

# Impulse Buying Intentions of Gen Z's Consumers From Hedonic Shopping Perspective for Apparels

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## ABSTRACT

The purpose of the study is to explain the paths that lead to impulse buying intentions of Gen Z's consumer behaviour for apparels by hedonic shopping perspective. Data were collected using a structured questionnaire from a sample of 257 consumers from north India aged 15 to 27 by using the simple random sampling. For testing the research hypotheses, regression analysis was employed using SPSS. The results of the study reveals that all the five variables i.e novelty, praise from others, fun, escapism, social interaction of hedonic shopping value is positive associated with Impulsive buying intentions of Gen Z's for apparels. The behaviour of eastern Uttar Pradesh consumers would be informative for consumer behaviour researchers, retailers and marketers. The study neglects the demographic and socio-psychological factors which are the major factor that affects consumer's purchase behavior. This research adds to the understanding of association between hedonic shopping and impulse purchase. In this regard, the findings of the study would make a contribution to scant empirical works of impulse buying behaviour of apparel purchasers which may help marketers to give insight to newer dimensions and improve their business strategy.

**Keywords:** Impulse buying intentions, Unplanned purchase, Thrift, Consumer behaviour, Hedonic shopping.

## Introduction

Impulse purchases are those made on impulsive decision without any prior planning, either to fulfill a certain purpose or purchase from a particular product category. Due of both its prevalence in consumer behavior and its potential in the marketing industry, impulse purchase is a significant research problem for researchers and marketers (Mishra, Rai & Aithal, 2023). Consumers' impulsive purchasing behavior has been extensively studied. According to earlier research (Babin et al., 1994), hedonic motives may lead to impulsive purchasing

behavior. The intricacy of the procedure to comprehend impulsive purchasing behavior rises due to the diverse nature of hedonic shopping (Hausman, 2000). Therefore, examining the nuances of hedonic purchasing may shed light on the reasons why people make impulsive purchases. Additionally, research indicates that consumer behavior is impacted by regional economic considerations as well as cultural elements that may have an impact on their impulsive purchases (Kacen and Lee, 2002; Vohs and Faber, 2007). However, developed western countries are heavily discussed

in the literature on the subject of impulsive buying. It is widely known that the changing consumer behavior in transitional economies is a result of the expanding economic environment (Shultz and Pecotich, 1997). Additionally, a well-known facet of consumer impulsive buying is cultural influence (Kacen and Lee, 2002). Therefore, impulse buying behavior literature lesser known consumer aspects for apparels of developing economies.

The global market for fashion items is worth USD1.7 trillion, with 3.45 billion people employed (fashionunited.com, 2021), with garments and textiles accounting for the majority of the revenue. Due to globalization and open trade policies, developing countries are now seen as potential markets for the global fashion industry (Kuruville and Ranjan, 2008). Women (Otieno et al., 2005) and Generation Z consumers are the main targets since they shop frequently and are heavily active in the purchasing procedure (Kinley et al., 2010).

## **Problem Statement**

Examining impulse behavior in youngsters is particularly important since they now make up a sizeable portion of a target market (Mangleburg et al., 2004). Young consumers in general have demonstrated a greater willingness to accept risks (Dayan et al., 2010), as seen by their willingness to rapidly impliment innovative product categories and brands joining the market. Prior study has concentrated on the cultural alterations noticed in Indian consumers as a result of globalization (Durvasula and Lysonski, 2008). Because more than 60% of the population is under the age of 35, India's demographic structure provides an ideal research environment for examining young clients' impulse purchase behavior (Srivastava and Dey, 2016). Examining the hedonic buying dimensions and their impact on impulsive purchases for young Indian customers is essential for understanding their preferences and purchasing behavior. This is particularly significant for improving the theoretical basis of impulsive buying literature and for managers who consider India as an important market for their products. The study aims to investigate the impulse buying intentions of

Generation Z consumers in the context of hedonic shopping for apparel products. Drawing from the research on the influence of impulsive buying behavior, particularly focusing on elements like novelty, praise from others, fun, escapism, social interaction, this paper seeks to explore how these factors impact the impulsive purchasing decisions of Gen Z consumers in the apparel retail sector. By examining the relationship between novelty, praise from others, fun, escapism, social interaction and impulsive buying behavior among consumers, especially in the context of changing social constructs and technological advancements, this research aims to provide insights into the specific drivers of impulse buying among Gen Z consumers in the apparel industry.

