



Youngsters Hedonic Shopping Motives in Different Genders and its Influence on Impulse Buying Tendencies: The Moderating Effect of Situational Factors

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ABSTRACT

In consumer behaviour hue, though the shopping motives-impulse buying intention nexus is well documented, the influence with situation factors for it as well as its gender differences on its nodes still underexplored. Consequently, this paper aim to study the relationship between hedonistic shopping motives of young consumers and their impulse shopping intention under the control of situational factors. The study will be contributed to the academia with filling the gap of knowledge in the intentions nexus with encountered hedonistic motives of consumers. Primary data were collect for survey with 117 respondents on conveniently through self-administered questionnaire. The findings revealed variables in hedonistic shopping motives, novelty, and social interaction for females, and fun for both males and female respondents indicate significant positive relationship. The moderating effect of money was significant for both groups and time effect also significant for female consumers. The incurred limitation and the future research implications have discussed.

Keywords: *Gender, Hedonistic Shopping Motives, Impulse Buying Intention, Money Availability, Task Definition., Time Availability*

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1. INTRODUCTION

In modern societies, shopping is being as a recreational activity rather than the transactional activity which is used to fulfil material needs in daily life. Accordingly, during the shopping consumers are played main characters with their shopping experience (Saraneva & Sääksjärvi, 2008) . Most of the shoppers occasionally engaged in impulse buying and they mainly tend to buy item such as food, clothing, household items, and shoes in impulsively and averagely spend \$5,400 per year on impulse purchase (O'Brien, 2018). Consumer impulsiveness in retail setting enhance due to dramatic increase of the disposable income as well as the availability of numerous credit card facilities. Hence, around 40% of USA consumers are considered them as impulse shoppers (Park, Kim, & Forney, 2006). More than half of mall shopping activities and over one third of all department store purchases have been made on impulse while becoming more crucial factor for retailers' profit. The motivation for shopping has classified into two dimensions as utilitarian and hedonic (Babin, Darden, & Griffin,, 1994).

Consumer impulsive buying behaviour is a widely explored phenomenon. A considerable number of academic research studies have taken place to identify its antecedents. (Atulkar & Kesari, 2018) explain, impulsive buying behaviours as unplanned or sudden buying decision as well as decisions make accompanied with the feeling of excitement, pleasure and /or urge to buy. Thereby, this concept is theoretically and practically significant in different fields such as; Economics, Consumer Behaviour and Psychology. But, similarly, this type of behaviours still remains largely in unknown areas.

Past academics declared that impulsive buying behaviours of consumers may mainly effect from their hedonistic motives (Babin, Darden, & Griffin,, 1994). However, it's complex process of understanding the influence of these hedonistic motives for consumer behaviours due its multifaceted nature (Hausman, 2000). Therefore,

investigating the intricacies of hedonic shopping may throw light on the triggers of impulsive purchase of consumers. Most of the past scholars have examined antecedents or predictors of impulse buying. Accordingly, numbers of studies have identified individuals' characteristics and retail store environment and situational factors as fundamental causes for impulse buying (Sivakumaran & Sharma, 2015; Jhawar & Kushwaha; 2018, Boutsouki, 2019). Moreover, the effect of local economic conditions, as well as cultural factors for consumer's impulsive has been proved (Kacen & Lee, 2002; Vohs & Faber, 2007). Although, the nexus between these factors with impulse buying is well documented, the effect of consumer motives on impulse buying of them is still limitedly explored area.

Moreover, while consumer engages the shopping in retail setting, their motivation at this moment such utilitarian or hedonistic can be impact their reactions towards the stimulus are presenting in the context that is still arguable. Consequently, to given the attention for psychological factor as antecedents of impulse buying has started in early 20s' (Baumgartner, 2002), therefore, argued that, feelings and emotional motivations related to hedonic motivation and it influence consumers' behaviours need to further analyse. Hence, this study tries to explore and analyse the effect of consumer shopping motivations on -impulse buying nexus. Secondly, further attention of hedonic motives; most studies have tested individual elements of it and the multidimensional nature of hedonic motive in shopping and effect of it for consumer impulse buying behaviours have got very limited attention from researchers. Therefore, this study also aims at covering this gap by examining the holistic influence of consumer impulse buying behaviours. Thirdly, the current study is further focusing on whether and how consumers' situational characteristics such as: money availability, time availability, and particular task he engaged at this movement, can be affecting the impulse purchase intention of them with their hedonic shopping motivations. Hence, there is limited study till explore hedonic shopping motivations in the light of the moderating impact of situational variables. Accordingly, the findings of the study will enhance the theoretical foundations of

impulse purchase literature and as well as for practitioners who dream to expand their business in competitive setting.

