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Some Main Factors Affecting Consumers' Impressive Buying Behavior at Retail Points in Ho Chi Minh City

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Abstract
This study examines the relationship between brand awareness, product display, point of sale materials, point -of-sale promotion, interest, impulse buying urgency, and impulse buying behavior. The research aims to understand how these factors influence impulsive purchasing decisions. A mixed-methods approach combining qualitative and quantitative research methods was employed, with data collected through surveys from a sample of 425 customers at convenience stores in Ho Chi Minh City, Vietnam. The results reveal that brand awareness, product display, multiple item displays, and in-store promotions have an impact on interest, interest influences impulse buying urgency, and impulse buying urgency affects impulse buying behavior. The study provides detailed insights into the drivers of impulse buying behavior and proposes practical ideas for marketers and retailers to enhance their strategies in stimulating impulsive purchases.

Keywords: Brand Awareness, Product Display, Point of Sale Materials, Point -of-Sale Promotion, Interest, Impulse Buying Urgency, Impulse Buying Behavior

1. Introduction

To attract attention and influence the purchasing behavior of many customers, in addition to promotional activities such as promotions or discounts, manufacturers need to pay attention to marketing factors at points of sale. retail, specifically displaying professionally and eye-catching... According to research (Prashar *et al*., 2016), the results show that retailers and marketers need to research and understand the customer purchasing behavior, factors influencing purchasing behavior at points of sale. Also according to research (Hanh and Tai, 2021) [14], it shows that building and completing promotional activities must be appropriate, updating information to consumers at the right time will help the organization increase efficiency. thistle marketing plan. Furthermore, the concepts of marketing at all points of sale, or marketing to customers, are not unfamiliar to retailers and organizations.

Impulsive buying behavior, this is an area of research on customer behavior, in theories related to the topic. Impulsive buying behaviors are sudden, quick purchases, without prior planning, to purchase specific products (Beatty and Ferrell, 1998) [7]. The type of customer behavior that exists in practice is the concern of many marketers, specifically studies such as (Amos *et al*., 2014; Iyer *et al*., 2019; Kim *et al*., 2018; Santini *et al*., 2019 [35]). Also according to research (Rook, 1987) [34], impulse buying behavior is often related to emotional sensitivity, and is a complex phenomenon. Above all, previous studies have studied impulse buying behavior performed in fields such as furniture, supermarket retail (Zhou and Wong, 2004) [44], fashion retail (Park and al., 2006) [28], impulse buying via the Internet (Zhou and Wong, 2004) [44].

Furthermore, previous studies have looked at sensory cues that influence the atmosphere at the point of sale, but considering the marketing elements deployed by retailers, marketers at the point of sale are very important. Little. Similarly, previous studies have also shown that marketing elements are responsible for stimulating customers' unplanned and arbitrary purchasing behaviors (Mohan *et al*., 2013) [25]. Factors related to points of sale, including trials, discounts, shelf placement, or display of promotional items at points of sale. Therefore, the study of some key elements of marketing at retail points shows that psychological processes lead to impulse buying behavior, or product groups at retail points in Ho Chi Minh City. Chi Minh, the economic and commercial center, contains an extensive retail system. Furthermore, this study will contribute to demonstrate solutions to the theory of impulse buying behavior, more specifically, the research context also calls for other studies to continue developing theories, to ensure the practical meaning of reasoning (Sheth, 2011). Similarly, the marketing

work of organizations and the fast-moving consumer goods industry in Vietnam mainly focuses on communication activities, marketing at the retail point only see as is a long-armed person who is not yet specialized. This research continues to inherit previous research, while continuing to develop marketing activities at the point of sale, in order to evaluate the impact of customers' impulsive buying behavior, increase opportunities to consume products, and increase sales. Marketing efficiency for the organization, and increased sales efficiency for the retail system.

Consumers spend an average of $ 5,400 per year on food, clothing, household items, and shoes (O'Brien, 2018) [27]. Therefore, it is necessary to investigate follow-through buying behavior Consumer impulses, defined as episodes in which the consumer experiences a sudden, often strong and persistent urge to purchase something immediately (Rook, 1987) [34]. Products purchased on impulse are often assigned a separate category in marketing, but decades of research show that purchases are actually not limited to any particular product type. As (Rook, 1987) [34] asserts, it is individuals, not products, who experience the urge to consume.

Academic research exploring the various triggers of impulse buying includes three main schools of thought. First, some scholars argue that unique characteristics cause customers to engage in impulse buying behavior (Verplanken and Herabadi, 2020). Specifically, impulsive people are more likely to engage in impulse buying (Rook, 1987) [34], whereas people without this trait may be less likely to engage in spontaneous behaviors while shopping. Among the psychological factors that can evoke the urge to buy, researchers have explored the characteristics of search, impulse, and self-expression. Second, both motives and resources can drive purchases. Researchers have identified the influence of two types of motivation (hedonic and utilitarian), as well as subjective norms, and argued that mere impulse is often not strong enough to trigger purchases. Instead, the availability of resources coupled with the lack of self-control necessitates impulsive buying behavior (Baumeister, 2002). Considerable research has specifically investigated different types of resources, including time and money resources (Vohs and Faber, 2007) [39], with the assumption that motivation is based on resources, availability, and Constraints that influence consumer purchasing actions. Third, a number of studies have focused on the role of marketing incentives, highlighting how impulse purchases can result from store or shelf placement and attractive displays. And in-store promotions. This view holds that impulse buying can be influenced, so retailers invest in marketing tools designed to enable it (Vohs and Faber, 2007) [39].

