

## Impact of Fashion Involvement and Hedonic Consumption on Impulse Buying Tendency of Sri Lankan Apparel Consumers: The Moderating Effect of Age and Gender

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### Abstract

*Fashion and clothing are the foremost aspects of human life. Previous studies have identified many variables as antecedents of fashion-related impulse purchases. The role of fashion involvement and hedonic consumption as predictors of fashion-related impulse buying are less examined. Extant literature suggests that there can be a moderating effect of age and gender on the relationship between fashion involvement, hedonic consumption, and impulse purchases of apparels. This research aims to examine the impact of fashion involvement and hedonic consumption on the impulse buying tendency of Sri Lankan apparel consumers with the moderating effect of age and gender. The study was guided by the positivistic paradigm. The researcher employed a single cross-sectional design for the study, and the population was Sri Lankan apparel consumers who were above twenty years old. The sample of the study was drawn from the Colombo district, where 324 responses were obtained using a structured questionnaire. According to statistical analysis, there was a positive impact of fashion involvement and hedonic consumption on the impulse buying tendency of Sri Lankan apparel consumers. Further, the researcher examined the moderating effect of age and gender on relationships between fashion involvement, impulse buying and hedonic consumption. However, it was revealed that there is no significant moderating effect from age and gender on the aforesaid relationship. Based on the findings of the study, it is suggested to practitioners of fashion retailing to stimulate and fulfil hedonic needs and desires of fashion consumers to persuade consumers for more fashion-oriented impulse purchases. Future studies under the same topic could be conducted with cultural influences on the impulse purchase of fashions and situational factors such as time and money availability.*

**Keywords:** *Impulse buying tendency, Fashion involvement, Hedonic consumption, Age, Gender*

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## Introduction

Increasing attention of scholars is directed towards a fundamental necessity of human being, clothing which was also explicated in different religious viewpoints (Pituwela, 2014; Khare et al. 2012; Workman & Lee, 2011; Banister & Hogg, 2004; Andrew & Darshika, 2004; Dhurup, 2014 and Park et al., 2006). Importantly, Rathnayake (2011) has explained the lacuna of research in the field of fashion consciousness of the consumers in developing countries, including Sri Lanka. Rathnayake (2011, p. 21) signposted that “fashion consciousness of consumers in developing countries needs to be assessed as this dimension is not adequately researched”. Rathnayake (2011) has conducted a study based on the fashion consciousness defined by gender and educational status. Furthermore, Pituwela (2014) has explicated the impulse buying behaviour of Sri Lankan apparel consumers based on situational factors such as money availability, time availability and in-store promotions. Besides, none of these studies on Sri Lankan apparel consumers has identified the importance of consumer's fashion involvement (Dhurup, 2014; Khare, et al., 2012; Park, et al., 2006) and hedonic consumption tendency (Dhurup, 2014; Park, et al., 2006; Tifferet & Herstein, 2012) in explaining impulse buying of fashion. Therefore, the current study contributes to present a novel viewpoint of the impulse buying behaviour of Sri Lankan apparel consumers in terms of fashion involvement and hedonic consumption.

In explaining the importance of clothing for a human being, Khare, et al., (2012, p. 47) cited from Noesjirwan & Crawford, (1982) that "Clothing is mostly a means of communicating, not personal identity, but social identity". Also, he has emphasized that "Dress reflects cultural and material aspects of society and has importance in economic and social terms" from (Workman & Lee, 2011) and as it represented "symbolic" values endorsed by the group (Lurie, 1981). Meantime Khare, et al., (2012, p. 47) cited that "Fashion is conceptualized both as an object and behavioural process" from (Vieria, 2009). According to Gronow (1997), Solomon & Rabolt (2004) Piamphongsant & Mandhachitara (2008) as cited by Khare, et al., (2012, p. 47), consumers utilized fashions to set themselves apart from others and cope with their group affiliations. Consumers used clothing as a tool to represent their social group, class or affiliation group while confirming with social and cultural norms of the respective group regarding fashions and clothing. The same phenomenon has emphasized by Kaiser, (1990); Shim et al., (1991); Gronow, (1997); Murray, (2002); Banister and Hogg, (2004) as cited by Khare, et al., (2012, p. 47) as "Consumers exhibit their group affiliations by selecting clothes which are approved by social and cultural norms". Fashion related products: especially clothing items purchasing decision differs according to age category, gender, income and social status, expecting social identity and family influences. This schema was supported by Khare, et al., (2012, p.47) as cited from Zaichkowsky, (1985); Mayer and Belk, (1985); Goldsmith et al., (1996); O'Cass, 2000, 2004; Chowdhary,

(2000); Kozar, (2005); Hansen and Jensen, (2009) that women were more involved in fashion clothing as compared to men. Women were conscious of their physical appearances and self-identity (Kaiser & Freeman, 1989). Banister & Hogg, (2004) posited that young women used fashion clothing to improve their self-image and social identity, and fashion was relevant for the younger generation. Thomas & Peters, (2009) posited that elderly women are directed by family and familiar friends in their apparel collection decision which was focused on augmenting self-esteem and social image.

Within this Fashion and clothing behaviour, Fashion-oriented impulse buying scored for a significant proportion of Retailer's and mall shopping revenue scheme of international and local players. This statement was evidenced by Andrew & Darshika, (2004), as in the UK retail sector, fashion and clothing retailing were highly profitable and competitive. UK fashion retailers highly preferred to cater to high-end women and the mass clothing market while taking the most recent styles at their retail store since consumers were driven by instinct buying. As cited by Pituwela, (2014, p. 2) from the business insider.com website, it is revealed that women had a higher propensity to spend more money on apparel in their twenties and thirties, and it was publicized that the highest spending level (\$ 750 billion per annum) in the age level of 45. One study found that impulse purchases on consumer department stores account for between 27 per cent to 62 per cent of purchases (Hirschman, & Elizabeth, 1980). In the fashion retail business, the impulse

buying behaviour of consumers contributed to the majority of sales. According to Verplanken & Sato, (2011) from Abrahams, (1997), this type of buying behaviour came to be responsible for 62 per cent of supermarket sales and as much as 80 per cent of purchases in some product category such as apparel. Most of the research has suggested that in general, it was probably applicable to allocate most purchases to impulse buying behaviour than to plan behaviour. According to Stimulus-Response Model, a set of stimuli or a stimulus triggers to generate an expected response or set of responses. The same concept was explained in a different manner as the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB). The theory of reasoned action was suggested by Ajzen and Fishbein (1973). The theory of reasoned action consisted of three constructs as behavioural intention, attitude, and subjective norm. TRA revealed that a person's perspective regarding the behaviour and subjective standard were the predictors of a person's behavioural intention. Hence a person relied on substantially others want him/her to execute an action, and he/she is motivated to act in accordance with, it was anticipated the person was more probable to execute the behaviour (Maya, López-López, & Munuera, 2011) as cited by (Zheng & Chi, 2015). Lately, Ajzen (1991) also postulated a construct into this model as Perceived Behavioral Control (PBC) to enhance the validity and predictive power of the TRA model.