Majority of empirical studies on impulse buying studies have extended to developed western nation which is comparatively low in concern related to developing nations. Very few Asian and developing countries such as India, Thailand, Pakistan, Indonesia, and Korea have focused in these studies (Tinne, 2011). Hence, impulse buying behaviour literature can significantly advance in theory and practice if these lesser known consumer aspects of developing economies are empirically investigated. The study focused on youngsters impulse buying behaviours who are an especially relevant group to study phenomenon because they are form a sizable segment in target market as well as a growing in number in with notable financial strength (Mangleburg, Doney, & Bristol, 2004). Youngsters considered as individuals who were above the 20 years (Pituwela, 2014). Moreover, youngsters are form of a sizable segment in Sri Lankan economy who comprises with 4.64 million population as almost quarter or 23.2 percent of total population (Bakeer Markar, 2021) so that examine about their impulse buying behaviours is especially relevant.

Moreover, due to young consumers are having a higher appetite to take risks and preference to quickly adopt newer product categories and brands while entering to market, they are more relevant in the sense (Dayan, et al., 2010). Most of the research studies on youth have conducted in European and western context (Jhawar & Kushwaha; 2018). Further, some studies in Indian context could be found which is focusing on cultural transformation of Indian consumers due to the globalization. It very limited prior study available in Sri Lankan context (Pituwela 2014), that also focused the impulse buying behaviour in general not in specific hedonistic perspective ((Pituwela 2014). Hence, study about the impulsiveness and hedonistic impulse buying in in demographic structure in Sri Lankan context will provide good researchable platform which helps to fill the gap of lacking in the literature to the best of authors' knowledge.

Accordingly, the finding of this study that explore the dimensions of impulsive buying behaviour in youngsters from a hedonic perspective will present essential information to find out market opportunities as well as successfully mitigate the market threats and problem (Brici, Hodkinson, & Sullivan-Mor, 2013). Furthermore, another interesting area to study is the whether there any difference on gender when they are affected form hedonistic motives and situational condition.

There by, the main purpose of the study is to investigate the effect of hedonistic shopping motives for to impulsive purchasing intentions of consumers in the light of the moderating impact of situational variables.

1.1. Objectives

- To examine the effect of hedonistic shopping motives to consumer impulse purchase intention between different genders.
- To explore the moderating effect of situational factors in retail setting on the relationship between hedonistic shopping motives and to impulse purchase intention of consumers and its differences in gender.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1. Shopping Motivation Dimensions

The motivation for shopping has classified into two dimensions as utilitarian and hedonic (Babin, Darden, & Griffin,, 1994). When consumer are engaged in shopping more rational and focused way mentions as utilitarian motivation that attenuated by task and goal oriented efforts (Babin, Darden, & Griffin,, 1994). On the other hand, hedonic values are mainly about experience gained by consumer during his shopping activity (Babin, Darden, & Griffin,, 1994). They mainly concern with fun and play of shopping arising from experience itself, and not for attain any task. Some typical dimensions of hedonism are desire for fun, entertainment and escapism, high

involvement perceived freedom (Childers, Carr., Peck, & Carson., 2002). Jones, et al., (2006), mentioned that, word of mouth, repeat purchase intention and satisfaction can be affected more from consumers hedonic orientations than utilitarian aspects. Moreover, it impacts towards the impulse buying behaviour of consumers has proved well (Yu & Bastin, M, 2010).