Although these diverse research streams approach impulse buying from different angles and have established insights into its triggers, a unified and comprehensive perspective only we understand the factors that drive impulse buying will intensify further. The author conducts a meta-analysis based on a rigorous integration of previous empirical research, focusing on the most impactful drivers and antecedents, and the underlying insights obtained. Obtained from estimating effect sizes. Furthermore, the research could be more in-depth and the results could also assist managers in formulating strategies to stimulate attractive purchases by targeting the most receptive and invested customers. Into effective marketing campaigns. In addition to the direct effects of various antecedents on impulse buying, our proposed framework identifies a number of mediating mechanisms, including brand recognition, display of multiple promotional items, displaying many products and promotional activities at the point of sale. The author also examines the impact of interest, or excitement urges to make impulse purchases, allowing the authors to identify their concurrent mediating role, as well as the possibility of sequential moderation (i.e., self-control influencing impulse buying behavior). The exact role of these mediating variables has been discovered in previous impulse buying studies and the author inherits and continues to develop the understanding of its influence, while also providing new insights. And promote further in-depth research.

With the practical value of impulse consumption for management, impulse shopping is always a hot research (Chung *et al*., 2017) [8]. Impulse buying is a sudden, spontaneous behavior that involves rapid decision making (Ahn *et al*., 2020) [3]. Thus, the time available (abundant or scarce) for individuals to make such impulsive buying decisions can exert an important influence on the process. Furthermore, in the retail business, such an unusual short-term experience makes the perception of time scarcity common (Lin and Chen, 2013) [22]. Unlike everyday life, impulse buying is a novel and unfamiliar context (Lv and McCabe, 2020) [23], which can change the level of purchase appeal under time pressure. Therefore, continuing to develop theory and develop interest, or the impulsive buying urge, impulse buying behavior is more effective, it is important and necessary to investigate the influence of time scarcity on customers' impulse buying on the system of retail point. However, up to now, there has not been much research or development on this impact. This study continues to inherit previous studies and develops a research model. In which, the independent variable is awareness brand, displaying many advertising items, displaying many products, with promotional activities, influencing interest, role as intermediary Impulsive buying impulse between excitement and impulse buying behavior.

The study conducted group discussions with 09 consumers who had purchased goods at convenience stores in Ho Chi Minh City. The goal of the group discussion method is to identify the main factors affecting impulse buying behavior and adjust the scale content in terms of semantics and vocabulary to suit the research context. The results of the group discussion will be used to complete the scale to conduct a preliminary survey for the topic and serve as a basis for an official survey of the topic.

The project uses quantitative research with sample size to evaluate the reliability and validity of the scale of factors affecting impulse buying behavior, model fit, and test the model using a linear structure.

Using quantitative research methods to survey 425 customers purchasing at retail locations such as convenience stores in Ho Chi Minh City. Quantitative methods to evaluate measurement models such as reliability, convergent validity, and discriminant validity. In addition, the structural model is used to evaluate the level of explanation, prediction, influence level and test the research hypothesis.

The results of the study bring the following practical implications:

The results of the project contribute to raising the awareness of managers and retail organizations in Ho Chi Minh City to identify a number of important factors affecting customers' impulse buying behavior. g such as brand awareness,

displaying many products, displaying many advertising items, promotional activities, excitement, impulse buying.

The research results provide important information for managers to come up with a number of policies to promote impulse buying behavior of individual customers at retail locations in Ho Chi Minh City.

The project has examined and discovered a number of main factors affecting the impulse buying behavior of consumers at retail points: identifying the following factors: Brand, lots of display products, display of many advertising items, promotional activities, excitement, impulse buying. This relationship has not been widely tested in developing countries like Vietnam.

Future studies can inherit from the research model to test and supplement the factors that influence consumers' impulse buying behavior in other fields or industries.

2. Theoretical base and research model

2.1 Stimulus-subject-response (SOR) theory

The theory of stimulus - subject - response (SOR) is a model that explains the relationship between factors in the process of human influence and response. This model posits that the interactions between stimuli (S), actors (O) and human responses (R) create processes that promote and influence their behavior. ta.

Stimuli (S): These are peripheral factors or events that we experience and perceive in our surroundings. These can include sounds, lights, scents, advertising, product information, shopping experiences, and other elements that stimulate the human senses.

Subjective factors (O): These are our internal factors such as knowledge, consciousness, values, emotions, and other personal characteristics. Subjective factors affect how we receive and react to stimuli. For example, personal knowledge and opinions can make a stimulus attractive or unpleasant to us.

Reaction (R): This is the behavior or psychological state that we display based on stimuli and subjective factors. Reactions can include purchasing behavior, attention, emotions, purchase intentions, and other similar reactions.

According to SOR theory, stimuli and subject factors are compatible interact to create a human response. This model emphasizes that the interactions between these factors are important for understanding and predicting human behavior. It can be applied in many fields such as marketing, advertising, consumer psychology and the study of consumer behavior.

2.2 Research hypothesis and research model

2.2.1 The relationship between brand awareness and interest

Brand recognition is the recognition or recall of a brand by consumers (Keller, Parameswaran, & Jacob, 2011). Recognition of product brands or perhaps just a sign such as a logo at the point of sale can also help make purchasing decisions faster, less deliberate, or in other words, more impulsive buying behavior. Aaker (1996) believes that awareness has an impact on customer perceptions and attitudes. The author inherits the research and proposes the first hypothesis:

> ***Hypothesis H1:*** *Brand awareness has a positive effect on interest.*

2.2.2 The relationship between displaying multiple advertising items and interest

Research (Zhou and Wong, 2004) [44] suggests that displaying many advertising items means presenting items containing information related to brands, products, promotions... Items at points of sale have photos. positive impact, stimulating impulse buying behavior, when it has value to attract customers, creating an interesting and modern feeling. Research (Poels and Dewitte, 2008) [30] also shows that advertising at points of sale affects customer interest. The author continues to inherit previous studies and proposes the next hypothesis:

> ***Hypothesis H2:*** *Displaying many advertising items has a positive effect on interest.*

