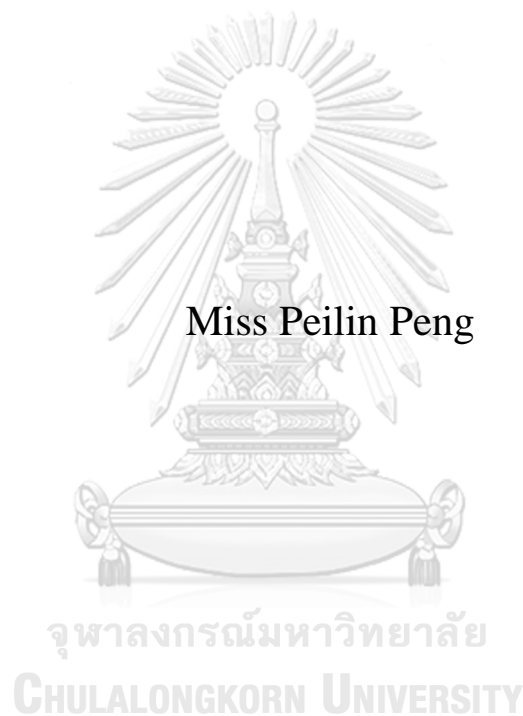


**THE RELATIONSHIP BETWEEN INTEREST AND  
ATTITUDE TOWARDS ONLINE SALES PROMOTION,  
AND IMPULSIVE BUYING FOR COSMETICS AMONG  
CHINESE GENERATION Z CONSUMERS**



**Miss Peilin Peng**

**An Independent Study Submitted in Partial Fulfillment of the  
Requirements  
for the Degree of Master of Arts (Communication Arts) in Strategic  
Communication Management  
Common Course  
FACULTY OF COMMUNICATION ARTS  
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ความสัมพันธ์ระหว่างความสนใจและทัศนคติต่อการส่งเสริมการขายออนไลน์ และพฤติกรรมการ  
ซื้อเครื่องสำอางแบบนับปล้นของผู้บริโภคเจนเนอเรชันแซดชาวจีน



สารนิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญาโทสาขาสถาปัตยกรรมศาสตรมหาบัณฑิต  
สาขาวิชาการจัดการการค้าสารเชิงกลยุทธ์ ไม่สังกัดภาควิชา/เทียบเท่า  
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Independent Study Title      THE RELATIONSHIP BETWEEN INTEREST AND  
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PROMOTION, AND IMPULSIVE BUYING FOR  
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CONSUMERS  
By                                      Miss Peilin Peng  
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เปลิน เปง : ความสัมพันธ์ระหว่างความสนใจและทัศนคติต่อการส่งเสริมการขายออนไลน์ และพฤติกรรมการซื้อเครื่องสำอางแบบฉับพลันของผู้บริโภคเจนเนอเรชันแซดชาวจีน. ( THE RELATIONSHIP BETWEEN INTEREST AND ATTITUDE TOWARDS ONLINE SALES PROMOTION, AND IMPULSIVE BUYING FOR COSMETICS AMONG CHINESE GENERATION Z CONSUMERS) อ.ที่ปรึกษาหลัก : ดร.ปภาภรณ์ ไชยหาญชาญชัย

วัตถุประสงค์ของการศึกษานี้มีดังต่อไปนี้ เพื่อสำรวจความสนใจต่อการส่งเสริมการขาย ออนไลน์ ทัศนคติต่อการส่งเสริมการขายออนไลน์ และพฤติกรรมการซื้อเครื่องสำอางแบบฉับพลันของผู้บริโภค เจเนอเรชันแซดชาวจีน และเพื่อศึกษาความสัมพันธ์ระหว่างตัวแปรทั้งสาม โดยเก็บข้อมูลจากกลุ่มตัวอย่างที่เป็นผู้บริโภคเจนเนอเรชันแซดชาวจีน ทั้งเพศชายและหญิง ซึ่งมีอายุระหว่าง 18 ถึง 26 ปี อาศัยอยู่ในประเทศ จีน จำนวนทั้งสิ้น 250 คน และมีประสบการณ์การซื้อเครื่องสำอางในเวลาสามเดือนที่ผ่านมา จากผลการศึกษา แสดงให้เห็นว่า กลุ่มตัวอย่างมีความสนใจ และมีความคิดเห็นเชิงบวกต่อการส่งเสริมการขายเครื่องสำอาง ออนไลน์ ( $M = 3.57$ ) โดยการให้ส่วนลดมีค่าเฉลี่ยสูงสุด ( $M = 3.90$ ) ส่วนการขนส่งฟรีมีค่าเฉลี่ยต่ำสุด ( $M = 3.20$ ) นอกจากนี้ กลุ่มตัวอย่างยังมีทัศนคติเชิงบวกต่อกิจกรรมการส่งเสริมการขาย เครื่องสำอางออนไลน์ ( $M = 4.40$ ) แต่อาจจะไม่ได้มีพฤติกรรมการซื้อเครื่องสำอางแบบฉับพลันเท่าใดนัก ( $M = 2.76$ ) ในส่วนของความสัมพันธ์ระหว่างตัวแปรดังกล่าว จากผลการวิจัยแสดงให้เห็นว่า ความสนใจ ต่อการส่งเสริมการขายออนไลน์โดยรวม มีความสัมพันธ์เชิงบวก กับพฤติกรรมการซื้อเครื่องสำอางแบบฉับพลัน ( $r = 0.226$ ) ส่วนในกิจกรรมการส่งเสริมการขายทั้งหมด 8 กิจกรรม พบว่า การชิงโชคมีความสัมพันธ์กับพฤติกรรมการซื้อเครื่องสำอางแบบฉับพลันมากที่สุด ( $r = 0.322$ ) นอกจากนี้ ทัศนคติต่อการส่งเสริมการขายออนไลน์ ยังมีความสัมพันธ์เชิงบวกกับพฤติกรรมการซื้อเครื่องสำอางแบบฉับพลันอีกด้วย ( $r = 0.156$ )

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## 6388017728 : MAJOR STRATEGIC COMMUNICATION MANAGEMENT  
 KEYWORD INTEREST IN ONLINE SALES PROMOTION, ATTITUDE  
 D: TOWARDS ONLINE SALES PROMOTION, IMPULSIVE  
 BUYING BEHAVIOR, CHINESE GENERATION Z, COSMETICS  
 Peilin Peng : THE RELATIONSHIP BETWEEN INTEREST AND  
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 IMPULSIVE BUYING FOR COSMETICS AMONG CHINESE  
 GENERATION Z CONSUMERS. Advisor: Dr. PAPAPORN  
 CHAIHANCHAI

The objectives of this study are as follows: to explore interest in online sales promotion, attitude towards online sales promotion, and impulsive buying behavior for cosmetic consumption among Chinese Generation Z, and to investigate the relationship among these three variables. The research samples of this research were 250 Chinese male and female Generation Z, aged between 18 and 26 years old, who have purchased cosmetics in the past three months and currently residing in China. The results illustrated that respondents had a positive opinion on interest in online sales promotion for cosmetics ( $M = 3.57$ ), with discount promotion receiving the highest score ( $M = 3.90$ ) and free shipping receiving the lowest overall score ( $M = 3.20$ ). Moreover, the respondents had a positive attitude towards online sales promotion for cosmetics ( $M = 4.40$ ) and were likely to buy cosmetics on impulse but not blindly ( $M = 2.76$ ). Regarding the relationship among the variables, the result of the study demonstrated that the total interest in online sales promotion is positively related with impulsive buying behavior ( $r = 0.226$ ), while among the eight types of online promotions, sweepstakes had the highest relationship with impulsive behavior ( $r = 0.322$ ). Also, the attitude towards online sales promotion is positively related with impulsive buying behavior ( $r = 0.156$ ).

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Field of Study:	Strategic Communication Management	Student's Signature .....
Academic Year:	2021	Advisor's Signature .....

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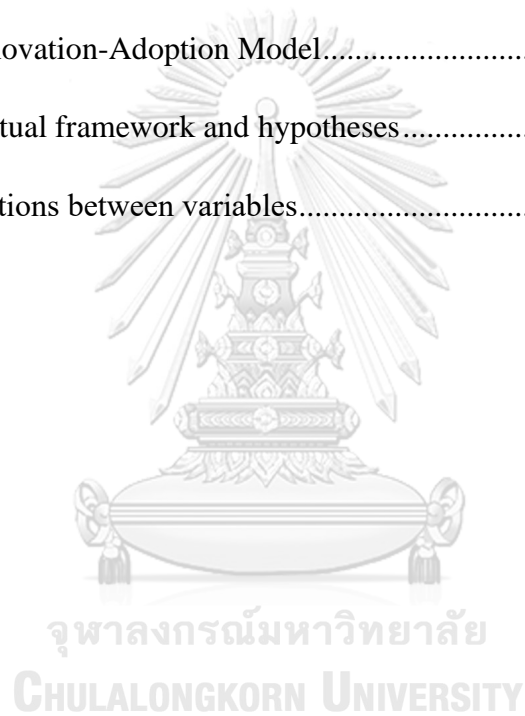


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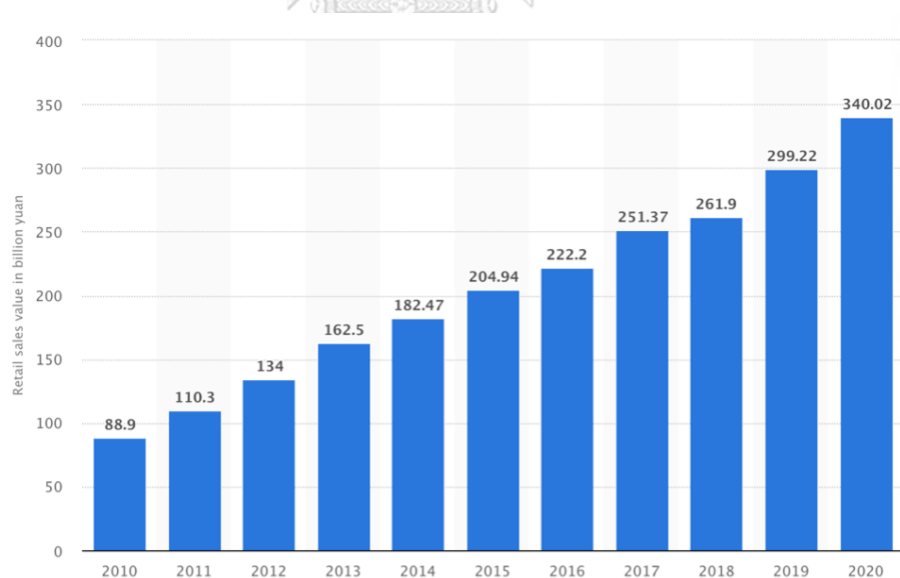
## CHAPTER 1

### Introduction

#### 1.1 Significance of the study

In recent years, China's cosmetics market has developed rapidly. Cosmetics' total retail sales value in the Chinese market, as shown in Figure 1.1, increased by 94.3 billion yuan from 204.9 billion RMB to 299.2 billion RMB from 2015 to 2019. The growth of residents' income has led to the change of people's consumption concept of cosmetics, and cosmetics are gradually becoming the rigid demand of consumers (Zhu, 2020).

**Figure 1. 1 Chinese market: 2010-2020, total retail sales of cosmetics**



Source: Statista. (2021, January 22). *Retail sales value of cosmetics in China 2010-*

*2020*. Retrieved September 27, 2021 from

<https://www.statista.com/statistics/298177/china-cosmetics-retail-value/>

China's cosmetics market is in a growing stage, and its growth rate is much higher than that of mature markets such as the United States and Japan. In 2018, China became the second largest consumer of cosmetics in the world. In 2020, the Chinese cosmetics market showed a growth trend even after the impact of the epidemic. Compared to 2019, the total retail sales of cosmetics increased by 13.64% and reached 340 billion RMB (Statista, 2021). According to the 2020 China FMCG Investment Report, the growth rate of the male makeup market has been higher than 50% in the past two years; In the 2020 Double 11 Shopping Festival, the stocking volume of male imported make-up products also increased significantly by over 3,000% year-on-year. In today's Chinese cosmetics market, the main force of cosmetics consumption is no longer dominated by women. As men's knowledge of beauty and awareness of skin care has increased significantly, men's beauty is gradually emerging and growing rapidly (Nan, 2021).

At the same time, Generation Z is gradually becoming a major consumer group, especially in the cosmetics market. Generation Z is growing rapidly and is expected to make up 30% of the world's population by 2027. According to 2018 public data from the China National Bureau of Statistics, approximately 260 million people were born in mainland China between 1995 and 2009, accounting for about 19% of the total population in 2018 (about one-fifth of the total population). In China, Generation Z refers to those born between 1995 and 2009 (Chen, 2019). Although there are still some controversies about the age division of Generation Z (some

western scholars think that they were born from 1997 to 2012), it is certain that Generation Z grew up in the scientific and technological environment, and they are more familiar with and adapted to complicated information. The era when China's Z generation grew up happened to be at the stage of rapid development of China's economy and Internet.

Compared with the older generation, Generation Z has the best growth environment, and they are also the generation with the highest consumption level and desire (Zhang, 2021). In 2010, Alimama released the Double Eleven Investment Guide, which pointed out that, compared to other generations, the consumption proportion of Generation Z has been increasing year by year and has maintained a strong growth momentum. Generation Z accounts for nearly 30% of consumption and the growth rate of consumption exceeds 400%, almost twice that of the overall market (Alimama, 2020). No matter what brand or platform, Generation Z is one of the most valued consumer groups.

Unlike millennials, Generation Z pays more attention to pleasing themselves than saving money when spending. Zhou, Zhang, and Zipser (2020) found that Generation Z in China is optimistic and impulsive and tends to overspend when consuming products. The main reason for this is that they are a generation born under China's one-child policy (Comendulli, 2019). They receive great attention and more financial support from their elders and parents. As a result, the Chinese Z generation will be bolder in consumption. In contrast, Generation Z in western countries grew up

in an environment affected by the financial crisis, so they will be more cautious in their spending (Comendulli, 2019).

Moreover, in the era of beauty economy, Generation Z's pursuit of beauty is reflected in every aspect of consumption. They are willing to invest money in themselves, especially in beauty, clothing and health products (Chen, 2019).

According to Vipshop's 2018 data, the cosmetics consumption of Generation Z in China has increased by 347%. Therefore, as a very large consumer group, the consumption potential of Generation Z is unlimited and how to attract their attention is very important.

At present, under the influence of the Internet, e-Commerce platforms are growing rapidly and the number of online shopping is also increasing year by year (Zhu, 2020). Online shopping is favored by consumers because it saves them a lot of time and allows them to enjoy the most convenient service by purchasing goods from different places at any time. It has become an important consumer trend for customers to buy goods. In 2020, the retail sales of cosmetics on Alibaba's e-commerce platform were 278.601 billion RMB, up 32% from 2019. The annual retail sales of skin care products and make-up products were 198.454 billion RMB and 80.147 billion RMB respectively, up 31.8% and 32.5% year-on-year. As the volume of cosmetics online sales continues to increase, the online shopping platform deserves the attention of merchants.

With the continuous growth of online transactions, more and more enterprises have entered the online trading market and have brought huge competitive pressure to the market. Therefore, it is especially important to adopt an effective way to market products. In order to attract more consumers, online merchants are offering various types of promotions to win over the competition. Thanks to the convenience offered by the Internet, consumers are more likely to be motivated to purchase product. This also makes a particular type of buying behavior, impulsive buying behavior, very likely to occur. Similarly, Rodrigues, Lopes, and Varela (2021) mentioned that around 80% of people have an impulsive buying desire when shopping online.

In marketing communications, sales promotion has been considered one of the most effective marketing tools, because it can attract and encourage customers to buy products (Gotoclient, 2021). Marketers use online platforms to communicate with consumers and deliver brand messages. They try to encourage consumers to buy through short-term activities, such as online promotions. In the market, the newer the product, the more effort is required to try various techniques to win the attention and interest of the target audience (Gotoclient, 2021). In past studies, Gilbert and Jackaria (2002) found that price discounts would accelerate consumers' attempt and purchase of products.

However, there are also subtle differences in buying behavior among different types of consumers. Therefore, it is worth exploring which types of online promotions for Generation Z can attract their interest to the greatest extent. Additionally, many

studies consider consumer attitude to be one of the important factors influencing consumer behavior (Clootrack, 2020). Both positive and negative attitudes will have a certain impact on their behavior. So, whether there is any relationship between attitude and impulsive buying behavior is worth further investigation.

Furthermore, it is particularly important to explore impulsive buying behavior, as it continues to increase as a percentage of online consumption. As a special buying behavior, the study of impulsive buying behavior began in the middle of the twentieth century. Some mature theories have been developed on impulsive buying in a traditional shopping environment. In recent years, research regarding impulsive buying behavior in online shopping environment has begun to emerge gradually, and the number of studies is relatively small. So far, there are few studies on the impulsive buying behavior of Chinese Generation Z customers (Qin, 2015). Therefore, studying interest towards online promotion types, attitude towards online promotion, and impulsive buying behavior for cosmetic consumption in Chinese Generation Z can enrich existing research on impulsive buying behavior and help more cosmetic brands and companies choose the most suitable types of online promotions to win the hearts and attention of Generation Z, thus promoting impulse purchases.

## **1.2 Research objectives**

1. To explore interest in online sales promotion, attitude towards online sales promotion, and impulsive buying behavior for cosmetic consumption in Chinese Generation Z



2. To investigate the relationship between interest in online sales promotion and impulsive buying behavior for cosmetic consumption in Chinese Generation Z
3. To investigate the relationship between attitude towards online sales promotion, and impulsive buying behavior for cosmetic consumption in Chinese Generation Z

### **1.3 Research questions**

1. What is interest in online sales promotion, attitude towards online sales promotion, and impulsive buying behavior for cosmetic consumption in Chinese Generation Z?
2. What is the relationship between interest in online sales promotion and impulsive buying behavior for cosmetic consumption in Chinese Generation Z?
3. What is the relationship between attitude towards online sales promotion and impulsive buying behavior for cosmetic consumption in Chinese Generation Z?

