Programme evaluation regarding how to trigger consumers’ impulse buying behaviour has become a concern of enterprises in terms of developing effective marketing models. Using the quantitative method, this study probed into the effects of cosmetics consumers’ consumption situation and experiential marketing in marketing activities on brand image and impulse buying behaviour. Statistical Package for the Social Science (SPSS) and structural equation modelling were used to analyse the causal relationships among four factors. The results suggested that consumers who are female, unmarried, aged 30-35 years old, have a university degree, and work in the service industry are prone to impulsive buying of cosmetics. Moreover, both consumption situation and experiential marketing were found to positively influence brand image. Cosmetics differ from other retail goods in so far as the “consumption situation” must influence consumers’ “impulse buying behaviour” through “experiential marketing”. Based on the findings, suggestions are proposed for marketing, as well as for decision-making of enterprises.

Keywords: consumption situation; experiential marketing; brand image; impulse buying behaviour

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