## **Research Objective**

The purpose of this research is to look into the impulse purchase habits of young Indian customers from the viewpoint of hedonic shopping motivations. There has been no study to date that investigates hedonic shopping motivations in the light of the apparel context in north India.

## **Literature Review**

### **Shopping Motivation Dimensions**

Researchers divide motivation for shopping into the two categories: utilitarian and hedonistic (Babin et al., 1994). Utilitarian values are the consequence of an intense and sensible buying strategy that is mitigated by task and goal driven activities (Babin et al., 1994). It has been noticed in both traditional and online shopping channels. (Childers et al., 2002; Anderson et al., 2014). Moreover, Hedonic values are mostly associated with the shopping experience itself (Babin et al., 1994). Purchases are the result of shoppers' enjoyment (Overby and Lee, 2006). Hedonic shopping motivations are linked to the desire for enjoyment, entertainment, and escape. (Babin et al., 1994; Childers et al., 2002). Hedonic shopping, like utilitarian shopping, applies to both traditional and internet shopping. (Kim and Forsythe, 2007). Consumer views toward social media advertising are positively influenced by hedonic values (Anderson et al.,

2014). Certain characteristics, Consumers' hedonic orientations influence satisfaction, word of mouth, and repurchase intentions more than utilitarian orientations (Jones et al., 2006). Furthermore, the effect of hedonic motives on impulse purchasing behavior is a well-established view (Yu and Bastin, 2010).

Miller (1998) identified two different categories of shopping: provisioning and hedonic. Provision or economic shopping is everyday shopping motivated by necessity, theoretically related to thrift, and associated with the utilitarian paradigm. Thrift can be characterized as a short-term sacrifice in current consumption in order to achieve long-term significant goals in the future. Hedonic shopping is related with the satisfaction of a person's desires and it is an expression of experiential consumption. From this perspective, thrift and treat would be diametrically opposed. Nonetheless, the buying experience can be both economic and hedonic (Bardhi and Arnould, 2005).

### **Impulse Buying Behavior and Hedonic Motivation**

The action of making a purchase without prior planning and making the decision in the store is known as impulse buying. (Bellenger et al., 1978). According to Rook (1987, p.191), impulse purchasing occurs when "a consumer experiences a sudden, often powerful and persistent urge to buy something immediately." Beatty and Ferrell (1998, p.170), Impulse buying is defined as "a sudden and immediate purchase with no pre-shopping plans, either to buy the specific product category or to accomplish a specific buying goal, the behavior occurs after having an urge to buy and it tends to be sudden and without significant thought." According to Stern (1962), impulse buying defined as "an unplanned purchase which is aroused in the store and it changes the shopping patterns of the buyers and it's an unplanned purchase decision that is made just before a purchase." For those people who have previously engaged in impulsive purchasing, the possibility of performing an impulse purchase is higher. There has been a noteworthy movement in the literature on impulse purchasing throughout

the years. Previously, the emphasis of product categorization under impulsive items and settings ideal for impulse buy has shifted to examining behavioral drivers of impulse purchase (Yu and Bastin, 2010). Several studies have been conducted to investigate the psychological aspects that influence impulse purchase behavior (Verplanken and Herabadi, 2001; Luo, 2005; Dawson and Kim, 2009, Harmancioglu et.al., 2009; Sharma et al., 2010). Hedonic motivations relating to feelings and emotional causes are indicated when making an impulse buy (Baumgartner, 2002). Previous study has connected impulse purchase to an individual's hedonic motives (Rook and Hoch, 1985; Tifferet and Herstein, 2012). When compared to utilitarian motivations for an individual, hedonic motivations are regarded to be more personal and subjective in nature, resulting in feelings of fun and playfulness associated with impulse buying (Babin et al., 1994). Hedonic impulses drive people to purchase items for the sake of pleasure and/or delight. (Gültekin and zer, 2012).

