

# INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

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## THE EFFECT OF HEDONIC SHOPPING MOTIVATIONS ON IMPULSE BUYING TENDENCY AND THE MODERATING ROLE OF BUYING POWER

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### ABSTRACT

*There are many people who do shopping just for the sake of fun not because they have any need for it. This study emphasises on just those factors hedonic shopping motivations that lead to impulse buying tendency (IBT). Furthermore, it also examines the effects of buying power on the relation between hedonic shopping motivations and impulse buying tendency (IBT). This study was conducted on the general population to test the model by using simple random sampling. A sample of 200 customers was taken from the population and a statistical analysis was conducted using SPSS to test the hypothesis. This paper confirms that hedonic shopping motivations have a positive impact on impulse buying tendency & buying power of the customer certainly strengthens or weakens the relation between hedonic shopping motivations and impulse buying tendency (IBT). This research was limited to a small sample size which was taken from the general population. This study can better help us understand the hedonic customers. It can also help us create an understanding of customer buying behaviour and the improvements that are required to create Impulse buying tendency (IBT).*

### KEYWORDS

buying power, consumer behaviour, hedonic shopping motivations, impulse buying, shopping behaviour.

### INTRODUCTION

Every company's share of wallet is significantly increasing day by day because customers are frequently buying impulsively for one reason or another. There are a significant amount of people around the world who have the tendency to shop without any reason and this can either be due to compulsive or impulsive buying behaviour. The fact is that both these behaviours have some factors behind them that lead to such extremes. Happy or sad it makes no difference, either way it will lead the customer into buying something even though there is no need for it. Buying behaviour of this sort is only shown when financial consequences are not considered (Stern, 1962; Sharma et al., 2010).

As far as impulse buying is concerned, it is known as "unplanned buying" (Stern, 1962; cf. Cobb and Hoyer, 1986). Many researchers during the past four decades have tried to narrow the gap to examine the reasons for the occurrence of this phenomenon. The question still remains, why does impulse buying occur? What are the factors that influence impulse buying? Does it have anything to do with money? Does it depend on the mood of the customer? Impulsive or compulsive, which factor dominates the buying behaviour? All this has only led us to believe that Impulsive buying occurs as part of a wider psychological functioning. Recent studies have shown the effect of hedonic shopping motivations on impulsive buying and that they have a positive relation, and also, show a high probability that hedonic shopping motivations lead to impulsive buying (Hilal Ozen Nil Engizek, 2014; Babin et al., 1994; Hausman, 2000; Wolfenbarger and Gilly, 2001; Arnold and Reynolds, 2003; Zhou et al., 2007).

This study focuses on the effect of buying power on the hedonic shopping motivations and impulsive buying tendency (IBT). A new concept of "Money in the pocket; Shop till you drop" is also introduced which gives a meaning to the Impulsive buying behaviour of the customer. Shopping has become a probable trend these days; most people like to spend their extra time browsing the stores for no reason. Having "money in the pocket" makes it very difficult to control your emotions and not to buy things that you see while browsing around. Whereas, researches have led us to believe that emotions are dominant in influencing impulse buying and that hedonic shopping motivations result to impulse buying behaviour (Yu and Bastin, 2010). Therefore, if you have the buying power all that remains is a small amount of motivation which will lead you to an Impulse buying tendency (IBT).

It also answers the following questions:

- Impulsive buying behaviour of different genders according to their buying power.
- Effect of hedonic shopping motivations on impulse buying tendency (IBT).
- Desirability (need/want) of the product and its relation with Impulse buying tendencies.
- Impact of Hedonic shopping motivations on Impulse buying tendency (IBT).



**LITERATURE REVIEW**

**IMPULSIVE BUYING TENDENCY (IBT)**

Often known as unplanned buying, impulse buying was initially defined as “any purchase which a shopper makes but has not planned in advance” (Stern, 1962). Many years afterwards Rook (1987) took over and re-defined impulse buying as “when a consumer experiences a sudden, often powerful and persistent urge to buy something immediately”. A decade later the definition was slightly changed and extended to “impulse buying is a sudden and immediate purchase with no pre-shopping intentions either to buy the specific product category or to fulfil a specific buying task” (Beatty, S.E. and Ferrell, M.E. 1998). Researchers throughout the years gave many definitions of “Impulse Buying” and extended its characteristics one after the other. Some argued that these purchases may be due to discounts, low cognitive control and emotions and that they happen without considering financial consequences (Sharma et al., 2010 and Stern, 1962).