In the present study, the researcher expected to study the impulse buying behaviour of Sri Lankan consumers with special reference to the apparel industry.

Predictors of impulse buying behaviour would be Fashion involvement (Dhurup, 2014; Khare, et al., 2012; Park, et al., 2006) and hedonic consumption tendency (Dhurup, 2014; Park, et al., 2006; Tifferet & Herstein, 2012). Fashion involvement referred to the extent to which customers engage with fashion and how fashion is relevant to the customer. On the other hand, Hedonic consumption tendency explained the fun, excitement, joyfulness experienced by the customer while making an impulse buying. Furthermore, the researcher expected to emphasize the moderating effect of Gender and Age on the relationship between the above-mentioned predictors and dependent variables. According to Park, et al., (2006), very little research was conducted in impulse buying that combines specific product involvement and experiential aspect of consumption. Therefore, the present study will fill an empirical gap with special reference to the apparel industry as product-specific impulse buying.

The same study will also provide additional knowledge on the moderating effect of age and gender on the impulsive buying behaviour of the apparel sector. According to Peter & Olson, (1999) as cited by Coley & Burgess, (2003, p. 282) men and women tend to route information differently. In contrast, Dittmar et al., (1996) proposed that men and women rated material possession differently and bought different items for different use. Age also played a vital role in identifying how different people responded to impulse buying according to fashion involvement and hedonic consumption as they perceived. Different age categories perceived fashion

involvement and hedonic consumption in a different manner. In the Sri Lankan context, it is important to study the impulsive buying behaviour of apparel consuming customers in terms of fashion involvement and hedonic consumption with a moderating effect of gender and age.

Remnants of this paper are constructed as follows: in the successive segment, the literature on the topic area is examined, beginning from expounding impulse buying tendency and antecedents of impulse buying tendency. Afterwards, the theory of reasoned action, the theory of planned behaviour and the Stimulus-Response Model were discussed to set theoretical background to recognize relationships between impulse buying tendency, fashion involvement and hedonic consumption to develop hypotheses according to the anticipated conceptual framework followed by methodology of the study and data analysis. Then data analysis process, findings and implications are discussed. Finally, limitations and future research areas are elaborated along with concluding annotations.

## **Literature Review**

### **Impulse Buying Tendency (IBT)**

In explaining impulse buying behaviour/tendency of consumers, many researchers contributed via a variety of studies. Impulse buying tendency could be defined as an innate motivation of a consumer to make unplanned, unintentional, sudden, quick, less time-consuming decisions on a product or brand. It was evidenced by Stern, (1962)

as that planned buying behaviour involved an information search, time consumption and rational decision making. On the other hand, there were unplanned purchases made without much effort, time, and advanced planning. Unplanned or unintentional purchasing has been generally linked with impulsive purchasing by many researchers, and an unplanned purchase was necessary for categorizing a purchase as impulsive (Rook, 1987; Rook & Fisher, 1995). Rook, (1987) yelled that the impulsive decision was made quickly and hastily. Some previous studies have defined an impulsive buying tendency in terms of emotional, psychological aspects. One authoritative and comprehensive psychological definition of impulse behaviour described it as a strong, tempting urge, sudden predisposition to act without self-control (Goldenson & Robert, 1984). Impulsive buying decisions take place when there was the involvement of the consumer and the involvement of the product. Sandy & Minjeong, (2010) have cited from Hock & Loewenstein, (1991) that impulse buying was made after being exposed to the product.

As Wolman & Benjamin, (1973) suggested, the impulse was not thoughtfully planned but suddenly arisen due to exposing to a stimulus. Scholars proposed that the significant differentiation factor between impulse buying and planned buying associated with the speed of making a purchase decision. As Rook, (1987, p. 191) suggested, "Impulse buying occurs when a consumer experiences a sudden, often powerful and persistent urge to buy something immediately. The impulse to

buy was hedonically complex and may stimulate emotional conflict". Also, he has signposted that impulse buying was possible to take place with diminished weighting for its consequence. Impulse buying tendency required the involvement of the consumer in terms of physically, mentally, and emotionally. The physical presence of the consumer in front of a product or brand which provides a set of cues persuades the consumer to make a sudden purchase decision on a product or brand. Consequently, cognitive aspects meant thinking, planning, and other information analyzing related to the process involved in the decision. Most of the time impulsive buying decisions were attached with less cognitive effort. Emotions attached to impulsive decisions represent the emotional involvement of the consumers. In supportive, Verplaken & Herabadi, (2001) has postulated that impulse buying had cognitive aspects such as lack of planning and deliberation and affective aspects such as feelings of pleasure, excitement, lack of control and probable regret. Hence impulse buying behaviour was some hedonically complex buying behaviour, and it is sudden, compelling.

### **Theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB)**

Impulse buying behaviour cannot be analyzed or described under an existing theoretical model. It should be explained by psychological variables and by constructing a psychological model. Also, fewer previous scholarly works have been conducted to examine impulse buying behaviour under the psychological variables. As David, et al.,

(2008) cited from Fishbein & Ajzen, (1975), impulse buying was unpredictable with rational decision models and was hard to fit within frameworks based on subjective expected utility models such as the theories of reasoned action and planned behaviour. Impulse buying behaviour was a core concept of consumer behaviour. But it was a deviated model from the Theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB) Model. But it was important to discuss these models to capture the most precious insights and a set of theoretically defined backup.

In identifying impulse buying behaviour of the apparel consumers, Theory of Reasoned Action (TRA) was a theoretical model presented by Ajzen & Fishbein (1973). In this model, there were three constructs such as behavioural intention, attitude, and subjective norm. TRA suggested that Person's attitude about the behaviour and subjective norm shapes the person's behavioural intention. Before concern about the behavioural intention, it is worthy to discuss intention. The intention was the possibility, as indicated by the respondent that he/she will execute the specified action (Ajzen & Fishbein, 1980) as cited by (Alsughayir & Albarq, 1982). Behavioural intentions reflected the inspirational factors that encourage a behaviour; these factors were signs of how tough people were persuaded to try and how much of an effort people were planning to exert to execute the behaviour. A person's relative consistency of intention in making a behaviour was a person's behavioural intention. If we more elaborated on it, the person with stronger intention to perform a behaviour will be more propelled to

engage on it (Ajzen, 1991) as cited by (Zheng & Chi, 2015, p. 69). Attitudes can be defined as a person's general favourable feelings or unfavourable feelings about an area or object. When it was applied in the present study, it was favourable or unfavourable feelings held by a person on generally about fashions, clothing, and apparels. In addition, attitudes articulated with beliefs about the magnitudes of carrying out the behaviour as per (Ajzen & Fishbein, 1973) as cited by (Zheng & Chi, 2015, p. 69).