### **H1: Hedonic Shopping Motivation Positively affect the Impulse Buying Intention.**

#### **Dimensions of Hedonic Shopping Motivation**

The first dimension of hedonic shopping motivation is novelty (Yu and Bastin, 2010). According to Truong et al. (2014), novelty has a significant impact on consumer purchase intentions. One of the four characteristics discovered to influence young consumers' decision-making patterns is novelty. According to Phau and Lo (2004), the traits of impulsiveness are related to the psychology of the innovator when it comes to new items. Furthermore, they argue that in order to fulfill the awareness of innovation, shoppers make impulsive purchases when they come upon new products. According to Harmancioglu et al. (2009), inquisitiveness about product novelty influences impulse buying intentions. It is proposed that:

#### **H1a: Novelty Positively affect the Impulse Buying Intention.**

Individuals respond positively to praise from others (Pfeffer et al. 2006). Many previous research have highlighted the value of receiving praise from

others when purchasing products (Wiedmann et al., 2009; Lee and Luster, 2015). In the scenario of impulse buying, Luo (2005) conducted research and discovered that peer group unity and an individual's vulnerability to social factors significantly increase the drive of unplanned action. Furthermore, he says that during an impulse buy, a client may interpret praise from others (peers) as an incentive for showing spontaneity, making the impulse buy relevant in nature. Furthermore, Yu and Bastin (2010) describe the impact of praise from others when making impulsive purchases in their study of Chinese consumers (Mangleburg et al., 2004). It is proposed that:

**H1b: Praise from Others Positively affect the Impulse Buying Intention.**

The third level of hedonic buying motivation that is claimed to influence shopper buying behavior is fun (Wood, 2005). The word Fun is related to the pleasure principle, which increases quick gratification linked to impulsive purchases (Rook, 1987). One of the primary hedonic motives recognized as causes for impulse purchasing is fun because it is related with offering hedonic fulfillment to consumers (Gültekin and Ozer, 2012). Also, McCormick and Livett (2012) mention the aspect of fun when young customers make online purchases. Park et al (2012) report that Web browsing and online buying are fun activities for youngsters. It is proposed that:

**H1c: Fun Positively affect the Impulse Buying Intention.**

Escapism has been shown to be one of the driving factors in product experiencing buying (Scarpi et al., 2014). According to Triantafyllidou and Siomkos (2014), customers' buying plan are impacted by escapism. According to Xu (2007), an individual may engage in impulsive shopping to escape from unfavorable emotions or boredom. Customers experiencing unpleasant emotions engage in escape by deception or vivid imagination of people achievements and social recognition by indulging in impulsive shopping (Darrat et al., 2016). Furthermore, Karim et al. (2013) revealed

that escapism has a major effect on the motivation of young customers. It is proposed that:

**H1d: Escapism Positively affect the Impulse Buying Intention.**

The last dimension of hedonic shopping motivation is social interaction (Yu and Bastin, 2010). Individual social relationships rely heavily on reciprocal communication (Song and Zinkhan, 2008). Impulse purchasing satisfies the emotional needs that result from the social interactions involved in buying activities (Park et al., 2006). Furthermore, it has been observed that impulse purchases as an outcome of social contacts improve interpersonal communication (Yu and Bastin, 2010). In a retail environment, impulse buying is also connected with social interactions involving store personnel and other consumers (Mattila and Wirtz, 2008). Furthermore, social contacts have been demonstrated to be important in influencing young shoppers, particularly those who shop online (Ha and Stoel, 2012). It is proposed that:

