MEASURING THE MEDIATING IMPACT OF HEDONIC CONSUMPTION ON FASHION INVOLVEMENT AND IMPULSE BUYING BEHAVIOR

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ABSTRACT

This research has been conducted in order to identify the relationship between impulse buying, hedonic consumption and fashion involvement. For this, primary research has been conducted and data has been collected from 212 students belong to private universities of Karachi. Mediation analysis has been employed in AMOS 21 as a statistical technique in order to identify the relationship between the studied variable. The results suggest that hedonic consumption fully mediates the reltionship between fashion involvement and impulse buying as there is no direct significant impact found among variables. The implicantion drawn state that there is a significant positive impact of fashion involvement on impulse buying through hedonic consumption.

Keywords: Hedonic consumption; fashion involvement; impulse buying behavior; structural equation modeling; meadition analysis; bootstrapping.

Introduction:

For decades, scholars have been interested in studing impulse buying behavior of consumers all over the world (Fairhurst, Good and Gentry, 1989; Piron, 1991; Bayley and Nancarrow, 1998; Park et.al., 2006; Harmancioglu, Finney and Joseph, 2009; Kang and Poaps, 2010; Ahmad, 2011; Tifferet and Herstein, 2012). Impulse buying is also known as compulsive buying (Tremblay, 2005). Different researches on compulsive buying indicates that compulsive buyers account for more than \$4 billion yearly which is 40% of total sales in developed countries (Kacen and Lee, 2002). On the other hand, to the best knowledge of researcher, there is no or very little researches are conducted on impulse buying behavior in developing countries particularly thrid world countires like Pakistan.

Past studies were focused to find out the difference among impulsive and non-impulsive buying behaviour (Bayley and Nancarrow, 1998; Piron, 1991). Different research papers developed the relationship among psychological variable like hedonic experience, shopping enjoyment emotions in the context of shopping (Ahmad, 2011; Tifferet and Herstein, 2012). In addition, unplanned buying has sophisticated impact on student in shopping fashion related products. This may also be predicted by hedonic consumption and positive emotion during shopping. Product which is physically observed like jewelry, clothing and accessories shows more significant meaning in communication with consumer in market environment (hedonic or positive emotions). However more studies are required to examine better result of impulsive buying behavior that clearly integrates consumption pragmatic characteristic and product comprehensive involvement. This study help to identify those factors that affect the fashion oriented buying behaviors which explore the combination with product involvement and experiential aspects of consumption and hedonic consumption tendency

between university students within the context of Pakistan.

The current study is organized in following sections: first section introduces the variables and their relation to each other. Next section provides the review of literature with respect to study variables. Third section debates the methodology, findings and results are provided in section four. Section five concludes the research.

Literature Review:

An interesting part of impulsive buying is that buyers are often completely unaware of the fact that they could be impulsive buyers (Grant and Stephen, 2005). Being a behavior, impulse buying has no clarity in definition. This reinforces the fact that impulse buying behavior is completed with a very low level of personal involvement (Kwon and Armstrong, 2002). Personal involvement is defined as "the level of personal perceived importance and/or interest evoked by a stimulus within a specific situation" (Kwon and Armstrong, 2002, 2). Consumers also tend not to identify themselves as impulse buyers since it is considered immature and irrational. Thus, understanding impulse buying could be improved by explaining the categories of impulse buying.

Impulse buying is classified into several categories. To clarify, there has been quoted the extended example of different categories of impulse buying published by Amelie Tremblay (2005, 6):

(i)   Pure impulse buying – when the individual had no intention of buying the item.
(ii) Reminder impulse buying – where the individual spontaneously decides to purchase an item based on a prior experience or recollection.
(iii) Suggestion impulse buying - when the individual sees the product on the shelves and decides to purchase it.
(iv) Planned impulse buying – where the individual goes in to a store with intended purchases but also considers making other purchases.

Different articles representing that there is a relationship between impulsive buying and fashion involvement. Sanchez et. al., (2012) found that women are more prone to impulse buying due to the habit of dressing carefully, fashionable, and collecting the latest fashions. Interestingly, money and time availability as well as fashion involvement also affect hedonic consumption tendency and positive emotions. Fashion innovators have significant influence on the product at the later stages (Phau and Chin Lo, 2004). Ahmad (2011) examined that people are moving toward western cultural in dressing sense

further more in eating, when single person income is increased. Foroughi, Buang, et al (2013) examined that, there is a positive effect on impulse buying through hedonic shopping.