Ajzen & Fishbein, (1973) proposed subjective norm was concerned as a blend of perceived expectations from individuals or groups laterally with intentions to conform with these expectations. Further Maya, et al., (2011) has proposed, an individual was most probably supposed to engage with a behaviour if he/she has strongly believed that others want him/her to perform the behaviour and he/she was motivated to comply with it, as cited by (Zheng & Chi, 2015, p. 69). To improve the projecting ability of the (TRA), Ajzen introduced another construct: Perceived Behavioral Control (PBC) and proposed Theory of Planned Behavior (TPB). Ajzen (1991), according to the citation of Zheng & Chi, (2015, p. 69) explained TPB as a "person's perception of the ease or difficulty of engaging in the behaviour of interest". Recent studies elaborated on the direct impact of the PBC on purchase intention and the positive moderation effect on the relationship between attitudes and intention. As presented by Chung & Kim (2011), according to the citation of Zheng & Chi, (2015, p. 69) "greater PBC results in a stronger

positive relationship between attitude and purchase intention”.

### **Factors that trigger the impulsive buying tendency of Sri Lankan apparel consumers**

Stern, (1962) emphasized that the impulse buying behaviour of customers influenced by Low price of the product, marginal need for item, mass distribution, self-service, mass advertising, prominent store display, Small Size or Light Weight and short product cycles. The presented list of factors by Stern, (1962) was product-related and store related and was suggested in a general manner for some merchandises. Stern, (1962) could not be able to identify consumer-related factors which were mostly contributed to the impulse buying behaviour of fashions and clothing.

When it was narrowed down into the apparel sector, there were some abstract concepts that trigger the impulsive buying tendency of apparel consumers. Park, et al., (2006) has identified fashion involvement, hedonic consumption tendency and positive emotions as triggering factors of fashion-oriented impulse buying tendency. Hedonism, emotional gratification, and fashion involvement were hypothesized by (Dhurup, 2014) to explain the impulsive buying behaviour of apparel consumers in a developing country. Sri Lanka is ranked as a developing country in the Asian region, and these variables could be used for a study of the impulsive buying behaviour of apparel consumers. In explaining the Impulsive buying behaviour of fashions, Store environment including Ambient conditions and social

characteristics, consumers’ positive emotional responses were conceptualized with the Stimulus- Organism- Response (SOR) model by Chang, et al. (2014). In this study, they examined the moderating role of time availability, money availability and task definition on the relationship between consumers’ positive emotional responses and impulsive buying behaviour of fashions.

In contrast, Tifferet & Herstein (2012) has developed a model to examine the brand commitment, impulse buying and hedonic consumption of fashions in terms of some demographic variables such as gender, age, family income and parental education. This study the differences between males and females in selecting brands, being impulsive for fashions and feeling of hedonism. Findings of the study revealed that women are more hedonic, impulsive and brand committed than men for fashions. Meantime Tifferet & Herstein, (2012) identified that female gender, younger age, higher family income and lower parental education were all associated with impulse buying.

In terms of the Sri Lankan apparel industry, there were fewer studies conducted to measure the impulsive buying tendency of Sri Lankan apparel consumers. But some studies can be found in the field of fashions and clothing. Rathnayake, (2011) has concluded about the fashion consciousness of Young fashion consumers of Sri Lanka. Furthermore, the study has yielded that fashion consciousness was the level of involvement showed by a respective person for styles of fashions of clothing, which was interpreted by many

researchers as fashion involvement (O'cass, 2008; O'cass 2004, Dhurup, 2014; Park, et al., 2006). Pituwela (2014) has conducted a study to compare the "influence of culture on consumer behaviour in the fashion industry" for Sri Lankan apparel consumers and Norway apparel consumers. In that study, impulse purchase desire of consumers from two different countries (Sri Lanka and Norway) were examined under influence of reference group members, shopping emotions, in-store promotions, availability of money and availability of time which caused to generate impulse purchase decision with moderating effect of culture, gender and age.

The researcher expected to measure the impulse buying tendency of Sri Lankan apparel consumers with the impact of widely used variables in earlier studies which can support by literature and get finished with a limited time frame. Therefore, fashion involvement and hedonic consumption tendency were selected as independent variables of the study. Furthermore, age and gender were selected as moderating variables of the study, which moderate the relationship between each independent variable (fashion involvement/ hedonic consumption tendency) to the dependent variable (impulsive buying tendency of fashions).

### **Fashion Involvement**

In the context of explaining fashion-oriented impulse buying, the researcher has concerned about involvement in fashion by the customer. As per Dhurup, (2014) the concept of fashion also contains consumption behaviour that demonstrated an individual's preferences

and values. Fashion styles were usually accepted by a large group of people at a time and signify both social identification and distinction according to (Gronow, 1997) as cited by (Dhurup, 2014, p. 171). Involvement was an inner motivating nature of excitement or interest induced by a certain type of stimulus or situation and displayed via characteristics of motivation, as explained by (O'Cass, 2004). In contrast, Auty & Elliott, (1998) emphasized that fashion involvement was the sensing ability of a person to get adjusted with different social surroundings where he or she is being high and motivated to dress in a way to matched and understand dressing pattern of less desirable surroundings or groups to get avoided from distracting situations. This definition attached to the social aspect of fashion involvement. Individuals reflected their differences in likability to different groups of society as more attachment to mostly preferred group and in reversed less attachment to regretting groups of society via their fashion and clothing decisions. Individuals were attentive about the fashion and clothing cues and adapted them with high elasticity.

According to Engel et al., (2005), as cited by Vieira, (2009, p. 180), fashion involvement was how customers perceived the applicability of fashion towards themselves and likability for fashion and clothing. "A consumer can be involved in various objects or stimuli, including, for example, products, advertisements of products, purchase decisions and/or consumption of products" (O'Cass, 2000) and "brand decisions" (Mittal, 1989) as cited by (O'Cass & Choy, 2008, p. 342). In

reference to Zaichkowsky, (1985) as cited by O’Cass & Choy, (2008, p. 342), when consumers felt that the product or service or certain stimuli were capable of satisfying their needs and wants, they tend to be more involved with the particular product.

### **Hedonic Consumption**

Hedonic consumption was defined as feelings such as enjoyment, fun, excitement that can be experienced within a shopping experience. Fashion consumers can be concerned as pleasure-seekers and buy luxury fashion garments for hedonic reasons Juggessur & Cohen, (2009) as cited by (Miller, 2013, p. 161). Fashion and luxury products’ shopping behaviour was attached with hedonic benefits as consumers engage with brands, showing attachments to brands and allow brands to be part of their lives. Hedonism was deep-rooted in modern-day culture as a right to occupy in pleasure-seeking activities for the pursuit of happiness and immediate gratification (Gabriel & Lange, 2006) as cited by (Miller, 2013, p. 161). Bargaining for prices and hanging were two shopping experiences combined with shopping enjoyment (Sherry, 1990) as cited by (Park, et al., 2006, p. 437). Most of the customers valued purchase experience and enjoyed purchasing experience rather than evaluating the earned utility or acquisitions from purchase experience. Rook, (1987) revealed that “the buying impulse was often accompanied by intense feeling states”. Hedonic values generated from the aesthetic attributes of a product and they generated pleasure, affecting consumers’ product choice (Veryzer & Hutchinson, 1998) as cited by (Noh, et al., 2014, p. 270).