2.2. Hedonic Motivation and Impulse Buying Behaviour

Impulse buying behaviour is an important area to study in business perspective and economic perspective. Park & Choi, (2013) explain that, Candy and magazine has recorded more than \$ 4.2 billion annual store volume while generating more than four billion dollars annually in the US grocery market. Nevertheless, more than 80% of sales in some particular product categories are represented by the impulse buying actives (Park & Cho. 2013). Tinne (2011, cited from Rook, 1987) explain that, impulse buying as a process of extraordinary, exciting, hedonically complex and compelled buyer action. The early researchers' acceptance of Product specific and locational factors as antecedents of impulse buying behaviours is shifting to behavioural motivation in current academia and numbers of studies have done to examine the nexus of psychological factors of impulse buying behaviour (Yu & Bastin, 2010).

Customer pleasure can lead to impulse buying likewise while consumer explore the retail environment in feeling pressure or aroused with emotions can make them explore more products and involve in impulse buying and moreover situational factors environment influences the customers' emotions which can further lead to impulse buying (Chang, et al. (2011). Therefore, the following hypotheses are conjectured.

H1. Hedonic shopping motivation will positively influence the impulse buying intention of young consumers.

2.3. Dimensions of Hedonic Shopping Motivation

2.3.1. Novelty Seeking

Yu & Bastin, (2010) mentioned that novelty is one of the main dimensions in hedonic shopping motivation. Further, novelty has identified as a core factor that effect to ones' purchase intention specially, while they engage in buying new product, their psychology of innovator can be promote them to buy it impulse (Phau & Lo,, 2004). Hence, novelty significantly effect to purchase intention of the consumers (Truong, et al., 2014). Novelty is found to be one of the four factors that affect young consumers' decision-making styles (Madahi, et al., 2012). Consequently, it is proposed that:

H1a. Novelty will positively influence the impulse buying intention of young consumers.

2.3.2. Praise from Other

Consumers behavior in decision making situation can be changed on several factors such as social factors which is includes in consumer's group, family social roles that the consumer perform and the status (kotler, et al. 2010). Individuals cocerns in a positive manner of praise from other people (Yu & Bastin, 2010). Further Yu & Bastin (2010), mentioned that, it's important in impulse buying to get others praise.

There by, shopping companion: who are friends or relatives have identified as an important party in this regards. As explicates by Luo(2005), if the shopping companion is a peers it tends to enhance the urge to purchase but, if they are family members they tend to decrease it. Thus, it is being hypothesized that,

H1b. Praise from others will positively influence the impulse buying intention of young consumers.

2.3.3. Fun



Fun as a dimension of hedonistic motive can be identified connecting with principle of pleasure that cause to boost the immediate indulgence that promote react spontaneously (Rook, 1987). As found by (Gültekin & Özer, 2012) one reason behind impulse buying is its create some fun for consumers engaged with consumer's hedonic gratification. The fun related impulsiveness has found as significant factor for young consumers (McCormick & Livett, "Analysing the influence of the presentation of fashion garments on young consumers' online behavior", 2012). Therefore, it is posited that:

H1c. Fun will positively influence the impulse buying intention of young consumers.

2.3.4. Escapism

Scholars argue that people are willing to engage in experiential purchase of products as way of escape (Scarpi, et al., 2014). Xu (2007) states that while people are in negative emotions or boredom, they tend to engage with impulse buying in order to escape from negative desires. Further Scarpi, et al., (2014) state that, by buying in impulsively helps to invidual to avoid the negative emotions through the illusions or rich imaginations they triumphed and social recognition. Moreover, Karim et al. (2013) reported the importance of escapism affecting the motivation of young consumers. Hence, it is posited that:

H1d. Escapism will positively influence the impulse buying intention of young consumers.

2.3.5. Social Interaction

Shopping is a kind of social activity and while they engaged with impulse buying, it's embodied emotional requirement of social interactions (Park et al., 2006). The social interaction in impulse buying may formed with store employees as well as other customers in the store (Mattila & Wirtz, 2008). Further, it has been stated that impulse buying due to social interactions enhance friendships and communication between

individuals (Yu and Bastin, 2010). Same authors further found that shopping as a medium of interaction is crucial with young consumers. Thus, it is being hypothesized that,

H1e. Social Interactions will positively influence the impulse buying intention of young consumers.

