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# Consumer behavior: an investigation into how motivational factors influence online consumers' impulse purchases of fashion items

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# CONSUMER BEHAVIOR: AN INVESTIGATION INTO HOW MOTIVATIONAL FACTORS INFLUENCE ONLINE CONSUMERS' IMPULSE PURCHASES OF FASHION ITEMS

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**Declaration**

I, Asiya Begum Mahomed, declare that this thesis is my own, unaided work. It is being submitted for the Master of Research at the University of the Witwatersrand, Johannesburg. It has not been submitted before for any degree or examination at any other University.

_____

Asiya Mahomed

31 January 2023 in Johannesburg**.**

**Dedication**

To my late father, Sayed Farouk Mahomed, this one is for you. Your encouragement and vigor for me to continue my studies is cherished and this study honors that.

*Your “absence is like the sky, felt everywhere” (C.S Lewis).*

**Acknowledgements**

I thank Allah for blessing me to see this study to fruition. I wish to thank all the people whose assistance was of great help in the completion of this project.

- I wish to express my gratitude to my supervisor, Prof Thomas Anning Dorson for his efforts in guiding me.
- To my family, thank you for encouraging and supporting me.
- Sincere appreciation goes to my work manager for allowing me the opportunity to further my studies.

## Abstract

The global growth of online retail in the last decade has played a major role in altering consumer behavior. A key behavioral trend has been the rise of 'impulsive buying', a phenomenon that continues to grow significantly in South Africa in particular. However, in part due to its novelty and rapid emergence during and after COVID-19, the nature of and the decision-making processes behind online impulsive buying have been largely unexplored. Both retailers and marketers alike have therefore sought to understand its role in order to maximize market potential. As such, this study aims to provide new insight by building on existing literature about online consumer behavior. It determines the motivations that influence impulsive buying in online retail fashion consumers, as well as how their level of involvement or interest in fashion influences their decision-making. Using a deductive, quantitative approach and collecting data sets through survey questionnaires of 510 millennial South African consumers, the study focuses on two types of motivational factors; Utilitarian and Hedonic, in order to understand the phenomenon. Applying a moderation model, the study uses statistical analysis to demonstrate that fashion involvement can act as a moderating variable that could influence the relationship between the two factors and impulsive buying behavior. It finds that fashion involvement has a negative relationship with the utilitarian effects of price, and the hedonic effects of sensory and stimulation elements. As the regression co-efficient for these interactions is closer to zero ($p<.05$ or lower) with a 3-4 % variance in impulse product purchase in the macro model used, the study indicates that the impact of these elements on impulsive buying decreases as a consumer's level of interest in fashion increases. The research ultimately contributes to the literature by explaining these relationships through the moderation model and its theoretical underpinnings. Despite its focus on a small data set drawn from the South African context, it is hoped that the study's findings may encourage further research on a wider scale, and help marketers and online retailers develop and improve the practical efficiency of their online marketing strategies to harness impulsive buying behavior.



**Keywords:** *impulse buying, hedonic, utilitarian, fashion involvement, e-commerce, COVID-19*

# Table of Contents


*Abstract* ..... 4
*List of Figures* ..... 8
*List of Tables* ..... 9
*1. Introduction* ..... 11
**1.1 Introduction** ..... 11
**1.2 Background** ..... 12
**1.3 Context of the Study** ..... 13
**1.4 Research Problem and Question** ..... 14
**1.5 Research Objectives and hypotheses** ..... 17
**1.6 Contribution of Study** ..... 19
**1.7 Scope and Delimitations** ..... 20
**1.8 Definition of Terms** ..... 20
**1.9 Assumptions** ..... 22
**1.10 Conclusions** ..... 22
*2. Literature Review* ..... 23
**2.1 Introduction** ..... 23
**2.2 Theoretical Background** ..... 23
2.2.1 Theory of Impulse Buying Behavior ..... 24
2.2.2 Consumer decision making process ..... 25
2.2.3 Theory of Planned Behavior (TPB) ..... 27
2.2.4 Gender Socialization Theory ..... 28
**2.3 Insights into South African Online Retailing and Fashion Market Dynamics** ..... 30
2.3.1 Online Retailing in South Africa ..... 30
2.3.2 Fashion Retailing ..... 30
2.3.2.1 South Africa's Fashion Retail Environment ..... 32
2.3.2.2 South Africa's Online Fashion Retail Environment ..... 34
2.3.3 Impulse Purchasing ..... 35
2.3.4 Shopping Motivations of Online Shoppers ..... 36
2.3.4.1 Utilitarian Motivations ..... 36
2.3.4.1.1 Convenience ..... 37
2.3.4.1.2 Price ..... 38
2.3.4.1.3 Website Attributes ..... 38
2.3.4.1.4 Information Availability ..... 39
2.3.4.2 Hedonic Motivations ..... 39
2.3.4.2.1 Entertainment ..... 40
2.3.4.2.2 Sensory ..... 41
2.3.4.2.3 Stimulation ..... 41
2.3.5 Online Shopping for Different Generations ..... 41
2.3.6 Product Purchase ..... 42