According to a study conducted by Rook, (1987, p. 195) many respondents have signposted that “the impulse to buy makes them feel good, happy, satisfied, light, wonderful, or high. Some who had been feeling "down" added that it would make them feel better”. In contrast, some respondents were disappointed about their impulsive buying experience, and it was hindered to them. Furthermore, the set of sample representatives expressed impulsive behaviour as restless, distressed, out-of-control and helpless. He also yelled that consumers feel energized and mentally uplifted after a shopping experience. In the study of Hausman, (2000), he has embossed the fun or psychological advancement experienced by consumers while going on shopping and after it, through presenting a different type of statements given by participants of research. The above findings have indicated hedonic feelings associated with impulsive buying and impulsive buying tendency.

### **Hypotheses and conceptual model**

#### **Fashion Involvement and Impulse Buying Tendency**

According to O’Cass, (2004); Park, et al., (2006), fashion clothing involvement highly associated with personal characteristics such as age and gender and fashion knowledge which make consumer confidence to make a consistent decision. For example, they presented younger, female consumers. More precisely, Fairhurst, et al., (1989); Seo, et al., (2001) have suggested that there was a positive association between the level of fashion involvement and apparel purchase decision as cited by

(Park, et al., 2006). Throughout this Park, et al., (2006) had put forward most the apparel consumers were enjoyed high fashion involvement. Therefore Park, et al., (2006) presented that fashion-oriented impulse buying of apparel consumers were driven by higher fashion involvement. Therefore researcher also suggested that,

*H<sub>1</sub>. Fashion involvement has a positive impact on the impulse buying tendency of Sri Lankan apparel consumers*

### **Hedonic Consumption and Impulse Buying Tendency**

These hedonic motivations were significantly attached to the buying behaviour of customers, including impulse buying tendency in a positive manner in respect to fashion products. Likewise, academics have proposed that utilitarianism and hedonism were essentially paired and combined (Babin et al., 1994; Scarpi, 2006) and consumers may seek the benefits of both when shopping for fashion products (Scarpi, 2006), according to citation by (Kang & Park-Poaps, 2010, p. 317). In supportive, another study investigated distinctive roles of hedonic and utilitarian shopping motivations and their predictive power of behaviours found that consumers at a high level of hedonism have a propensity to purchased more frequently than those at a high level of utilitarianism (Scarpi, 2006) as cited by (Kang & Park-Poaps, 2010, p. 317). In addition, Scarpi, 2006 found that the dollar purchase amounts and the number of items purchased were negatively associated with utilitarianism but positively with hedonism as cited by (Kang & Park-Poaps, 2010, p. 317).

There was less research for hedonic consumption tendency. Hirschman & Holbrook, (1982); Levy, (1978) emphasized “consumers' hedonic experiences have not been extensively researched” according to citation of (Rook, 1987, p. 195). According to the citation of Park, et al., (2006, p. 437) from Hausman, (2000); Piron, (1991) in satisfying hedonic desires attached with hedonic consumption tendency, impulse buying has a significant magnitude. This concept was verified by the statement that “impulse buying provides a rich opportunity to observe both the everyday pleasures and pains of buying behaviour” (Rook, 1987, p. 195). As described by Rook, (1987) 41 percent of customers explained that hedonic consumption elements were involved with their most recent impulsive buyings when they asked to describe about feelings experienced with impulse buying. Therefore the researcher expected to validate the same phenomena as,

*H<sub>2</sub>. Hedonic consumption tendency has a positive impact on the impulse buying tendency of Sri Lankan apparel consumers.*

### **Moderating effect of Age**

The researcher expected to signpost the moderating effect of age on the relationships between fashion involvement and impulse buying tendency of fashions along with hedonic consumption tendency and impulse buying tendency of fashions. In order to explain the moderating power of age, it was essential to provide early literature on the moderating power of age in fashion involvement, hedonic

consumption tendency, and impulse buying tendency of fashions.

### **Age and Impulse buying**

It was a general truth that the young generation has a firm association with fashions, clothing, and apparels. The assessment of young consumers' impulse buying behaviour was imperative because they represented a substantial, continually growing market segment (Shim, 1996) & there was less academic research; however, exclusions include Haytko & Baker, (2004) and Mangleburg, et al., (2004) according to citation of (Brici, et al., 2013, p. 263). Boundless freedom, credit availability were the factors that converted young consumers into a more heavily targeted market segment as they are repeatedly the first adopters of products, brands, trends, keen thinkers about awareness of store images, and elaborate on price-value concepts (Bristol, 2001) as cited by (Brici, Hodkinson, & Sullivan-Mort, 2013, p. 263).

Young consumers were also to be expected to adopt and be passionate consumers of fashion and updated technology more speedily than mature consumers. Early literature on the mood states of young people suggested that youngsters experienced explosive fluctuations in their emotional states (e.g. Blos, 1961), and existing literature found young people have a tendency to possess less control of their actions and more variation in their moods than adults (Csikszentmihalyi et al., 1977; Larson et al., 1980) as cited by (Brici, et al., 2013, p. 263). Young consumers may be less

probable to make decisions with responsibility than adults and this truth may lead to youngsters engaging in more impulse buying than adults. Brici, et al., (2013) has proposed Leximancer thematic map for both young and adult in finding Conceptual differences between adolescent and adult impulse buyers. This literature has provided enough insights about the impulsive buying behaviour of youngsters than adults where extant literature supported this phenomenon (Mick & DeMoss, 1990; Rook & Gardner, 1993; Youn & Faber, 2000).

### **Age and fashion involvement**

In evaluating the relationship between impulsive buying tendency in terms of fashion involvement and hedonic consumption, it was essential to study the relationship between age and fashion involvement, which was a predicting variable of the model. When comparing age with fashion involvement, major two clusters can be identified as matures and youngsters along with middle age group young adults. Hereafter researcher has discussed fashion involvement of different age clusters as per early literature.

Mature women perceived older models eye-catching as paralleled to young models. They perceived similarity with older looking models and had a positive impression of their appearance and tastes. They showed a willingness to purchase clothes advertised by these models (Kozar & Damhorst, 2008) as cited by (Khare, et al., 2012). Thomas & Peters, (2009) found mature women were mindful about their outer appearance. Mature ladies showed a significant effort in managing their physical ability and

more involved with fashions. Moreover, mature ladies were conscious about their appearance, taking care of their looks and wearing the latest fashion clothing to feel good. Further, fashion clothing has improved their self-esteem and bolstered their confidence in themselves. Therefore mature people showed a considerable probability of fashion involvement. Majima, (2008) postulated that consumers' involvement with fashion clothing has been grown and "it was positively related to youth, increase in employment of women, and social class" as cited by (Khare, et al., 2012).