Furthermore, Kang and Poaps (2010) found that fashion innovativeness is significantly related to various hedonic shopping motivations, fashion innovativeness are positively related with adventure and idea shopping motivations. Another article representing positive relation Park (2006) showed that fashion involvement had positive outcomes on consumers'fashion-oriented impulse buying behaviour with fashion involvement having the greatest effect. Hedonic consumption tendency was an important mediator in determining fashion-oriented impulse buying.

Ahmad (2011) examined outcomes customer impulse buying behavior in FMCG region considering retail market. By using 160 sample from India, it found out that people are moving toward western cultural in dressing. Park and Lennon (2006) examined the effect of psychological traits and shopping environmental factors on impulse buying tendency via television shopping programs as well as the traditional retail channel. Sample size was 1,500 individuals were randomly selected. Research found out that relationships among impulse buying and interaction tendencies in both television and retail settings and TV shopping program browsing duration proposed in this study were confirmed through structural equation modeling by considering variables Impulse buying tendency in the television setting, Para social interaction in the television setting, Impulse buying tendency in the retail setting, and Interaction tendency with salespeople in retail setting.

Tifferet and Herstein (2012) examined the gender difference in brand commitment, impulsive buying, and hedonic consumption by taking the sample size 257 student (153 male and 104 female), variable are consider women had higher levels of brand commitment, hedonic consumption, and impulse buying in comparison to men, multi regression technique is used. Research finds that women have sophisticated level of brand commitment than men and women have higher level of impulsive buying behavior than men.

Dawson and Kim (2009) examined the internal and external factors of impulse buying in online shopping. Sample size is 400 female college students were from a US Northwestern University by taking focus group interview online (ten web sites) by dividing research in to tow pretests, ANOVA was applied to determine difference between two out fits and simple correlation is used between cognitive and affective states and past

online impulse-buying behavior . Considered variables are External Trigger Cues of Impulse Buying, Impulse Buying Tendency, Internal Cues of Impulse Buying, Normative Evaluation, Consumption Impulse and Online Impulse Purchase Decision. Result finds that there is no significant difference among external impulsive trigger but positive correlation between a person's IBT and online impulse-buying behavior.

Kang and Poaps (2010) examined the relationships between fashion innovativeness/opinion leadership and utilitarian/hedonic shopping motivations. The sample size is 150 students by considering the variables Fashion innovativeness, Fashion opinion leadership, Utilitarian shopping motivation, Adventure shopping motivation, Gratification shopping motivation, Role shopping motivation, Value shopping motivation, Social shopping motivation, Idea shopping motivation. The statistical test is used multiple regression analyses, MANCOVA, and ANCOVA. Research finds that fashion innovativeness was significantly related to various hedonic shopping motivations, fashion innovativeness are positively related with adventure and idea shopping motivations.

Alba and Williams (2013) examined the hedonic consumption tendency and positive Emotions towards Impulse Buying Behavior. The sample size is 200 respondent individual by considered variables availability of money, the availability of time, fashion involvement, hedonic consumption tendency, positive emotion and impulse buying. The statistical test were used the goodness of fit, Chi Square. Research finds that especially women straight affects impulse buying due to the habit of dressing carefully, fashionable, and collecting the latest fashions. Interestingly, money and time availability as well as fashion involvement also affect hedonic consumption tendency and positive emotions.

Foroughi, Buang, et al (2013) examined the Impulse buying behavior and moderating role of gender among Iranian shoppers. The sample size 207 by considering variables impulsive buying, hedonic shopping value, product involvement, felt urge to buy impulsively, positive modes, physical stimuli and impulsive buying tendency. The statistical test is used squired correlation. Research find that situational and personal related variables have a positive effect on impulse buying through hedonic shopping. The effect of hedonic shopping on the felt urge to buy impulsively doesn't increase by gender.

O'Cass (2004) examined the antecedents and consequences of fashion clothing involvement. The sample size was 478 by considering the variable fashion involvement, Fashion knowledge, decision confidence. The statistical test was used

correlation. The research shows that fashion clothing involvement had positive influences fashion clothing knowledge, the outcome of fashion clothing knowledge influences confidence compose buying decision about fashion.