2.2.3 The relationship between multiple product displays and excitement

product display is the arrangement of goods for the purpose of being easily seen and attractive, through display activities (Prashar *et al.*, 2016). Studies also show that displaying many products in different areas will help customers easily access them, promoting impulsive shopping instead of buying according to a pre-existing plan (Bandyopadhyay, 2016) [6], and helps buyers complete the purchase quickly (Sorensen *et al*., 2017), or makes the buyer more comfortable. Displaying multiple products has an impact on interest (Fiore *et al*., 2000) [11]. The author continues to inherit previous studies and proposes the next hypothesis:

> ***Hypothesis H3:*** *Displaying many products has a positive effect on interested actions.*

2.2.4 The relationship between promotional activities and excitement

Promotional activities in stores, including discount programs, promotions, product giveaways, and employee initiative (Palazon and Delgado-Ballester, 2011). Furthermore, marketers can create impulse buying actions, which will benefit customers (Bell *et al*., 2011). Similarly, sales staff have the skills to support customers by communicating, evoking emotions, and stimulating impulse purchases (Chang *et al*., 2011). The author continues to inherit the research and proposes the next hypothesis:

> ***Hypothesis H4:*** *Promotion activities have a positive effect on excitement.*

2.2.5 The relationship between interest and impulse buying

Studies show that impulse buying behavior is linked to psychological states, such as the urge to make impulsive purchases, the state of desire when encountering an object in the environment, this state will take place before arbitrary action (Rook, 1987) [34]. Furthermore, emotions will motivate customers to take risks when shopping (Leith and Baumeister, 1996). Also according to research (Chang *et al*., 2011) shows that the urge to make impulse purchases is an expression of unreasonable desire. The author continues to inherit the research and proposes the next hypothesis:

> ***Hypothesis H5:*** *Interest has a positive influence on impulse buying.*

2.2.6 The relationship between impulse buying impulses and impulse buying behavior

The urge to make impulse purchases has a positive influence on impulse buying behavior (Badgaiyan and Verma, 2014) [5]. The urge to make impulse purchases can influence choices, leading to customers making impulse purchases (Lee, 2008). Furthermore, research (Kacen and Lee, 2002) [17] shows that impulse buying actions will limit thinking and consideration of options. The author continues to inherit previous studies and makes the following final hypothesis:

> ***Hypothesis H6:*** *The impulse to buy impulses positively affects impulse buying behavior.*

Based on research references, the author will apply the SOR model to evaluate the influence of operational marketing factors at retail points (S) on psychological reactions (O), and continue to reflect behavioral response (R). Many of these studies, which also examine impulse buying behaviors, are influenced by customer characteristics (Ahmed *et al*., 2020; Amos *et al*., 2014; Iyer *et al*., 2019; Park *et al*., 2019). al., 2006; Li *et al*., 2021 [20]; Naeem, 2020 [26]; Prashar *et al*., 2016; Santini *et al*., 2019 [35]; Xu *et al*., 2020 [40]; Zafar *et al*., 2021 [41]; Zhang *et al*., 2021 [42]; Zheng *et al*., 2019 [43]). But more specifically and more practically, it is the consideration of situational and environmental factors that impact impulse buying behavior, these are factors that marketers can effectively control. fruit.

Other studies also suggest that external stimuli from marketing activities are important factors affecting impulse buying activities (Iyer *et al*., 2019). Specifically, in Vietnam, marketing elements at retail points have also been researched and are popular in the fast-moving consumer goods industry, such as displaying many products, displaying many advertising items, and identifying products. brands, or sales promotion activities of wholesale organizations, and factors considered as key factors.

Interest is considered in many contexts and contexts of research, from supermarkets to restaurants, street food, or types of services (Choi, 2016). Interest is defined as feelings such as enjoyment, pleasure, pride, and excitement (Bearden and Netemeyer, 1999). Also according to research by (Coley and Burgess, 2003) [9], the act of browsing through points of sale can affect emotional states, and will increase the ability of many customers to make impulse purchases, based on awareness. and considerations.

The author inherits the research of (Hanh and Tai, 2021) [14], to evaluate the relationship between the independent variables of brand awareness, displaying many advertising items, displaying many products, and promotion activities., impact on interest, mediating role in impulsive purchase urge between interest and impulse purchase behavior.

Through 10 research reviews, impulse buying behavior is consistent with research in Vietnam, specifically in Ho Chi Minh City, where there are a very large number of convenience stores and mini supermarkets.

behavior requires extensive research to grasp customer trends, to offer many appropriate programs and promotions for each target audience, to increase revenue and best serve customers. Therefore, the author inherits many previous studies and proposes the following research model:

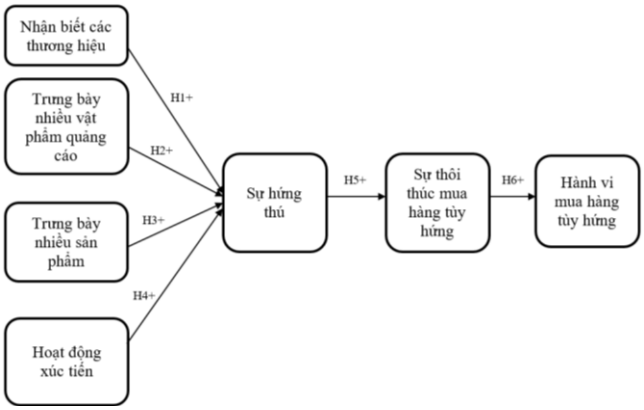

Fig 1: Proposed research model

3. Research methods

3.1 Research process

3.1.1 Qualitative method

The scale displays many products using the scale (Parsad *et al*., 2017), with 3 observed variables. Scale for measuring promotion activities, inheriting the scale (Atulkar and Kesari, 2018) [4], with 3 observed variables. The scale displays many advertising items, using a research scale (Parsad *et al*., 2017) with 3 observed variables. Brand awareness scale, using research scale (Sasmita and Suki, 2015) [36], with 5 observed variables. Interest scale, using research scale (Choi, 2016), with 4 observed variables. Measuring urge to buy impulse, using research scale (Beatty and Ferrell, 1998) [7], with 3 observed variables. Scale to measure impulse buying behavior, using research scale (Choi, 2016), with 3 observed variables.