### **1.4 Scope of the study**

This research used a quantitative approach through a survey method. The samples of this research were Chinese Generation Z all gender, aged between 18 and 26 who have purchased cosmetics in the past three months, because they are the main target of cosmetic products. A sample of 250 for the study was selected by the purposive sampling method. Questionnaires were distributed to several social media

which are Weibo and WeChat through WJX online survey platforms during October and November 2021.

### 1.5 Operational definitions of variables

**Online promotion** refers to a series of short-term promotions offered by online merchants or brands to online users. Its purpose is to stimulate consumers' demand and interest in a product and make them desire to buy it so that it can be converted into actual purchase behavior (Yin, 2013). According to Yin's (2013) research, the following eight types of online promotions are included in this paper, as follows:

*Price promotion* refers to a kind of promotion activity that online merchants attract consumers' attention at a price lower than the original price of goods.

*Discount promotion* refers to a promotion in which an online merchant reduces the price of a product by discounting it by a certain percentage from its original price.

*Coupon* refers to a promotion in which online merchants offer consumers who have spent a specified amount of money an electronic coupon that can be used for a limited time to reduce the amount of the product.

*Sweepstake* refers to a promotion in which online merchants give consumers the opportunity to win other prizes after they reach a certain amount of purchase.

*Quantity discount* refers to a promotion in which an online merchant offers consumers who make a certain number of purchases a better price than the product's

current pricing.

*Free shipping* refers to a promotion in which online merchants offer free delivery to consumers who buy a certain quantity or amount.

*The limited-time offer* refers to a promotion in which an online merchant sells certain products at a lower price than usual at a specific time period or point in time.

*Premium* refers to a promotion in which an online merchant offers additional products at a relatively low cost or for free to attract consumers to buy.

*Interest in online sales promotion* refers to Chinese Generation Z's psychological tendency or attraction towards the above eight types of online sales promotions for cosmetic products (Buck, 1984; Yin, 2018).

*Attitude towards online sales promotion* is defined as the positive or negative evaluation and feeling of Chinese Generation Z towards online sales promotion for cosmetic products, which attitude is based Lutz (1991). And attitude is studied from the unidimensional view and includes 5 aspects: unfavorable or favorable, bad or good, harmful or beneficial, unattractive or attractive, and I don't like it or I like it (Fam, Brito, Gadekar, Richard, Jargal, & Liu, 2019)

*Impulsive buying behavior* refers to consumers do not have a purchase plan or a clear intention to buy a cosmetic product online, but when they are sufficiently stimulated or influenced during the purchase process, they will have a strong and sudden need to buy the product, which will prompt them to purchase the product immediately (Qin, 2013).

## 1.6 Expected benefits of the study

1. Academically, the results of this study can help to expand the knowledge about Chinese Generation Z's interest towards online promotion types, attitude towards online promotion and impulsive buying behavior in cosmetics consumption. It can also demonstrate the existing theory and explain what kind of relationship exists among the three variables. At present, the research on impulsive buying behavior based on traditional shopping environment has been relatively comprehensive. To some extent, this study can enrich existing research on impulse buying behavior and further expand the application of the theory of impulse buying behavior of consumers.

2. Practically, Generation Z is gradually becoming the largest consumer group, and whichever company wins their hearts will also win the market. The results of this study can help more companies and brands understand which types of online promotion will motivate Chinese Generation Z's interest in buying cosmetics and what their feelings about the online promotions are. And online merchants can choose the most suitable online promotion type according to their own situation to induce Generation Z consumers to generate impulsive buying behavior, especially for cosmetics brands.

## **CHAPTER 2**

### **Literature Review**

This research aims to explore interest in online sales promotion, attitude towards online sales promotion, and impulsive buying behavior of Chinese Generation Z in cosmetic consumption. Besides, it also investigates the relationship between interest towards online promotion types, attitude towards online promotion, and impulsive buying behavior of Chinese Generation Z in cosmetic consumption. Therefore, this chapter reviews three main concepts, including marketing communications, attitude, and impulsive buying behavior.

#### **2.1 Marketing communications**

In the era of rapid development of the Internet economy, the use of marketing has penetrated into every aspect of our lives. Marketing plays a vital role in the company's development. Companies can only attract enough traffic and occupy a larger market share in order to ensure that they are not eliminated from the highly competitive market. In a sense, marketing communication builds a bridge for dialogue between the company or brand and the consumer, representing the voice of the company (Wang, Du, & Feng 2017). Moreover, Odunlami (2011) regards marketing communication as a promotional tool, which is used to communicate and inform the target market. Only by choosing effective marketing tools can companies effectively persuade consumers to spend money and achieve their marketing goals. To stand out

from a competitive market and capture the attention of the target audience, we must first understand the key term marketing.

### **Definition of marketing**

In the 1960s, based on the initial definition of marketing by the American Marketing Association (AMA), they revised and put forward "Marketing is the performance of business activities that direct the flow of goods and services from producers to consumers"(AMA Committee on Definitions, 1960, p. 15). After that, McCarthy and Brogowicz (1982) further developed the definition of marketing, they believed that marketing is not only the performance of enterprise business activities, but also a dynamic process of social and economic activities. Social and business goals are achieved by meeting the evolving needs of society and humanity (McCarthy, 1960). This definition is progressive compared to the AMA definition, which states that the business objectives of the company include making profits and satisfying consumer demand (McCarthy & Brogowicz, 1982). However, these two objectives also have certain limitations in that they do not consider the business activities of a company as the entire process of business sales. Back to the present, after continuous research and development, the AMA released their latest definition of marketing, "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large" (American Marketing Association, 2021,

para.2).

Unlike the AMA definition of marketing, the definition proposed by Kotler, the father of modern marketing, focuses on the value orientation of marketing: “Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others” (Kotler & Keller, 2006, p. 6). Furthermore, marketing is also regarded as a social activity, which is ubiquitous (Kotler & Levy, 1969). In a dynamic environment, Pride and Ferrell (2006) mentioned that marketing plays an active role in building a good relationship with customers and satisfying them and that satisfying customers to the maximum extent possible in this process can help improve the company's revenue and customer loyalty.

From the above review of the definition of marketing, we can see that it does not have a standard form like mathematical formula, but is based on everyone's own understanding and experience in different perspectives and environments. Even marketing experts are constantly updating their understanding of marketing as the market environment changes.

### **The evolution of marketing**

The term "marketing" has been around for nearly 100 years. With the rapid development of the market and information technology, the understanding of marketing has gone through different processes with the changes of the times. From

the changing definition of marketing, we can also see that the marketing concept has undergone several changes in direction. As the foundation of enterprise management, the philosophy of marketing concept clarifies the direction and orientation of the development of the companies, to keep the companies in a good state of development.

As early as the 1850s to the Industrial Revolution, the concept of production began to prevail in the market (Pride & Ferrell, 2018). As one of the oldest concepts guiding the direction of business operations in the market, the starting point for its consideration is the productive capacity and technological superiority of the firm (Kotler & Keller, 2006). During this period, due to the low level of productivity, most of the goods available in the market were essential and in short supply. Armstrong, Kotler, and Opresnik (2019) mentioned that consumers prefer products that can be bought everywhere and are inexpensive. They don't care about the subtle features of the product, only about whether they can get the goods. Under this specific market condition, enterprises do not have to worry about the sales of products and generally believe that promotional activities are not necessary (Sharma, 2015). Companies focus more on internal production management, expanding the scope of production and improving production efficiency to meet market demand, and gaining profits by reducing costs. Kotler and Keller (2006) argued that production concepts are instructive in developing countries and can be used, for example, in the context of expanding markets. However, Keelson (2012) thought that this concept is not applicable in today's market environment and that it ignores customers' expectations



and value needs for products, which can expose companies to significant risks if they focus narrowly on production.

Moreover, another marketing concept that existed alongside the production concept was the product concept, which dominated in the early 20th century (Keelson, 2012). In the same way as the production concept, the product concept is also more focused on production than on marketing. As the shortage of supply still exists, many enterprises still retain the idea of only selling products they can produce and someone must be willing to buy products with good quality. At the same time, consumers will start to compare the difference in product quality when similar products are produced by more than one company. Low price is no longer the standard for consumers to buy products, and they prefer products with high quality, versatility, and certain characteristics (Kotler & Armstrong, 2008). The centerpiece of corporate management is a commitment to producing quality products and relying on high product quality and performance to win markets. Under the guidance of this concept, company managers are often obsessed with their products, so that they do not realize that the products may not meet the needs of the market and customers. They rely only on engineers and technicians and rarely involve consumers in designing their products. Seeing only the quality of their products as good and ignoring the diversity and dynamics of market demand has led companies to fall into the dilemma of marketing myopia (Kotler & Armstrong, 2011).

From the 1930s to the 1950s, the emergence of the selling concept represented a gradual shift from the seller's market to the buyer's market. Business managers gradually realize that it is not enough to provide high-quality products (Sharma, 2015). In the late stage of the Industrial Revolution, the continuous improvement of production efficiency led to overproduction, and a large number of products had no market (Reference for Business, 2021). The main problem facing enterprises is no longer how to expand the scale of production and improve production efficiency, but how to market their products as soon as possible. As a result, the focus of enterprises has shifted from producing goods to selling goods, and they must proactively market to stimulate consumers to purchase products in large quantities (Armstrong et al., 2019). In this process, the company's main goal is to sell products, whether they are desired by consumers or not. Guided by the selling concept, companies believe that products are sold rather than bought.

In the 1950s, the marketing concept was formed. It not only changed the old traditional concept of a logical way of thinking, but also made a great breakthrough in business strategies and methods. The development of productivity makes goods no longer centered on the seller's market and rapidly transformed into a customer-driven buyer's market. This change makes business operators realize that only by satisfying the needs of customers can the survival and development of enterprises be maintained and promoted. According to Kotler and Armstrong (2011), the key to achieving business goals is to accurately identify the needs and desires of the target market; all

of the company's strategies should be consumer-focused and deliver what the target market wants to be satisfied more effectively than the competition. The traditional selling concept is based on the needs of the company and considers how to turn the product into cash (Levitt, 1960); The marketing concept puts the customer's needs first and considers how to maximize profitability by satisfying consumer needs (Kotler & Keller, 2006). Consumers' needs and wishes undoubtedly become the main influencing factors of product design and marketing. The familiar principle of "customer first" is the characteristic embodiment of the marketing concept.

Since the 1970s, the global economy has grown rapidly. People gradually began to realize that overemphasis on marketing concepts was not wise and could even lead to some negative consequences. For example, prematurely phasing out a company's products can lead to a waste of social resources and pollute the surrounding environment despite the company's own interests (Sharma, 2015). For this reason, the social marketing concept was created to modify the marketing concept. The social marketing concept points out that enterprises, as the main body of the market, should bear the inescapable responsibility for the interests of society, and the whole marketing activity should be aimed at the best interests of society as a whole and long-term development. It emphasizes the need to balance short-term and long-term interests. Furthermore, the best marketing decision should consider the interests of enterprises, customers, and society at the same time (Kotler & Armstrong, 2011).

In the 21st century, the holistic marketing concept provides new ideas for the development direction of enterprises (Kotler & Keller, 2006). This concept states that companies must develop, design, and execute marketing plans, processes, and campaigns from a broader and holistic perspective (Kotler & Keller, 2006). The holistic marketing concept consists of four parts: internal marketing, integrated marketing communication (IMC), performance marketing, and relationship marketing. The Holistic marketing concept was proposed to complement and improve the social marketing concept. Internal marketing, integrated marketing, and relationship marketing are the systems for enterprises to realize economic responsibility and legal responsibility, which belong to the level of means refinement.

Moreover, the holistic marketing concept also points out the operation methods of enterprise marketing activities. For example, IMC emphasizes the rational combination of marketing tools, while performance marketing emphasizes the evaluation of the effectiveness of marketing tools (D. Schultz & Schultz, 2003). In addition, this concept further clarifies the correct operation concept to guide the marketing activities of companies. For example, relationship marketing points out the importance of external partners, while internal marketing specifies that managers and departments within the company should be aligned (D. Schultz & Schultz, 2003). Therefore, the holistic marketing concept advocates that marketer should ensure that the needs of internal and external direct stakeholders are met through effective marketing practices, while also meeting the needs of indirect stakeholders (e.g., the

public's need to protect the natural environment, etc.).

From traditional marketing concepts to modern marketing concepts, they represent business thinking in different periods and define the direction for the development of enterprises (Sharma, 2015). We can see that the company's focus is shifting from production to customer needs and that only by satisfying consumers' needs and building strong long-term relationships with them can companies make greater profits. A point worth noting is that new concepts are developed on the basis of old concepts, but this does not mean that old concepts can be completely replaced. For example, the earliest production concept is still applicable in the power industry (Sharma, 2015). Therefore, the use of marketing concepts should be based on the actual situation of the company or market.

### **Marketing Mix**

In 1964, Borden, a Harvard professor, claimed that the concept of a marketing mix was first introduced by him and was widely adopted. As an important part of marketing strategy, marketing mix ensures that the company is able to meet the needs of consumers as a whole and gain an accurate positioning in the market (Palade, 2011). Companies choose the appropriate tactical marketing tools to form the optimal combination according to their own situation, so as to achieve the strategic goals of the company.

The most commonly used marketing mix today is the 4Ps introduced by McCarthy in the 1960s, which consists of four controllable elements: product, price, place, and promotion. First, the product element is considered to be the core of marketing due to its direct connection to other factors (Palade, 2011). Products include a wide range of tangible products and intangible services that satisfy consumer needs, such as product quality, packaging, and logos (Kotler & Armstrong, 2011). Companies must consider the needs of their target markets and develop and deliver appropriate products.

The second is price, as a sensitive element of the marketing mix, it is difficult to control. The price is related to the market's acceptance of products. If the price of products is much higher than the acceptable range of the market, they will lose interest in the products, resulting in lower market demand and business profits. When price becomes a major factor in sales, lower prices can help companies attract more users and gain a higher market share (Kotler & Armstrong, 2011). However, the act of blindly reducing prices without considering the market situation can also cause unnecessary losses to companies.

The third P is place, which refers to the way and manner in which goods are delivered smoothly to consumers. The pathway through which products and services are transferred from producers to consumers is the distribution channel (McCarthy, 1960). With the rapid development of online shopping, "place" is more often referred to as a virtual store (Blythe, 2009).

The last element is promotion. It is seen as the most critical part of the marketing mix (Palade, 2011). Promotion is about getting consumers to recognize and like your product enough to make a purchase. It is most concerned with effectively communicating product information to potential purchasers (Blythe, 2009). According to the actual needs of enterprises, various promotion methods such as advertising, sales promotion, sales force, and direct marketing will be properly selected and matched. By using various promotional tools to expand the influence of enterprises and products, promote market understanding of products and increase sales.

As the economy has evolved, the marketing environment has changed significantly. Some researchers have questioned the 4Ps, arguing that the marketing mix ignores some important activities (Kotler & Armstrong, 2011). When a company enters a new market (especially a protected market), relying on the 4Ps marketing strategy alone is not enough. In 1986, Kotler suggested adding two new elements to the 4Ps: politics and public relations. These two new elements emphasize the need for companies to understand the political situation of a country and to create a positive public image through the flexible use of public relations when marketing their products to other countries.

In contrast to 4Ps, the new marketing mix involves an audience that includes not only the general public but also legislators, government, and communities (Kotler, 1986). By the late 1980s, as consumers' income levels increased, their consumer needs were gradually diversifying. In this market context, Booms and Bitner (1981)

proposed three additional essential new elements (participants, physical evidence, and process) to expand the 4Ps to 7Ps. The 7Ps focus more on the details of the marketing process, it will take into account the length of time customers need to wait during the purchase and the requirements of the people contacted during the consumption process. If the 4Ps are focused on selling the product, the 7Ps are focused on persuading the customer. Later, Kotler (1986) refined his previous 6Ps by adding five new elements: probe, partition, position, prioritization and people. The first four of the five new elements can help companies understand their markets and determine which hold the greatest promise for growth. The last element, people, runs through the whole process of marketing activities, ensuring the successful implementation of the 10 Ps.

In the 1990s, the marketing approach changed with the renewal of marketing concepts. The most significant change is that more and more companies are moving away from the traditional marketing mix and focusing on creating value for customers. In 1990, Lauterborn introduced the 4Cs marketing mix, which corresponds to the 4Ps. From product to how to achieve the consumer's need; from price to comprehensive trade-off of the cost that customers are willing to pay for products; from one-way information transfer to two-way communication with customers; from the distribution channel of the product to the convenience of customer purchase (Convenience). Based on Lauterborn's 4Cs, Kotler and Armstrong (2011) made a slight modification, as shown in Table 2.1.



**Table 2. 1 Comparison of 4Ps and 4Cs marketing mix**

4Ps	4Cs
Product	Customer solution
Price	Customer cost
Place	Convenience
Promotion	Communication

Source: Kotler, P., & Armstrong, G. (2011). *Principles of marketing* (14th ed.)

Prentice Hall, p. 53.

Lauterborn (1990) argued that the 4Ps marketing mix is obsolete and will be replaced. However, Kotler and Armstrong (2011) did not deny 4Ps, but also emphasized that the marketing mix should be viewed from the customer's point of view. Also, they mentioned that the focus in the marketing mix is not on how many P's there are, but on which marketing mix framework is the most helpful (Kotler & Armstrong, 2011). Therefore, whether it is 4Ps, 11Ps, or 4Cs, each marketing mix is more or less flawed. We cannot 100% assume which marketing mix can be completely replaced. Although many scholars have criticized the 4Ps, it still plays an important role in the marketing mix because of its simplicity (Kent & Brown, 2006).