Kim (2005) examined the consumer profiles of apparel product involvement and values. The sample size 757 female by using statistical technique correlation, the variables are considered Interest, Pleasure, Sign, Risk importance mispurchase and Risk probability. The result shows the positive relationship with dimension perceived and pleasure interest.

Ko, Kim, et al (2007) examined market segments for the fashion industry. The sample size 210 female by considered variables were fashion lifestyle, nationality, attitude toward ad, attitude toward brand, and purchase intention. The statistical technique was two-way ANOVAs. Result showed that fashion lifestyle segment had a stronger outcome on the feedback to a set of three ads for a major global fashion company.

Vieira (2009) examined fashion clothing involvement. The sample size was 315 by considering variables are fashion involvement, knowledge, confidence, patronage, commitment, materialism, time, age, and gender. The statistical technique was KMO and Bartlett. Result shows that relationship with fashion involvement. Specially, the age only had significant impact on fashion clothing involvement.

Johnson and Attmann (2009) examined the compulsive consumption within a product specific context (compulsive buying of clothing). The sample size was 228 females; considered variables are compulsive buying, fashion interest, materialism neuroticism. The statistical technique was chi square. Result showed that; was a strong association among compulsive buying and the purchase of clothing- related objects.

Sanchez, Vigaray et al (2012) examined shopping styles to identify fashion apparel segments. The sample size is 1,442, considering variables are brand consciousness, impulsiveness, fashion consciousness, high quality conscious, quality consciousness, recreational, time-energy conserving, and store loyalty. Result shows that shopping styles with six of the eight shopping styles presentation significant variations across sections.

Grant and Stephen (2006) examined the fashion clothing of 12-13 year old girls factors are influence by their purchasing decision. Samples were collected form of four, one-hour long, structured focus group interviews. Each interview consisted of six "tweenage" girls, aged between 12 and 13, who attended different schools, in the city with 39 open ended question. This was small

convenience that why no statistical technique were applied. Research finds that the purchasing of fashion items was strongly influenced by brand name and its associations by considering the variables influences, buying behavior, information gathering, brand awareness and ,expectations of the brand.

Park, Kim and, Forney (2006) examined the relationships among fashion involvement, positive emotion, hedonic consumption tendency, and fashion-oriented impulse buying in the situation of shopping. The sample size was 217 college students by considering variables fashion involvement, positive emotion, hedonic consumption, and fashion oriented impulsive buying. The correlation matrix test was used. Result showed that Fashion involvement and positive emotion had positive outcomes on consumers' fashion-oriented impulse buying behavior with fashion involvement having the greatest effect. Hedonic consumption tendency was an important mediator in determining fashion-oriented impulse buying.

Amiri, Jasour, Shirpour, and Alizadeh (2012) examined fashionism involvement factors effects on impulse buying of customers and condition of interrelation between these factors. The sample size was 86 market shops; by considering variables are Impulse Buying, Involvement in Fashionism, Hedonic Consumption Tendency and Positive Emotion. The statistical technique regression and factorial analysis used. Result shows that fashion involvement and Hedonic consumption tendency influences consumers purchase amount directly and indirectly, by positive emotion.

Samue, Abeka-Donkor and Awuah (2012) examined the area of impulse behaviour by analysing student's impulse purchase behaviour. The sample size was 200 by considering variables are Impulse behavior, atmospheric cues, positive mood, and promotional factor. The statistical technique one way ANOVA used. Result shows that Demographic variables such as gender, age, income, personality type and religion significantly affect impulse purchase behavior.

Based on the review of literature, following hypotheses has been developed for this study:

H_1: Fashion Involvement is related to Impulse Buying

H_2: Fashion Involvement is related to Hedonic Consumption

H_3: Hedonic Consumption is related to Impulse Buying

H_4: Hedonic Consumption mediates the relationship between Fashion Involvement Impulse Buying

Methodology:

The section forms the core of the research work. The methodology section illustrates the detailed information regarding data collection technique, sample size. It also highlights the tools that have been used in the study. The statistical tools are also mentioned to give clear idea about the data collected and its treatment. A primary research has been conducted where a self administered questionnaire was designed and filled through survey approach. Data were collected from a convenience sample of 212 students attending the private sector universities of Karachi. Participants were asked to voluntarily participate in the survey during a regularly scheduled class meeting time.