3.1.2 Quantitative research

Coefficient of determination: The coefficient of determination (R^2) is an index that measures the goodness of fit of a linear regression model. This coefficient indicates the percentage of variation in the dependent variable that is explained by the independent variables. Inner model evaluation: Evaluation criteria based on research by Hair & colleagues (2017, page 456) Coefficient of determination (R^2): Based on the research context to determine the acceptable level; Assess the level of influence (f^2): Weak influence: f^2 = 0,02. Moderate influence: f^2 = 0,15. Strong influence: f^2 = 0,35. Estimating path coefficients: Assessing significance and confidence intervals. Predicting relevance Q^2 : Using Blindfolding: Weak prediction: Q^2 = 0,02. Moderate prediction: Q^2 = 0,15. Based on strong guess: Q^2 = 0,35

3.2 Preliminary quantitative results

Scale "Exhibit a lot product" has 3 observed variables and Cronbach's alpha coefficient is 0,825. This alpha value shows the relatively high reliability of the scale, with a level of uniformity and stability of observed variables.

The "Brand awareness" scale has 5 observed variables and Cronbach's alpha coefficient is 0,942. This alpha value shows the very high reliability of the scale, with a level of uniformity and stability of the variables. Observe.

The scale “Promotion activities” has 3 observed variables and Cronbach's alpha coefficient is 0.805. This alpha value shows the relatively high reliability of the scale, with a level

of uniformity and stability of the items. Observed variables.
The scale "Display of items at point of sale" has 3 observed variables and Cronbach's alpha coefficient is 0,826. This alpha value shows the relatively high reliability of the scale, with a level of uniformity and stability of observed variables.
The "Interest" scale has 4 observed variables and Cronbach's alpha coefficient is 0.716. This alpha value shows the relatively high reliability of the scale, despite the level of homogeneity and stability of the variables observations may not be as high as other scales.
The scale "Urge to impulsively buy" has 3 observed variables and Cronbach's alpha coefficient is 0,855. This alpha value shows the relatively high reliability of the scale, with a level of uniformity and stability of observed variables.
The scale "Impulsive buying behavior" has 3 observed variables and Cronbach's alpha coefficient is 0,862. This alpha value shows the relatively high reliability of the scale, with a level of uniformity and stability of the scale observed variables.

3.3 EFA exploratory factor analysis

Kaiser-Meyer-Olkin Measure of Sampling Adequacy: This value measures the suitability of the sample to perform factor analysis. The KMO value ranges from 0 to 1, and higher values indicate that the sample is suitable for factor analysis. In this case, the KMO value is 0.753, showing that the sample has a relatively good suitability to perform factor analysis.
Bartlett's Test of Sphericity: This is a statistical test used to test the spatial interaction hypothesis in factor analysis. If the p value (Sig.) is less than a significance threshold (usually 0.05), we have enough evidence to reject the spatial interaction hypothesis and conduct factor analysis. In this case, the p value is 0.000, which is less than the significance threshold of 0.05, indicating that there is enough evidence to reject the interaction spatial hypothesis and proceed with factor analysis.
Based on the component matrix after being rotated and analysis parameters such as extraction method and rotation method that you provide, we can comment as follows:
Extraction method: In this case, use the Principal Component Analysis (PCA) method to extract principal components from the data.
Rotation method: In this case, use the Varimax method with Kaiser Normalization to rotate the component matrix. The Varimax method is often used to create independent and more understandable components.
Rotated component matrix: This matrix displays the degree of association between variables and components after performing rotation. Each cell in the matrix contains the correlation coefficients between the variable and the corresponding component. Empty cells in the matrix indicate that the variable is not strongly associated with the corresponding component.
Components: There are a total of 7 components after performing the rotation. The above components ensure convergent and distinct values.

4. Research results

4.1 Characteristics of the study sample

Gender: The study sample included 204 men (48%) and 221 women (52%). The ratio between men and women in the sample is quite balanced, with no large differences.
Age: The study sample was divided into 4 age groups. The age group from 18 to 24 accounts for the highest proportion with 213 people (50%), followed by the age group from 25 to 34 with 112 people (26%). The age group from 35 to 44 accounted for 87 people (20%), and the age group from 45 and over had the fewest participants with only 13 people (3%).
Income: The research sample has a fairly diverse income distribution. The income group from 10 to 20 million accounts for the highest proportion with 211 people (50%). The income group under 5 million has 131 people (31%), the income group from 5 to 10 million has 43 people (10%). Higher income groups such as from 20 to 30 million and from 30 million and above have lower rates with 21 people (5%) and 19 people (4%) respectively.
Education: The study sample includes different educational groups. The university group accounts for the highest proportion with 250 people (59%). The college and intermediate school group has 155 people (36%). The high school or lower and post-graduate groups have the lowest rates with 12 people (3%) and 8 people (2%) respectively.

4.2 Evaluate the measurement model

4.2.1 Test the reliability of the scale

It can be seen that the Cronbach's alpha, composite reliability (rho_a), composite reliability (rho_c), and average variance extracted (AVE) coefficients of the scales in this study all meet the requirements, specifically:
Cronbach's alpha coefficient is an index that measures the reliability of a scale in a statistical way. The value of Cronbach's alpha coefficient is usually required to be greater than 0.7.
Composite reliability (rho_a) is an index that measures the reliability of a scale in a statistical way. The value of composite reliability (rho_a) is often required to be greater than 0.7. Composite reliability (rho_c) is an index that measures the reliability of a scale in a statistical way. The value of composite reliability (rho_c) is often required to be greater than 0.7. Average variance extracted (AVE) is an index that measures the reliability of a scale in a statistical way. The value of AVE is usually required to be greater than 0.5.
For the scale "Impulsive buying behavior", it can be seen that the coefficients Cronbach's alpha, composite reliability (rho_a), composite reliability (rho_c), and AVE all meet the requirements. This shows that this scale has high reliability, meaning that the observed variables in this scale reflect well the latent variables they measure.
For the "Interest" scale, it can be seen that the Cronbach's alpha, composite reliability (rho_a), and composite reliability (rho_c) coefficients all meet the requirements. However, the AVE coefficient of this scale is 0.73, lower than other scales in the study. This shows that the latent variable "Interest" only explains 73% of the variation of the observed variables in this scale. However, the AVE coefficient of this scale is still satisfactory, so this scale can be used to measure customer interest.
For the remaining scales, the coefficients Cronbach's alpha, composite reliability (rho_a), composite reliability (rho_c), and AVE all meet the requirements. This shows that these scales have high reliability, meaning that the observed variables in these scales reflect well the latent variables they measure.