Lastly, when it comes to marketing communication tools, there are many tools that can be used, for example, advertising, sales promotion, public relationship, direct marketing, content marketing, personal selling, etc. However, this study will focus on sales promotion, which is one of the main marketing communication tools.

### **Definition of sales promotion**

Sales promotion is a very important activity in marketing. Many companies or brands adopt a series of promotional activities to maximize sales benefits, aiming to attract customers' attention to the product and make them understand the product and increase their understanding of the company so that they can eventually change their purchasing behavior (Ghose, 2015). Therefore, many scholars have focused on this marketing tool and defined its concept.

Among all the marketing incentives used by companies, sales promotion is commonly used because it is the most direct and effective (Aaker, 1973). In the research of past scholars, the definition of sales promotion can be roughly divided into two types: The first is to regard the activities without specific promotion content and which cannot be classified as advertising, personal promotion and public relations as sales promotion (McCarthy & Perreault, 1984);

The second defines sales promotion by directly clarifying the specific activity content (Aaker, 1973; Paley, 1989). Some scholars believed that all promotional activities aimed at increasing sales can be interpreted as promotions (Davis, 1981). Moreover, in the research of Blattberg and Neslin (1989), they defined sales promotion as a marketing activity that focused on action, which aims to have an immediate impact on consumer behavior and thus lead to immediate purchase behavior. Similarly, Haugh (1983) argued that promotions are designed to create immediate sales and are a direct inducement for consumers to spend. Kotler (1991)

states that sales promotion consists of a variety of elicitation tools, most of which are short-term and temporary in nature. However, it is worth noting that sales promotions have precise time points that tell you when the activity starts and ends (Zeng, 2011). Companies use a combination of different promotions to stimulate consumers to buy more products unconsciously.

Although scholars have given different definitions of sales promotion, by sorting out these concepts, this paper believes that three distinctive characteristics of sales promotion can be summarized as follows: First, in order to encourage consumers to buy, companies would use one or several inducing factors to stimulate consumers, and these sales promotional activities do not last long; Second, the main target of sales promotion is the consumer; Third, the ultimate goal of a sales promotion is to get the consumer to respond immediately to a purchase as the organizer or marketer expects.

Nowadays, online shopping is a very popular form of shopping and has the tendency to replace traditional shopping. Hence, in order to get more consumers' favor online merchants are bound to use sales promotion to promote their products. In 2018, Yin described online promotions as a purposeful activity in which online merchants provide short-term incentives (different types of sales promotion) to target audiences via the Internet to induce their attention and desire to buy products, , so as to achieve the purpose of successful consumption.

In summary, it can be found that the definition of online promotion is based on the development of traditional sales promotion, and its nature has not changed significantly. In line with the purpose of the study and a review of the past literature, this paper defines online promotions as: In the context of the online shopping environment, online merchants offer consumers a series of short-term preferential activities designed to stimulate consumers to make online purchases.

### **Online promotion types**

Both the product and the target consumer have different characteristics. Therefore, in the process of communicating promotional messages to target consumers, companies must think about what promotional methods will be effective in stimulating consumers and what promotional methods can be used for specific products to maximize the effectiveness of the promotion. In the study by Kotler and Keller (2006), they classified sales promotion into three categories according to different target groups: promotions for consumers (such as coupons, rebates, premiums, sampling and cross-selling, etc.), promotions for intermediaries (such as offering retailer discounts, demonstrations, and free product), and promotions for salespeople (such as bonuses, contests, and special advertising).

Moreover, Brassington and Pettit (2013) divided promotions into three categories from the perspective of promotional purposes: the first category is for product promotions, including buy-one-get-one-free and bundle sales, etc.; the second

category is for giveaway promotions, including giving away additional items, prize sales, etc.; and the third category is for store promotions, such as in-store displays.

The third category is promotions for stores, such as in-store displays.

In 1999, Thaler divided promotions into two categories based on the theory of mental account: one is the reduction of consumer spending, which is generally related to the price of the product, and the most typical methods include cash discounts, special promotions, cash rebates, and coupons; the other is the increase of consumer benefits, which is not related to the price of the product. Consumers can receive additional benefits through promotions such as free trials, premium and sweepstakes.

Furthermore, in the study of Ailawadi, Neslin, and Gedenk (2001), they divided sales promotion into two categories: in-store promotion and out-of-store promotion. In-store promotion refers to the promotion activities that take place in the store. The premise of this promotion is that consumers need to enter the store, so it is passive for merchants, and whether consumers can participate or accept it is also accidental. Out-of-store promotions usually take place before consumers enter the store. For example, shop assistants will send coupons and promotional leaflets to passers-by outside the store.

In addition, sales promotion is divided into two types by Campbell and Diamond (1990): monetary promotion and non-monetary promotion. First, monetary promotion achieves the purpose of promotion by issuing coupons and refunds. This kind of promotion does not directly reduce the selling price, but ultimately allows

consumers to buy goods at a lower price than usual. The second is non-monetary promotion, which does not give consumers preferential price directly, but achieves the purpose of promotion by giving away additional products. The main difference between these two promotion methods is that the former uses money stimulation, and the short-term effect is more obvious. The latter has emotional stimulation, and its influence effect is long-term.

In monetary promotion, price discount as the most direct way of promotion has been deeply studied by many scholars. Assimcao and Meyer (1990) found that the higher the price discount on a good, the more likely it is that consumers will make impulse purchases and overbuy. Similarly, the research of Pesendorfer(2002) showed that monetary promotion would induce consumers to purchase irrationally, so that the sales of some products using this promotion increased by about 7-8 times. The research results of Della Bitta and Monroe (1980) showed that only when the price discount reaches a certain range can it produce real stimulus to consumers. They believed that 15% is a cut-off point and that only price reductions of more than 15% will attract the attention of consumers. Compared with monetary promotion, Simonson, Carmon, and O'Curry (1994) argued that non-monetary promotion is less effective in promoting sales and that consumers may perceive little value in the premium promotion, thus reducing their purchase intentions.

Zhao and Luo (2008) analyzed the most popular and representative online shopping platforms (Taobao, Tmall, and JD) in China and summarized eight

representative promotional activities. According to the purpose of this paper, these eight types of promotions are summarized as follows:

1. Price promotion

During the promotion period, sellers sell their products at prices significantly lower than the usual retail price of the products. Currently, this type of promotion is one of the most common promotional methods used on online shopping platforms. A larger discount is more likely to catch the eye of consumers during online shopping, prompting them to click on the product description and make a purchase.

2. Discount promotion

Discount promotion refers to a promotional activity in which sellers reprice and sell products according to a certain proportion of the normal retail price of the goods during the promotion period. It is similar to price promotion, so the online shopping platform will provide different tags to help consumers distinguish the difference between them. Similarly, discount promotions will stimulate consumers and attract their attention.

3. Coupon

Online platforms will design and offer a series of coupons in order to boost sales, which consumers can only receive if they meet specific requirements of the merchant. These coupons are time-limited and are designed to allow consumers to purchase more items in order to take advantage of the offer. In the environment of online shopping, coupons have been completely electronic, which greatly facilitates

consumers to receive and use.

#### 4. Sweepstakes

As one of the most common promotional tools used by online shopping platforms, sweepstakes have a certain allure to consumers. Usually, consumers need to reach a certain amount of spending or purchase specified goods to have the opportunity to participate in the sweepstakes.

#### 5. Quantity discount

It means that consumers can get more offers by buying more quantity of products. The seller will set a certain purchase amount or quantity, and consumers who meet the requirements will receive a discount to reduce the average unit price of the product. For consumers, if increasing the number of products they buy can reduce the unit price of goods, their willingness to increase the number of purchases will also be greatly enhanced.

#### 6. Free shipping

It is a promotional tool for online merchants to offer consumers free delivery fees. Express delivery is a very important link in online shopping. If consumers need to pay extra express delivery fees for the products they buy, it will increase their purchase cost. Merchants reduce the cost of consumers' purchase of goods by reducing express delivery fees, thus increasing their willingness to purchase.

#### 7. Limited-time offer

This refers to a promotional strategy in which the price of goods purchased



within a specified time will be more favorable than that purchased at other times. The most representative is Taobao and Tmall's "11.11 Shopping Festival". Today, merchants offer limited-time promotions and lower prices to attract consumers. This offer is only available on "11.11", which in effect gives consumers a sense of urgency of time and increases their impulse to buy.

#### 8. Premium

Premium promotion means that sellers offer extra goods to consumers and these gifts are attractive to consumers. They will increase their shopping consumption to get these gifts. Because this promotion means that keeps the original price of the goods, it will not damage the brand image.

Based on the classification of sales promotion put forward by Campbell and Diamond (1990), among these eight promotion methods, price promotion, discount promotion, coupon, quantity discount, free shipping and limited-time offer belong to monetary promotion; sweepstakes and premium belong to non-monetary promotion. Since Campbell and Diamond's classification only includes monetary promotion and non-monetary promotion, it's too broad. For Zhao and Luo, they make it into the details. Therefore, this study focuses on the eight promotion types mentioned above, which are based on the sales promotion classification of Zhao and Luo (2008). Since this study looks at interest and attitude towards the online sales promotion, the next section explains attitudes and interests.

## 2.2 Attitude

Since the late 19th century, attitudes have been one of the key areas of interest in the study of consumer psychology and behavior. The word attitude comes from the Latin word "Aptus", which means fitness and appropriateness (Ortmeyer, 1949). In 1935, Allport summed up the previous studies and thought that attitude was formed based on past experience, which guided and promoted individual psychology. Some scholars argue that attitudes are not formed by past experiences, but psychological tendencies generated by current experiences (Chen, 2019).

Kotler (2003), the father of marketing, believed that individual attitudes are not formed overnight, but are a slow process. He also believed that attitudes are individual perceptual processes, which are perceptions of likes and dislikes of things or ideas that persist over time. Krech and Crutchfield (1948) considered attitudes to be a more durable system with three main components: the individual's evaluation of social phenomena, perceptions of emotions, and behavioral tendencies. Uejio and Wrightsman (1967) mentioned that attitudes are relatively persistent emotional responses to an object or relationship, which can be positive or negative. Thurstone (1967) gave a similar explanation, arguing that an attitude is a mental emotion that people have toward an object, and that this emotion can be either affirmative or negative. In 1973, Hughes emphasized that attitude is a state of mind that can be acquired through learning. It can reflect a person's good or bad feelings toward other people, objects or ideas. Buck (1984) concluded that attitude is an individual's

subjective and psychological tendency towards people and things, and it is subjective. Schiffman and Kanuk (1994) also used a psychological tendency to describe attitudes and believed that such a tendency was a persistent assessment of a certain subject. Subsequently, Fazio (1999) proposed that attitudes are positive or negative evaluations of goals and associations in memory and that the strength of attitudes is equivalent to the strength of associations. Furthermore, some scholars have proposed that the nature of an attitude is a long-lasting emotion and can motivate individuals to engage in specific behaviors (Chen, 2019).

From the above review of the definition of attitude, we can find that attitude as a psychological tendency is targeted. It must be aimed at a certain object, which can be someone, something, a certain group, or some abstract concepts, such as a certain policy and so on. Secondly, attitude has certain sociality (Perloff, 2003). Attitudes are something we learn in other ways, not inherited from our parents. When a person is born, he is only an individual with biological attributes and has no attitude towards external objective things. Attitudes are gradually formed by interacting with others as we grow up. In this process, we need to learn all kinds of knowledge and skills; in other words, we need to go through the process of socialization. As we go through the process of socialization, we are also gradually forming various attitudes towards our surroundings. Attitudes take time to form, but once they are formed, they are more permanent and stable and become part of the personality.

As a complex inner experience, it is difficult to know what kind of attitude a person has through direct observation. Therefore, scholars have attempted to describe attitudes by using other approaches such as valence and intensity (Solomon, 2019). Valence refers to the direction of the attitude, such as whether the individual's reaction to the attitude object is approval or disapproval, acceptance or rejection, or liking or disliking. Intensity refers to the strength of an attitude or the degree to which an individual feels the attitude object. In general, the higher the magnitude of attitude intensity the more stable the attitude is and the more difficult it is to be changed (Fishbein & Ajzen, 1975).

According to Katz's (1960) functional theory, people hold certain attitudes because the attitudes satisfy some of their personal needs. It is easy to change people's attitudes when external information is available to meet this need (Chen, 2019). In his research, Katz (1960) proposed four functions of attitude:

(1) Utilitarian function

To adapt to the environment, individuals should not only understand the meaning of the things they come into contact with, but also judge their value to individual survival and development. This function helps people get maximum rewards and minimize penalties from the environment. It allows people to seek rewards and other people's approval. For example, children's attitude towards their parents is the best expression of utilitarian function.

(2) Value-expressive function

Everyone has a need for self-expression, and attitudes help people express their main values and self-concepts. If a person thinks that protecting the environment is a very meaningful thing, he or she will have a positive evaluation and attitude toward environmental activities and believe that participating in these activities will show his or her self-worth. The expression of attitude gives a sense of satisfaction.

(3) Ego-defensive function

Attitudes not only express values, but also help us resist information that is harmful to us, such as unpleasant experiences in the past. Thus, it is beneficial to help us cope with emotional conflicts and protect our self-esteem. For example, someone who cannot afford the price of luxury goods may think that the price of luxury goods is too high and the quality of the goods is not good, so as to maintain their self-esteem and psychological balance through such an attitude.

(4) Knowledge function

Attitudes provide people with a mental framework for interpreting and processing information, enabling them to compile, organize and categorize information in real life. At the same time, linking attitudes to other things can make them meaningful. This feature helps us to simplify the decision-making process and we are more likely to give a positive attitude to the attitude object that helps us to gain knowledge. The intellectual function of attitude usually appears in the form of generalization or habit. This generalization or habit may or may not be correct. For

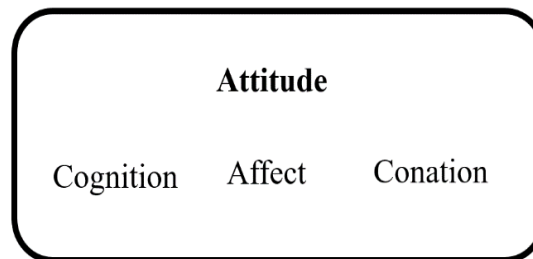
example, some people think that "all Coke tastes the same", which reflects their attitude toward the whole range of Coke products.

In recent years, western scholars have presented three main points of view in the study of attitude theory (Hu, 2014): The main view of constructivist theory is that attitudes are evaluative judgments constructed on the basis of information about the current situation and do not constitute stable psychological dispositions of individuals; however, the social cognitive theory has the opposite view, which holds that attitude, as a memory, is a stable structure stored in brain thinking; An intermediate view between the two suggests that attitude is a psychological tendency that includes three core elements: disposition, object, and evaluation (Hu, 2014). In addition, scholars have proposed different models to explain attitudes, which will be explained in detail below.

### **The tripartite view of attitude**

As a key theoretical orientation model for studying attitudes, Kaiser and Wilson (2019) mentioned that the tripartite view of attitude model can be used to explain how the three manifestations of cognition, affect, and conation occur and reflect the underlying variable attitude. The following Figure 2.1 provides a clear understanding of the three basic components of attitude.

**Figure 2.1 The Tripartite View of Attitude Model**



Source: Lutz, R.J. (1991). The role of attitude theory in marketing. In H.H.

Kassarajian & T.S. Robertson (Eds.), *Perspectives in consumer behavior* (4th ed., p. 317- 339). Englewood Cliffs, NJ: Prentice Hall, p.319.

In this model, cognition is the first component. First of all, consumers will have a perception of the attitude object, which is a belief and an objective overall evaluation of the attitude object. It is the union of direct experience of attitudinal objects and relevant information from various resources that requires people's knowledge and insight. Moreover, cognition can also refer to an individual's narrative with evaluative meaning about an attitude object (Lutz, 1991). The content of narration includes personal knowledge, understanding, belief, doubt, approval or disapproval of attitude objects, and so on. For example, M Mall is the best mall in town. Consumers believe that each attitude object has its own unique traits, which are different from others, and that a particular result is produced by a particular behavior. Attitudes play a predominant role in the formation of consumers' purchase intentions, and attitudinal approval is likely to generate positive purchase intentions (Yin, 2013).

The consumer's feelings or impressions about an attitude object constitute the second component of attitude, affect. It refers to an individual's emotional experience of an attitudinal object, which becomes a feeling when the consumer becomes emotionally attached to the attitudinal object, and this feeling can be either like or dislike, respect, or contempt (Aaker, 1982). One example is that I like to shop in the M mall. Affective activity often accompanies the entire consumer purchase process. Affect is central to attitudes and plays an important moderating role in it.

The last component of attitude is conation, which is about possibilities and trends. For example, I intend to shop at the M mall. It is the state of readiness of an individual to respond or behave in response to an attitude object, in other words, what the consumer is prepared to do in response to the attitude object (Asiegbu, Powei, & Iruka, 2012). In this section, the consumer generates the intention to act, but the actual action will occur later.

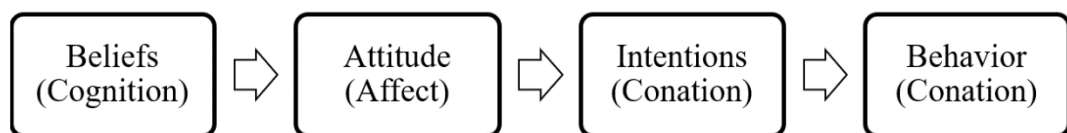
It is worth noting that every attitude consists of greater or lesser degrees of each component. In general, these three basic components of attitude need to be aligned. However, in the process of attitude formation, inconsistencies between the three components may also occur. When this happens, the affect component will play a dominant role (especially emotions). In addition, due to the limitations of tripartite view of attitude model, which has been criticized by many scholars, the part of measuring attitude does not include cognition and conation (Lutz, 1991). Therefore, this model is not the main focus of current research on attitudes.