The questionnaire was developed using past literature to obtain measurement items for the variables being studied. The questionnaire contained items to assess the following variables: fashion involvement, hedonism and impulse buying behavior in fashion environments. The questionnaire also contained items to assess demographic characteristics. All of the multi-item scales used for this study were based on those used in previous research. The self-administered questionnaire included four variables. Fashion involvement (Fairhurst et al., 1989) measured four items on a five rating scale (1= strongly disagree, 5= strongly agree). Hedonism (Hausman, 2000) included three items measured on a five-point rating scale (1= very unlikely, 5= very likely) that determined respondents' hedonic needs for shopping such as when shopping "I want to be offered new experiences." Fashion-oriented impulse buying (Han et al., 1991) included three items such as "I buy clothing with a new style if I see it" measured on a five-point rating scale (1= very unlikely, 5= very likely).

Data obtained in this study was entered in SPSS 17 and AMOS 18 for statistical analysis. The reliability of each multi-item scale was assessed prior to subsequent analyses. A mediation analysis and CFA techniques were employed to test data fit and hypotheses. Table 1 expresses the descriptive, correlations, mean and standard deviations among the study variables. In the table, all the constructs are shown with all the observed variables representing the correlation among the variables. An initial examination of the correlation table (Table 2) showed several interesting associations, some of which bear directly on the hypotheses. In general, the data appeared to behave in ways that would be expected given a priori assumptions regarding the measures used and proposed relationships.

Table No. 2: Descriptive Statistics and Correlations among Items

		Mean	S.D	1	2	3	4	5	6	7	8	9
1	FI_1	3.8400	.77180									
2	FI_2	3.8400	.87054	.605**								
3	FI_3	3.6267	1.01040	.425**	.469**							
4	FI_4	3.4667	1.08221	.560**	.582**	.446**						
5	HC_1	3.1333	1.09462	.218	.221	.180	.426**					
6	HC_2	3.3600	1.23726	.217	.230*	.185	.458**	.742**				
7	HC_3	3.1867	1.24871	.116	.165	.185	.335**	.733**	.822**			
8	IB_1	3.1733	.99150	.249*	.158	.187	.264*	.265*	.312**	.279*		
9	IB_2	3.2400	.92765	.092	.015	.111	.291*	.381**	.324**	.322**	.630**	
10	IB_3	3.4933	1.08271	.193	.157	.220	.205	.400**	.360**	.301**	.561**	.553**

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

The researcher attempted to increase credibility, transferability, and dependability of data primarily by conducting survey on respondents who had shown their willingness to fill up the questionnaire. The research questions were drafted very carefully after reviewing the existing literature. Items were shortlisted and reviewed for the language for better comprehension. Moreover, statistical test had been performed to test the validity and reliability of instrument. Composite reliability of all the measured constructs was more than .7. AVE for the constructs had reported the value of more than .5 and all the AVE is greater than respective MSV. Therefore, no validity and reliability concern had been found in the study. Table 1 represents further details about composite reliability, convergent and discriminant validity.

Table 1: Reliability and Validity Statistics

	CR	AVE	MSV
Hedonism	0.909	0.769	0.222
Fashion_Orientation	0.812	0.522	0.158
Impulse_Buying	0.808	0.585	0.222

In order to confirm the loadings of items upon respective latent factor, CFA has been applied. Confirmatory factor analysis, CFA, is used to determine if the number of factors and their loads obtained correspond to what would be expected in light of a previous theory about the data. A priori hypothesis is that there are a certain predetermined factors and each is associated with a specific subset of the variables. A hypothesized CFA model is presented in fig 1.