In summary, the scales in this study are highly reliable, meaning that the observed variables in these scales reflect well the latent variables they measure.

4.2.2 Test the convergent validity of the scale

Test the convergent validity of the scale based on the AVE value. The AVE value is an index that measures the convergence of a scale in a statistical way. The value of AVE is usually required to be greater than 0.5. The AVE value indicates the percentage of variation in a latent variable that is explained by observed variables in that scale. The larger the AVE value, the more closely related the observed variables in the scale are to each other and the better they reflect the latent variable they measure. From the data table provided, it can be seen that the AVE values of all scales are greater than 0.5, so these scales all have high convergence value. This shows that the observed variables in these scales are closely related to each other and all reflect well the latent variables they measure.

Impulsive buying behavior: AVE value is 0.742. This shows that the latent variable "Impulsive buying behavior" explains 74.2% of the variation of the observed variables in this scale.

Interest: AVE value is 0.73. This shows that the latent variable "Interest" explains 73% of the variation of the observed variables in this scale.

Recognizing brands: AVE value is 0.68. This shows that the latent variable "Knowledge of brands" explains 68% of the variation of observed variables in this scale.

Present multiple promotional items: AVE value is 0.742. This shows that the latent variable "Presentation of many advertising items" explains 74.2% of the variation of observed variables in this scale.

The urge to buy impulsively: The AVE value is 0.762. This shows that the latent variable "Impulsive buying urge" explains 76.2% of the variation of observed variables in this scale.

Displaying multiple products: AVE value is 0.759. This shows that the latent variable "Displaying many products" explains 75.9% of the variation of the observed variables in this scale.

Promotional activities: AVE value is 0.757. This shows that the latent variable "Promotion activities" explains 75.7% of the variation of the observed variables in this scale.

Thus, it can be concluded that the scales in this study all have high convergent validity. This shows that the observed variables in these scales are closely related to each other and all reflect well the latent variables they measure.

Assessing the convergent validity based on the loading factor: The loading factor is an index that measures the convergence of the scale in a statistical way. The value of the load factor is usually required to be greater than 0.7. The loading factor indicates the degree of correlation between the observed variable and the latent variable that the observed variable measures. The larger the loading factor, the better the observed variable reflects the latent variable it measures.

From the data table provided, it can be seen that the loading coefficients of all observed variables in the scales are greater than 0.7, so these scales all have high convergent value. This shows that the observed variables in these scales are closely related to each other and all reflect well the latent variables they measure.

Impulsive buying behavior: All observed variables have loading factors greater than 0.7, so this scale has high convergent validity.

Interest: All observed variables have loading factors greater than 0.7, so this scale has high convergent validity.

Recognizing brands: All observed variables have loading factors greater than 0.7, so this scale has high convergent validity.

Presenting many advertising items: All observed variables have loading factors greater than 0.7, so this scale has high convergent validity.

The urge to buy impulsively: All observed variables have factor loadings greater than 0.7, so this scale has high convergent validity.

Displaying many products: All observed variables have loading factors greater than 0.7, so this scale has high convergent validity.

Promotion activities: All observed variables have loading factors greater than 0.7, so this scale has high convergent validity.

Thus, it can be concluded that the scales in this study all have high convergent validity. This shows that the observed variables in these scales are closely related to each other and all reflect well the latent variables they measure.

4.2.3 Discriminant validity tes

The Fornell - Lacker criterion allows assessing the discriminant value of latent variables in a measurement model by comparing the square root value of the variance extracted (AVE) of each latent variable with the absolute value. of the correlation coefficient between that latent variable and the remaining latent variables. The square root of variance extracted (AVE) value of a latent variable indicates the percentage of variation in that latent variable that is explained by observed variables in the scale of that latent variable. The larger the square root value of the extracted variance, the better that latent variable reflects the observed variables in its scale. The correlation coefficient between two latent variables indicates the degree of correlation between those two latent variables. The larger the correlation coefficient, the more similar the two latent variables are.

From the data table provided, it can be seen that the square root value of the variance extracted (AVE) of all latent variables is greater than the absolute value of the correlation coefficient between that latent variable and other variables. remaining latent variable. This shows that the latent variables in these scales all have high discriminant value.

Impulsive buying behavior: The square root value of the variance extracted (AVE) is 0.742, larger than the absolute value of the highest correlation coefficient between this latent variable and the remaining latent variables, which is 0.266. Therefore, the latent variable "Impulsive buying behavior" has high discriminant value.

Interest: The square root value of the variance extracted (AVE) is 0.730, larger than the absolute value of the highest correlation coefficient between this latent variable and the remaining latent variables which is 0.262. Therefore, the latent variable "Interest" has high discriminant value.

Recognizing brands: The square root value of the variance extracted (AVE) is 0.680, larger than the absolute value of the highest correlation coefficient between this latent variable and the remaining latent variables, which is 0.183.

Therefore, the latent variable "Awareness of brands" has high discriminant value.

Presenting many advertising items: The square root value of the variance extracted (AVE) is 0.742, larger than the absolute value of the highest correlation coefficient between this latent variable and the remaining latent variables which is 0.105. Therefore, the latent variable "Presentation of multiple advertising items" has high discriminant value.