### The Unidimensional view of attitude

Based on the tripartite view of attitude model, scholars proposed another attitude model, Unidimensional View of Attitude (Lutz, 1991). And Figure 2.2 shows the component structure of this model. The unidimensional view separates the cognition component and the conation component from the attitude.

**Figure 2.2 The Unidimensional View of Attitude Model**



Source: Lutz, R.J. (1991). The role of attitude theory in marketing. In H.H.

Kassarajian & T.S. Robertson (Eds.), *Perspectives in consumer behavior* (4th ed., p. 317-339). Englewood Cliffs, NJ: Prentice Hall, p.320.

Then, the cognition component is regarded as brand beliefs (antecedents of attitude), and the conation component is regarded as intention and behavior (results of attitude). In this model, attitudes are made up of affect components (Fishbein & Ajzen, 1975). That is, affect is the essential aspect of attitude, while cognition and conation play a supporting role. In this context, affect refers to consumers' liking or disliking of an object, which is an overall evaluation and the core of attitude research. Moreover, affect is divided into utility perception, which is formed in the evaluation of cognition, and hedonic perception, which is formed by the unique feelings towards

the attitude object. Attitude is the sum of evaluation and feeling towards the object. Evaluation is related to utility motivation and emotion is related to hedonic motivation. Consumers can form attitudes based on both evaluations and emotional responses.

The unidimensional view of attitude assumes three extents of attitudes: a. favorable, b. unfavorable, c. neither favorable nor unfavorable. Therefore, individuals may have positive or negative attitudes toward the object of the attitude, but not both at the same time. The most commonly used attitude measure is based on the unidimensional view, which evaluates and understands the subject's attitude by using semantic differentiation scales.

In general, affect is the core of attitude. This is consistent with both the unidimensional view of attitude and the tripartite view of attitude. The difference between the two models is the difference in the formation of causal relationships between the factors.

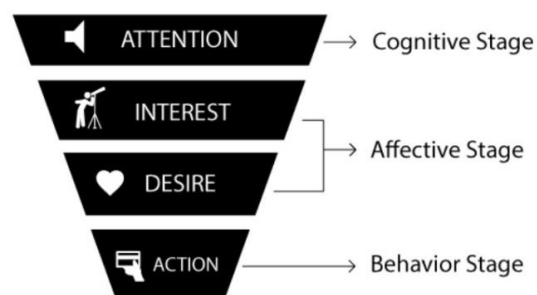
### **Interest**

In this study, Yin's (2018) scale was used to measure the variable interest towards online promotion types, and the scale is based on AIDA model, which interest is considered as affective component. Therefore, the next section introduces AIDA model and innovative adoption model in detail.

### The AIDA model and the Innovation-Adoption model

In 1989, Lewis proposed this model of consumer behavior. As Figure 2.4 shows, this sales model advocates attracting consumers' attention first to make them interested in products, so that subsequent purchases can occur.

**Figure 2.3 The AIDA Model**



Source: StudiosGuy. (2018, June 8). *Response Hierarchy Models*, pic.2. Retrieved September 21, 2021 from <https://studiousguy.com/response-hierarchy-models/>

Based on the psychological process of customer purchase, it summarizes a successful advertising or sales promotion activity in four steps: attention, interest, desire, and action. The AIDA model links to the attitude in a sense that attention (A) is considered as a cognition component, interest (I) and desire (D) are considered as affection component, and action (A) is considered as a conation component.

In the previous literature review, we have learned that many shopping malls tend to adopt a series of promotional activities in order to maximize sales benefits. The primary task in the first phase of the AIDA model is to draw consumers' attention

to product- or brand-related marketing messages. The promotional activities used by sellers tend to focus consumers' attention on the promotional products and brands through visual and auditory sensory stimulation, so as to facilitate the occurrence of interest in the next step.

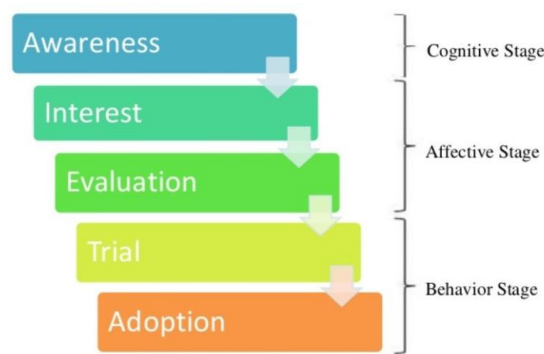
The second step is to arouse consumers' interest in products. In addition to the functional attributes of products and brands, consumers pay special attention to the influence of price when making purchase decisions (Yin, 2013). With the rise of online shopping platforms, consumers can quickly get relevant information on brands and products through the network, which also leads to consumers becoming more and more sensitive to prices. Therefore, it is easy for sellers to arouse consumers' interest in products by using price discounts.

The third step is to stimulate consumers' desire to buy. Interesting and highly discounted promotional activities can create a good shopping atmosphere and make consumers believe that they can get specific benefits by buying the product, thus stimulating their desire to buy. The final step is to get the consumer to make the purchase. Generally, there is a time lag between the formation of the desire to buy and the actual purchase. However, when sellers use limited-time promotions, they create a sense of urgency and motivate consumers to take immediate action.

In 1962, Rogers proposed the innovation adoption model, which is one of the most important models for analyzing consumer psychology and behavior. This model is quite the same as AIDA, but it has more steps. As shown in Figure 2.4, when

consumers accept a product or service innovation, they tend to go through five successive stages: know about new products (awareness), develop an interest in new products (interest), evaluate new products (evaluation), try out new products (trial), and adopt new products (adoption).

**Figure 2.4 The Innovation-Adoption Model**



Source: StudiosGuy. (2018, June 8). *Response Hierarchy Models*, pic.4. Retrieved

September 21, 2021 from <https://studiousguy.com/response-hierarchy-models/>

Similar to the AIDA model, the first stage of this model (awareness) also belongs to the cognitive stage, to make consumers aware of the existence of new products first. In the affective stage, the difference with the AIDA model is that evaluation replaces the desire in the innovation adoption model. During the evaluation phase, consumers will have a deeper understanding of the product in relation to their needs and then consider whether to adopt it. In the final stage of conation includes trial and adoption. Consumers will try the product before considering whether to move to the final purchase stage. Many shopping malls use freebies as a promotional

method to increase consumer purchases when promoting new products. The advantage of this type of sales promotion is that if the freebies allow consumers to have a good trial experience, they will form a positive attitude towards the product, and thus make a purchase.

### **2.3 Impulsive Buying Behavior**

#### **Definition**

Impulsive buying behavior has been a hot topic of research in the field of consumer behavior. Academic research on impulsive buying behavior dates back to the mid-20th century and has been going on for more than half a century. So far, there is no authoritative definition of impulse buying behavior in the theoretical community, but many scholars have explored it from various perspectives and expressed different views. These views can be summarized in the following two aspects:

1. Impulsive purchase is an unplanned purchase (1950s-1970s)

Unplanned purchases by consumers result in more sales for retailers, but they disrupt consumers' budgeting plans and leave them frustrated after a brief period of pleasure. The earliest research on impulsive buying behavior began in 1950, DuPont Studies has developed a preliminary profile of impulsive buying behavior through a survey of more than 50 products and concluded that impulsive buying is equivalent to unplanned buying. In this study, DuPont Studies asks and records which products consumers plan to buy before they enter the store, and compares them to what they

actually buy when they leave the store. Products that were not included in the purchase plan before entering the store were considered impulsive purchases by consumers. Subsequently, Stern (1962) built on this by considering that there may be additional factors that may influence impulse buying behavior, such as economic factors, personality trait factors, time and place factors, and so on. At the same time, Stern (1962) also mentioned that different people will have different impulsive buying behaviors when buying the same product. Similarly, same consumers will also have different impulsive buying behaviors in different shopping environments. In addition to this, he divided impulsive buying behavior into four types, which will be explained in detail later.

Furthermore, Davidson, Doody, and Brown also define impulsive buying as an unplanned purchase behavior that is induced by external stimuli at the time of making a purchase decision. During this period, some scholars have tried to identify which products are likely to lead to impulsive purchases by categorizing the products that consumers buy, but others have argued that the definition of certain products as directly equivalent to impulsive purchases is too narrow.

In summary, most scholars have explained impulsive buying behavior in terms of the influence of external factors from the 1950s to the 1970s, and the focus of research still tends to be on impulsive buying as essentially equivalent to unplanned buying.

## 2. Impulsive buying is complex unplanned buying (1980s - now)

In the 1980s, some scholars began to explore the causes of impulsive buying behavior from the consumers themselves. Weinberg and Gottwald (1982) attempted to explain the underlying causes of impulse buying at three levels: cognitive, affective, and reactive. They argue that impulsive buying behavior occurs when consumers have strong emotional activity at the affective level toward the purchased item, which results in a lack of rational evaluation of the purchase decision at the cognitive level. The final manifestation at the response level is the generation of spontaneous purchase behavior. Therefore, they considered impulsive buying to be the behavior of consumers who do not plan their purchases and who do not think rationally when they buy (Weinberg & Gottwald, 1982). According to Beatty and Ferrell (1998), impulsive buying is a sudden and unplanned purchase behavior; for example, consumers have no inclination or plan to buy a product before they walk into a store, but when they see a product, they suddenly feel a strong and irresistible force to buy it immediately, and they lack careful thinking when making a purchase decision. It is worth noting that it does not include the reminder impulse buying type, which occurs when you see a product and think you need to buy it. Furthermore, Baumeister (2002) suggested that impulsive buying can be interpreted as a sudden and irrational purchase intention, which is an irrational behavior without any purchase purpose and plan, and without considering long-term goals, ideals, or plans.

Valence, d'Astous, and Fortier (1988) concluded that impulsive buying behavior is not always irrational. For example, some consumers need to use



information about the products in the store to determine whether they need to make a purchase after entering the store, and their behavior is rational and purposeful to some extent. Other studies have shown that when compulsive impulse buyers are in a state of anxiety, they will relieve their inner pressure by purposeful consumption (Valence et al., 1988).

Similarly, Rook (1987) concluded that impulse buying is not necessarily irrational because stores provide a lot of product information to choose from. In their study, impulsive buying is defined as a consumer behavior in which consumers feel a strong and sudden desire for a product and want to buy it immediately. This purchase is not the same as what was planned before entering the store; it undergoes a complex procedure and a conflict of emotions. The advantage of Rook's (1987) definition is that it emphasizes the emotional or hedonic impulse, decision-making conflict, and reckless behavior nature of impulsive buying, but it ignores the role of cognitive components in impulsive buying. Piron (1991) argued that impulsive buying is a process of making purchase decisions immediately due to strong emotional stimulation without planning, and points out that the process of impulsive buying should be accompanied by cognitive psychological process and emotion at the same time. Jones, Reynolds, Weun, and Beatty (2003) mentioned that impulsive buying is a psychological response that cannot be easily controlled, showing a strong desire for something and an impulsive consumption induced by a strong emotional experience.

From the above review, it is clear that most studies generally agree that

individuals who make impulsive purchases lack self-control and are subject to a strong emotional stimulus at the time of purchase resulting in the purchase of an unplanned item. Jeffrey and Hodge's (2007) study, based on Piron's extended definition, concluded that impulsive buying behavior contains the following three levels:

First is the reason level, emotional needs are an important reason to trigger consumers' impulsive purchase. In the study of consumer psychology, we know that motivation is the cause of behavior, and the motivation that arises in impulsive buying behavior is consumer need.

The second is the process level; the decision time required for impulsive buying behavior is very short. Impulsive buyers are not aware of their needs before entering the store, but make their purchase decision only under the stimulating effect of the scene. Therefore, consumers have very limited time to search for information and their decision time is very short.

The third level is the outcome. Impulsive buying is an unplanned purchase that results in the purchase of a product that was not part of the purchase plan. Therefore, unplanned purchases are an important factor in defining impulsive buying. What needs to be made clear is that unplanned behavior has long been associated with impulsive buying and has become a necessary but not sufficient factor to define whether a certain purchase behavior is impulsive buying (Rook, 1987; Rook and Fisher, 1995). This is because the reasons for lack of planning can be manifold, such

as unplanned purchases based on previous purchase experiences or habitual purchases (Verplanken & Aarts, 1999).

Combining the above studies, this paper defines impulsive buying behavior as follows: Consumers do not have a purchase plan or a clear intention to buy a particular product, but when they are sufficiently stimulated or influenced during the purchase process, they will have a strong and sudden need to buy the product, which will prompt them to purchase the product immediately.

### **Classification of impulsive buying behavior**

As one of the earliest scholars who classified impulsive buying behavior, Stern (1962) divided impulsive buying behavior into four categories based on rational versus emotional, whether it reflects a need, whether it has prior bought experience, whether it is planned in advance, and when and where the decision is made on impulse:

1. Pure Impulse Buying

It is an irrational buying behavior and a purchase that occurs because of the impulse and curiosity of the consumer and breaks the normal consumer decision process. Consumers do not have any purchase plan before the purchase occurs, and it is a sudden behavior.

2. Reminder impulse buying

When a buyer sees a product or an advertisement and suddenly remembers

that the product is not in stock at home. The consumer then makes an impulsive purchase based on previous experience with the product or knowledge of the product.

### 3. Suggestion impulse buying

It occurs when consumers see a product for the first time. Although they lack information about the product, they still feel the need for the product and decide to buy it. In addition, consumers will evaluate the quality, functionality and other attributes of the product when buying. Therefore, the decision process for this purchase behavior is relatively rational. The difference between suggestion impulse buying and reminder impulse buying is that the latter has the knowledge and experience of the product to help the consumer buy the product.

### 4. Planned impulse buying

Planned impulse buying is a seemingly contradictory concept that is actually quite accurate. It means that consumers already have a purchase goal before they make a purchase, but whether they will make a final purchase decision depends on the discounts and promotions of the product at that time, etc. Consumers may purchase the products on their shopping list because the promotion attracts great interest.

Moreover, Wood (1998) believed that impulsive buying is unplanned, with little or no careful consideration by consumers during the purchase process, and is usually accompanied by a high degree of emotion. Therefore, he further classified impulsive buying behavior into impulsive buying without willpower and compulsive impulsive buying.

Furthermore, Bayley and NanCarrow(1998) study impulsive buying behavior in an exploratory way. They divide impulsive buying behavior into the following four types according to the self-description of consumers and the subjective feeling of impulsive buyers:

1. Catalyst impulse buying: This is a proactive buying behavior, and the motivation of buying is to store for future demand.
2. Compensatory impulse buying: This is a self-compensating effect, to compensate for the emotional depression.
3. Breakthrough impulse buying: A redefinition of the self. This purchase is more of a symbolic purchase. Consumers buy goods that are more symbolic and above their self-definition in order to achieve higher social status or to get better enjoyment.
4. Blind impulse buying: Consumers are stimulated by the product and lose their judgment regardless of the product's function or cost limitations. There is a sudden feeling that they must have it immediately. This blind action has gone beyond the scope of explanation.

From the above review, we can see that scholars have put forward different classifications according to their own understanding, but, on the whole, their classifications also have certain similarities. For example, pure impulse buying and blind impulse buying are behaviors that are caused by product confusion or purchase for novelty. The classification of Stern (1962) was preferred in this study.

### **Factors influencing impulsive buying behavior**

Many scholars have studied impulsive buying behavior from different angles and found that there are many factors that will affect it. This paper summarizes these factors into the following three categories:

#### **1. Product Factors**

In the early days, due to the limitations of theory and experience, many scholars thought that the main factor affecting impulsive buying was products (Clover, 1950; West, 1951). Clover (1950) found that different types of products have different incentives for consumers. For example, the proportion of impulse purchases in grocery stores is significantly higher than that in bookstores and furniture stores. In 1951, West's research showed that the impulse purchase share of bread and candy was 70.1% and 65.8% respectively, while the impulse purchase share of cosmetics was only 41.8%. Later, Kollat and Willett (1969) found through further research that impulse purchase of daily necessities was less frequent compared with non-necessities.

The idea that impulse buying is attributed to certain products being impulse buy products has been challenged by Bellenger, Robertson, and Hirschman (1978), but their research recognizes that product characteristics have an impact on impulse buying. A study by Bellenger, Robertson, and Hirschman (1978) on in-store

consumers' impulsive buying confirmed that their impulsive buying behavior was influenced by factors such as product category, gender, and age. Scherhorn, Reisch, and Raab (1990) found that certain types of specific products were more likely to result in impulsive buying. Their study confirmed that categories such as clothing, books, food, artwork, cosmetics, and sports equipment were more likely to lead to impulse purchases. However, the research of Dittmar, Beattie, and Friese (1995) shows quite different results, consumers' impulse purchase of books is low. Despite the divergence in these results, they also confirm that product category can have an impact on impulse buying.

## 2. Consumer Factors

The first is the individual characteristics of the consumers. Early studies focused on demographic factors such as gender, age, and income. As psychological research was introduced into the analysis of impulsive buying, inner factors such as personality and quality received extensive attention. In 1969, Kollat and Willet were the first to suggest the effect of demographic characteristics on impulsive buying, but they did not conduct further empirical analysis. Bellenger, Robertson, & Hirschman (1978) included three demographic factors, age, gender, and race, in their empirical analysis of the effects of product characteristics and impulsive buying. The results showed that age had a significant effect on impulsive purchases, with groups younger than 35 and older than 65 more likely to make impulsive purchases compared to other age groups.

Moreover, Dittmar, Beattie, and Friese (1995) found that gender also influences impulse buying, for example, women have less self-control in the shopping process compared to men. However, according to the latest CNBC survey, men have a much higher proportion of impulse purchases than women and they spend more money (Braverman, 2019). Furthermore, consumers' consumption values also have an impact on their impulsive buying behavior. Hirschman (1985) states that consumers' spontaneous desires have an impact on impulse buying and that such spontaneous desires are influenced by consumer values. Friese and Koenig (1993) argued that people's experiences at a young age have a strong influence on impulse buying and that these experiences will affect their values as adults.

