects information before considering a product, considers price and function, evaluates whether it is smart enough to search for information, and whether it is wise to purchase after purchase. Finally, the showy shopping style thinks shopping as an opportunity to show off their status to others, uses credit cards if necessary, and prefers products made by famous companies even at high prices.

Table 8: Relationship between marketing stimulus and impulse purchase

Question	Marketing stimulus	Impulse buying	

		Product Attributes	Price diversity	Shopping environment	Purchasing convenience	Cost-effectiveness	Planning recall	Fashionable	Purity
Marketing stimulus	Product Attributes	1							
	Price diversity	.000	1						
	Shopping environment	.000	.000	1					
	Purchasing convenience	.000	.000	.000	1				
	Cost-effectiveness	.000	.000	.000	.000	1			
Impulse buying	Planning recall	* .138	-.070	.114 *	.017	** .256	1		
	Fashionable	* .120	** .303	.104	.032	.064	.000	1	
	Purity	-.046	.113	.137	.042	-.008	.000	.000	1

Table 8 is the analysis of the award system between marketing stimulus and impulse buying. Characteristics of the product for planning and reminiscing impulse purchase (. 138, $p < .05$), shopping environment (. 114, $p < .05$), price economy (. 256, $p < .001$), and trend - oriented impulse purchase (. p 120). However, it turns out that the purchase of pure impulse products has no incentive factor or reason. The department that analyzes the scent of Ma's stimulus to impulse buying is like Table 8.

The plan and recall impulse purchases were based on product attributes ($t = 2.490$, $p < .05$), shopping environment ($t = 2.058$, $p < .05$), and price economy ($t = 4.636$). In other words, consumers who have a lot of respect for their own privacy, shopping environment and price economy in the Internet fashion shopping mall are more likely to be planning and retrogressive purchases. The main character of a play in planning and retrogressive impulse buying is 11.3 percent.

The tendency for fashion-oriented impulse purchases was that the product attributes ($t = 2.187$, $p < .05$), and the amount of scent ($t = 5.547$, $p < .001$) had greater effect. The maximum-oriented impulse buying system has 12.2 percent of the capacity to explain.

The net impulse shopping environment ($t = 2.385$, $p < .05$) had a strong fragrance, and the net explanation for the impulse purchase was 3.5 percent. If the Internet Fashion Mall focuses on shopping mall sites or loading speeds, it could stimulate consumers ' desire to buy new items on impulse.

4. Conclusion and Suggestions

The study was designed to analyze the factors behind the purchase of Marketing stimulus and impulse in the Internet fashion shopping mall, identify the differences between the characteristics of each factor and the results of the study results. The research method used the Questionnaire Act as a research study method, and the research box was given to 301 adult women between 20 and 30 who live in Seoul, Gyeonggi Province, the

provinces, and Kyungnam Province of Korea.

The summary of the results of the study is as follows. First, the make-stimulating factors were derived from five factors: product attributes, price diversity, show viewing, ease of purchase, and price economics. Impulsion buying factors consisted of three factors: planning, retrospection, fashion oriented, and net numbers. Therefore, Marlimotion and Impulsion purchases at the Internet shopping mall represent multidimensional groups, which allows various factors to touch the purchase.

Second, according to the general characteristics of the research box, Magil Theater showed significant differences in Internet 1 day usage time, number of Internet fashion shopping malls, and Internet fashion shopping mall qualification comparisons. Depending on the general characteristics of the research box, Marketing stimulus and impulse showed a significant difference in the price of Internet fashion shopping malls and in the comparison of non-qualified items. In other words, appear differently depending on the general characteristics of the research box, so it is important to consider the personal characteristics of Internet consumers as well as various factors in setting up market segmentation at the Internet fashion shopping mall. However, since the differences between make-stimulating and impulsive purchases vary depending on the general nature of the survey box, there will be a limit to breaking the Internet fashion market down to the general characteristics of consumers only.

Third, the award system between Marketing stimulus and impulse purchases was that the product attributes, the shopping environment, the price economy, the product's attributes, the price diversity, and the trend between fashion orientation and convenience, respectively.

All Marketing influences on impulse purchase have been attributed to product attributes, shopping environment, price economy in planning and reminiscing, product attributes and price diversity being fashion oriented, and to purity of shopping environment. Therefore, it can be seen that the macropiration creates a causal system between the impulse purchase and the urge purchase. In this case, the factors that make the purchase on the Internet fashion shopping mall form multi-dimensional structures, and you can see that they are the parameters that affect impulse buying. An analysis of these characteristics and factors of Internet consumers could help with data on Internet fashion.

The limitations of this study are that of 20 to 30 women who reconsider the research box to a certain area, and that the research result should be interpreted as " Marketing stimulus and impulse shop. " Further research in the context of the Internet fashion market is conducted in which variables such as areas, gender and psychological characteristics that could not be included in the study could be influenced by Internet consumers.

In the Internet shopping, the tendency to purchase impulsive impulse is much stronger in comparison with traditional shopping methods. In this context, we analyzed the types of impulse buying online consumers. First, the impulse buying group is the impulsive purchasing group that has the willingness to purchase driven by the promotional activities such as the price impulse purchase.

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