Research has led us to believe that impulse buying has more to do with the human characteristics which effect the decision of the customer at the time of purchase, which is known as Impulsive buying tendency. Impulse buying tendency was also called “impulse purchase” by Beatty and Ferrell (1998). Rook (1987) happened to think of consumer impulsivity as a lifestyle trait while Verplanken and Herabadi (2001) argued that it also varies from person to person. “A person could have an urge, but s/he is not necessarily have to do it, several reasons may stop the consumers’ alteration from impulsive buying tendency to impulse action” (Hilal Ozen Nil Engizek, 2014).

**HEDONIC SHOPPING MOTIVATIONS & IMPULSE BUYING TENDENCY (IBT)**

The emotional needs of individuals for an enjoyable and interesting shopping experience are related to hedonic shopping motivations (Bhatnagar & Ghosh, 2004). Sarkar (2011) explained that “in hedonic consumption, different types of emotional feelings, which are both physiological and psychological, play major roles”. People that are highly involved in shopping are due to the environment (Hopkinson & Pujari, 1999). A very significant study of the relation between Hedonic shopping motivations and impulse buying tendency was drawn by Hilal Ozen Nil Engizek (2014) and Sarkar (2011). Many statements have concluded the same in previous studies, resulting in the dimensions of hedonic motivations. These dimensions namely adventure shopping, value shopping, idea shopping, social shopping and relaxation shopping. Thus, the hypothesis has been drawn:

H<sub>1</sub>: Hedonic shopping motivations have a positive impact on impulse buying tendency.

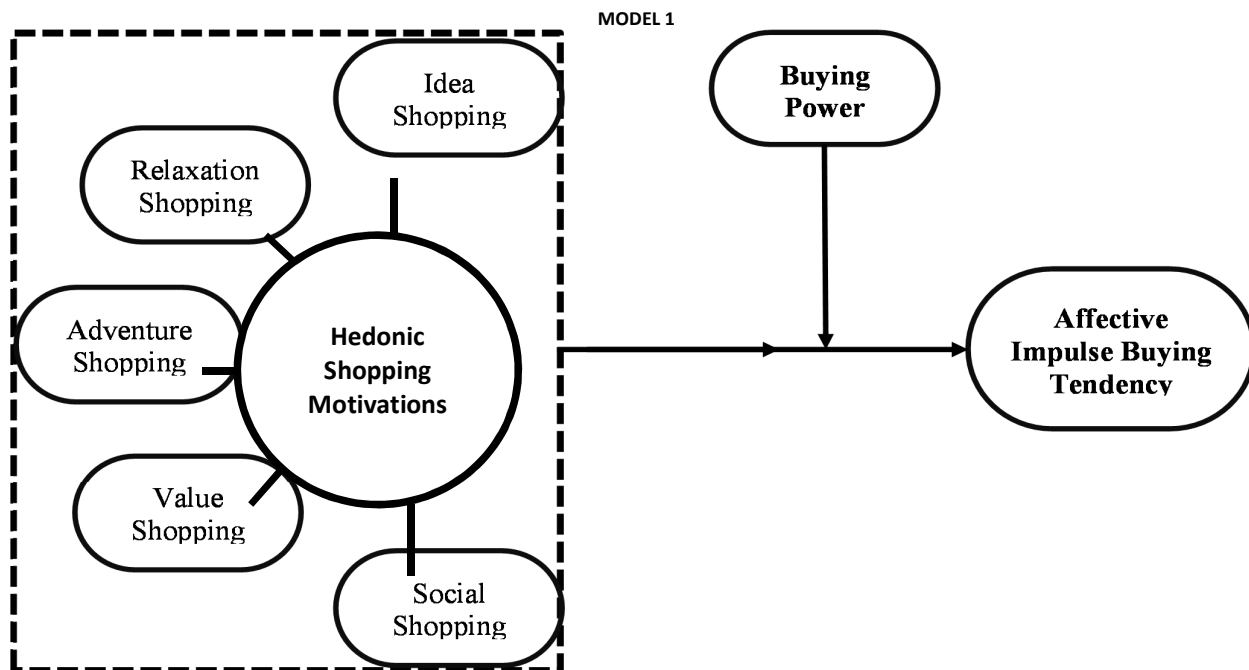
**BUYING POWER & IMPULSE BUYING TENDENCY (IBT)**