2.4. Young Consumer's Impulse Buying

Young customers are the group who has categorised as a group that reveal noticeable store knowledge, and price sensitivity (Lee et al., 2008). Moreover, their greater willingness and ability to take more risk, their adoptability with novel product and concept is notable faster than others (Dayan et al., 2010). Gestsdottir and Lerner (2008) mentioned that, youngsters are in developing stages of their self-regulation system and they tend to adopt with instant gratification and rewarding and that causes for them to take high risks. Due to this nature young consumers are inclined to higher impulsive thoughts (Dayan et al., 2010).

2.5. Moderating Effect of Situational Factors

2.5.1. Moderating Effect of Money Availability

Beatty and Ferrell (1998) mention that, consumer perception about the money what they have in their hand to spend, makes considerable impact on buying behaviour. Badgaiyan, & Verma (2015) highlight that, the availability of money has identified as one of the important facilitating factors for impulsive buying. Beatty and Ferrell (1998) further authors explain that, perception of greater availability of money tends to increase feeling in shopping trip and it makes a strong urge to buy impulsively. As a result of feeling of availability of greater financial resources, decrease the negative feeling which can be created from the frustration with the inability to access the affordable items encountered in the shop (Dinesha, 2014). Huang and Hsieh (2011), also have explained similar idea, shopper tend to elicit positive emotions and have

some arouse in impulse buying when they perceive having some extra money to spend. Moreover, the paper mentions that, through introducing easy credit lines, discounts tied, and some sales event to paydays, retailers can address this situation by making more availability of money. Based on the relationship, the following hypothesis was developed.

H2a. The availability of money for shopping will moderate the relationship between young consumers' hedonic shopping motivations and impulse buying intention.

2.5.2. Moderating Effect of Time Availability

The explanation relevant to the impulse buying tendency and availability of time reveals that, people tend to involve in more store browsing when they have more time. If the shopper has more time to walk throughout the shop and look around, it will be helpful to make some exposure to buy some items what they have not planned (Foroughi, Buang,, & Sadegh, 2012). In this regard, authors of this paper have highlighted some alternative impressions that, retailers can make the shopping trip more efficient and quick to find the planned items by properly arranging the shopping layout and ultimately leaving more time to customers to browsing (Beatty and Ferrell 1998) .

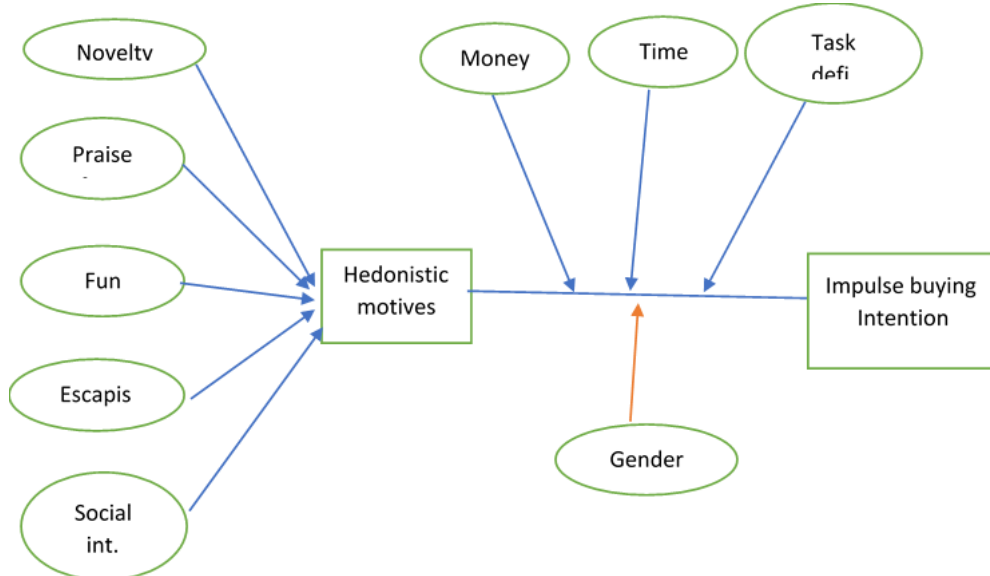
H2a. Time availability will positively moderate the relationship between young consumers' hedonic shopping motivations and impulse buying intention.