Urge: The square root value of the variance extracted (AVE) is 0.762, larger than the absolute value of the highest correlation coefficient between this latent variable and the remaining latent variables which is 0.423. Therefore, the latent variable "Urge" has high discriminant value.

Displaying many products: The square root value of the variance extracted (AVE) is 0.759, larger than the absolute value of the highest correlation coefficient between this latent variable and the remaining latent variables, which is 0.105. Therefore, the latent variable "Display of many products" has high discriminant value.

Promotion activities: The square root value of the variance extracted (AVE) is 0.757, larger than the absolute value of the highest correlation coefficient between this latent variable and the remaining latent variables, which is 0.262. Therefore, the latent variable "Promotion activities" has high discriminant value.

Thus, it can be concluded that the scales in this study all have high discriminant value. This shows that the latent variables in these scales are independent of each other and do not overlap.

The HTMT standard allows assessing the discriminant value of latent variables in a measurement model by comparing the HTMT value of each latent variable with a threshold of 0.9. The HTMT value of a latent variable indicates the percentage of variation in that latent variable that is not explained by the remaining latent variables. The smaller the HTMT value, the more independent that latent variable is from the remaining latent variables. From the data table provided, it can be seen that the HTMT values of all latent variables are less than 0.9. This shows that the latent variables in these scales all have high discriminant value. Thus, it can be concluded that the scales in this study all have high discriminant value. This shows that the latent variables in these scales are independent of each other and do not overlap.

4.3 Evaluate the structural model

4.3.1 Multicollinearity phenomenon

To evaluate multicollinearity in the thesis model, use the VIF index (Variance Inflation Factor). The VIF index is used to measure the degree of multicollinearity between independent variables in the model. From the data provided, it can be seen that the VIF values of all variables are less than 10. This shows that multicollinearity is not a serious problem.

However, there are some variables with slightly high VIF values, such as: Hanhvi2 (2,254); Hungthu2 (2,746); Nhanbiet2 (1,827); Quangcao2 (1,834); Thoithuc2 (2,318); Xuctien2 (1,936). These variables have VIF values from 2 to 2.7. As a general rule, a VIF value of 5 or higher is considered a sign of multicollinearity.

4.3.2 Model fit

To evaluate the fit of the model, we can consider a number of fit indices such as SRMR, d_ULS, d_G, chi-square, and NFI (Normed Fit Index).

SRMR (Standardized Root Mean Square Residual): Estimated model: 0,091; Saturated model: 0,047. The smaller the SRMR value, the better. However, in both models, the SRMR value is quite low, indicating that the model has a relatively good fit.

d_ULS (degree of freedom adjusted Unweighted Least Squares): Estimated model: 2,489; Saturated model: 0,665. The lower the d_ULS value, the better, demonstrating the goodness of fit of the model. In this case, the d_ULS value of the estimated model (2,489) is much higher than that of the saturated model (0,665), indicating that the estimated model does not fit well.

d_G (degree of freedom adjusted goodness-of-fit index): Estimated model: 0,355; Saturated model: 0,305. The d_G value is as close to 0 as possible. In this case, both models have high d_G values, indicating poor model fit.

Chi-square: Estimated model: 890,780; Saturated model: 796.473. The smaller the chi-square, the better. However, both models have quite high chi-square values, indicating that the model does not have a good fit.

NFI (Normed Fit Index): Estimated model: 0,827; Saturated model: 0,845; The closer the NFI value is to 1, the better. In this case, both models have quite low NFI values, indicating poor model fit. From the data provided, it can be seen that the SRMR value of the estimated model is larger than the SRMR value of the saturated model. This suggests that the estimated model does not fit the data perfectly.

The d_ULS value of the estimated model is also larger than the d_ULS value of the saturated model. This also shows that the estimated model does not fit the data perfectly. The d_G value of the estimated model does not change significantly compared to the d_G value of the saturated model. This shows that the estimated model fits the data relatively well. The Chi-square value of the estimated model is larger than the Chi-square value of the saturated model. This suggests that the estimated model does not fit the data perfectly. The NFI value of the estimated model is relatively high. This shows that the estimated model fits the data relatively well.

Overall, the estimated model does not fit the data perfectly. However, the estimated model still fits the data relatively well.

4.3.3 The model's level of explanation

R-square value is a statistical indicator used to measure the appropriateness of a regression model. The higher the R-square value, the better the model fits the data. In this case, the R-square value is 0,269. This shows that the variable "Impulsive buying behavior" is explained about 26.90% by the prefixes: brand awareness, displaying many products, displaying many advertising items, activities. promotion, excitement, impulse buying.

4.3.4 Prediction level of the model

In PLS SEM (Partial Least Squares Structural Equation Modeling), SSO (Sum of Squares Explained), SSE (Sum of Squares Error) and Q^2 values are used to evaluate the level of explanation and prediction of the model.

Impulsive buying behavior): SSO: 1,275.00; SSE: 684,291; Q^2: 0,463. Hanhvi's Q^2 value is 0,463, showing that the model explains 46,30% of the variation of the dependent variable Hanhvi. This value has increased significantly compared to the previous value, indicating that the model

has better predictive ability for this dependent variable.
Hungthu (Interest): SSO: 1.700.00; SSE: 775,523; Q^2: 0,544. Hungthu's Q^2 value is 0,544, showing that the model explains 54,40% of the variation in the dependent variable Hungthu. This value has also increased significantly compared to the previous value, indicating that the model has better predictive ability for this dependent variable.
Nhanbiet (Recognize brands): SSO: 2,125.00; SSE: 1032.888; Q^2: 0,514. Nhanbiet's Q^2 value is 0,514, showing that the model explains 51,40% of the variation of the dependent variable Nhanbiet. This value has also increased significantly compared to the previous value, indicating that the model has better predictive ability for this dependent variable.