In Rook and Fisher's (1995) study, they argue that consumers experience psychological stress when making impulse purchases and that this stress increases when their behavior deviates from social norms, thereby inhibiting their impulse purchases. Lee and Kacen's (2008) empirical study analyzed the influence of socioculture on impulsive buying. By comparing impulsive buying in different countries, they concluded that consumers in individualistic social cultures are more likely to make impulsive purchases compared to collectivistic social cultures. This is because consumers in an individualistic culture are less constrained by social standards.

In addition, some scholars believe that consumers' personal feelings also contribute to impulsive buying behavior. In 1998, Beatty and Ferrell's study found



that the emergence of impulsive purchases is often accompanied by mood swings.

Rook's (1987) study found that consumers are strongly attracted to products prior to shopping. They feel a sense of pleasure during shopping, a sense of acquisition and ownership when they pay for the product, and a sense of regret after the shopping is over. This series of emotional changes is accompanied by the entire impulsive buying process. Consumers make different purchases in different emotional states. For example, impulse purchases are more frequent in negative than in positive mood states because people tend to regulate negative moods through consumption (Rook, 1987). In contrast, Beatty and Ferrell (1998) found that consumers tend to make more impulsive purchases when they are in a positive emotional state because they tend to discover new products and try them more often.

### 3. Environmental Factors

The first is the shopping environment. The music, smell, and color of the mall can have an impact on consumers' impulse buying behavior (Beatty and Ferrell, 1998). In an online shopping environment, the design style of a page can influence impulse buying (Madhavaram & Laverie, 2004). When the design of the online store is more beautiful and attractive, it will have more sales advantages than the offline store.

The second is promotions. Many sellers will use promotions to attract consumer interest in their products. This is because the price discounts that they can offer to consumers can easily stimulate them to make impulsive purchases (Stern,

1962). Dholakia's (2000) study also demonstrated that advertising or price reduction promotions can significantly influence impulse buying behavior. If consumers have negative attitudes towards the product, they will lose trust in the product and abandon the purchase.

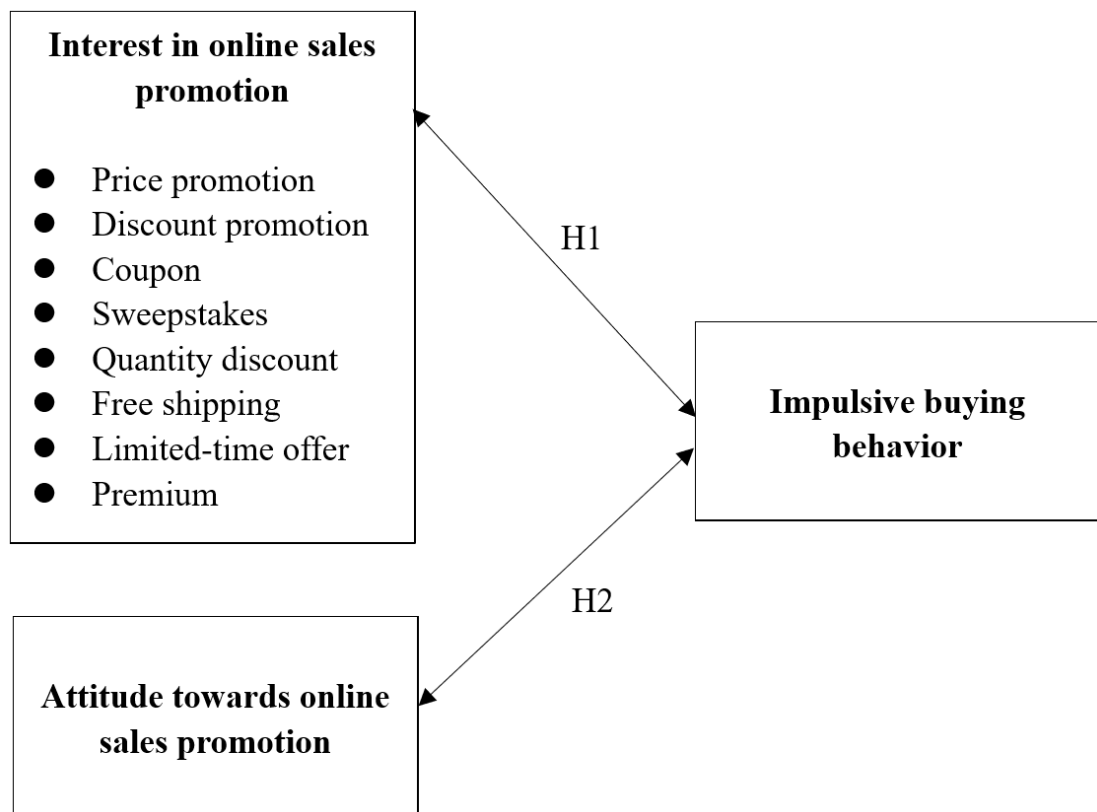
From the above review, we can see that research on impulse buying behavior is increasingly diversified. Considering that the research samples of this study are Chinese, a measurement scale used in Chinese context is more suitable. Therefore, the impulsive buying behavior measurement scale developed by Qin (2015) will be used in this study.

#### **2.4 Conceptual framework**

Based on the previous literature review, many sellers will use different types of online promotion to attract consumers' attention, and when consumers are interested enough in products, purchasing behavior will occur. Due to the diversity of online promotion types, consumers' interest in different types of promotional activities is not always the same. At the same time, consumers' attitudes towards online promotion may also have different influences on their impulsive buying behavior.

Therefore, this research explored the relationship between interest in online sales promotion, attitude towards online sales promotion, and impulsive buying behavior for cosmetic consumption in Chinese Generation Z. Figure 2.5 illustrates the conceptual framework that was used in this study.

**Figure 2.5 Conceptual framework and hypotheses**



Also, based on the above literature review, the following hypotheses are proposed in this study:

H1: Interest in online sales promotion has a positive relationship with impulsive buying behavior.

H2: Attitude towards online sales promotion has a positive relationship with impulsive buying behavior.

## **CHAPTER 3**

### **Methodology**

This research is based on the quantitative approach aiming to explore interest in online sales promotion types, attitude towards online sales promotion, and impulsive buying behavior for cosmetic consumption in Chinese Generation Z. It also aims to examine the relationship between these variables. This chapter introduces the details the research methods used in this study, including the following sections: research sample and sampling method, research instrument and the format of questionnaire, measurement of the variables, and data collection and analysis.

#### **3.1 Research sample and sampling method**

This research used a quantitative approach through a survey method. The samples of this study were Chinese Generation Z all gender, aged between 18 to 26, because they are the main target of cosmetic products (Zhou et al., 2020). Especially in the age of the beauty economy, the growth of cosmetic demand and consumption in Generation Z is much higher than in other generations (Chen, 2019). With the emergence of gender-free beauty brands and products, the consumption difference between male and female is gradually weakening (Kong, 2021).

In addition to being Generation Z, the sample must have purchased cosmetic products in the past three months. The three-month period can just cover July to September 2021 when there was an online shopping festival for Chinese people, so there were many promotional activities during that period, which would make it easier

for consumers to buy cosmetics impulsively. In order to meet the above requirements, the sampling method of this study was purposive sampling in the non-probabilistic sampling method which selected highly representative respondents as the research samples. Hence, the requirements that the sample must meet are:

1. Respondents must be Chinese between 18 and 26 years of age.
2. The respondents must have purchased cosmetic products online in the past three months (from August to October 2021).

Based on the previous studies by Qin (2015) and Yin (2018), the sample size of their studies was about 200 to 300 people. Therefore, the sample size of this study is 250 people.

The questionnaires were distributed to several social media through WJX online survey, such as Weibo and WeChat, where it can reach many target respondents.

### **3.2 Research instrument and questionnaire format**

In this study, the research instrument was an online structured questionnaire. Because the studied sample is Chinese, the questionnaire was presented in Chinese (see Appendix A), and the English version of the questionnaire is shown in Appendix B. This questionnaire consisted of five parts, including screening questions, demographic, interest in online sales promotion, attitude towards online sales promotion, and impulsive buying behavior.

Part 1: The first part is the screening question consisting of three closed-ended questions to ensure that respondents met the requirements for selecting the sample.

The examples of questions are as follows:

1. Are you of Chinese nationality and currently living in China?
2. Are you in the 18-26 age range?
3. Have you purchased any cosmetics online in the past 3 months?

Part 2: The second part is the demographic question consisting of two questions that asked respondents about their gender and what cosmetics they often buy online (Ceway.eu, 2019).

Part 3: The third part is about the interest in eight online sales promotion types. In total, there are 24 question items and the purpose was to explore the extent to which respondents would agree or disagree with statements based on their interest towards online promotion types. Each type includes three questions, which respondents needed to answer in turn according to each online promotion type.

Part 4: The fourth part is about the attitude towards online sales promotion, including five groups of adjectives explored what respondents feel about online promotion.

Part 5: The last part of the questionnaire contained four questions explored impulsive buying behavior.

### 3.3 Measurement of the variables

This study mainly measured three variables, including: interest in online sales promotion, attitude towards online sales promotion, and impulsive buying behavior. The purpose of this study was to measure each variable and explore their relationship, in regard to cosmetic consumption. The measurement scales used to measure these three variables are as follows:

#### **Interest in online sales promotion**

In the literature review section, it has been clarified that there are a total of eight types of online promotions studied in this paper, including: price promotion, discount promotion, coupon, sweepstakes, quantity discount, free shipping, limited-time offer, and premium. This variable was measured by using a five-point Likert scale, and the scale was taken from the research of Yin (2018), originally from Chan (1996).

This measurement scale used the AIDA model, and the range of the scale included: strongly disagree (1), disagree (2), neither agree nor disagree (3), agree (4), and strongly agree (5). In previous studies, the Cronbach ' $\alpha$ ' value of this measurement scale was greater than 0.8, so this scale is highly reliable (Yin, 2018). The examples of questions are as follows:

1. The use of price promotion for cosmetic products in online cosmetic stores will attract my attention.
2. In the process of shopping, if I see a price promotion in an online cosmetic store,

I will click to check the product information carefully and make a selection.

3. I'm interested in the price promotion offered by online cosmetic stores.

### **Attitude towards online sales promotion**

This variable was measured using a six-point bipolar semantic differential scale. Respondents were asked to answer how they feel about online sales promotions based on their experience with cosmetics consumption. This measurement scale was taken from the research of Fam, Brito, Gadekar, Richard, Jargal, and Liu (2019). The scale originally consisted of six items: unfavorable-favorable, bad-good, harmful-beneficial, unattractive-attractive, I don't like it-I like it, and poor-excellent. Since the poor-excellent item had a lower Cronbach ' $\alpha$ ' value and was removed by the authors of the scale, only five items were included in the scale. In previous studies, the Cronbach ' $\alpha$ ' value of this measurement scale was 0.72, so this scale has high reliability (Fam et al., 2019). The example of the scale is as follows:

I think online sales promotion for cosmetic products is:

Unfavorable - Favorable

Bad - Good

Harmful - Beneficial

Unattractive - Attractive

I don't like it - I like it

### **Impulsive buying behavior**

This variable was measured using a five-point Likert scale to explore



respondents' impulsive buying behavior with cosmetic consumption. And the range of the scale included: strongly disagree (1), disagree (2), neither agree nor disagree (3), agree (4) and strongly agree (5). This measurement scale was taken from the research of Qin (2015), originally from Beatty and Ferrell (1998) and Li (2007). In previous studies, the Cronbach ' $\alpha$ ' value of this measurement scale was 0.79 and is highly reliable (Qin, 2015). The example of the scale is as follows:

1. During the past three months, I did not have any prior purchase plan at all and decided to buy only after entering the shopping website.
2. During the past three months, I purchased the cosmetics online without any careful consideration.
3. During the past three months, the reason why I bought the cosmetic product online at that time was that I was completely influenced by my emotions.
4. During the past three months, in the process of shopping, I suddenly have a strong impulse to buy cosmetic products online that I do not plan to buy.

### **3.4 Reliability and validity**

To ensure reliability and validity, the measurement scales used for the three variables in this study were tested and confirmed to have high reliability in previous studies. In addition, the project adviser helped to verify the draft of the questionnaire to consider content validity and consistency. Then, the back-translation test was

performed (Maneesriwongul & Dixon, 2004). In this study, four Chinese native speakers who studied in the field of marketing communications were asked to examine the questionnaire. A pre-test was conducted with 15 respondents who have the same characteristics as the sample before running the main test to ensure face and content validity (Malhotra, 2020).

### **3.5 Data collection and analysis**

Data were collected using a structured questionnaire through the WJX online survey during October and November 2021.

For data analysis, this research used the SPSS (Statistical Package for the Social Science) program and all statistics are performed at 95% confidence level. The descriptive statistics were used to describe data, including mean and standard deviation. In addition, Pearson's product moment correlation in the inferential statistic was used to investigate the relationship between interest in online sales promotion, attitude towards online sales promotion and impulsive buying behavior for cosmetic consumption in Chinese Generation Z.

## CHAPTER 4

### Research Findings

This chapter presents the results of the study. To serve the objectives of the research, an online survey was used as the method of data collection for this study.

The findings of this study include three parts: demographic profile, the descriptive analysis of interest and attitude towards online sales promotion, and impulsive buying behavior for cosmetics among Chinese Generation Z, and a correlation analysis to investigate the relationship between the variables.

#### 4.1 Demographic profile of the sample

This part is about the demographic information of the respondents, including gender and categories of cosmetics that respondents often buy online. A total of 297 questionnaires were collected, of which 47 were invalid as they did not pass the screening questions. Thus, a total of 250 respondents were included in this study and they were all Chinese Generation Z aged 18-26.

As shown in Table 4.1, the majority of the 250 respondents were females. The total number of females was 152 and accounted for 60.8% of the sample. The number of males was 98 and accounted for 39.2% of the sample.

**Table 4.1 Gender of the Respondents**

<b>Gender</b>	<b><i>f</i></b>	<b>%</b>
Female	152	60.8
Male	98	39.2
<b>Total</b>	<b>250</b>	<b>100.0</b>

Table 4.2 depicted the categories of cosmetics that respondents often buy online. The cosmetics category that most respondents often buy online was skin care cosmetics, accounting for 83.2% (208 people) of the sample. Secondly, 167 people often buy hair care product online, accounting for 66.8% of the sample. At the same time, 162 people often buy makeup products online, accounting for 64.8% of the sample. Then, the category of cosmetics that respondents often buy online was special purpose cosmetics, with 104 people accounting for 41.6% of the sample. The second-last category of cosmetics that respondents often buy online was perfume, with 60 people accounting for 24% of the sample. The lowest number of respondents were those who often buy nail care products online for only 33 people, accounting for 13.2% of the sample.

**Table 4.2 The Categories of Cosmetic Products Respondents Often Buy**

<b>Cosmetics category often buy</b>	<b>f</b>	<b>%</b>
Perfume	60	8.2
Makeup cosmetics	162	22.1
Skin care cosmetics	208	28.3
Hair care product	167	22.8
Nail care product	33	4.5
Special use cosmetics	104	14.2
<b>Total</b>	<b>734</b>	<b>100.0</b>

Note: Multiple answers applied

#### **4.2 Interest and attitude towards online sales promotion, and impulsive buying behavior for cosmetics among Chinese Generation Z**

This section addresses the first research objective which was to explore

interest and attitude towards online sales promotion, and impulsive buying behavior for cosmetic consumption among Chinese Generation Z. Each part is described as below.

### **Interest in online sales promotion for cosmetics among Chinese Generation Z**

This part is about the interest in eight online sales promotion types for cosmetics: price promotion, discount promotion, coupon, sweepstakes, quantity discount, free shipping, limited- time offer, and premium. Each type of online sales promotion consists of three questions. A total of 24 question items were assessed to explore the agreement of respondents on interest in online sales promotion for cosmetics with a five-point Likert scale.

Table 4.3 illustrated the average score and standard deviation of interest in online sales promotion for cosmetics by the respondents. According to the results, the overall average score for interest in online sales promotion was 3.57 which described that respondent had a moderately positive agreement on interest in online sales promotion for cosmetics.