**H1e: Social Interactions Positively affect the Impulse Buying Intention.**

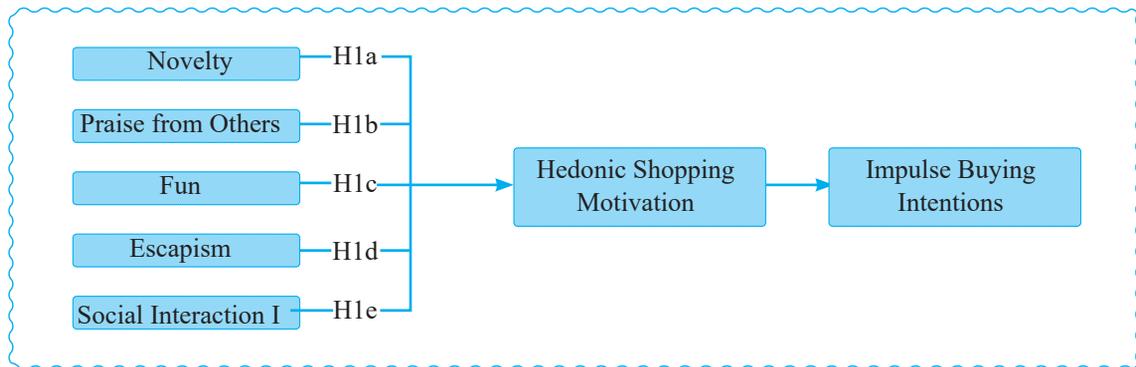
**Impulse Buying and Young Consumers**

Modern marketers aggressively follow the market niche of young customers (Mangleburg et al., 2004). Youngsters demonstrate significant image of stores awareness and pricing sensitivity (Lee et al., 2008). Moreover, because youthful consumers are more willing to take chances, the adoption of new product ideas and brands is considerably faster. (Dayan et al., 2010). Furthermore, as compared to older customers, young consumers quickly adopt and use particular product categories, such as fashion (Park et al., 2006) and technology (Brici et al., 2013). Further, In the long run, younger buyers may provide businesses with positive customer lifetime value (Kim et al, 2012). Furthermore, studying impulse activity in youngsters is particularly important although their self-control systems are still developing (Gestsdottir and Lerner, 2008), and as a result, they discover quick satisfaction more appealing (Strayhorn,

2002). That is facilitated by their proclivity to take greater risks (Dayan et al., 2010). Young people are more prone to impulsive feelings (Pechmann et al., 2005), owing to the fact that the dexterities required to arrange these impulsive emotions are developing and gradually increase with maturity (Steinberg and Morris, 2001).

## Research Model

The research model represented in Figure 1 was developed to examine Consumers impulse buying intentions from a hedonic shopping perspective for apparels. It illustrates the causal relationships among 5 variables (novelty, praise from others, fun, escapism, social interaction).



*Figure 1: Proposed Model*

## Methodology

### Sampling and Data Collection

The sample comprises of 257 Gen z's Indian apparel purchasers from a multi-brand retail outlet in an eastern Uttar Pradesh area in India (Varanasi, Prayagraj, and Kanpur). Many previous studies (Park, Kim & Forney, 2006; Park, Kim, Funches & Foxx, 2012) used apparels in their study on impulse shopping. They reported, based on their findings, that fashion participation may stimulate impulse purchases by providing sensory or experience indicators of fashion products. The data for this research was gathered by direct surveys administered to respondents who were randomly intercepted after leaving the store. Every one of the participants admitted to engaging in impulse shopping in the past.

The respondents' average age is 21 years, ranging from 16 to 27 (SD = 5.09). A majority of those surveyed have educational backgrounds, with 66% of the sample attending college. The sample included 65% (167) females and the remaining part (90) males.