**2.4 The Gap in the Literature ..... 43**
**2.5 Conclusion ..... 44**
***3. Conceptual Framework and Research Hypotheses ..... 46***
**3.1 Online Motives and Product Purchase ..... 47**
3.1.1 Utilitarian Motivations ..... 48
3.1.1.1 Convenience ..... 48
3.1.1.2 Price ..... 48
3.1.1.3 Website Attributes ..... 49
3.1.1.4 Information Availability ..... 49
3.1.2 Hedonic Motivations ..... 50
3.1.2.1 Entertainment ..... 50
3.1.2.2 Sensory ..... 51
3.1.2.3 Stimulation ..... 51
**3.2 Fashion Involvement ..... 52**
**3.3 Gender and Product Purchase ..... 53**
**3.4 Conclusion ..... 54**
***4. Research Methodology ..... 55***
**4.1 Research Philosophy ..... 55**
**4.2 Research Approach ..... 56**
**4.3 Research Strategy ..... 57**
**4.4 Research Method Choice ..... 57**
4.4.1 Justification for the Chosen Research Method ..... 58
**4.5 Research Time Horizon ..... 59**
**4.6 Research Techniques and Procedures ..... 59**
4.6.1 Data Collection ..... 59
4.6.1.1 Sampling ..... 60
4.6.1.2 Sample Size of the Research ..... 60
4.6.1.3 Convenience Sampling ..... 60
4.6.2 Data Collection Instruments ..... 60
4.6.2.1 Primary Data ..... 61
4.6.2.2 Requirements for Questionnaires ..... 61
**4.7 Data Analysis and Interpretation ..... 61**
**4.8 Validity and Reliability ..... 62**
4.8.1 Validity ..... 62
4.8.2 Reliability ..... 63
**4.9 Ethical Considerations ..... 63**
4.9.1 Informed Consent ..... 64
4.9.2 Voluntary Participation ..... 64
4.9.3 Anonymity and Confidentiality ..... 64
4.9.4 Academic Integrity ..... 64
**4.10 Conclusion ..... 64**
***5. Empirical Results ..... 66***
**5.1 Demographics of the Respondents ..... 66**
5.1.1 Gender of Respondents ..... 66