### **Age and hedonic consumption**

More recent studies have revealed that young consumers were more likely to be hedonic than utilitarian in their shopping behaviour (Hartman & Samra, 2008; Strutton, et al., 2011) as cited by (Noh, et al., 2014, p. 271). Youngsters were seeking entertainment, happiness, pleasure, excitement and high even they were on-road, railway, home or at shopping. Positive emotions and feeling excitement was a core value in lives, and they gave significant importance to them. Therefore researcher wanted to test whether,

*H31. Age has a significant moderating effect on the relationship between fashion involvement and impulse buying tendency of fashions*

*H32. Age has a significant moderating effect on the relationship between hedonic consumption tendency and impulse buying tendency of fashions*

### **Moderating effect of gender**

The second moderating variable of this study was gender. It reflected the magnitude of influence "how males and females make impulse purchase decisions get affect by fashion involvement and hedonic consumption tendency". Gender played a dominant role in explaining fashion-oriented impulsive buying tendency along with age.

### **Gender and Impulse buying**

Males and females have different psychology in perceiving the same aspect or concept. As male and female consumers assigned different values to their fashions and clothing. It was visible that impulse buying of consumers under the moderating role of gender was a less researched area (Coley & Burgess, 2003). Gender was a generally used segmenting variable by retailers in differentiating consumer behaviour of their target market (Chiger, 2001; Marks, 2002; Otnes & McGrath, 2001) as cited by (Coley & Burgess, 2003). In fashion retailing, it was more rational and successful to use gender as a segmenting variable. In impulse buying behaviour or impulse buying tendency of males and females were significantly differ on fashions and clothing. The study of Coley & Burgess, (2003) was to identify gender differences in impulse buying under the classification of cognition and affection. Tifferet & Herstein, (2012, p. 177) have a sign posted major four reasons for "why females may be more inclined to impulse buying" and the first reason was women has a possibility to engage with a high level of hedonic consumption tendency than men. Therefore women possessed impulsive buying tendency than men in

the fashion store because they have the opportunity to touch and experience the desired apparel, garment or cloth.

### Gender and Fashion involvement

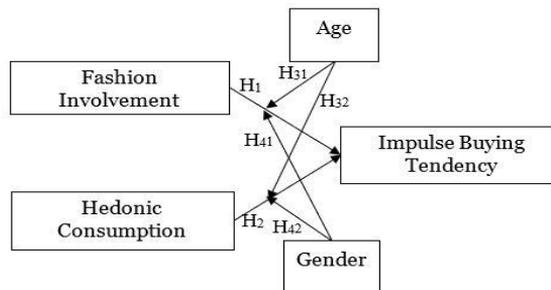
Tigert, et al., (1980) as cited by Vieira, (2009, p. 182) stated that “a much larger proportion of the female fashion buying public monitors new women’s fashions on a regular basis”. This finding has explained that females were more concern on fashions relative to males. It was found that women more responsive to the informative details provided by ads than men in general and women were more conscious of their external appearance relative to men as presented by the positive relationship between fashion consciousness and public self-consciousness (Auty & Elliott, 1998) as cited by (Vieira, 2009, p. 182). Meanwhile, Goldsmith, et al., (1996) have found that females consider themselves more fashion innovative and it was considered here that this should as such extend to involvement relative to the males as cited by (O’Cass, 2004). In the present Sri Lankan apparel industry, more industry players focus on the

The indication that consumption can be a hedonic experience makes sense in terms of the evolutionary perspective. People were more tend to employ time doing something, however important if they enjoyed it; and where survival hangs on hunting and foraging, those who took desire in the pursuit and kill (men) or in making the most nutrient-rich finds (women) would be at an advantage. Today shopping was more similar to foraging than to hunting; foraging, it involves making selections from a range (large or small) of available objects. In fact, women scored enjoying shopping more than men and are more probable to perceive hedonic consumption as a recreational pastime (Kruger and Byker, 2009) as cited by (Tifferet & Herstein, 2012, p. 177). After evaluation of literature researcher need to hypothesize the moderating role of gender as follows:

*H41. Gender has a significant moderating effect on the relationship between fashion involvement and impulse buying tendency of fashions*

*H42. Gender has a significant moderating effect on the relationship between hedonic consumption and impulse buying tendency of fashions*

### Gender and hedonic consumption



**Figure 1: Conceptual Framework**

Source: Author compiled

## **Methodology**

The researcher has deployed positivism, thus enunciation of research strategy in present research expected plausible data collection and prevailing theories are applied to build the hypotheses (Saunders, Lewis, & Thornhill, 2009). Formed hypotheses are assessed and verified for full agreement, partial agreement or negation of the hypotheses and it would contribute to the expansion of theory and will discover future research areas.

Furthermore, the present study is identified as deductive research since theory and hypotheses are established, and a research strategy is devised to assess the hypotheses (Saunders et al., 2009). The present study comprises four major hypotheses where hypotheses 3 and 4 splitting into two sub hypotheses based on the theory of planned behaviour (TPB) and Stimulus- Organism-Response (SOR) model. The extant study is a conclusive, descriptive, cross-sectional study since it is more organized and prearranged than the investigative research, and it attempts to elucidate the distinct relationships between impulse buying tendency and fashion involvement and hedonic consumption of fashion products professed by the customer after collecting of data from the sample of population elements at a considered time (Malhotra & Dash, 2010).

The survey instrument was articulated as a structured self-administered questionnaire entail with demographic information: age, gender, income, employment status and scales of impulse buying tendency, fashion involvement

and hedonic consumption. A sample comprises of 35 respondents was chosen and a pilot study was conducted by administering the formed survey instrument. An enhanced instrument was administered to respondents of the sample to collect the necessary amount of data for final data analysis. In existing research, a unit of analysis was individual consumers who were above 20 years. The researcher has used a convenience sampling technique across the study to conveniently reach accessible population elements due to the non-accessibility of a catalogue of apparel consumers in Sri Lanka. To enhance the reliability and validity of the study, the researcher administered the questionnaire to 350 consumers who are inclined to impulse buying.

## **Measures**

Fashion involvement operationalized with sixteen item scale captured from Khare, et al. (2012). Hedonic consumption was measured through a five-point Likert scale stretching from 1-strongly disagree to 5-strongly agree, which consisted of a 7 item scale. Impulse buying tendency is the dependent variable of the study and the impulse buying tendency scale presented by Rook & Fisher (1995). The adapted scale of Rook & Fisher (1995) was used with a five-point Likert scale ranging from 1-strongly disagree to 5-strongly agree.

## **Data analysis and results**

Data analysis of the current study commences with transmitting accumulated data into SPSS software. Subsequently, the raw data sheet is

preserved with a data cleaning process for outliers and the missing values. Moreover, cleaned data examined with multivariate assumptions in order to make data ready for regression analysis. Demographic data such as gender, age structure, and marital status were presented with frequency tables and cross-tabulations. Regression analysis was performed to verify the relationship related hypothesis and moderation impact of age and gender.