It is the extra amount of money that is placing around in the pocket of the customer at the time of purchase. The relation between Impulse buying tendency and buying power exists on the perspective that the amount placing around in the pocket is high or low. Higher the amount of savings, higher the tendency to buy whatever urges the customer. Simply speaking, people that are from the lower class do not really have any extra money or the buying power to buy impulsively whereas, people that are from the middle class and above can afford to make impulsive purchases. “A variable that is likely to positively influence impulse purchasing is the amount of budget or extra money the individual perceives she or he has to spend on that day” (Beatty, S.E. and Ferrell, M.E. 1998). The moderating effect of buying power between hedonic shopping motivations and Impulse buying tendency is a first, although researchers in the past have calculated the effect of buying power on impulse buying with other independent variables, taking buying power as a moderator in many cases. Buying power as a moderator between HSM and IBT is a logical explanation of the fact that no matter how much people are excited and enjoying their shopping, a person’s ability to purchase something is still dependent on the availability of money in his pocket. Hence, the following hypotheses were developed:

H<sub>2</sub>: Buying power has a positive impact on impulse buying tendency.

H<sub>3</sub>: Buying power will moderate the positive relation of hedonic shopping motivations on impulse buying tendency such that the relation will be stronger when buying power is high.

**RESEARCH MODEL**



**METHODOLOGY**

**SAMPLE & POPULATION**

Many people shop just for the sake of shopping and some just shop because they have to for the sake of living. These differences among people and their wants or preferences vary due to many demographic as well as psychological reasons. To study all of these factors all together is a big task so we have mainly focused on gathering randomly from people. Random sampling technique was used by uploading the questionnaire on social media websites in communities that consisted of people from around Pakistan, collecting data from the general population without segmenting through any means. The questionnaire was posted on facebook communities from around Pakistan, mainly the replies came from the community of university of Sargodha and communities of Bahawalpur region. A total of 109 questionnaires were received back in which 24 questionnaires were not properly filled. The proper response rate was 77% considering the questionnaires that were received. The participants were assured of their confidentiality and given the right to answer at their own will and convenience.

EXHIBIT 1

DEMOGRAPHIC RESULTS										
Gender		Marital Status			Qualification					
Male	Female	Single	Married	Divorced	Graduate	Post-graduate	MPhil	Ph.D		
85%	15%	79%	19%	2%	35%	44%	20%	1%		
AGE GROUP					Work Situation					
18-25	26-35	36-45	46-55	56-65	Above 65	Employed	Unemployed	Retired	Students	
58%	35%	4%	2%	-	1%	40%	11%	-	49%	
INCOME LEVEL										
< than 20,000		20,000-30,000		30,000-40,000		40,000-50,000		50,000-60,000		Above 60,000
50%		9%		9%		7%		9%		16%

The sample was dominated by male participants by 85% and the remaining 15% were females in which 79% were single, 19% were married and 2% were divorced. According to their educational level 35% were Graduates, 44% were Post-graduates, 20% were MPhil and 1% were PhD in which 40% were employed, 11% were unemployed and 49% were students (with or without a job). Income level of 50% of the participants was less than Rs. 20,000 and another 18% of the people were between the 20,000-40,000 regions, remaining 32% of them had earnings above Rs. 40,000. This mainly was due to the fact that most of the participants were aged between 18-25 years which counted for a massive 58%.

**SCALES/MEASURES APPLIED**

A “5” point Likert scale was used for all the questions, in which “1” was to represent Strongly Disagree and “5” represented Strongly Agree.

**HEDONIC SHOPPING MOTIVATIONS**

This variable was measured through “15” questions which were distributed for each of the Hedonic shopping motivations five dimensions.

- Adventure shopping
- Value shopping
- Idea shopping
- Social shopping
- Relaxation shopping

They were taken from Hilal Ozen Nil Engizek (2014) study, which combined the online shopping context from Arnold and Reynolds (2003) and To et al. (2007) hedonic shopping motivations scale to create this scale. One of the questions was “To me, shopping is an adventure”. The cronbach alpha for this variable was 0.836.

**BUYING POWER**

Buying power was measured by “3” questions developed by Beatty, S.E. and Ferrell, M.E. (1998). Sample question, “I feel that I have enough extra money on this shopping so that I can splurge a little if I find something I really like”. The cronbach alpha for this scale was 0.406.