2.5.3. Moderating Effect of Task Definition

The task defines meant as goal of purchase in a particular situation (Punj, 2011). This concerns as an important dimension in impulse buying because when the consume involve in shopping with identified specific task in their mind, they less like to browse the store and less tend to attend for impulse buying (Beatty and Ferrell 1998; (Gehrt & Yan,, 2004). This hypothesis as,

H2c. Task definition will negatively moderate the relationships between young consumers' hedonic shopping motivations and impulse buying intentions.

Figure 1: Conceptual Framework



Source: Author Generated

3. METHODOLOGY

The research was conducted as descriptive research which has carried out as survey, with the data being quantitative in nature which has used statistical methods to analysis the purpose. The main focus of the present study is to reveal the hedonistic shopping motives and its influence for consumers impulse purchase intention in retail setting out of the independent variables of novelty, praise from others, fun, escapism, social interaction. The context within the study was fashion sector retail stores. The rationale behind choosing this is that it has a proportionally larger number of stores in shopping centers with these concepts applied advance than any other retail sector (West, 1992). Further, respondents pay attention to multi brand apparel store which is located in the central of cities and which is creates fun, interaction and a relaxing. Because the apparel retail setting perhaps provides sensory or experiential signals

with appear products that helps to emerge the fashion involvement motivates impulse buying.

The study focuses young consumers as my target group and the conveniently selected sample consists of 117 respondents from both groups who were selected from younger generation in Western province due to position of larger number of particular stores in these areas. Young consumers indicate their response regards to fashion involvement motivates impulse buying by offering sensory or experiential signals of fashion products. All respondents report their idea with the engagement in impulse buying in past situation in apparel store. Young population in Sri Lanka in year 2019 is 35%, and among them around 28% from each category have employed. There is similar employability (34%) in urban and rural sectors but majority of them (41%) are worked in state sector ("Gender Statistics", 2021). The data were obtain using form of self-administered questionnaire which was built up focusing on demographic factors as first part and the second section consisted the items that addressed hedonistic shopping motives based on the scale developed by (Yu & Bastin, 2010). The henistic shopping motives were measured through five dimensions: novelty, fun, praise from others, escapism, and social interaction. The dependent variable impulse buying determine through the scale developed by (Beatty and Ferrell 1998). Further study considers about the effect of situational factors such as time and money availability and task define based on the scale of Beatty and Ferrell (1998). Further, it evaluated by the respondents on five-point Likert-type scale which represents, 1-strongly disagree to 5- strong agree with the second section of the questionnaire. The response rate was 92 present (92%).

Table 01: Measurements of Variables

Novelty	Uniqueness, newness
Fun	Wonderful experience, enjoyable, excited, make happy
Praise from others	enjoy compliments and words, e others' reactions
Escapism	Escape, excited take risks, forgot troubles, relieve pressure
Social interaction	like to observe others, way to enhance friendship, like to shopping with others,
Money availability	Afford to unplan buying, tight budget, had enough extra money, could splurge,
Time availability	had limited time, time pressure, not rushed
Task definition	visited this store for, found other item(s) in shopping

Source: Author Generated

4. RESULT AND DISCUSSION

4.1. Findings

The frequency statistics indicated that, the sample distributed closely similar between two genders as 41 percent (41 %) of males and 59 percent (59 %) of females. Furthermore, the similar number of male respondents as majority represented the age category 21-25 and 26-30 and majority of females in age in 21-25 respectively (49.4%) and (53.3%) from the sample. However, largest number of both respondents' family income below Rs.30000 and they are around 32 present (32%) females and 36 present (36%) females.