Fig No. 1: Hypothesized CFA Model
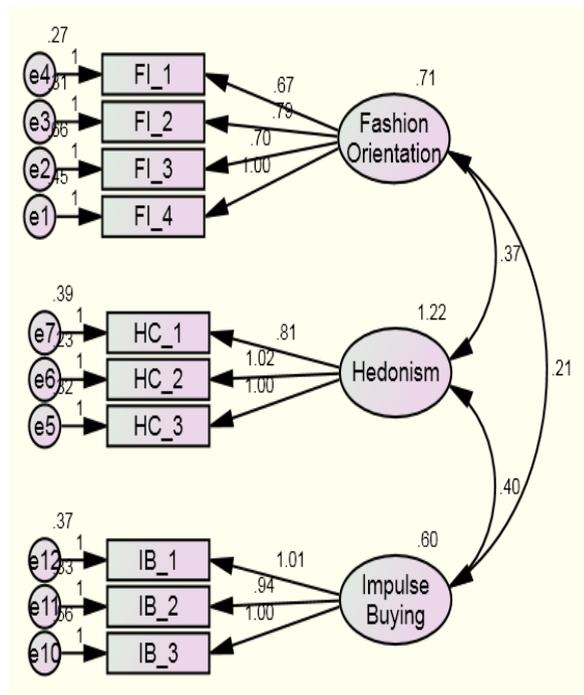
A close examination of the fit statistics in their study shows that model in which all variables were treated as a unitary construct did not differ substantially from null model in terms of overall fit. In fact, the model in which IB was treated as a unitary construct had better fit according to RMSEA, CFI, and SRMR fit statistics, although the model showed a small reduction in chi-square, which may have indicated better fit. Which of these models fit better is thus equivocal, and depends on how one chooses to interpret the fit statistics.

Table No. 3: Standardized and Unstandardized Coefficients for Hypothesized Model of CFA

Observed variable	Latent construct	b	B	SE
FI_1	FI	.738	1.000	
FI_2	FI	.768	1.174	.196 ***
FI_3	FI	.585	1.038	.229 ***
FI_4	FI	.781	1.485	.265 ***
HC_3	HC	.890	1.000	
HC_2	HC	.919	1.023	.094 ***
HC_1	HC	.819	.807	.088 ***
IB_3	IB	.718	1.000	
IB_2	IB	.784	.936	.169 ***
IB_1	IB	.790	1.007	.181 ***

*** p value < 0.01

Table No. 4: Comparative Summary of CFA (Alternate Models)

Models	χ^2 (df)	χ^2/df	RMSEA	CFI	TLI
Null	376.5 (45)	8.367	0.316	0.000	0.000
Single Factor	161.9 (35)	4.625	0.221	0.617	0.508
Three Factor (Hypothesized)	33.1 (32)	0.022	0.069	0.997	0.995

N=212,* p < .01 for all chi-square statistics.

In order to figure out how best to proceed, confirmatory factor analysis (CFA) using the one factor model items collected for this study has been performed. I first tested the one-factor model which views the nine items as indicators of a single factor. The chi-square test was significant, χ^2(N = 73) = 161.9 (35), indicating a poor fit to the data. However, the chi-square statistic is problematic as an index of model fit because it is sensitive to sample size (Joreskog & Sorbom, 1989). Other model fit statistics were thus used to evaluate the fit of the model to the data. Hu and Bentler (1999) suggest that comparative fit index (CFI) values above .95 and root mean square error of approximation (RMSEA) values of .06 or less are indicative of good model fit. Moreover, Kline (1998) suggested that a χ^2/df ratio of less than two or three is indicative of good model fit. The χ^2/df ratio was 4.625, the CFI value was .617 and RMSEA was .221. These model fit statistics suggest that the one-factor model fits the data poorly.

Table 5: SR Model Results

| S.N	Direct Paths			E	
1	FO on HC	.397	.775	.277	.005
2	FO on IB	.155	.211	.202	.296
3	HC on IB	.410	.286	.105	.006

I next tested a three factor model in which the three factors of IB were nested. The chi-square test was once again significant, χ^2 (32, N = 251) = 33.1, p < .01. However, χ^2/df ratio was 1.035, the CFI value was .99 and RMSEA was .05. All model fit statistics suggest that the three factor structure shows good fit to the data. The standardized factor loadings of the three factors were reasonably balanced. Moreover, in order to diagnose the effect of common method bias, herman's correction factor had been applied by SPSS and forced to produce 1 factor results. The resultant factor reported the factor loading of less than 50%. Moreover, CLF delta values were also less than 0.02; therefore, the impact of CMV is insignificant in the context of current study.