**IMPULSE BUYING TENDENCY (IBT)**

Verplanken and Herabadi’s (2001) Impulse Buying Tendency scale of “7” questions was incorporated to measure this variable. Sample question, “I sometimes buy things because I like buying things, rather than because I need them”. The cronbach alpha for this scale was 0.616.

**CONTROL VARIABLES**

Through one way ANOVA analysis qualification, work situation and age group were identified as control variables for Impulsive Buying Tendency and therefore we entered in step one of moderated regression analysis.

**RESULTS**

TABLE 1: MEANS, STANDARD DEVIATIONS, CORRELATION AND RELIABILITIES

	Mean	SD	1	2	3	4	5	6	7	8	9
1 Gender	1.14	0.35									
2 Marital Status	1.21	0.44	.268*								
3 Qualification	1.87	0.77	-.020	.082							
4 Work Situation	2.56	1.43	-.019	-.307**	-.161						
5 Income	2.68	1.98	.031	.324**	.231*	-.538**					
6 Age Group	1.55	0.84	.136	.616**	.260*	-.444**	.465**				
7 HM	3.26	0.61	-.006	-.033	-.061	.168	-.055	.019	(.84)		
8 BP	2.81	.647	.174	-.037	.189	-.221*	.249*	-.051	-.010	(.41)	
9 IBT	3.39	0.60	-.089	-.216*	-.305**	.156	-.155	-.298**	.435**	-.079	(.62)

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

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

The table shows that Hedonic Motivation has a positive correlation with Impulse Buying Tendency (0.435, p<.01) on the other hand Buying Power has a negative degree of association with Impulse Buying Tendency (-.079, p>.05)

**REGRESSION ANALYSIS**

Moderated regression analysis was performed to test the hypothesis control variables were entered in step one followed by independent and moderator variable in step two, interaction term, a product of Independent and moderating variable were entered in step three.

TABLE 2: RESULTS FOR MAIN EFFECTS AND MODERATED REGRESSION ANALYSES

Predictors	Impulsive Buying Tendency		
	β	R <sup>2</sup>	ΔR <sup>2</sup>
<b>STEP 1:</b>			
Control Variables		0.149	
<b>STEP 2:</b>			
Hedonic Shopping Motivations	0.404***		
Buying Power	0.062ns	0.333	0.184***
<b>STEP 3:</b>			
HM x BP	-0.044ns	0.334	0.001ns

\*p < .05, \*\*p < .01, \*\*\*p < .001, ns = not significant

Results from the analysis show Hedonic Shopping Motivations had a positive impact on Impulse buying tendency (β=0.404, p<.001). This is in line with our hypothesis, thus H<sub>1</sub> is accepted on the other hand Buying Power had an insignificant impact on Impulse buying tendency (β=0.062, p>.05) leading to the rejection of H<sub>2</sub>. Moderated regression analysis indicated that the combined effect of Hedonic Motivation and Buying Power on Impulse Buying Tendency was insignificant (β=-0.044ns, p>.05) hence, H<sub>3</sub> was also rejected.

## DISCUSSION

This study explore the regions of hedonic motivation and its involvement with impulse buying tendency, although previous studies have been conducted for the same purpose but here buying power of the customer is introduced as a moderator to intervene in the relation between the two. In the past buying power has been involved with impulse buying but not through hedonic motivations. Although the results in this study suggested otherwise, as H<sub>2</sub> and H<sub>3</sub> were rejected because of inappropriate data collection method that was used. It is still common sense to note that buying power has an effect individually on impulse buying tendency and it moderates the effect between the two variables that we studied. H<sub>1</sub> was accepted where it showed positive and significant impact on impulse buying tendency. Hedonic shopping motivations have been considered to intervene in the impulse buying tendency because its dimensions consist of human emotions which totally consist of physiological and psychological needs of the customer.

## IMPLICATIONS

Marketers from around the world can benefit from these facts and consider influencing those people who are potential buyers in terms of their buying power. They can also be segmented with respect to their savings and then targeted as in such a way that it creates an urge for them to buy impulsively. To better know the customers and their wants for a shopping environment that makes them feel involved in the shopping experience both psychologically and physiologically. Events at shopping malls and big stores can be arranged to make use of their emotions and to create that urge for impulsive buying. Managers can focus on providing assistance and ease to specially selected customers that are known to spend time in the shop and wonder for shopping and spending their free time by browsing. Extra information can be provided to them about the products and discounts and coupons can be given.