**Table 4.3 Mean and Standard Deviation of the Interest in Online Sales Promotion for Cosmetics Among Chinese Generation Z**

<b>Interest in Online Sales Promotions</b>	<b><i>M</i></b>	<b><i>SD</i></b>
<b>Price promotion</b>	<b>3.85</b>	<b>0.71</b>
The use of price promotion in online cosmetic stores will attract my attention.	3.89	0.81
In the process of shopping, if I see a price promotion in an online cosmetic store, I will click to check the product information carefully and make a selection.	3.86	0.80

**Table 4.3 Continued**

<b>Interest in Online Sales Promotions</b>	<b><i>M</i></b>	<b><i>SD</i></b>
I'm interested in the price promotion offered by online cosmetic stores.	3.82	0.82
<b>Discount promotion</b>	<b>3.90</b>	<b>0.76</b>
The use of discount promotion in online cosmetic stores will attract my attention.	3.89	0.86
In the process of shopping, if I see a discount promotion in an online cosmetic store, I will click to check the product information carefully and make a selection.	3.92	0.86
I'm interested in the discount promotion offered by online cosmetic stores.	3.88	0.85
<b>Coupon</b>	<b>3.71</b>	<b>0.78</b>
The use of coupon promotion in online cosmetic stores will attract my attention.	3.77	0.86
In the process of shopping, if I see a coupon promotion in an online cosmetic store, I will click to check the product information carefully and make a selection.	3.69	0.83
I'm interested in the coupon promotion offered by online cosmetic stores.	3.68	0.86
<b>Sweepstakes</b>	<b>3.23</b>	<b>0.91</b>
The use of sweepstakes promotion in online cosmetic stores will attract my attention.	3.27	0.98
In the process of shopping, if I see a sweepstakes promotion in an online cosmetic store, I will click to check the product information carefully and make a selection.	3.24	0.99
I'm interested in the sweepstakes promotion offered by online cosmetic stores.	3.18	1.00
<b>Quantity discount</b>	<b>3.48</b>	<b>0.81</b>
The use of quantity discount promotion in online cosmetic stores will attract my attention.	3.46	0.92
In the process of shopping, if I see a quantity discount promotion in an online cosmetic store, I will click to check the product information carefully and make a selection.	3.51	0.93
I'm interested in the quantity discount promotion offered by online cosmetic stores.	3.48	0.90
<b>Free shipping</b>	<b>3.20</b>	<b>0.96</b>
The use of free shipping promotion in online cosmetic stores will attract my attention.	3.23	1.03
In the process of shopping, if I see a free shipping promotion in an online cosmetic store, I will click to check the product information carefully and select.	3.19	1.03

**Table 4.3 Continued**

<b>Interest in Online Sales Promotions</b>	<b>M</b>	<b>SD</b>
I'm interested in the free shipping promotion offered by online cosmetic stores.	3.17	1.04
<b>Limited-time offer</b>	<b>3.60</b>	<b>0.87</b>
The use of limited-time offer promotion in online cosmetic stores will attract my attention.	3.62	0.97
In the process of shopping, if I see a limited-time offer promotion in an online cosmetic store, I will click to check the product information carefully and make a selection.	3.60	0.94
I'm interested in the limited-time offer promotion offered by online cosmetic stores.	3.59	0.98
<b>Premium</b>	<b>3.58</b>	<b>0.83</b>
The use of premium promotion in online cosmetic stores will attract my attention.	3.62	0.89
In the process of shopping, if I see a premium promotion in an online cosmetic store, I will click to check the product information carefully and make a selection.	3.55	0.89
I'm interested in the premium promotion offered by online stores.	3.58	0.93
<b>Total</b>	<b>3.57</b>	<b>0.56</b>

Note: Interest in online sales promotion was measured by a five-point Likert scale from a strong agreement with statement (score 5) to a strong disagreement with statement (score 1). Cronbach's Alpha value = 0.93

Among the eight online promotion types, *discount promotion* got the highest average score with 3.90 ( $SD = 0.76$ ). It has three statements. The statement with the highest mean score was '*In the process of shopping, if I see a discount promotion in an online cosmetic store, I will click to check the product information carefully and make a selection*' ( $M = 3.92$ ,  $SD = 0.86$ ). This was followed by the statement '*The use of discount promotion in online cosmetic stores will attract my attention*' with a mean score of 3.89 ( $SD = 0.86$ ). The statement with the lowest mean score was '*I'm interested in the discount promotion offered by online cosmetic stores*' ( $M = 3.88$ ,  $SD = 0.85$ ).

The type of interest in online sales promotion with the second-highest average score was the *price promotion* ( $M = 3.85$ ,  $SD = 0.71$ ). The statement with the highest mean score was *'The use of price promotion in online cosmetic stores will attract my attention'* ( $M = 3.89$ ,  $SD = 0.81$ ). This was followed by the statement *'In the process of shopping, if I see a price promotion in an online cosmetic store, I will click to check the product information carefully and make a selection'* with a mean score of 3.86 ( $SD = 0.80$ ). The statement with the lowest mean score was *'I'm interested in the price promotion offered by online cosmetic stores'* ( $M = 3.82$ ,  $SD = 0.82$ ).

Then, the type of interest in online sales promotion with the third-highest average score was the *coupon promotion* ( $M = 3.71$ ,  $SD = 0.78$ ). The statement with the highest mean score of 3.77 ( $SD = 0.86$ ) was *'The use of coupon promotion in online cosmetic stores will attract my attention'*, followed by the statement *'In the process of shopping, if I see a coupon promotion in an online cosmetic store, I will click to check the product information carefully and make a selection'* with the mean score of 3.69 ( $SD = 0.83$ ). And the statement with the lowest score of 3.68 ( $SD = 0.86$ ) was *'I'm interested in the coupon promotion offered by online cosmetic stores'*.

Next, the fourth one was *limited-time offer* promotion ( $M = 3.60$ ,  $SD = 0.87$ ). The statement with the highest mean score was *'The use of limited-time offer promotion in online cosmetic stores will attract my attention'* ( $M = 3.62$ ,  $SD = 0.97$ ), followed by the statement, *'In the process of shopping, if I see a limited-time offer promotion in an online cosmetic store, I will click to check the product information*



*carefully and make a selection*' ( $M = 3.60, SD = 0.94$ ), *'I'm interested in the limited-time offer promotion offered by online cosmetic stores'* ( $M = 3.59, SD = 0.98$ ).

Moreover, the overall average score of interest in *premium promotion* was 3.58 ( $SD = 0.83$ ). The statement *'The use of premium promotion in online cosmetic stores will attract my attention'* had the highest mean score of 3.62 ( $SD = 0.89$ ). This was followed by the statement *'I'm interested in the premium promotion offered by online stores'* ( $M = 3.59, SD = 0.98$ ) and *'In the process of shopping, if I see a premium promotion in an online cosmetic store, I will click to check the product information carefully and make a selection'* ( $M = 3.59, SD = 0.98$ ).

The sixth one was *quantity promotion* with the average score of 3.48 ( $SD = 0.81$ ). The statement *'In the process of shopping, if I see a quantity discount promotion in an online cosmetic store, I will click to check the product information carefully and make a selection'* had the highest mean score of 3.51 ( $SD = 0.93$ ), followed by the statement *'I'm interested in the quantity discount promotion offered by online cosmetic stores'* with the mean score of 3.48 ( $SD = 0.90$ ). The statement with the lowest mean score was *'The use of quantity discount promotion in online cosmetic stores will attract my attention'* ( $M = 3.46, SD = 0.92$ ).

The type of interest in online sales promotion with the second lowest average score was the *sweepstakes promotion* ( $M = 3.23, SD = 0.91$ ). The statement *'The use of sweepstakes promotion in online cosmetic stores will attract my attention'* had the highest mean score of 3.27 ( $SD = 0.98$ ), followed by the statement of *'In the process*

*of shopping, if I see a sweepstakes promotion in an online cosmetic store, I will click to check the product information carefully and make a selection'* with the mean score of 3.24 ( $SD = 0.99$ ). The statement with the lowest mean score was *'I'm interested in the sweepstakes promotion offered by online cosmetic stores'* ( $M = 3.18, SD = 1.00$ ).

The type of interest in online sales promotion with the lowest average score was the *free shipping promotion* ( $M = 3.20, SD = 0.96$ ). The statement *'The use of free shipping promotion in online cosmetic stores will attract my attention'* had the highest mean score of 3.23 ( $SD = 1.03$ ). This was followed by the statement *'In the process of shopping, if I see a free shipping promotion in an online cosmetic store, I will click to check the product information carefully and select'* ( $M = 3.19, SD = 1.03$ ) and *'I'm interested in the free shipping promotion offered by online cosmetic stores'* ( $M = 3.17, SD = 1.04$ ).

The Cronbach's Alpha value of the measurement scale for the interest in online sales promotion was 0.93, confirming its high reliability. This value corresponds to Yin's (2018) original scale, and its reliability was greater than 0.80.

### **Attitude towards online sales promotion for cosmetics among Chinese**

#### **Generation Z**

This part is about the respondents' attitude towards online sales promotion for cosmetics. Five groups of bipolar adjectives explored what respondents feel about online sales promotion with a six-point semantic differential scale. Table 4.4 describes

the average score and standard deviation of attitude towards online sales promotion for cosmetics by the respondents. According to the results, the overall average score for attitude towards online sales promotion was 4.40 ( $SD = 1.03$ ) which described that respondent had a positive attitude towards online sales promotion for cosmetics.

**Table 4.4 Mean and Standard Deviation of the Attitude towards Online Sales Promotion for Cosmetics Among Chinese Generation Z**

<b>Attitude towards online sales promotion</b>	<b><i>M</i></b>	<b><i>SD</i></b>
Unfavorable - Favorable	4.56	1.08
Bad - Good	4.38	1.18
Harmful - Beneficial	4.26	1.22
Unattractive - Attractive	4.49	1.19
I don't like it - I like it	4.31	1.22
<b>Total</b>	<b>4.40</b>	<b>1.03</b>

Note: Attitude towards online sales promotion was measured by a six-point semantic differential scale from a strong agreement with the positive item (score 6) to a strong agreement with negative item (score 1). Cronbach's Alpha value = 0.92

In this scale, the item *favorable* got the highest mean score of 4.56 ( $SD = 1.08$ ), followed by the item *attractive* with a score of 4.49 ( $SD = 1.03$ ) and the item *good* with a score of 4.38 ( $SD = 1.18$ ). The fourth item was *I like it* with a score of 4.31 ( $SD = 1.22$ ). The item with the lowest mean score of 4.26 ( $SD = 1.22$ ) was *beneficial*.

The Cronbach's Alpha value of the measurement scale for the attitude towards online sales promotion was 0.92, confirming its high reliability. This value corresponds to the original scale from Fam et al. (2019), which had a reliability of 0.72.

### Impulsive buying behavior for cosmetics among Chinese Generation Z

This part contained four questions items to explore respondents' impulsive buying behavior for cosmetics with a five-point Likert scale. Table 4.5 illustrated the average score and standard deviation of impulsive buying behavior for cosmetics by the respondents. According to the results, the overall average score for impulsive buying behavior was 2.76 which described that respondent had a slight level of agreement with impulsive buying for cosmetics.

**Table 4.5 Mean and Standard Deviation of Impulsive Buying Behavior for Cosmetics Among Chinese Generation Z**

<b>Impulsive buying behavior</b>	<b>M</b>	<b>SD</b>
During the past three months, I did not have any prior purchase plan at all and decided to buy only after entering the shopping website.	2.79	1.01
During the past three months, I purchased the cosmetics online without any careful consideration.	2.38	0.99
During the past three months, the reason why I bought the cosmetic product online at that time was that I was completely influenced by my emotions.	2.76	1.07
During the past three months, in the process of shopping, I suddenly have a strong impulse to buy cosmetic products online that I do not plan to buy.	3.10	1.08
<b>Total</b>	<b>2.76</b>	<b>0.81</b>

Note: Impulsive buying behavior was measured by a five-point Likert scale from a strong agreement with statement (score 5) to a strong disagreement with statement (score 1). Cronbach's Alpha value = 0.79

In this scale, the statement *'During the past three months, in the process of shopping, I suddenly have a strong impulse to buy cosmetic products online that I do not plan to buy'* had the highest mean score of 3.10 ( $SD = 1.08$ ), followed by the statement of *'During the past three months, I did not have any prior purchase plan at all and decided to buy only after entering the shopping website'* ( $M = 2.79$ ,  $SD = 1.01$ ) and the statements *'During the past three months, the reason why I bought the*

*cosmetic product online at that time was that I was completely influenced by my emotions'* ( $M = 2.76, SD = 1.07$ ). The statement with the lowest mean score was *'During the past three months, I purchased the cosmetics online without any careful consideration'* ( $M = 2.38, SD = 0.99$ ).

The Cronbach's Alpha value of this measurement scale for the impulsive buying behavior was 0.79, confirming its reliability. This value corresponds to the original scale from Fam et al. (2019), which had the same reliability of 0.79.

#### **4.3 Relationship between interest in online sales promotion and impulsive buying behavior for cosmetics among Chinese Generation Z**

This section addresses the second research objective of the research which was to explore the relationship between interest in online sales promotion and impulsive buying behavior for cosmetics among Chinese Generation Z. Moreover, the relationships between the variables were analyzed by using Pearson's product moment correlation.

As shown in Table 4.6, the total interest in online sales promotion and impulsive buying behavior have a significantly positive, but low relationship ( $r = 0.226, p < 0.05$ ). It implied that the greater the interest in online sales promotions for cosmetic among Chinese Generation Z, the more impulsive buying they will make.

In addition, this study further examined the relationship between interest in each type of online sales promotion and impulsive buying behavior. The finding

showed that: *price promotion* ( $r = 0.018, p > 0.05$ ), *discount promotion* ( $r = 0.061, p > 0.05$ ), *coupon* ( $r = 0.114, p > 0.05$ ), *sweepstakes* ( $r = 0.322, p < 0.05$ ), *quantity discount* ( $r = 0.128, p < 0.05$ ), *free shipping* ( $r = 0.197, p < 0.05$ ), *limited-time offer* ( $r = 0.097, p > 0.05$ ), *premium* ( $r = 0.229, p < 0.05$ ). Therefore, in the interest in online promotions, the types of online sales promotions that have a significantly positive, but low relationship with impulsive buying behavior are *sweepstakes*, *quantity discount*, *free shipping*, and *premium*. Moreover, the other four types of online sales promotions that have a relationship, but not significant with impulsive buying behavior are *price promotion*, *discount promotion*, *coupon*, and *limited-time offer*. The results implied that if Chinese Generation Z is more interested in the four online promotions of sweepstakes, free shipping, limited-time offer, and premiums, their impulsive buying behavior for cosmetics will increase.

**Table 4.6 Correlation between interest in online sales promotion and impulsive buying behavior for cosmetics**

<b>Relationship</b>	<b><i>r</i></b>
Price promotion and Impulsive buying behavior	0.018
Discount promotion and Impulsive buying behavior	0.061
Coupon and Impulsive buying behavior	0.114
Sweepstakes and Impulsive buying behavior	0.322*
Quantity discount and Impulsive buying behavior	0.128*
Free shipping and Impulsive buying behavior	0.197*
Limited-time offer and Impulsive buying behavior	0.097
Premium and Impulsive buying behavior	0.229*
<b>Interest in online sales promotion and Impulsive buying behavior</b>	<b>0.226*</b>

\*  $p < 0.05$

#### 4.4 Relationship between attitude towards online sales promotion and impulsive buying behavior for cosmetics among Chinese Generation Z

This section addresses the third research objective of the study which was to explore the relationship between attitude towards online sales promotion and impulsive buying behavior for cosmetics among Chinese Generation Z by using the Pearson's product moment correlation.

As Table 4.7 showed for the correlation results, the attitude towards online sales promotion and impulsive buying behavior have a significantly positive, but low relationship ( $r = 0.156, p < 0.05$ ). The results implied that if the Chinese Generation Z have a positive attitude towards online sales promotion, their impulsive buying behavior for cosmetic will also increase correspondingly.

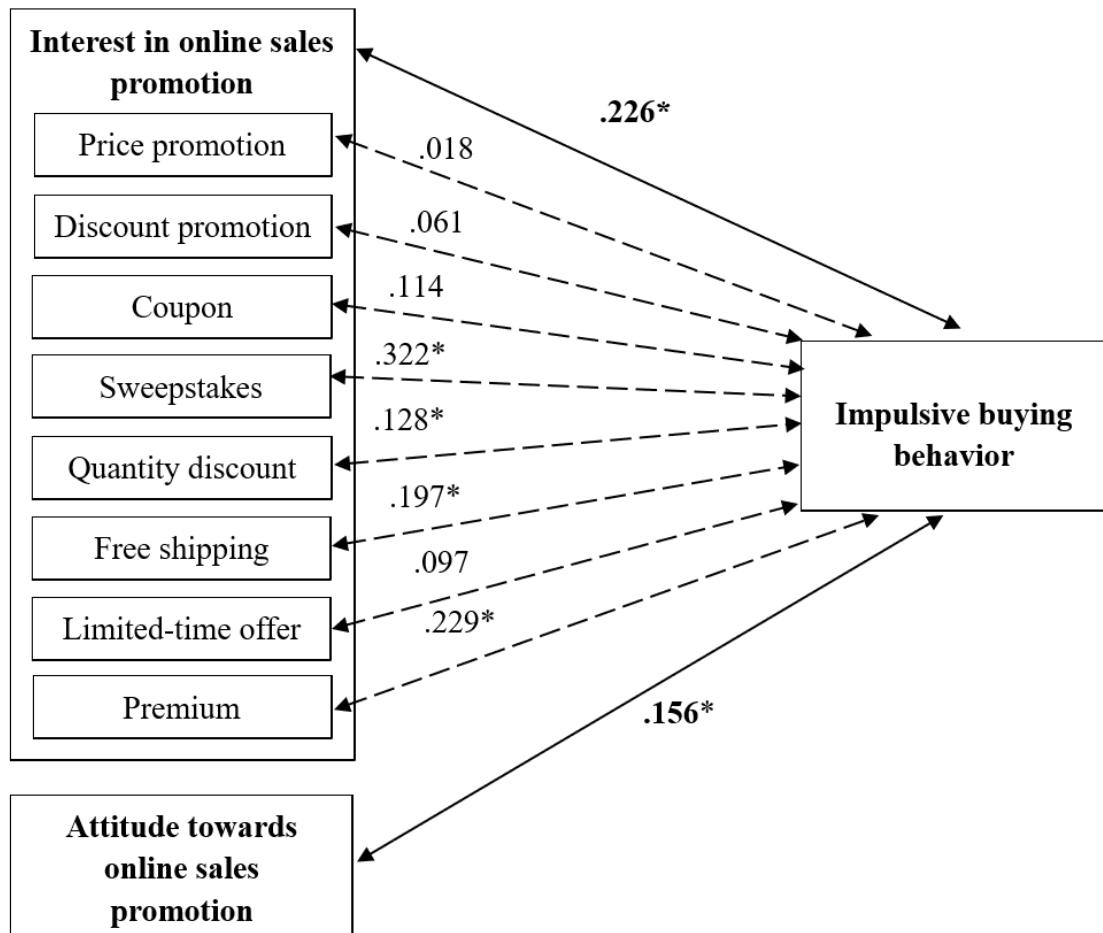
**Table 4.7 Correlation between attitude towards online sales promotion and impulsive buying behavior for cosmetics**

Relationship	<i>r</i>
Attitude towards online sales promotion and Impulsive buying behavior	<b>0.156*</b>

\*  $p < 0.05$

Overall, the above results demonstrated that both hypothesis 1 and hypothesis 2 were accepted. The values of the correlation between the variables were illustrated in Figure 4.1.