There are two analyses performed in this research. Multiple regression analysis was applied to test the relationship between the two variables: relationship between

hedonistic shopping motives and consumers purchase intention in retail setting while they purchase fashion apparels. Moreover, hierarchical regression analysis was employed to measure moderating effect of situational factors money availability, time availability, and task defined. Items yields a Cronbach Alpha value for these five factors are (novelty play: 0.850, fun: 0.854, , praise from others: 0.850, escapism: 0.892, , and social interaction:0.849.respectively, impulse purchase intention: 0.734), and Overall Cronbach's Alpha was 0.899 which indicates adequate internal consistency. accordingly, in order to ensure the stability and the consistency of the instrument which measures the concept and its "goodness" as measures were extracted through the validity of the measurements (Sekaran, 2013). The reliability of the sample proved through statistically significant Bartlett's Test results (Chi-Square 4824.222, df: 378, sig .000) by indicating the sufficient correlation among the variables and the advocacy of the sample was strived through Kaiser-Meyer-Olkin. (KMO) .954 (> 0.5). Accordingly, Overall Cronbach's Alpha was 0.899. Further, Skewness values for all variables were positioned between -2 to +2 and the kurtosis is in between -7 to +7 which proved that data is distributed normally (Hair et al. 2010), and denotes that all the scale items of the research are within the required threshold.

4.2. Hypothesis Testing

4.2.1.Hedonistic Shopping Motives on Impulse Purchase Intention

Correlation and regression analysis was applied to test the relationship between the two variables: hedonistic shopping motives and impulse purchase intention of customers in the premises. Moreover, hierarchical regression analysis was employed to measure moderating effect of situational factors on impulse purchase intention of consumers. Accordingly, hypothesis was tested by conducting in two gender orientation (male vs. female) correlation analysis in split sample in gender; results were presented in table 01. Examine the relationship of hedonistic shopping motives which measures through novelty, fun, praise from others, escapism, and social interaction and its influence to consumers' impulse purchase intention in this setting

as pre-determined hypothesis H1, H1a, H1b, H1c, H1d. In the regression model, above mentioned five variables in hedonistic motives were entered to the model as independent variables and consumers impulse purchase intention in retail setting as dependent variable were entered.

As derived through correlation analysis, main variables, novelty ($P = .948$, $\text{Sig} = .00$), fun ($P = .865$, $\text{Sig} = .000$), praise from others ($P = .943$, $\text{Sig} = .000$), escapism ($P = .628$, $\text{Sig} = .000$), and social interaction ($P = .952$, $\text{Sig} = .000$) for female respondents and male counterparts displayed values respectively novelty ($P = .891$, $\text{Sig} = .000$), fun ($P = .940$, $\text{Sig} = .000$), praise from others ($P = .896$, $\text{Sig} = .000$), escapism ($P = .895$, $\text{Sig} = .000$), and social interaction ($P = .937$, $\text{Sig} = .000$). Accordingly, both groups indicate strong positive relationship between hedonistic motives and impulse buying tendency and social interaction they get through while shopping is the most influential factor for both of them. The findings of the multiple regression model pointed out, the various inflation factor (VIF) for all variables is should be less than 05 (Rogerson, 2001) (VIF for all variables < 3.0) and all tolerance value well below 1, was indicated that free of multi co linearity of the variables in regression model. Further, Durbin-Watson close to 2.0 is consistent with no serial correlation among the independent variables.

Table 01a: Multiple Regression Analysis

	Model	R	R Square	Adjusted Square	Sig. Change	F	Durbin-Watson
Female	1				.000		
		.976	.953	.949			1.828
Male	1	.957	.917	.907	.000		1.758

Source: Study Survey (2021).

Table 01b: Coefficient of the Multiple Regression Analysis

Coefficients ^a										
Gender of the respondents		Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
			B	Std. Error	Beta				Tolerance	VIF
female	1	(Constant)	.225	.093			2.414	.019		
		MeanNOV	.328	.080	.328		4.084	.000	.115	8.685
		MeanFun	-.017	.050	-.021		-.343	.733	.204	4.897
		MeanPar	.271	.073	.295		3.706	.000	.117	8.540
		MeanES	.030	.024	.044		1.243	.218	.604	1.656
		MeanSI	.378	.082	.372		4.592	.000	.113	8.848
male	1	(Constant)	.607	.194			3.129	.003		
		MeanNOV	.138	.098	.150		1.410	.166	.174	5.744
		MeanFun	.311	.112	.417		2.770	.008	.087	7.457
		MeanPar	.126	.100	.148		1.263	.214	.145	6.911
		MeanES	-.009	.153	-.008		-.062	.951	.115	8.677
		MeanSI	.256	.146	.283		1.759	.086	.077	13.059
a. Dependent Variable: MeanIB										

a. Dependent Variable: MeanIB

Source: Study Survey (2021).