### Instrument Development

The questionnaire included questions about consumers' hedonic shopping value, responses to behavioral, situational variables, and demographic details. The scale constructed by Yu and Bastin (2010) is used to evaluate consumers' hedonic shopping value. The questionnaire contains 15 items that indicate the five aspects of hedonic shopping value features. Novelty comprises of two items. There are four components to fun. Praise from others consists of two components. Four items are used to assess escapism. Three items are used to assess social interaction. The questionnaire asked respondents to rate their hedonic shopping value on a five-point Likert scale (1 = strongly disagree to 5 = strongly agree).

### Data Analysis Procedures

We assessed measurement scale properties for convergent and discriminant validity, as well as construct composite reliability. Tables I and II show the results of these assessments, which indicate that the convergent validity of the measurement scales applied was comprehended and discriminant validity was established. To test the hypotheses proposed, multiple regression analyses were performed.

**Data Analysis Results****Table 1: Result of Convergent Validity**

Construct	Items	Loadings	C.R.	AVE
Novelty			0.82	0.71
	Finding unique things makes me excited	0.78		
	It seems that I explore a new world when I go shopping	0.88		
Fun			0.84	0.62
	This shopping is a wonderful experience	0.81		
	Compared to others, spending time on shopping is so enjoyable	0.78		
	During shopping, I feel excited	0.73		
	This shopping activity makes me happy	0.77		
Praise from others			0.86	0.68
	I enjoy compliments and words of praise from others when I shop	0.89		
	I imagine others' reactions when I try on something	0.86		
Escapism			0.81	0.74
	I can escape from reality	0.73		
	I feel excited taking risks while shipping	0.77		
	I can forget my troubles during shopping	0.74		
	Shopping is a way to relieve pressure from myself	0.82		
Social interaction			0.88	0.75
	I like to observe others in the store	0.86		
	Shopping with others is a good way to enhance friendship	0.89		
	I like to go shopping with others	0.82		

Construct validity has been assessed using 2 forms of validity: convergent and discriminant validity. Factor loadings, composite reliability (CR), and average variance extracted (AVE) are all indicators of convergent validity (Fornell & Larcker, 1981). For convergent validity, three conditions were found to be satisfied: a) composite reliability (CR) greater than 0.7; b) composite reliability (CR) greater than average variance extracted (CR > AVE); and c) average variance extracted

(AVE) greater than 0.5 (Table 1). According to the discriminant validity, the value of the square root of AVE should be greater than the construct correlation with all other constructs (Table 2). The values of composite reliability (CR) (Werts et al., 1974) are used to determine the internal consistency of the constructs, with the recommended threshold criterion of 0.70 (Nunnally, 1978). The resulting CR values range between 0.81 and 0.88, indicating acceptable construct reliability (Table 1).

**Table 2: Result of Discriminant Validity**

Particular	Novelty	Fun	Praise from Others	Escapism	Social Interaction
Novelty	0.504				
Fun	0.243	0.384			
Praise from Others	0.275	0.321	0.462		
Escapism	0.345	0.269	0.289	0.547	
Social Interaction	0.365	0.312	0.357	0.296	0.562

**Table 3: Regression Coefficients**

	Standardized Estimate( $\beta$ )	t-value	Significance (p-value)
Novelty	0.441	3.621	0.0004*
Fun	0.699	3.598	0.0005*
Praise from others	0.125	4.258	0.0001*
Escapism	0.558	3.312	0.0041*
Social Interaction	0.986	3.652	0.0025*

**Notes:** Adjusted  $R^2 = 0.312$ ,  $F = 23.88$ ,  $p < 0.01$ , dependent variable: impulse buying intention; \*indicates significant at 1% level.

### Hypothesis Testing

To test for the proposed hypothesis, with respect to hedonic shopping motivation, the 5 main elements of hedonic shopping motivation are entered into the regression model as independent variables and impulse purchasing intention of Gen Z's customers is used as the dependent variable. The overall model is found to be significant ( $R^2 = 0.312$ ,  $F = 23.88$   $p < 0.001$ ).