Figure 4.1 Correlations between variables





## CHAPTER 5

### Summary and Discussion

According to the research findings in Chapter 4, this chapter will further summarize and discuss the results. Further, the limitations of this study, future research directions and practical implications will also be discussed in this chapter.

#### 5.1 Summary

This section will discuss the results of the quantitative data from the research, which were obtained from respondents during the periods of October and November 2021. The results consist of the demographic profile of the respondents, their interest and attitude towards online sales promotion, and respondents' impulsive buying behavior for cosmetics. In addition, the results from the correlation analysis are also presented.

In the first section, the demographic profile of the respondents covers gender and categories of cosmetics that respondents often buy online. A total of 297 people participated in the online survey, only 250 respondents met the research requirements. They were Chinese Generation Z all gender, aged between 18 to 26 and have purchased cosmetic products online in the past three months. The majority of the 250 respondents were females, with 152 respondents or 60.8%. The next demographic feature that was analyzed was the categories of cosmetics that respondents often buy online. The cosmetics category that most respondents often buy online was skin care

cosmetics, accounting for 83.2% or 208 respondents, followed by those that often buy hair care product online (167 respondents or 66.8%). At the same time, the number of respondents who often buy makeup cosmetics online was similar to those who often buy hair care products online, with 162 respondents or 64.8%. Of all cosmetics categories, nail care product was the least purchased by respondents, with 33 respondents or 13.2%.

In the interest in online sales promotion section, it explored the respondents' interest in 8 types of online sales promotion for cosmetics: price promotion, discount promotion, coupon, sweepstakes, quantity discount, free shipping, limited-time offer, and premium. The overall average score for interest in online sales promotion was 3.57 out of the full score of 5.00, which described that respondent had a moderately positive agreement on interest in online sales promotion for cosmetics. Among the eight online promotion types, *discount promotion* received the highest mean score with 3.90 ( $SD = 0.76$ ). The statement with the highest mean score was *'In the process of shopping, if I see a discount promotion in an online cosmetic store, I will click to check the product information carefully and make a selection'*. It got a score of 3.92 out of 5.00 ( $SD = 0.86$ ), followed by the statement *'The use of discount promotion in online cosmetic stores will attract my attention'* with a mean score of 3.89 out of 5.00 ( $SD = 0.86$ ). The statement with the lowest mean score was *'I'm interested in the discount promotion offered by online cosmetic stores'* with 3.88 ( $SD = 0.85$ ).

However, the type of interest in online sales promotion that got the lowest mean score was the *free shipping promotion* with a score of 3.20 out of 5.0 ( $SD = 0.96$ ). The statement *'The use of free shipping promotion in online cosmetic stores*

*will attract my attention*’ had the highest mean score of 3.23 out of 5.0 ( $SD = 1.03$ ). This was followed by the statement *‘I In the process of shopping, if I see a free shipping promotion in an online cosmetic store, I will click to check the product information carefully and select’* with 3.19 ( $SD = 1.03$ ) and *‘I’m interested in the free shipping promotion offered by online cosmetic stores’* with 3.17 ( $SD = 1.04$ ).

Moreover, the attitude towards online sales promotion section explored the respondents’ feeling about online sales promotions based on their experience with cosmetics consumption. The overall evaluation of respondents’ attitude towards online sales promotion was 4.40 out of 6.00 ( $SD = 1.03$ ), which described that respondent had a positive attitude towards online sales promotion for cosmetics. In this scale, the item that got the highest mean score was *favorable* with the score of 4.56 out of 6.00 ( $SD = 1.08$ ). And the item that received the lowest mean score was *beneficial* with 4.26 out of 6.00 ( $SD = 1.22$ ).

The next findings from the research revealed that respondents rated their overall impulsive buying behavior for cosmetics at 2.76 out of 5.0 ( $SD = 0.81$ ), which described that respondent had a slight level of agreement with impulsive buying for cosmetics. In this measurement scale, the statement with the highest mean score was *‘During the past three months, in the process of shopping, I suddenly have a strong impulse to buy cosmetic products online that I do not plan to buy’* with a mean score of 3.10 out of 5.00 ( $SD = 1.08$ ). Conversely, the item with the lowest mean score was *‘During the past three months, I purchased the cosmetics online without any careful consideration’* with a score of 2.38 ( $SD = 0.99$ ).

Finally, two correlation tests were conducted to explore the relationship between variables. The first correlation test was conducted to explore if there was a

relationship between the interest in online sales promotion and impulsive buying behavior for cosmetics among Chinese Generation Z. The research results revealed that there was a significantly positive, but low relationship between the variables with  $r = 0.226$  ( $p < 0.05$ ). It implied that if the Chinese Generation Z' scores for interest in online sales promotions for cosmetics increased, their scores given to impulsive buying behavior for cosmetics would also increase. Additionally, the first correlation test further examined the relationship between interest in each type of online sales promotion and impulsive buying behavior. The results showed that in the interest in online promotions, the types of online sales promotions that had a significantly positive, but low relationship with impulsive buying behavior were *sweepstakes* ( $r = 0.322, p < 0.05$ ), *quantity discount* ( $r = 0.128, p < 0.05$ ), *free shipping* ( $r = 0.197, p < 0.05$ ), and *premium* ( $r = 0.229, p < 0.05$ ). Conversely, the other four types of online sales promotions that had a relationship, but not significant with impulsive buying behavior were *price promotion* ( $r = 0.018, p > 0.05$ ), *discount promotion* ( $r = 0.061, p > 0.05$ ), *coupon* ( $r = 0.114, p > 0.05$ ), and *limited-time offer* ( $r = 0.097, p > 0.05$ ). It was implied that if the Chinese Generation Z' scores for interest in the four online sales promotions of sweepstakes, free shipping, limited-time offer, and premiums increased, their scores given to impulsive buying behavior for cosmetics would also increase.

The second correlation test was conducted to explore the if there was a relationship between the attitude towards online sales promotion and impulsive buying behavior for cosmetics among Chinese Generation Z. The research results revealed that there was a significantly positive, but low relationship between the

variables with  $r = 0.156$  ( $p < 0.05$ ). It implied that if the Chinese Generation Z' scores for attitude towards online sales promotions for cosmetics increased, their scores given to impulsive buying behavior for cosmetics would also increase.

## 5.2 Discussion

Based on the results of the study and the research objectives, this section will discuss from five main points. Firstly, this section discusses the respondents' interest in 8 types of online sales promotion for cosmetics. Then it considers the respondents' feeling about online sales promotions based on their experience with cosmetics consumption. Thirdly, the research considers the respondents' impulsive buying behavior for cosmetics. Thus, this section also discusses the relationship between interest in online sales promotion and impulsive buying behavior for cosmetics. And the last one is about the relationship between attitude towards online sales promotion and impulsive buying behavior for cosmetics.

### 5.2.1 Interest in online sales promotion for cosmetics among Chinese Generation

#### Z

For the interest in online sales promotion for cosmetics, this section of the study will discuss the overall interest in online sales promotion and the types of online sales promotions with the highest and the lowest level of interest of respondents, which are *discount promotion* and *free shipping* promotion respectively.

The overall interest in discount promotion was in a moderately positive level with a score of 3.57 out of 5.00. At the same time, respondents were also interested in another type of online promotion, which is price promotion. The difference between the scores of these two promotion types was only 0.05 points. In other words, when

Chinese Generation Z bought cosmetics online, the types of promotions they were most interested in were discount promotions and price promotions.

The possible explanation could be that discount promotions and price promotions can focus consumers' attention on the promoted product through visual sensory stimulation (Pesendorfer, 2002). Compared with other online promotions, discount promotions and price promotions can make consumers see the price changes more intuitively. We knew that consumers would focus on the price of a product when selecting it. A larger discount was more likely to catch the eye of consumers during online shopping, prompting them to click on the product description and make a purchase (Yin, 2018). The statement under discount promotion, which received the highest rating was 'in the process of shopping, if I see a discount promotion in an online cosmetic store, I will click to check the product information carefully and make a selection' with a score of 3.92 out of 5.00. This result indicated that discount promotions do attract the attention of Gen Z consumers and guide them to know the product information in detail. According to G. Belch and M. Belch (2018), discount promotion provided additional value or incentive to the consumer for the product and its primary objective was to generate immediate sales. In other words, sellers offer discounts that make consumers feel they are getting more benefits, which drives an immediate response. Furthermore, in the results of this research were consistent with Yin's (2018) research, which also showed that discount promotion is the most interesting online promotion type for Chinese consumers. In addition, the results of another study also mentioned that discounts provide consumers with temporary price reduction, which is attractive to consumers (Qaisar, Sial, & Rathore, 2018). Therefore, for Chinese Generation Z, discount promotions seem to be more appealing

to them when they buy cosmetics online.

Moreover, compared to other types of online sales promotions, respondents were less interested in free shipping with a score of 3.20 out of 5.00. The statement under discount promotion, which received the lowest rating was 'I'm interested in the free shipping promotion offered by online cosmetic stores' with a score of 3.17 out of 5.00. This again proved that the respondents held a moderate interest in free shipping. This could be explained by the fact that sellers offer free shipping on all items during certain holidays, which can be an incentive for consumers if they are buying items that they would normally have to pay the shipping fee for themselves. In a previous study, the researchers provided participants with two identical products. The first product was priced at RMB 60 with free shipping. The second product was priced at RMB 50 with an additional RMB 10 for shipping. The results of this study showed that the majority of participants chose the first product on the premise that the function and quality of products are exactly the same (Qing, 2019). The reason for this was that in the psychology of consumers, they perceived the value of the product to be RMB 60. The price of the second product is split into RMB 50 and RMB 10 for shipping, which leads the consumer to believe that the value of the product in RMB 10 is transferred to the shipping. The price of the two items is the same, but for consumers, buying the first item brings them the value of 60 yuan, while the second item only gains the value of 50 yuan, and then they will hesitate to buy it. Therefore, when two items have the same price and quality, the product that offers free shipping is perceived to be worth more than the product that does not offer shipping, and consumers feel that they are getting a better product for the same price (Ching, 2019).

Thus, to a certain extent, free shipping can attract the attention of consumers.

Regardless of this, in the eight types of sales promotion online, free shipping received the lowest overall average score. The possible explanation for this could be that in many Chinese shopping websites, almost all products offer free shipping. During this year's Double 11 Shopping Day, nearly 95% of the items purchased were available with free shipping (CNTV, 2021). As a result, for most Chinese consumers free shipping was more like a basic service that most online shops are bound to offer, leading to a low level of consumer interest in it. Besides, the results of Yin's (2018) study also confirmed that Chinese consumers are less interested in free shipping than other promotion types.

### **5.2.2 Attitude towards online sales promotion for cosmetics among Chinese**

#### **Generation Z**

This study looked at the respondents' attitude towards online sales promotion for cosmetics and found that they gave the online sales promotion a mean score of 4.40 out of 6.00 suggesting that they felt moderately positive attitude towards online sales promotion. This could be explained by the fact that, to some extent, online sales promotions allow consumers to purchase goods at a lower price than the original price (Zhao & Luo, 2008). In this scale, the item that got the highest mean score was favorable with the score of 4.56. This demonstrated that Chinese Generation Z's attitude towards online sales promotion was favorable. The possible explanation for this might be that online promotions benefit consumers (Haugh, 1983). For example, during the Double Eleven shopping festival, almost all brands took part in the festival and offered consumers the best deals of the year. For consumers, they can get their favorite products at the lowest prices. This will make consumers feel that they are



really getting a real benefit from the promotion.

The results of respondents' attitude towards online sales promotion were aligned with the previous study by Hakala Fam et al. (2019), which considered consumer attitudes towards online sales promotion in different countries. The results of the survey indicate that Asian consumers have a positive attitude towards online sales promotions, as they can save money from sales promotions.

### **5.2.3 Impulsive buying behavior for cosmetics among Chinese Generation Z**

The results showed that respondents had a slight level of agreement with impulsive buying behavior for cosmetics as the overall average score was 2.76 out of 5.0. From this it can be seen that the impulse buying of cosmetics was not high among Chinese Generation Z. This could be explained by the influence of gender (Bellenger et al., 1978). Over 60% of the respondents were female in this study, so the findings may have been influenced by that resulting in low impulse purchases of cosmetics by respondents. Based on the survey of CNBC, men had a much higher proportion of impulse purchases than women (Braverman, 2019). Moreover, this could also be explained by the influence of sociocultural (Fam et al., 2019). The results of Lee and Kacen's (2008) research concluded that consumers in individualistic social cultures are more likely to make impulsive purchases compared to collectivistic social cultures. China followed the collectivist social culture and advocated the consumption concept of rational consumption, so Chinese Generation Z consumers may be influenced by these social standards, resulting in their consumption not being completely blind and impulsive. Also, another possible explanation could be that the page design of those online shopping websites is not attractive enough for the

respondents. In the findings of Madhavaram and Laverie's (2004) research, they found that in an online shopping environment, the design style of a page can

influence impulse buying, which consistency with the results of this study.

Therefore, if consumers saw a poorly designed page on a shopping website, they might not click on it to view the product information and it won't increase that impulse to buy.

The statement under impulsive buying behavior, which received the highest rating was 'during the past three months, in the process of shopping, I suddenly have a strong impulse to buy cosmetic products online that I do not plan to buy' with a score of 3.10 out of 5.00, depicting that respondents are more likely to suddenly have a strong impulse to buy cosmetics that are not planned. This could be that product factors have an impact on impulse buying, such as the product category (Bellenger, Robertson, & Hirschman, 1978). The findings of Scherhorn, Reisch, and Raab (1990) showed that certain types of specific products were more likely to result in impulsive buying, such as clothing, books, food, artwork, cosmetics, and sports equipment were more likely to lead to impulse purchases. Also, West's (1951) research showed that the impulse purchase share of bread and candy was 70.1% and 65.8% respectively, while the impulse purchase share of cosmetics was only 41.8%. These findings were consistent with the results of the study. Therefore, it can be said that cosmetics can induce impulsive buying behavior of respondents, but it does not cause them to make completely irrational impulsive buying.

In addition, under the impulsive buying behavior, the statement that received the lowest rating was 'during the past three months, I purchased the cosmetics online without any careful consideration' with a mean score of 2.38 out of 5.00, depicting

that some respondents still give careful consideration when buying cosmetics online. This could be explained by the influence of individual characteristics of the consumers (Qin, 2015). The results of Friese and Koenig's research (1993) proposed that people's experiences at a young age have a strong influence on impulse buying. As a group of people born in the era of network information explosion, Chinese Generation Z has its own way to identify information. When they purchased the products online, they would compare them on different online shopping platforms and then choose the most cost-effective one to buy (Ye, 2021). Also, a survey found that many young consumers would put a lot of products in their shopping carts when they were stimulated by a promotion, but would stop buying at the final payment stage when the price was far out of their reach (Jia, 2021). Therefore, unlike the blind impulse buying, the impulsive buying behavior of Chinese Generation Z would be more rational, and they would consider the cost limit when buying cosmetics. (Bayley & NanCarrow, 1998; Ye, 2021).

#### **5.2.4 Relationship between interest in online sales promotion and impulsive buying behavior for cosmetics among Chinese Generation Z**

This section will discuss the relationship between interest in online sales promotion and impulsive buying behavior for cosmetics among Chinese Generation Z.

The results from the correlation analysis showed that there was a significantly positive, but low relationship between interest in online sales promotion and impulsive buying behavior for cosmetics, thus accepting the first hypothesis. The results reflected that the greater the interest in online sales promotions for cosmetic

among Chinese Generation Z, the more impulsive buying they would make. Lewis's (1989) AIDA model also explained that sellers use promotions to attract the attention of consumers and get them interested in the product so that a purchase can take place. The highly discounted promotional activities could create a good shopping atmosphere and make consumers believe that they can get specific benefits by buying the product, thus stimulating their desire to buy (Zeng, 2011). These findings were also consistent with the Yin (2018)'s study which explored the relationship between Chinese consumers' interest in online sales promotion and impulsive buying behavior and found a positive relationship between the variables.

Additionally, the present study further examined the relationship between interest in each type of online sales promotion and impulsive buying behavior. The results showed that in the interest in online promotions, the types of online sales promotions that had a relationship, but not significant with impulsive buying behavior were price promotion, discount promotion, coupon, and limited-time offer. The possible explanation could be that these four online sales promotions have been overused by merchants in the last two years, leading to consumers feeling tired of them (Lee, 2021). The frequent use of sales promotions could give consumers the impression that even if they miss out on this promotion, the seller will run another one in a few days. The overuse of promotions not only fails to stimulate consumers to make purchases but may also have a negative impact on them (Blakeman, 2015). Also, the increasingly complex promotion rules also make consumers feel negative about it, which leads to a decrease in purchasing desire (Wang, 2015).

Moreover, false promotions could also lead to a decrease in consumer trust (Lee, 2021). Some sellers might use the method of raising prices first and then

lowering prices to deceive consumers, which leads to consumers not getting too many discounts or even no discounts. At the same time, some sellers only offered a 5% discount to consumers, which made it difficult for them to make a purchase or have the impulse to buy. The research results of Della Bitta and Monroe (1980) showed that only when the price discount reaches a certain range can it produce real stimulus to consumers. They believed that 15% is a cut-off point and that only price reductions of more than 15% will attract the attention of consumers. As a result, online promotions with smaller price reductions can make it difficult to stimulate consumers to buy the products.