According to the findings, the overall model indicated that around ninety-five percent (95%) of females purchase intention can be form with the influence of independent factors further it make significant influence in this group ($R^2 = 0.953$, $F = 256.624$, $\text{sig} = 0.00$ $P < 0.001$) in contrast males around ninety one percent (91%) of purchase decisions are made with the effect of their hedonistic motives ($R^2 = 0.917$, $F = 92.546$, $\text{sig} = 0.000$ $P < 0.001$).

Further, novelty ($P = .948$, $\beta = .328$, $\text{Sig} = .000$), praise of others ($P = .943$, $\beta = .295$, $\text{Sig} = .000$), and social interaction ($P = .952$, $\beta = .372$, $\text{Sig} = .000$), factors significantly effect to females consumers impulse intention. In Contrast, perception of fun ($P = .940$, $\beta = .417$, $\text{Sig} = .008$), only makes significant effect for male impulse buying. Accordingly, thus, results were partially supported to H1a, H1b, and H13 by females and H1c by males.

4.3. Moderation of Situational Factors

4.3.1. Moderating Effect of Availability of Money

Table 2: Moderation Effect of Availability Money to Relationship Between Hedonistic Shopping Motives and Impulse Buying Intention

		β	R2	Adj R2	Change R2	Sig.
Female	Mean HM	.953	.908	.906	.908	.000
	Money availability	-.093	.912	.910	.005	.000
	Money X HedonicM	.559	.918	.914	.005	.000
Male	Mean H M	.954	.911	.909	.911	.000
	Money availability	-.197	.929	.926	.018	.000
	Money X HedonicM	0.235	.930	.925	.001	.000

Source: Study Survey (2021)

Hypothesis 02a has assumed as availability of money moderates the relationship between in hedonistic shopping motives and consumer's impulse purchase intention in retail setting. In order to test linear and interaction effect of second independent variable, the hierarchical regression analysis was performed. There Variables were entered into the model in a following order: hedonic shopping motives, money availability and hedonic M. X money Ava. Both males' female consumer purchase decision changes in 95 present (95%) from the hedonic motives. Further it indicated with the R2 .908, F (1, 67) = 657.614, P= .953 (P>0.000) for females and R2 .911, F (1, 46) = 468.582, P= .954 (P>0.000) for males. Significant R2 change, represents the

significant moderating effect of the moderator (Liao and Wang, 2009). Accordingly, there is a significant change in R2 value ($\Delta R^2 = 0.005$, $p < 0.000$) for females and ($\Delta R^2 = 0.001$, $p < 0.000$) for males. Hence, it is possible to infer that money availability positively moderates the relationship between consumers' hedonic shopping value and impulse buying intentions. Thus, H2a is supported.

Table 3: Moderation Effect of Availability Time to Relationship Between Hedonistic Shopping Motives and Impulse Buying Intention

		β	R2	Adj R2	Change R2	Sig.
Female	Mean HM	.953	.908	.906	.908	.000
	Time availability	-.093	.919	.917	.012	.003
	HedonicM X time	.559	.926	.922	.007	.019
Male	Mean H M	.954	.911	.909	.911	.000
	Time availability	-.197	.911	.907	.000	.803
	HedonicM X time	0.235	.911	.905	.000	.755

Source: Study Survey (2021)

The second stepwise regression was performed with moderation effect of time availability for shopping activity. Variables were entered to model in following order: hedonic shopping motives, time availability and hedonic M. X time Ava. Table 3 presented the findings. The interaction term (crosses of hedonic shopping motives and time availability) is significant ($\beta = 0.559$) for females and ($\beta = 0.235$) for males. But the significant change in R2 value ($\Delta R^2 = 0.007$, $p < 0.019$) is indicated only for

females. Hence, only female consumers' impulse tendencies can be upgraded while they have more time to shopping. Accordingly, H2b partially supported by female group.