### Descriptive statistics for demographics

the sample comprised 53 percent of males and 47 percent of females. Moreover, 60.9 percent of the sample represented the 15-24 years age category and 38 percent represented the 25-54 years age category. 55-64 age category consisted of 1 percent of the sample. According to the sample, 29 respondents have got married and 268 respondents who were still single. The married respondents cluster consisted with 16 males and 13 females. Hundred and sixty-eight (168) male respondents and hundred (100) female respondents were in a single cluster. 113 males were in the 15-24 age category and still single along with 68 females in the same criteria. In the 25-54 years age category, there were 24 married respondents and 89 single respondents. 55-64 years age category only consisted

of 2 females and one male who were married.

### Reliability and validity of measures

Establishing the validity of an instrument partitioned as content validity, criterion validity and convergent validity, and reliability is an essential part of quantitative studies. (Sekaran & Bougie, 2013). Empirically investigated instruments for impulse buying tendency, fashion involvement and hedonic consumption were elected to measure the constructs of the study in order to establish content validity. As proposed by experts, minor refinements were done to improve the face validity to establish content validity. Construct validity was established through a confirmatory factor analysis (CFA) which was executed for each variable of the study. In the study, Cronbach's Alpha value of the variables is tested to establish the internal consistency of the measures which is measured as the reliability of measures. In the current study, AVE and Composite Reliability (CR) were considered to establish convergent validity and AVE, and CR should be greater than 0.5 and 0.7 respectively. Convergent validity of the items was established through filtering factor loadings greater than 0.45. Factor loadings of the indicators were used to calculate AVE and CR.

**Table 1: Reliability & validity of measures**

Latent Variable	Number of items	Factor loadings (Minimum-Maximum)	Cronbach's Alpha	AVE	CR
FI	7	0.562- 0.786	0.912	0.656	0.930
HC	4	0.669- 0.822	0.839	0.675	0.893
IBT	3	0.658- 0.747	0.689	0.554	0.788

*Source: Author compiled*

**Table 2: Discriminant validity**

*Source: Author compiled*

		FI_mean	HC_mean
FI_mean	Pearson Correlation	0.810	
	Sig. (2-tailed)		
	N	297	
HC_mean	Pearson Correlation	.651**	0.821
	Sig. (2-tailed)	.000	
	N	297	297

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

Moreover, the discriminant validity of independent variables is established through a comparison of the AVE of a certain independent variable along with the squared correlation values of the other variables. If the squared correlation values of the other variables are less than the AVE value of the considered independent variable, the discriminant validity is established.

### **Regression analysis and hypotheses testing**

#### *Assessment of direct relationships:*

Multivariate assumptions folded as normality, linearity and multicollinearity were accessed and proven to proceed with multiple regression analysis. As portrayed in table 3, the impact of FI and IBT is significant ( $\beta=-0.203$ , P-value=0.000) and hypothesis (1) is accepted. The study has proposed hypotheses (2) in order to test whether there is an impact from HC on IBT and it was proven the impact is significant due to  $\beta=0.352$ , P-value=0.000.

**Table 3: Results of hypotheses testing (H<sub>1</sub> – H<sub>2</sub>)**

Hypothesis	Std. $\beta$ value	P-value	Decision
H <sub>1</sub> : Fashion involvement- impulse buying tendency	0.203	0.000	Supported
H <sub>2</sub> : Hedonic consumption- impulse buying tendency	0.352	0.000	Supported

*Source: Author compiled*

**Assessments of Moderating effects**

Hair et al. (2014, p.154) have defined the moderator effect as ‘a third independent variable (the moderator variable) causes the relationship between a dependent/independent variable pair to change, depending on the value of the moderator variable. To test moderation

impact for categorical variables- age and gender, the researcher has employed dummy variable method and 10 regression analysis were conducted based on the total number of categories in categorical variable and number of direct relationships. Table 4 summarized the moderation effects proposed by the study.

**Table 4: Results of hypotheses testing (H<sub>31</sub> – H<sub>42</sub>)**

<b>Hypothesis</b>	<b>Std. <math>\beta</math> value of the dummy variable</b>	<b>P-value</b>	<b>Decision</b>
H31. Age has a significant moderating effect on the relationship between fashion involvement and impulse buying tendency of fashions	Young=(0.070) Young adult= 0.070 Mature= 0.007	0.354 0.353 0.985	Not Supporte d
H32. Age has a significant moderating effect on the relationship between hedonic consumption tendency and impulse buying tendency of fashions	Young=(0.047) Young adult= 0.043 Mature= 0.123	0.516 0.561 0.730	Not Supporte d
H41. Gender has a significant moderating effect on the relationship between fashion involvement and impulse buying tendency of fashions	Male=(0.029) Female= 0.023	0.707 0.768	Not Supporte d
H42. Gender has a significant moderating effect on the relationship between hedonic consumption and impulse buying tendency of fashion	Male=0.038 Female= (0.045)	0.615 0.547	Not Supporte d

*Note: negative coefficients are bracketed*

**Source:** Author compiled

As per table 4, none of the moderation impact-related hypotheses was not proven hence all standardized  $\beta$ -values of dummy variables recorded with P- values above 0.000.

## Discussion

The researcher has identified several factors that trigger the impulse buying tendency of general consumers, including impulse buying of fashions to prove the first objective of the study. There were Low price of the product, marginal need for an item, mass distribution, self-service, mass advertising, prominent store display, Small Size or Light Weight and short product cycles of the product (Stern, 1962). Most of the time, Sri Lankan fashion retail stores were driving with the self-service concept at store premises and apparels and clothing were displayed in-store in an attractive manner. Fashions and clothing were light in weight and small in size to carry. The product life cycle of fashion and apparel were shorter and not long-lasting. Therefore factors presented by Stern, (1962) can be concerned as characteristics of a product that were caused to impulse buying and the same factors can be implemented on products to make them impulsive. But these factors were only related to products and their retail outlet. Therefore the requirement of integrating consumer-related factors in explaining the impulsive buying tendency of fashion consumers was emerged to researcher and has found the following factors from previous studies.

Fashion involvement, hedonic consumption tendency and positive emotions were presented by Park, et al.,

(2006) in explaining the impulsive buying tendency of fashions. Further research has found that fashion involvement and hedonic consumption were studied by Dhurup, (2014) in describing the Impulse buying tendency of a developing country. In contrast, researcher has identified store environment including ambient conditions, social characteristics and consumers' positive emotional responses as predicting factors of Impulse buying tendency of fashions with the Stimulus-Organism- Response (SOR) model by (Chang, et al., 2014). In contrast, impulse buying was explained in relation to different product categories under cognitive and affective aspect including fashions and clothing such as shirts/sweaters, pants/skirts, coats, underwear/lingerie by (Coley & Burgess, 2003). In divergence, Tifferet & Herstein, (2012) has developed a model to examine brand commitment, impulse buying and hedonic consumption of fashions in terms of some demographic variables such as gender, age, family income and parental education. This research was evidenced to the difference of selecting brands according to gender and impulsiveness and hedonism of each population. Findings of the study revealed that women were more hedonic, impulsive and brand committed than men for fashions. In the present study researcher has conceptualized fashion involvement and hedonic consumption along with the impulse buying tendency of Sri Lankan apparel consumers due to the limited time frame of a study and to make the study more specific. Meantime researcher has added value to the study by measuring the moderating effect of age and gender on the research topic.