Furthermore, the findings of this study showed that the interest in sweepstakes has the highest correlation with impulsive buying behavior compared with other types of online sales promotion. The possible reason could be that Chinese Generation Z consumers prefer things that make them feel exciting and interesting, which contest or competition to win a prize can create this excitement for them (Zhang, 2021). Based on Zeng (2011), sweepstake is a form of sales promotion that takes advantage of the user's sense of luck and "gambling" mentality. Over the past two years, researchers have found that Gen Z consumers have a great interest in mystery boxes, which can make consumers feel exciting and surprised like sweepstakes because they don't know what's inside the box (Che, 2021). The uncertainty of prizes increases the stimulation of interaction to a great extent, which stimulates the impulsive buying behavior of Generation Z consumers. Besides, in the results of this research were consistent with Chen's (2019) research, which also showed that many Generation Zs tend to participate in competition-based activities to satisfy their need for excitement and fun.

### **5.2.5 Relationship between attitude towards online sales promotion and impulsive buying behavior for cosmetics among Chinese Generation Z**

This section will discuss the relationship between attitude towards online sales promotion and impulsive buying behavior for cosmetics among Chinese Generation Z.

The results from the correlation analysis showed that there was a significantly positive, but low relationship between attitude towards online sales promotion and impulsive buying behavior for cosmetics, thus accepting the second hypothesis. The results implied that when the Chinese Generation Z had a positive attitude towards online sales promotion, their impulsive buying behavior for cosmetic would also increase correspondingly.

The possible explanation for this could be that attitudinal approval is likely to generate positive purchase intentions (Yin, 2013). Attitude was considered to be a positive or negative evaluation or feeling about something (Lutz, 1991). It can promote individuals to have specific behaviors (Chen, 2018). For example, sellers may offer free products for consumers to try out. If the freebie gives the consumer a good trial experience it will create a positive attitude towards the product and lead to a purchase. The findings of Liu and Xie's research (2020) described that affective attitude leads to impulse buying. In addition, another research study by Dharta, Prasetyo, and Dema (2021), which explored the influence of attitude on online impulse buying, showed that positive attitudes had a positive and significant effect on impulsive buying behavior, thus confirming the present study's findings.

Lastly, for the relationship between interest in online sales promotion and impulsive buying behavior, the relationship between attitude towards online sales

promotion and impulsive buying behavior, the  $r$  values of these two correlation tests are relatively low, which could be explained by the fact that the impulsive buying behavior of Chinese Generation Z has become more rational. According to the Generation Z Consumer Behavior Report (2021), 20.4% of Chinese Generation Z chose not to participate in this year's Double 11 Shopping Festival. Moreover, as promotions become more regular and promotional cycles increase, consumers become less sensitive to online sales promotions, which may lead to a reduction in their impulsive buying behavior. Because of that, the  $r$  values of these two correlation tests are relatively low.

### **5.3 Limitation of the research**

Overall, the results obtained from this study are positive and could expand the body of knowledge on online sales promotion, attitude, and impulsive buying behavior. However, there are some limitations that needs to be solved in the future.

The current study only focuses on Chinese Generation Z aged 18-26, and this age range does not include Generation Z aged 12-17, which might provide more information about the behavior of Generation Z. Also, this study looked at Chinese Generation Z, but when it comes to sales promotion, cultural differences can have an impact on the consumer as well.

Lastly, this study only explored the interest in online sales promotion, attitude towards online sales promotion, and impulsive buying behavior through a quantitative approach. Therefore, the results of the study were limited to the contents in terms of insights into Generation Z's interest and attitude consumers.

#### **5.4 Direction for future research**

The limitations of the study above pointed out the way to future research.

In the future, the sample for such studies should be expanded to younger Generation Z to increase the comprehensive understanding of their impulse buying behavior for cosmetics. At the same time, researcher can conduct research with Generation Z consumers in another culture or in a different country to see if these cultural factors can have an influence on the interest and impulsive buying behavior regarding the promotion.

The next suggestion for future research could be to investigate the online sales promotion with regular buying behavior to further refine the conclusions of this study.

In the future, researchers may try to use qualitative research methods to gain a deeper understanding of respondents' opinion on the online sales promotion and impulsive buying behavior.

Lastly, this study is based on the consumption of cosmetics. In the future, this research can explore a specific type of cosmetics to further deepen the understanding and insight into Generation Z consumers, such as make-up cosmetics or hair care product.

#### **5.5 Practical implications**

The results of this study provide valuable knowledge and information, which can help more companies and brands understand which types of online promotion will motivate Chinese Generation Z's interest in buying cosmetics and what their feelings about the online promotions are. And online merchants can choose the most suitable online promotion type according to their own situation to



induce Generation Z consumers to generate impulsive buying behavior, especially for cosmetics brands.

According to the research results, when Chinese Generation Z buys cosmetics online, the types of online sales promotion they are most interested in are discount promotion and price promotion. These two online sales promotions can make Chinese Generation Z consumer feel the price change more intuitively. Therefore, cosmetics sellers or cosmetics brands can use these two online sales promotions to grab Chinese Generation Z consumer's attention and attract them to click on the product page to view product information in detail. Discount promotions and price promotions can help sellers attract the attention of Chinese Generation Z consumers, but the frequent use of these promotions has resulted in Chinese Generation Z consumers being less sensitive to them and less inclined to make impulsive buying.

In addition, the types of online promotions that Chinese Generation Z consumer is less interested in are premium, sweepstakes, quantity discount, and free shipping. However, if marketers can use the tricks correctly, which may increase the interest of Chinese Generation Z consumers in these online sales promotions, and their impulse buying behavior may also increase. For example, if a gift or sweepstakes prize offered by an online cosmetics store is something that consumers are interested in, it will greatly increase the possibility that Chinese Generation Z consumer will buy cosmetics on impulse. Therefore, when sellers or brands choose sweepstakes prizes and gifts, they should give priority to what Chinese Generation Z consumer is interested in. This can stimulate their desire to buy impulsively and increase the sales volume of cosmetics. Additionally, sellers can try to set up a

contest or use mystery boxes to cater to consumers and thus encourage impulse buying. At the same time, considering that Chinese Generation Z consumers tend to be rational when buying cosmetics, it is suggested that sellers should add product information together with the sales promotion as well, so that it can encourage the buying behavior. Then, given that the design of web pages will affect impulse buying, sellers and brands can attract the attention of Chinese Generation Z consumers by providing more creative designs to them, thus increasing their impulse to buy.

In general, Chinese Generation Z consumers have a positive attitude towards online sales promotion, and they think it is favorable. This result shows that for Chinese Generation Z consumers, online promotion activities can bring benefits to them. Therefore, sellers should avoid using false promotions to deceive consumers when using online promotions. The more positive Chinese Generation Z consumers are about online promotions, the more likely they are to buy cosmetics on impulse.

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**APPENDICES**

จุฬาลงกรณ์มหาวิทยาลัย  
**CHULALONGKORN UNIVERSITY**

## APPENDIX A

### Questionnaire (Chinese Version)

本研究按照传播学研究课程的要求，由朱拉隆功大学传播艺术系战略传播管理专业硕士研究生进行。本次问卷调查的目的是为了探索中国 Z 世代对网络促销类型的兴趣和态度与化妆品消费的冲动购买行为，并调查它们之间的关系。

问卷调查大约需要 15 分钟。请参与者根据自己的观点和想法尽可能准确地完成以下所有问题。收集的数据将被分析和仅用于教育目的。

#### 第一节 筛选问题

说明: 请根据你的情况选择最适合的答案

1. 你是否是中国国籍并现居住在中国?

1. 是  2. 否 (结束调查)

2. 你的年龄是否在18-26岁范围内?

1. 是  2. 否 (结束调查)

3. 你在过去3个月内是否购买过化妆品?

1. 是  2. 否 (结束调查)

#### 第二节 人口统计

说明: 请根据你的情况选择最适合的答案

1. 你的性别是?

1. 女

2. 男


3. 其他

2. 你经常在网上购买哪些化妆品? (多选)

- 1. 香水
- 2. 彩妆（比如粉底霜、眼妆、口红等等）
- 3. 护肤化妆品（比如护肤液、精华液、洁面乳等等）
- 4. 护发产品（比如洗发水、护发素等等）
- 5. 指甲护理产品
- 6. 特殊用途的化妆品（如防晒霜、生发产品、染发剂、祛斑产品、美白产品等等）

### 第三节 对网络促销类型的兴趣

说明:请根据你对**化妆品消费**的体验对下面的陈述进行评分, 在下面的数字下加上(✓)标记: (5=非常同意, 4=同意, 3=既不同意也不反对, 2=不同意, 1=强烈反对)

你同意下面的陈述吗?		强烈同意 ← 强烈不同意				
		5	4	3	2	1
特价促销 	1. 化妆品网店使用的特价促销吸引了我的注意。					
	2. 在购物的过程中, 如果看到化妆品网店在做特价促销, 我会点击仔细查看商品或者挑选商品。					
	3. 我对化妆品网店所做的特价促销感兴趣。					
	1. 化妆品网店使用的折扣促销吸引了我的注意。					

<p>折扣促销</p> 	<p>2. 在购物的过程中，如果看到化妆品网店在做折扣促销，我会点击仔细查看商品或者挑选商品。</p>					
	<p>3. 我对化妆品网店所做的折扣促销感兴趣。</p>					
<p>优惠券</p> 	<p>1. 化妆品网店使用的优惠券促销吸引了我的注意。</p>					
	<p>2. 在购物的过程中，如果看到化妆品网店在做优惠券促销，我会点击仔细查看商品或者挑选商品。</p>					
<p>抽奖</p> <p>买xx产品或满xx元可获得一次抽奖机会</p> 	<p>1. 化妆品网店使用的抽奖促销吸引了我的注意。</p>					
	<p>2. 在购物的过程中，如果看到化妆品网店在做抽奖促销，我会点击仔细查看商品或者挑选商品。</p>					
<p>量多优惠</p> 	<p>1. 化妆品网店使用的量多优惠促销吸引了我的注意。</p>					
	<p>2. 在购物的过程中，如果看到化妆品网店在做量多优惠促销，我会点击仔细查看商品或者挑选商品。</p>					
	<p>3. 我对化妆品网店所做的量多优惠促销感兴趣。</p>					
	<p>1. 化妆品网店使用的运费优惠促销吸引了我的注意。</p>					

<p>运费优惠</p> 	<p>2. 在购物的过程中，如果看到化妆品网店在做运费优惠促销，我会点击仔细查看商品或者挑选商品。</p>					
<p>限时抢购</p> 	<p>1. 化妆品网店使用的限时抢购促销吸引了我的注意。</p>					
<p>赠品</p> 	<p>1. 化妆品网店使用的赠品促销吸引了我的注意。</p>					
	<p>2. 在购物的过程中，如果看到化妆品网店在做赠品促销，我会点击仔细查看商品或者挑选商品。</p>					
	<p>3. 我对化妆品网店所做的赠品促销感兴趣。</p>					

#### 第四节 对网络促销的态度

说明:请根据你对**化妆品消费**的体验选择最能描述你的评级并在数字下面标上标记。

我觉得针对化妆品的网络促销活动是:

令人不快的	1	2	3	4	5	6	令人愉快的
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坏的	1	2	3	4	5	6	好的
有害的	1	2	3	4	5	6	有利的
不吸引人的	1	2	3	4	5	6	吸引人的
我不喜欢它	1	2	3	4	5	6	我喜欢它

### 第五节 冲动性购买行为

说明:请根据你对**网购化妆品**的体验对下面的陈述进行评分, 在数字下面标上标记(5=非常同意, 4=同意, 3=既不同意也不反对, 2=不同意, 1=强烈不同意)。

你同意下面的陈述吗?		强烈同意 ← 强烈不同意				
		5	4	3	2	1
1.	在过去3个月中, 我事先完全没有任何购买化妆品的计划, 在进入购物网站后才决定购买的。					
2.	在过去3个月中, 我完全没有进行仔细考虑就买了化妆品。					
3.	在过去3个月中, 我完全受当时的情绪影响而购买的化妆品。					
4.	在过去3个月中, 在购物过程中我会突然对一些本来不打算购买和非必需的化妆品体验到强烈的购买冲动。					



## APPENDIX B

### Questionnaire (English Version)

This research project is conducted in partial requirements of the Communication Research Project, enrolled by M.A. Strategic Communication Management students from the Faculty of Communication Arts, Chulalongkorn University. The purpose of this questionnaire is to explore cosmetic consumption in the Chinese Generation Z.

This questionnaire will take approximately 15 minutes. Participants are requested to complete all of the following questions based on their opinion and as accurately as possible. The data collected will be analyzed and used for educational purposes only.

#### Part 1 Screening Question

*Instructions: Please check ( ✓ ) the answer that best represents you*

1. Are you of Chinese nationality and currently living in China?  
 1. Yes    2. No (end of the survey)
2. Are you in the 18-26 age range?  
 1. Yes    2. No (end of the survey)
3. Have you purchased any cosmetics online in the past 3 months?  
 1. Yes    2. No (end of the survey)

#### Part 2 Demographic

*Instructions: Please check ( ✓ ) the answer that best represents you*

1. What is your gender?




- 1. Female
- 2. Male
- 3. Others



2. What cosmetic products do you often buy online? (You can choose more than a choice)




- 1. Perfume
- 2. Makeup cosmetics (E.g., foundation creams, eye makeup, lipsticks, etc.)
- 3. Skin care cosmetics (E.g., skin lotion, essence, cleansing cream, etc.)
- 4. Hair care product (E.g., shampoo, hair treatment, etc.)
- 5. Nail care product
- 6. Special use cosmetics (E.g., sunscreens, hair growth products, hair dyes, freckle-removing products, and whitening products, etc.)

**Part 3 Interest in online sales promotion**

*Instructions:* Please rate the statements below according to your experience with **buying cosmetic products online** by marking ( ✓ ) below the number on the scale below: 5 = strongly agree, 4 = agree, 3 = neither agree nor disagree, 2 = disagree, 1 = strongly disagree.

Do you agree with the following statements?		Strongly Agree ← Strongly Disagree				
		5	4	3	2	1
Price promotion 	1. The use of price promotion in online cosmetic stores will attract my attention.					
	2. In the process of shopping, if I see a price promotion in an online cosmetic store, I will click to check the product information carefully and make a selection.					
	3. I'm interested in the price promotion offered by online cosmetic stores.					
Discount promotion 	1. The use of discount promotion in online cosmetic stores will attract my attention.					
	2. In the process of shopping, if I see a discount promotion in an online cosmetic store, I will click to check the product information carefully and make a selection.					
	3. I'm interested in the discount promotion offered by online cosmetic stores.					
Coupon 	1. The use of coupon promotion in online cosmetic stores will attract my attention.					
	2. In the process of shopping, if I see a coupon promotion in an online cosmetic store, I will click to check the product information carefully and make a selection.					
	3. I'm interested in the coupon promotion offered by online cosmetic stores.					

Do you agree with the following statements?		Strongly Agree ← Strongly Disagree				
		5	4	3	2	1
<b>Sweepstakes</b> 买xx产品或双满xx元可获得一次抽奖机会 	1. The use of sweepstakes promotion in online cosmetic stores will attract my attention.					
	2. In the process of shopping, if I see a sweepstakes promotion in an online cosmetic store, I will click to check the product information carefully and make a selection.					
	3. I'm interested in the sweepstakes promotion offered by online cosmetic stores.					
<b>Quantity discount</b> 	1. The use of quantity discount promotion in online cosmetic stores will attract my attention.					
	2. In the process of shopping, if I see a quantity discount promotion in an online cosmetic store, I will click to check the product information carefully and make a selection.					
	3. I'm interested in the quantity discount promotion offered by online cosmetic stores.					

Do you agree with the following statements?		Strongly Agree ← Strongly Disagree				
		5	4	3	2	1
Free shipping 	1. The use of free shipping promotion in online cosmetic stores will attract my attention.					
	2. In the process of shopping, if I see a free shipping promotion in an online cosmetic store, I will click to check the product information carefully and make a selection.					
	3. I'm interested in the free shipping promotion offered by online cosmetic stores.					
Limited-time offer 	1. The use of limited-time offer promotion in online cosmetic stores will attract my attention.					
	2. In the process of shopping, if I see a limited-time offer promotion in an online cosmetic store, I will click to check the product information carefully and make a selection.					
	3. I'm interested in the limited-time offer promotion offered by online cosmetic stores.					
Premium 	1. The use of premium promotion in online cosmetic stores will attract my attention.					
	2. In the process of shopping, if I see a premium promotion in an online cosmetic store, I will click to check the product information carefully and make a selection.					
	3. I'm interested in the premium promotion offered by online stores.					

#### Part 4 Attitude towards online sales promotion

*Instructions:* Please choose the rating that best describes the statement based on your experience with **cosmetic consumption** and mark it with a ○.

I think online promotion for cosmetic products is:

Unfavorable	1	2	3	4	5	6	Favorable
Bad	1	2	3	4	5	6	Good
Harmful	1	2	3	4	5	6	Beneficial
Unattractive	1	2	3	4	5	6	Attractive
I don't like it	1	2	3	4	5	6	I like it

#### Part 5 Impulsive buying behavior

*Instructions:* Please rate the statements below according to your experience with buying cosmetic products online **during the past three months** by putting the mark ( ✓ ) under the number, in the scale below: 5 = strongly agree, 4 = agree, 3 = neither agree nor disagree, 2 = disagree, 1 = strongly disagree.

Do you agree with the following statements?		Strongly Agree ← Strongly Disagree				
		5	4	3	2	1
1.	During the past three months, I did not have any prior purchase plan at all and decided to buy only after entering the shopping website.					

Do you agree with the following statements?		Strongly Agree ← Strongly Disagree				
		5	4	3	2	1
2.	During the past three months, I purchased the cosmetics online without any careful consideration.					
3.	During the past three months, the reason why I bought the cosmetic product online at that time was that I was completely influenced by my emotions.					
4.	During the past three months, in the process of shopping, I suddenly have a strong impulse to buy cosmetic products online that I do not plan to buy.					

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