Table 6: Mediation Analysis Results

Model	Impulse Buying	
	(Mediator = Hedonism)	
	b	Sig value
Direct Effects Fashion Involvement	0.211	0.290
Indirect Effects Fashion Involvement	0.222	0.005
Total Effects Fashion Involvement	0.433	0.048

Based on table 5, FI is found to be related to HC and HC is related to IB as the p value is less than 0.01. However, FI is not found to be significantly related to IB as the sig value is more than 0.05. therefore, H1 is rejected and H2 and H3 are accepted. In order to test the mediated relationship, I performed a test of mediation using AMOS 18. It calculated a total indirect effect on IB of .222, with a 99% confidence interval using bootstrapping with sample size 5000. The indirect effect is significant because the confidence interval does not cross zero and sig value is less than 0.01. Moreover, the insignificant direct effect of FI on IB (p > .001) was observed when HC was entered into the equation as mediator. The effect of FI on IB was thus fully mediated by HC; therefore, H4 is accepted. This result suggests that hedonic consumption plays a significant role in the relation between fashion involvement and impulse buying.

Fig No. 2: SR Model (Mediation Analysis)
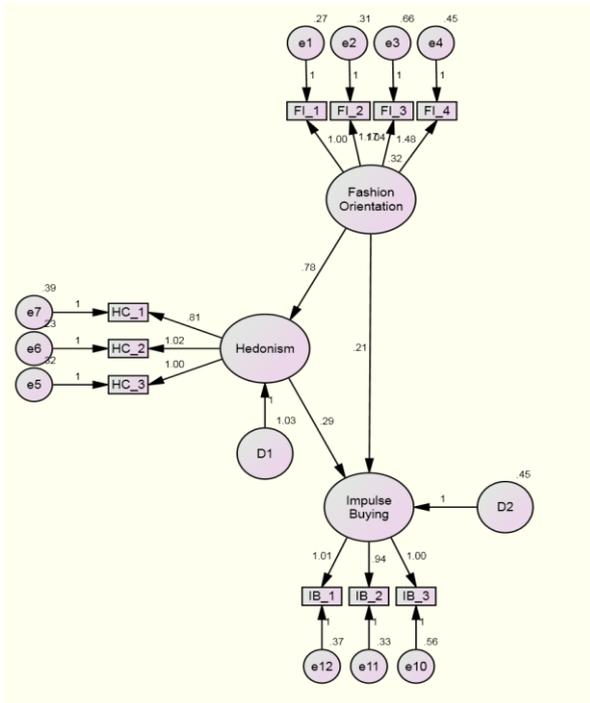
Conclusion:

This research has been conducted in order to identify the relationship between impulse buying, hedonic consumption and fashion involvement. For this, primary research has been conducted and data has been collected from 212 students from private universities of Karachi. Mediation analysis has been employed in AMOS 21 as a statistical technique in order to identify the relationship between the studied variable. The results suggest that hedonic consumption fully mediates the reltionship between fashion involvement and impulse buying as there is no direct significant impact found among variables. The implication drawn state that there is a significant positive impact of fashion involvement on impulse buying through hedonic consumption.

The results of the currents study emphasize the need to focus as much on entertainment, interest and excitement as they do on getting the right merchandise mix and pricing. By stressing the relative rationality and non-economic rewards of impulse buying in advertising efforts, retailers can make impulse purchases more risk free through convenient return policies, or they can enhance impulse purchase enablers such as extending credit and store hours. Further research is needed on this aspect.

This study has limitations. First, the data were collected from one city only which limits generalizations. Another limitation was using only two variables (fashion involvement, hedonic consumption tendency) related to fashion-oriented impulse buying. Furthermore, the study is limited by

the generic use of fashion products rather than types or brands.

Further research should attempt to improve on the results of this study. First, more representative samples are needed that include broader geographic locations and cross-national comparisons. Second, fashion-oriented impulse buying needs to be extended to include other consumer characteristics and situational variables such as personality, status consumption tendencies, shopping enjoyment, loyalty, time available, and money available. Third, this study could be extended to branding or different fashion product categories (e.g. apparel, home furnishings, cosmetics, accessories). Another extension would be to investigate on-line shopping and emphasize impulse buying of specific brands and what these brands mean to the impulse buying consumer. Finally, there is a need to empirically test the conceptualization of impulse buying related to fashion products. This could be accomplished using the measures in different settings with different fashion products, and by discriminating impulse buying between fashion product categories and brands within the each category.

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