According to the general linear regression model, fashion involvement and hedonic consumption were significant in predicting the impulse buying tendency of Sri Lankan fashion consumers. Fashion involvement was impacted on impulse buying with a 0.203 beta coefficient. The same relationship was examined by previous studies (Dhurup, 2014; Park, et al., 2006). As emphasized by Park, et al., (2006), consumers with a high degree of fashion involvement were more driven to buy fashions, clothing and new apparels within a shorter time after arrival to market. Further Dhurup, (2014) has signposted that fashion involvement explained twelve percent of the variance in impulse buying tendency of fashions. Fashion involvement was how customers perceived the applicability of fashions towards themselves and their likability for fashions and clothing. This idea was supported by Engel et al., (2005) as cited by Vieira, (2009, p. 180). Dhurup, (2014) postulated that fashion involvement was the level of interest attached to a fashion product in the consumer's mind. The scale of fashion involvement was comprehensive in examining the involvement towards fashions by Sri Lankan apparel consumers, and it was positively affecting to impulse buying tendency of Sri Lankan apparel consumers.

Hedonic consumption was described as feelings in consumers mind such as enjoyment, excitement, fun, happiness and highly experienced at their shopping experience. Hedonism was deep-rooted in modern-day culture as a right to occupy in pleasure-seeking activities for the pursuit of happiness and immediate gratification (Gabriel & Lange, 2006) as

cited by (Miller, 2013, p. 161). In the present study, the researcher has examined the predicting ability of hedonic consumption on impulse buying tendency of fashions. If the consumer felt happy, excitement, fun with some fashion related product or on apparel, clothing, he tends to buy it suddenly. Hence there was a positive impact from hedonic consumption on the impulse buying tendency of fashions. The same relationship was evidenced by previous academic works (Rook, 1987; Hausman, 2000; Park, et al., 2006). The hypothesis was verified by general regression analysis and the beta coefficient of hedonic consumption was positive and significant with a 0.05, level of significance. Consumers perception about the novelty of clothing shopping, the ability of fashion shopping to satisfy the sense of curiosity, new experiences with clothing shopping and sensing about exploring new things were tested with a questionnaire. Hence it was proved that there was a significant positive impact from hedonic consumption on impulse buying tendency of fashions which was measured by hedonic desires of apparel consumers.

In the present study, the researcher has added value to the research by measuring the moderating role of age and gender on relationships between (FI), (IB) and (HC), (IB). As per established objectives and relevant propositions gender has a moderating effect on the relationship between (FI), (IB) and (HC), (IB). The further researcher has articulated dummy variables to measure the moderating effect of gender as male and female. According to regression analysis, the beta coefficients of male and female dummy

variables were poor. The beta coefficient of the male dummy variable on the relationship between fashion involvement and impulse buying tendency of apparel was poor and negative. Also, there was a poor negative beta coefficient of female dummy variable on the relationship between hedonic consumption and impulse buying tendency of apparel. Meanwhile, there was a poor positive unstandardized beta coefficient value of female dummy variable and male dummy variable on relationships between (FI), (IB) and (HC), (IB) respectively. But all beta coefficients of gender dummy variables were not significant with a 0.05 level of significance (P-values of dummy variable > 0.05). Therefore two propositions of the moderating effect of gender were rejected. It was interesting to elaborate on finding that the moderating effect of gender was not considerable or applicable on relationships between impulse buying tendency of fashions and involvement of customer for fashions. Meanwhile moderating effect of gender on hedonic consumption and impulse buying tendency of fashions was not significant. Finally, it was evidenced that gender was not a moderating variable to change the relationship between (FI), (IB) and (HC), (IB). Therefore fashion retailers only have to elaborate on the direct relationship between (FI), (IB) and (HC), (IB). Further, the moderating effect of gender can be verified with different samples drawn by the Sri Lankan apparel consumer market. Hence future scholarly works were more required on this aspect.

In the present study, age was another moderating variable. The age distribution of respondents of the sample was

categorized into three categories such as young (15-24 years), young adult (25-54 years) and mature (55-64 years). Therefore three dummy variables were developed and regressions were performed to assess the moderating effect of age on relationships between (FI), (IB) and (HC), (IB). According to beta coefficient values of regressions for dummy variables of age, there were negative and positive impacts. Negative impacts were placed with the young age category with relationships between (FI), (IB) and (HC), (IB). Nevertheless, the moderating impacts were not significant since the Beta coefficients' P-values were greater than the 0.05 level of significance. Furthermore, it was verified that age was not a changing variable of relationships between the independent variable and dependent variable. In the Sri Lankan apparel consumer market, the relationship between consumer involvement with fashions and their impulse buying tendency was not moderated by age. Meanwhile, excitement, enjoyment, fun and other sensory feelings which were predictors of Impulse buying tendency of apparels were not get affected by age in the predictive ability of impulse buying tendency of apparel. Hence it was apparent that there was no moderating effect of age on relationships between (FI), (IB) and (HC), (IB). In addition, it was a finding towards marketers that, Age did not act as a predictor or mediator of relationships between (IB) and (FI) or (HC).

### **Theoretical Implications**

Impulse buying tendency was a considerably researched area by academics (Stern, 1962; Rook, 1987;

Rook & Fisher, 1995; Pollay, 1968; Verplanken & Herabadi, 2001). Fashion involvement (O'cass, 2004; Auty & Elliott, 1998; Vieira, 2009; Khare, et al., 2012) and hedonic consumption (Kang & Park-Poaps, 2010; Tifferet & Herstein, 2012) which are independent variables of the study were studied by different scholars under different topics with the collaboration of a variety of variables and constructs. Nevertheless, the model of the present study was a less researched area (Park, et al., 2006; Dhurup, 2014). Fashion involvement and hedonic consumption were conceptualized by the researcher as predicting variables of impulse buying tendency of Sri Lankan apparel consumers. In the Sri Lankan context, there were only a few studies were conducted in relation to impulse buying, fashion involvement and hedonic consumption (Pituwela, 2012; Rathnayake, 2011). Further, the fundamental model of the study was not studied in the Sri Lankan apparel consuming market. Therefore the present study was significant in contributing a theoretical value addition to Sri Lankan fashion and apparel related research areas. Meantime age and gender were integrated into several previous studies (Tifferet & Herstein, 2012; Coley & Burgess, 2003; Stern & Gauld, 1987; Khare, et al., 2012) in relation to fashion involvement, Hedonic consumption and Impulse buying tendency. Nevertheless moderating effect of age and gender was not examined previously in the Sri Lankan apparel consumer market with relation to fundamental regression of study. Therefore the present study has contributed to explain the moderating effect of age and gender in the Sri Lankan apparel consumer market.