Novelty is found to be favorably influencing customers' impulse buying intention ( $\beta = 0.441$ ,  $p < 0.01$ ) As a result, over line H1a claiming a favorable impact of novelty on Gen z consumers' impulse buying intention is proven correctly. The dimension of praise of others is revealed to be significant and positively related with impulse buying intention ( $\beta = 0.699$ ,  $p < 0.01$ ). Hence, H1b is supported. H1c investigates the relationship between the dimension of fun and impulse buying intention of Gen Z consumers. The findings of regression results confirm this hypothesis with the coefficient of fun positively and significantly associated with the dependent variable of impulse buying intentions as predicted ( $\beta = 0.125$ ,  $p < 0.01$ ). The factor of escapism is found to be positively impacting the dependent variable of impulse buying intention ( $\beta = 0.558$ ,  $p < 0.01$ ) as hypothesized. Thus, proving H1d. The similar positive significant association is observed between social interactions dimension and impulse buying intention ( $\beta = 0.986$ ,  $p < 0.01$ ) Hence, H1e is supported. Due, to the fact that all the sub hypotheses of H1 are proven, on an overall level H1 is fully supported.

Interactions between youngsters and those who are close to them help in understanding the purchasing attitudes which are appropriate to others of their age (Beyda, 2010). According to prior research, customers who shop with friends are more probable to invest a higher amount and make impulsive buying decisions. (Mangleburg et al., 2004). The current research may show the significance of social connection for Gen z's in affecting their impulsive purchasing behaviors, therefore supporting previous findings that young people like the intraction and friendship while purchasing (Padilla-Walker et al., 2015). The current study adds to a collection of literature that shows young people shop mostly with their peers and enjoy shopping with their friends (Tootelian and Gaedeke, 1992). Prior studies has shown that shopping relieves stress and provides mental relief (Silvera et al., 2008). Moreover, It may have demonstrated that customers engage in impulsive purchase to deal with and soothe the undesired situation of their nervous minds (Darrat et al., 2016). The results of this research contributes to literature establishing a link between escapism and impulsive purchasing. The results show that youngsters are connected the aspect of fun while impulsive purchases. This literature is expanded by this study as it demonstrates that young people look for such opportunities through impulsive purchases. The favorable impact of the novelty factor of hedonic shopping on impulse buying intentions show that young people are enthused about discovering new items through impulse purchases. Furthermore, it allows individuals to explore new alternatives when making these impulse purchases, putting them in line with novelty-seeking customers.

## Conclusion

The research findings yield two significant theoretical implications. Firstly, through the integration of five key aspects i.e. novelty, praise from others, fun, escapism, social interaction of hedonic shopping value as crucial determinants in the impulsive buying of young consumers. A comprehensive theoretical framework for understanding impulse shopping intentions has been established. This research underscores the significance of impulsive purchasing tendencies among young individuals as a substantial and prevalent phenomenon. It highlights that young Indian consumers actively seek to fulfill hedonic value through their buying decisions. Moreover, the study's revelation that all elements of hedonic shopping value, including the desire for enjoyment, novelty, escapism, social approval, and social interactions, significantly influence impulsive purchasing intentions provides valuable insights into the complex dynamics driving impulsive buying behavior among the youth.

## Limitations and Scope for Future Research

Regardless the greatest efforts, there are inherent limitations in research that future researchers may strive to address. The study's findings were based on cross-sectional data; longitudinal collection of data would have produced a more informative result. Furthermore, the research was conducted among supermarket visiting consumers of eastern Uttar Pradesh, which limits universality of the outcomes. In the future, research can be done on certain age groups, in different locations, and by comparing different age groups. This study can also be used in a similar setting to reexamine the results. Future research could also be conducted by Extensive sampling and possible comparisons in other locations were also undertaken and examined to determine their overall impact on different age group people impulsive purchasing. It will be fascinating to see if subsequent studies do research on certain stores and on a particular group of consumers during their purchasing visits.

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