5.1.3 Race of Respondents ..... 67
**5.2 Interpretation and Analysis ..... 68**
5.2.1 Descriptive Statistics ..... 68
5.2.1.1 Convenience ..... 68
5.2.1.2 Price ..... 68
5.2.1.3 Website Features ..... 69
5.2.1.4 Information Availability ..... 70
5.2.1.5 Entertainment ..... 70
5.2.1.6 Sensory ..... 71
5.2.1.7 Stimulation ..... 72
5.2.1.8 Fashion Involvement ..... 72
5.2.1.9 Impulse Product Purchase ..... 73
5.2.1.10 Normality Test ..... 73
5.2.1.11 Reliability and Validity ..... 74
5.2.2 Hypothesis Testing ..... 75
5.2.2.1 Utilitarian Motivations and Impulse Purchase Behavior (Hypotheses 1a-d) ..... 76
5.2.2.2 Hedonic Motivations and Impulse Purchase Behavior (Hypotheses 2a-c) ..... 77
5.2.2.3 Fashion Involvement as Moderator (Hypotheses 3a-d/4a-c) ..... 79
***6. Discussion of Findings ..... 89***
**6.1 Discussion of Key Findings ..... 89**
6.1.1 The Influence of Motivational Factors on Consumers' Purchase ..... 89
6.1.2 Effects of Fashion Involvement as Moderator ..... 90
6.1.3 Relationship between Gender and Motivational Factors on Consumers' Purchase ..... 91
***7. Conclusion and Recommendations ..... 93***
**7.1 Summary ..... 93**
**7.2 Contributions ..... 95**
7.2.1 Conceptual Contribution ..... 95
7.2.2 Theoretical Contribution ..... 96
7.2.3 Practical Implications ..... 97
**7.3 Recommendations ..... 98**
**7.4 Limitations ..... 99**
**7.5 Future Research ..... 99**
***References ..... 100***
***Appendix I ..... 114***
***Appendix 2 ..... 122***

# List of Figures

Figure 1. Consumer decision making process (Zhang et al., 2021) ..... 27
Figure 2. Theory of Planned Behavior (TPB) Diagram (Ajzen, 1991)..... 28
Figure 3. Graph: Fashion Life Cycle (CIM 2005). ..... 31
Figure 4. Conceptual Framework ..... 47

# List of Tables

Table 1. Definition of Variables ..... 20
Table 2. Major Fashion Retailers in South Africa. From *Results*. Search South Africa. (2023). https://search.co.za/results?q=clothes-fashion ..... 33
Table 3. Gender of Respondents ..... 66
Table 4. Age of Respondents ..... 67
Table 5. Race of Respondents ..... 67
Table 6. Level of Convenience Considerations ..... 68
Table 7. Level of Price Considerations ..... 69
Table 8. Level of Website Features Considerations ..... 69
Table 9. Level of Availability of Information Consideration ..... 70
Table 10. Level of Entertainment Consideration ..... 71
Table 11. Level of Sensory Consideration ..... 71
Table 12. Level of Stimulation Consideration ..... 72
Table 13. Level of Fashion Involvement Consideration ..... 72
Table 14. Level of Impulse Buying Consideration ..... 73
Table 15. Normality, Skewness, and Kurtosis ..... 74
Table 16. Correlation Co-efficient ..... 74
Table 17. Cronbach Alpha ..... 75
Table 18. Fashion Involvement as a Moderating Factor between Convenience and Impulse Purchase Behavior ..... 79
Table 19. Fashion Involvement as a Moderating Factor between Price and Impulse Purchase Behavior ..... 80
Table 20. Fashion Involvement as a Moderating Factor between Website Attributes and Impulse Purchase Behavior ..... 81
Table 21. Fashion Involvement as a Moderating Factor between Information Availability and Impulse Purchase Behavior ..... 82
Table 22. Fashion Involvement as a Moderating Factor between Entertainment and Impulse Purchase Behavior ..... 83
Table 23. Fashion Involvement as a Moderating Factor between Sensory and Impulse

Purchase Behavior ..... 84
Table 24. Fashion Involvement as a Moderating Factor between Stimulation and Impulse Purchase Behavior ..... 85
Table 25. Mann-Whitney Test Statistic ..... 86

# 1. Introduction

## 1.1 Introduction

In today's age, online shopping is the convenient answer to a busy lifestyle (Kesari & Altukar, 2016). Over the years, there has been a significant shift in the way customers shop. Even though customers continue to purchase from physical stores, users or buyers find internet shopping to be extremely handy. According to a study by Laato et al. (2020), individuals who are frequently too busy or reluctant to spending a lot of time shopping can save time by purchasing online. This tendency is not new to South Africa, where e-commerce has been steadily expanding over the past few years (Goga, Paalo, & Nyamwena, 2019). However, the rise in online shopping has also increased the tendency for shoppers to buy on impulse (Wu, Chiu & Chen, 2020).