### **Managerial Implications**

It is worthy to mention that, increased workload on consumers' mindset and competitiveness of the world made consumers into sudden decision making, tempting and quick tempered. This complex situation rotated the apparel consuming industry into a fast-moving industry where merchandise of industry (finished garments and clothing) was low in price, mass advertised, mass available, easy to carry due to lightweight, shorter product cycle, small in size, marginally required and prominently displayed and self-servicing (Stern, 1962). These characteristics lead the apparel consumer market to be impulsive. Above mentioned characteristics were identified by the researcher under a relevant discussion as essentials of an apparel product or finished garment or whatever fashionable item to make them more impulsive from perspective of the customer. Simply a fashionable product, finished garment or clothing item became an impulsive buying item for customer if a particular item has consisted with a blender of these implementations. Hence, factors which influence impulse buying were presented by Stern, (1962) in his study "significance of impulse buying for today" merely applicable for apparel consuming market in the present. A golden path was opened by Stern, (1962) for today apparel industry marketers to reap doubled and doubled profits over stimulating impulse purchases of patronages with these factors.

In contrast, due to increased market expansion of the apparel consumer market, an average apparel marketer also came with a variety of apparel products

with a mixture of these factors. Therefore competitive advantage gained from the study of Stern, (1962) was not further applicable. The requirement of a consumer-oriented approach has emerged. Further, the present study has presented a linear relationship between the Impulse buying tendency of Sri Lankan apparel consumers and their level of fashion involvement and hedonic consumption tendency. As depicted by the researcher, hedonic consumption tendency and fashion involvement has a positive impact on impulse buying of fashions. Fashion involvement is the level of engagement shown by the consumer is related to fashions, apparels and clothing. Hedonic consumption was referred to an inner feeling of consumers such as fun, excitement, enjoyment, happiness, curiosity and high felt at the shopping experience. Nevertheless, the hedonic consumption of consumers has shown relative strength in predicting the impulse buying tendency of fashions. Therefore marketers had the opportunity to capture the hedonic needs of consumers and satisfy them within fashion retail store premises. Further, fashion retail marketers can stimulate the hedonic desires of fashion consumers and persuade them to make impulse purchases on apparels, fashions or clothing. In-store promotions, prominent displays, virtual dressing for dummies make the consumer more excited, enjoyed and high. Meanwhile, consumers make positive evaluations of them and react in a favourable way to purchase fashions and clothing impulsively. Experiential marketing could be implemented within store premises to make a more pleasant, fun, joyful fashion

shopping experience for consumers to induce impulse purchases of fashions. As signposted by the researcher, there was no moderating effect of age and gender on relationships between fashion involvement and impulse buying along with hedonic consumption and impulse buying. Therefore marketer could implement a marketing strategy with only referring to relationships between dependent and independent variable as per study without catering to moderating variables such as age and gender. Simply differences of age and gender on the impact of fashion involvement and hedonic consumption on impulse buying tendency of Sri Lankan apparel consumers were not considered in articulating marketing strategy for apparels. Nevertheless, time availability of consumers, money availability of consumers and task definition has affected to the relationship between impulse buying of apparel consumers with referring to independent variables such as store environment, social characteristics (Chang, et al., 2014). Finally, the researcher has found that there was no significant difference in the impulse buying tendency of Sri Lankan apparel consumers according to age and gender. Therefore marketers not required to identify segments of consumers markets who are impulsive with reference to age and gender. It was apparent that men and women were equal in impulse buying of apparel. Hence marketers not required to customize their marketing strategies according to gender. A common marketing program was applicable for both segments in a similar manner to induce impulse buying of apparels. Meanwhile, youngsters, young adults, matures were not showed

significant differences in impulse buying of apparels. Consequently, the opportunity was opened for marketers to fight with rivals in the market and reap profits over the young, young adult, mature apparel consuming markets with a marketing strategy to fulfil hedonic desires and attract consumers into the store and induce their impulse purchases to rocketed sales.

### **Limitations and directions for future research**

There were a few limitations of the present study in terms of variables of study and methodology of the study. The researcher has examined the impulse buying tendency of Sri Lankan apparel consumers in terms of fashion involvement and hedonic consumption. The study was explained a 31.1% variance of impulse buying tendency of Sri Lankan apparel consumers. Therefore approximately 70% of the impulse buying tendency of apparel consumers was not explained by the model of study since the model has consisted with only two independent variables. Nevertheless, previous studies have presented positive emotions (Park, et al., 2006), store environmental characteristics and social factors (Chang, et al., 2014). Therefore researcher suggests studying on impulse buying tendency of apparel consumers regarding store environment, social characteristics and positive emotions. Further moderating variables of the present study was not significant to moderate relationships between (FI), (IB) and (HC), (IB). Hence researcher suggested to predict the impulse buying tendency of Sri Lankan apparel consumer with time availability, money

availability, task definition (Chang, et al., 2014).

The researcher has employed a single cross-sectional research design where responses of the sample were captured once at a specific time frame (Malhotra & Dash, 2010). Hence the finding of research may not be applicable to the market after a few years. Therefore researcher suggests to conduct research as longitudinal research where the same sample of respondents was measured several times on the same topic between a specific time. Moreover, the researcher suggests to draw a sample from major districts of the country to make the sample more representative rather than a sample drawn from a nearby urbanized area. Cultural factors effects on consumer decision making process considerably. Furthermore, the researcher suggests to hypothesize the moderating effect of cultural influence on impulse buying of apparels in the Sri Lankan context.

### **Conclusion**

The researcher has suggested a variety of factors that impulse buying tendency of fashion consumers in general and specifically. Stern, (1962) has presented several factors that trigger impulse buying of general merchandises, including fashions and those factors were derived into product-related factors and store related factors. Further, consumers' related factors were searched and developed the base of research to measure the impact of fashion involvement and hedonic consumption on impulse buying tendency of Sri Lankan apparel consumers with moderating role of age and gender. The initial regression model proved there was

a positive impact from fashion involvement and hedonic consumption on the impulse buying tendency of apparels. The model was significant, and the Beta coefficients of (FI), (HC) and constant were significance with 0.05, level of significance. The moderating effect of gender on individual relationships between (FI), (IB) and (HC), (IB) was verified and there was no significant moderating effect of gender existed on relationships between (FI), (IB) and (HC), (IB). Therefore both male and female populations could be concerned as one population; hence, the moderation impact of gender is proven as null. Thereafter moderating effect of age was assessed. Same as gender, there was no significant moderating effect on individual relationships between (FI), (IB) and (HC), (IB) from age, and it is advisable for marketers to disregard age difference in fashion marketing activities to stimulate fashion involvement and hedonic consumption.

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