4.3.5 Testing research hypotheses
To test the relationship between the variables listed in the Table, we can use T statistics and P values. Below are comments on the results of the relationship test:

Get to know the brand -> Interest: T statistics: 3,766; P value: 0,000

With a very small P value (0), we have enough evidence to reject the hypothesis that there is no relationship between Brand Awareness and Interest. It can be concluded that there is a statistically significant relationship between these two variables. Hypothesis H1, brand awareness has a positive effect on interest is accepted.

Displaying many promotional items -> Interest: T statistics: 2,957; P value: 0,003

With a P value smaller than the usual significance level (usually 0,050), we have enough evidence to reject the hypothesis that there is no relationship between Displaying many advertising items and Interest. It can be concluded that there is a statistically significant relationship between these two variables. Hypothesis H2: Displaying many advertising items has a positive effect on interest is also accepted.

Displaying many products -> Interest: T statistics: 1,971; P value: 0,049

With a P value smaller than the usual significance level (usually 0,050), we have enough evidence to reject the hypothesis that there is no relationship between Displaying a lot. Product and Excitement. It can be concluded that there is a statistically significant relationship between these two variables. Hypothesis H3: Displaying many products has a positive effect on interest is also accepted in this study.

Promotion activities - > Interest: T statistics: 2,577; P value: 0,010

With a P value smaller than the usual significance level (usually 0,05), we have enough evidence to reject the hypothesis that there is no relationship between Promotion Activities and Interest. It can be concluded that there is a statistically significant relationship between these two variables. Hypothesis H4: Promotional activities have a positive effect on accepted interest.

Interest -> Urge to buy impulsively: T statistics: 2,202; P value: 0,028

With a P value smaller than the usual significance level (usually 0,05), we have enough evidence to reject the hypothesis that there is no relationship between Interest and Impulsive Buying. It can be concluded that there is a statistically significant relationship between these two variables. Hypothesis H5: Interest has a positive influence on impulse buying urge is also accepted.

The urge to buy impulsively -> Impulsive buying behavior: T statistics: 6,017; P value: 0.000

With a very small P value (0), we have enough evidence to reject the hypothesis that there is no relationship between Impulsive Buying Urge and Impulsive Buying Behavior. It can be concluded that there is a statistically significant relationship between these two variables. Hypothesis H6: The urge to buy impulses positively affects impulse buying behavior is also accepted.
In summary, all research hypotheses are accepted. This shows that the independent variables studied are related to the dependent variable, impulse buying behavior.

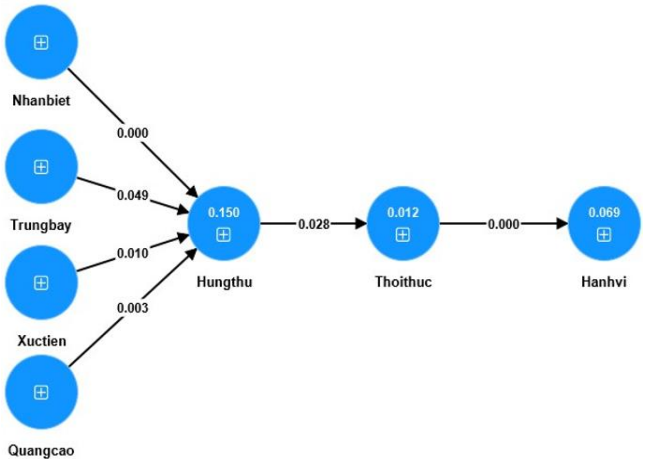

Fig 2: PLS-SEM estimated coefficients

4.4 Discuss research results
Hypothesis 1: Perception of the brand is related to impulse buying behavior. Comparison with previous studies: Previous studies have also shown that awareness of the Brand has a positive impact on impulse buying behavior. Specifically, a study by Beatty and Ferrell (1998) [7] showed that cognitive Brand has a positive impact on impulse buying behavior. This research shows that consumers are more likely to make impulse purchases from brands they are familiar with and trust. Be aware of the Brand can be defined as the level of familiarity and trust consumers have with a brand. When consumers are aware of the positive brand towards a brand, they will tend to trust that brand and are more likely to buy that brand's products without thinking twice. The hypothesis testing results of this study are consistent with previous studies. This suggests that brand awareness is an important factor driving impulse buying behavior. Research by Parsad, Prashar, and Tata (2017) surveyed 200 consumers in India and found that product excitement has a positive impact on impulse buying behavior. Research by Beatty and Ferrell (1998) [7] surveyed 250 consumers in the United States and found that product excitement had a positive impact on impulse buying behavior. Research by Gupta and Lord (1998) surveyed 300

consumers in Singapore and found that product interest had a positive impact on impulse buying behavior.

Hypothesis 2: Extensive display promotional items are related to impulse buying behavior. Comparison with previous studies: Previous studies have also shown that displaying a lot advertising items have a positive impact on impulse buying behavior. Specifically, a study by Robert and John (1982) [32] showed that high display Advertising items have a positive impact on impulse buying behavior. This research shows that when consumers see a product displayed attractively, they are more likely to buy it. Lots of display Promotional items can be defined as the way products are arranged and presented in a store. An attractive display of items will attract consumers' attention and make them more likely to purchase the product. The hypothesis testing results of this study are consistent with previous studies. This shows that much Promotional items are an important factor promoting impulse buying behavior.

