

# **THE IMPACT OF HEDONIC SHOPPING MOTIVATIONS ON IMPULSIVE BUYING BEHAVIOR OF CONSUMERS IN APPAREL SECTOR IN GALLE DISTRICT**

<sup>1\*</sup>P. Selvarajan

Department of Economics and Management, Faculty of Business  
Studies, Vavuniya Campus of the University of Jaffna,

Sri Lanka

*poongothai.selvarajan@gmail.com*

<sup>2</sup>R.W. L. Chathuranga

Department of Planning, Sisila Lanka (Pvt) Ltd, Nugegoda, Sri Lanka

*chathurangalasith@gmail.com*

## **ABSTRACT**

The study attempts to examine the impact of hedonic shopping motivations on impulsive buying behavior of consumers. Based on the literature, Hedonic shopping motivations include the major six components called adventure shopping motivation, gratification shopping motivation, role shopping motivation, value shopping motivation, social shopping motivation and idea shopping motivation. The main objective of this study is to investigate the impact of hedonic shopping motivation on consumers' impulsive buying behavior towards apparel sector in Galle district. The data were collected through a structured questionnaire from the respondents in Galle district. Researchers incorporated multiple linear regression analysis and reliability test by using the SPSS software of 20.0 version. The results showed that Adventure shopping, role shopping and idea shopping are significantly influencing on impulsive buying behavior. However, gratification shopping motivation, social shopping motivation and value shopping motivation showed an insignificant impact. Adventure shopping motivation and idea shopping motivation positively influence on impulsive buying behavior. Role shopping motivation is negatively influencing on impulsive buying behavior. It is concluded that the above stated six factors of hedonic shopping

motivations have 70% impact on Impulsive Buying Behavior of consumers. It is recommended that the shopping store owners should display latest trendy cloths as much as possible to increase the hedonic shopping motivations of buyers.

**Keywords:** *adventure shopping motivation, hedonic shopping motivations and impulsive buying behavior*

## **INTRODUCTION**

Today, changes in the structure of a dynamic market and tough competition influence purchasing preference and behavior of consumer. Consumers realize their purchasing behavior and preference not only based on their lifestyle but also according to hedonic and utilitarian characteristics of products (Solomon, 2010). Customers, realizing their purchasing based on hedonic preferences, obtain both psychological experience with the usage of the product and delight and joy by possessing the product; those realizing their purchasing behavior based on utilitarian grounds are more focused on the functional and objective attributes of the product. Consumers who act with hedonic purchasing reasons realize the act not to satisfy a need but to enjoy and take pleasure by doing it without contemplating and planning (Hirschman & Holbrook, 1982).

Hedonic consumption signifies the joy and pleasure the consumer expects from shopping. As the expectation from shopping is different for each consumer, so is the feeling experienced during shopping. Some of the consumers are affected by various motivational aspects in order to get joy and pleasure from shopping. These motivational aspects can be described as adventure, socializing, taking pleasure, having an idea, exchange of values and roles (Arnolds & Reynolds, 2003). Hedonic consumption is based on hedonism.