## LIMITATIONS AND FUTURE RESEARCH

The sample size was very small and the sample collection was from online participants which could not be self-administered. Because of the nature of the questions and tough English used many participants did not understand the meaning of the questions. Therefore, it should have been translated and then distributed. The sample population was dominated by male participants who have less shopping experience with respect to the females in terms of shopping. Hence, the study should have been focused on female participants. Most of the participants were students and unemployed who had either no salary or less than 20,000 rupees salary. This indicates that the study should be conducted with a sample of those people who have a salary of more than Rs.40,000. With that buying power may have the desired impact on impulse buying tendency. The study had many demographic relations which were left out and could have been studied, for instance monthly savings could have contributed in the study to show the relation of extra amount of money in the pocket to the changing nature of people with that respect. Impact of many other demographics can also be related to impulse buying tendency which were controlled in this study (age, gender, income, social status, etc.).

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**APPENDIX**

Dear Sir/Madam,

I am working on a research paper & purpose of this study is to investigate “The effect of hedonic motivations on impulse buying tendency and the moderating role of buying power.” Impulse buying refers to any purchase which a shopper makes but has not planned in advance.

Please take a few minutes and complete the attached questionnaire to assist me in my research. All responses are confidential and will merely be outlined in the form of statistical data in the analysis.

Thank you for your important contribution to this study.

Regards,

**Scale of the questionnaire is as follows:**

For each item of the statements below, please indicate the extent of your agreement and disagreement by ticking (✓) the appropriate number concerning the following questions.

1= Strongly Disagree    2= Disagree    3= Neither Agree/Nor Disagree    4= Agree    5= Strongly Agree

S.No.	Variables / Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
<b>Impulse Buying Tendency</b>						
1	It is a struggle to leave nice things I see in a store.	1	2	3	4	5
2	I sometimes cannot suppress the feeling of wanting to buy something.	1	2	3	4	5
3	I sometimes feel guilty after having bought something from a store.	1	2	3	4	5
4	I find it difficult to pass up a bargain in a store.	1	2	3	4	5
5	If I see something new, I want to buy it.	1	2	3	4	5
6	I am a bit reckless in buying things.	1	2	3	4	5
7	I sometimes buy things because I like buying things, rather than because I need them.	1	2	3	4	5
<b>Adventure Shopping</b>						
1	To me, shopping is an adventure.	1	2	3	4	5
2	Shopping is a thrill to me.	1	2	3	4	5
3	Shopping makes me feel like I am in my own universe.	1	2	3	4	5
<b>Value Shopping</b>						
1	For the most part, I shop when there are sales promotions.	1	2	3	4	5
2	I enjoy looking for discounts when I shop.	1	2	3	4	5
3	I enjoy hunting for bargains when I shop.	1	2	3	4	5
<b>Idea Shopping</b>						
1	I shop to keep up with the trends.	1	2	3	4	5
2	I shop to keep up with the new fashions.	1	2	3	4	5
3	I shop to see what new products are available.	1	2	3	4	5
4	I shop to experience new things.	1	2	3	4	5
<b>Social Shopping</b>						
1	I shop to develop friendships with other shoppers.	1	2	3	4	5
2	I shop to extend personal relationship.	1	2	3	4	5
<b>Relaxation Shopping</b>						
1	When I am in a down mood, I shop to make me feel better.	1	2	3	4	5
2	To me, shopping is a way to relieve stress.	1	2	3	4	5
3	I shop when I want to treat myself to something special.	1	2	3	4	5
<b>Buying Power</b>						
1	I do not feel I can afford to make any unplanned purchasing.	1	2	3	4	5
2	I feel that I am on a tight budget for this shopping.	1	2	3	4	5
3	I feel that I have enough extra money on this shopping so that I can splurge a little if I find something I really like.	1	2	3	4	5

**Note:** The following information is mandatory, it is our moral duty to keep it confidential but still we assure you that it will only be used for research purpose.

- Gender:**  Male  Female
- Marital Status:**  Single  Married  Divorced
- Qualification:**  Graduation  Post Graduation  Mphil  Ph.D
- Please indicate your Work Situation:**  Employed  Unemployed  Retired  Student (with or without a job)
- Please indicate your Income Level in Rupees:**  Less than 20,000  20,000-30,000  30,000-40,000  40,000-50,000
- 50,000-60,000  Above 60,000
- Please indicate your Age Group:**  18-25  26-35  36-45  46-55
- 56-65  Above 65

**Thank you once again for your participation.**

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