Hypothesis H3: Displaying many products has a positive effect on interested actions. This hypothesis states that when many products are displayed in the same space, consumers will tend to feel more excited and be more likely to make impulse purchases. There are several explanations for this hypothesis. First, when there are many products on display, consumers will have more choices. This makes it easier for them to find products that suit their needs. Second, when there are many products on display, consumers will have many opportunities to discover and experience new products. This helps them easily be attracted and interested in new products. The hypothesis testing results of this study are consistent with previous studies. This suggests that multiple product displays are an important factor driving impulse buying behavior. Research by Robert and John (1982) [32] surveyed 100 consumers in the United States and found that multiple product displays had a positive impact on impulse buying behavior. Research by Inman and Winer (1995) surveyed 150 consumers in the United States and found that multiple product displays had a positive impact on impulse buying behavior. Research by Baker, Levy, and Grewal (1992) surveyed 200 consumers in the United States and found that multiple product displays had a positive impact on impulse buying behavior. These studies all show that when there are many products on display, consumers tend to feel more interested and are more likely to make impulse purchases. The hypothesis testing results of this study are consistent with previous studies. This suggests that multiple product displays are an important factor driving impulse buying behavior.

Hypothesis H4: Promotion activities have a positive effect on interest. This hypothesis assumes that promotional activities at the point of sale such as high display products, promotions, discounts... Have a positive impact on consumer interest. There are several explanations for this hypothesis. First, promotion activities can help consumers easily find the products they need, thereby increasing the likelihood of purchasing at the point of sale. Second, promotion activities can create an attractive shopping environment, stimulating consumer curiosity and interest. At point of sale. Third, promotion activities can help consumers become aware of new products, thereby increasing the likelihood of impulse purchases. At point of sale. The hypothesis testing results of this study are consistent with previous studies. This shows that promotion activities are an important factor driving impulse buying behavior at point of sale. Comparison with previous studies: At least 3 previous studies have shown that promotion activities have a positive impact on impulse buying behavior. At point of sale. Research by Inman and Winer (1995) surveyed 150 consumers in the United States and found that promotion activities had a positive impact on impulse buying behavior. At point of sale. Research by Baker, Levy, and Grewal (1992) and Robert and John (1982) [32] surveyed 100 consumers in the United States and found that promotion activities had a positive impact on impulse buying behavior. at point of sale.

Hypothesis 5: Product interest is related to the urge to make impulse purchases. Comparison with previous studies: Previous studies have also shown that interest in the product has a positive impact on impulse buying behavior. Specifically, a study by Parsad, Prashar, and Tata (2017) showed that product interest has a positive impact on impulse buying behavior. This research shows that when consumers feel excited about a product, they are more likely to buy it without thinking twice. Product interest can be defined as a consumer's interest and desire to possess a product. When consumers feel excited about a product, they tend to pay more attention to it, learn more about it, and are more likely to buy it without thinking twice. The hypothesis testing results of this study are consistent with previous studies. This suggests that product interest is an important factor driving impulse buying behavior.

Hypothesis H6: The impulse to buy impulses positively affects impulse buying behavior. This hypothesis states that when consumers feel the urge to make impulse purchases, they will be more likely to make impulse purchases. There are several explanations for this hypothesis. First, when consumers feel the urge to make impulse purchases, they will tend to think less about their purchasing decisions. This will make it easier for them to make purchases, even products they don't really need. Second, when consumers have the urge to make impulse purchases, they will tend to focus on the immediate benefits of the purchase. This will make them less likely to consider the potential costs or risks of the purchase. The hypothesis testing results of this study are consistent with previous studies. This suggests that impulse buying is an important factor driving impulse buying behavior. Research by Beatty and Ferrell (1998) [7]; Research by Gupta and Lord (1998) and research by Kahn, Isen, and Kim (1990) surveyed consumers in the United States and found that impulse buying has a positive impact on consumer behavior. Buy impulsively. The consistency of this study's results with previous studies can be explained by several reasons. First, impulsive buying behavior is a form of buying behavior without careful thought. Second, the impulse to buy on impulse is a factor that causes consumers to think less about their purchasing decisions. Finally, the impulse to buy on impulse can be considered a factor that drives impulse buying behavior. Based on comparison with previous studies, it can be seen that the results of testing hypothesis H6 of this study are appropriate. This suggests that the urge to make impulse purchases is an important factor driving impulse buying behavior.

5. Conclusion and management implications

In this study, the thesis conducted a careful investigation of some of the main factors affecting impulse buying behavior. The goal of the thesis has 3 goals: 1) Identify the main factors affecting impulse buying behavior; 2) Measure the

influence of factors on consumer impulse buying behavior at retail locations, specifically convenience stores in Ho Chi Minh City, and 3) Propose Propose some management implications to increase consumer impulse buying behavior at retail locations, specifically convenience stores in Ho Chi Minh City. The thesis has collected data mainly sent surveys directly to consumers. Some surveys were online through google forms and sending links on social networking platforms and analyzed them using PLS-SEM.

Research results show that brand awareness has a positive effect on interest; display many advertising items that have a positive effect on interest; displaying many products has a positive effect on excitement; Promotional activities have a positive effect on interest; Interest has a positive influence on the impulse to buy; and impulse buying has a positive influence on impulse buying behavior. Compared with previous studies, our results have significant similarities. The research opens new perspectives and makes an important contribution to understanding and development in this field.

This study has achieved important and notable results on some key factors affecting impulse buying behavior. These results provide a solid basis for further research and development in this area and may contribute to relevant practice and policy.

Research sample: The research sample of the project is 425 consumers in Vietnam. This sample number is relatively small, so the research results may not fully reflect the reality of impulse buying behavior of consumers in Vietnam.

Research method: The project uses quantitative research method. This method has the advantage of helping to collect a large amount of data in a short time. However, this method also has limitations in that it cannot collect in-depth information about consumers' impulse buying behavior.

Expanding the research sample: To make the research results more accurate, it is necessary to expand the research sample to a larger scale. Using qualitative research methods: Qualitative research methods can help gather in-depth information about consumers' impulse buying behavior. Further research on factors affecting impulse buying behavior: This topic has only researched some factors affecting impulse buying behavior. Further research on these factors is needed to better understand consumers' impulse buying behavior. In addition, it is possible to study the impulse buying behavior of consumers in different target groups, such as young consumers, middle-aged consumers, elderly consumers, etc. This research will help better understand the impulse buying behavior of consumers in different target groups.

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