Table 4: Moderation Effect of Task Define to Relationship Between Hedonistic Shopping Motives and Impulse Buying Intention

		β	R ²	Adj R ²	Change R ²	Sig.
Female	Mean HM	.953	.908	.906	.908	.000
	Task D.	-.003	.908	.905	.000	.940
	HedonicM X Task D	.258	.910	.906	.003	.168
Male	Mean H M	.954	.911	.909	.911	.000
	Task D	-.018	.911	.907	.000	.684
	HedonicM X Task D	0.134	.912	.906	.001	.535

2Hc stated the moderation effect of task definition for impulse shopping intention. Variables were entered to model in following order: hedonic shopping motives, definition and hedonic M. X taskD. Findings are presented in Table4.

The interaction term (crosses of hedonic shopping motives and task definition) doesn't significant ($\beta = 0.258$) for females and ($\beta = 0.134$) for males. But the significant change in R² value ($\Delta R^2 = 0.003$, $p < 0.168$) and ($\Delta R^2 = 0.001$, $p < 0.535$) respectively for females and males is indicated only for females which is not significant. Therefore, for both genders, the task definition while the shopping didn't

make any influence for their impulse tendency. Hence, the hypothesis H2c was rejected.

5. RESULT AND DISCUSSION

As concluded through the multiple regression analysis, for variables in hedonistic shopping motives, novelty, and social interaction for females, and fun for both males and female respondents indicate significant positive relationship between dependent variable. Moreover current research findings further signified that the past scholars idea as women are more involved with shopping contrast to their male counterpart (Borges, Babin,& Spielmann, 2013). Furthermore, it's further proved that suggestion made by Johnstone and Conroy (2005) as female shoppers designate strong favourable reaction to relational and hedonistic aspect of retail environment than the male shoppers. Hence, the findings of current study consolidated with Mitchell et al., (2015) that appreciations of peers or family members and interact with them will enhance the female youngster's intention to buying impulse in retail settings contrast to gents who didn't indicate any significant impact with prise of other or interact with other while they are doing shopping that is affiliated with Rainie (2003). Moreover, as found by (Gültekin & Özer,, 2012) men are enjoyed with shopping and it tend enhance their tendency to attend for impulse purchases in this group. The second praise of the study, the moderating effect of the situational factors realised that, availability of money for shopping makes significant effect for both groups' impulse tendencies which is aligned with the findings of, Badgaiyan, & Verma (2015) highlight that, the availability of money is a significant facilitating factor for impulsive buying. But time viability only influences for female group that proved that when female shopper has more time to walk throughout the shop it will exposure to buy some items what they have not planned (Coley, & Burgess ,2003). Further task definition in the shopping trip didn't make any effect for each group impulse buying intention which is proved that, when the consume involve in shopping with identified

specific task in their mind, their willingness to browse the store and attend for impulse buying limited (Punj, 2011).

5.1. Theoretical Implications

The study conceptualized the impulse buying intention with five dimensions of hedonistic shopping value, especially the considerable factor of young consumers' impulsiveness. Further, that has proved that, young consumers try to satisfy their hedonistic motives specially females through the shopping. This conceptualization will be useful in both impulses buying study as well as study about young consumes. Including moderating effect of situational factors, in a same model will further explain the scenario. These finding will allow for apply this framework other type of buying such as compulsive buying, window shopping, and gratification shopping and additional product categories such as: FMCGs, electronic items, books, durable items. Moreover, studies focus of Sri Lankan youth will provide background for study about other context related to them as well as different behaviour patterns such as compulsive buying, complimentary buying, extended buying. Further qualitative base of the study will facilitate conduct qualitative or mix method research in the same field.

5.2. Limitation and Scope for Future Research

The study conducted as quantitative nature with cross sectional data so result may have missed some specific insights of young consumers. If this can be conducted for several years as time serious it will elaborate how young consumer impulse buying tendencies will vary with their different age level and hedonistic motives. If the study conducted in different contexts such as hybrid or online finding will be for exclusive.

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