Aragoncillo and Orús (2018) argue that as impulsive buying has become a common phenomenon in all retail formats, marketers and academics have recognized it as one of the most significant areas of further study. According to Wu, Chiu, and Chen's (2020) study, consumer purchasing behavior has become so ingrained in people's lives that they often do not recognize or are unaware that they are engaging in it. Market competition is currently high in the retail sector, and all kinds of companies utilize promotions and various marketing tactics in their operations to keep their consumers (Wu, Chiu & Chen, 2020). Therefore, encouraging impulsive purchases in the retail market for various products may become a significant competitive advantage and a profitable source of revenue for the retail shop (Khan, Tanveer & Zubair, 2019). Thus, it is critical for online and retail merchants to understand impulsive purchasing behavior, as it may improve company sales.

As a result, this study aims to explore the influence of motivational factors that drive online shopping on the impulse purchase behavior of millennial South African shoppers of fashion products. Moreover, the study also aims to highlight the nuances and complexities of online impulse fashion purchasing in relation to fashion involvement, or interest in fashion itself. Upon establishing links to motivational factors, the study undertakes an assessment of how marketing practices in online shopping, particularly those for fashion products, influence these motivational factors. These provide informative and important

elements that can be beneficial to online retailers. The assessment is based upon the results of a data gathering procedure involving respondents from the selected group.

## 1.2 Background

Increases in personal disposable incomes and credit availability, coupled with a global pandemic, have made impulse buying in retail environments a dominant consumer behavior (Zhu et al., 2020). Impulse buying is perceived as unplanned and "on the spot" purchases which result from a stimulus (Neves, 2016). The most available data to date is a study conducted by Neves (2016) which focuses on the factors that influence impulse buying among millennial students. It found that impulse buying generated R13.5 billion a month in 2013, and 40 percent of consumers considered themselves impulse shoppers (Neves, 2016). This trend has been ongoing for the past five years as projected by experts in 2016 (Goldstuck, 2016). Impulse behavior seems to have a strong influence on consumer purchases. It is therefore critical to have a thorough understanding of the customer and the nature of such behaviors they exhibit (Varadarajan, 2020).

The adoption of the internet has also been cited as a driver of worldwide and South African retail growth. By advertising and selling their goods on websites, merchants are gradually becoming e-retailers (Krüger & Rootman, 2017). Due to the fast and dynamic growth in the use of the internet as an information search and purchase channel, as well as the severe impact of the economic crisis coupled with the COVID-19 global pandemic, consumer behavior has changed, and online transactions are rapidly increasing (Zhu et al., 2020; Guitton, 2020). As a result, online impulse buying has stimulated the interest of researchers and organizations to better understand the psychological foundations of this behavior, in order to boost sales (Rajan, 2020).

Fashion items are the world's largest ecommerce industry such that over the following five years after 2021, the compound annual growth rate of online fashion is expected to be at 7.18 percent, putting the sector at +$1.0 trillion (Orendorff & Rosen, 2022). Fashion items are classified as items such as garments, accessories, shoes and purses that are considered to be current and stylish (Leung & Taylor, 2002). More specifically, South Africa's largest online marketplace, Bidorbuy (2022), stated a 73 percent growth rate in its clothing, shoes and accessories division from early 2010 to the same period in 2011

(Bidorbuy, 2022). The fashion industry continues to be of interest to marketing practitioners and scholars as a result of its highly competitive nature and high profitability (Frost & Sullivan, 2018). Identifying key motivational drivers for impulsive buying behavior benefits online retailers, because, through these drivers, they can establish how they could improve their products as well as its delivery through a platform accessed by buyers (Aragoncillo & Orús, 2018).

Compared to the traditional manner of shopping, various factors may influence a consumer's impulse buying behavior (Padmavathy, Swapana & Paul, 2019; Rajan, 2020). Burton et. al (2018) argue that impulse buying occurs when there is a quick and intense emotional desire that results from a reactive action with little cognitive control. In addition to having an emotional component, Gogoi (2020) points out that impulsive buying may be prompted by a number of variables, including the retail atmosphere, life satisfaction, self-esteem, and the consumer's emotional state at the moment. Another perspective offered by Platania, Platania and Santisi (2016) focused on the sensory and psychological aspects connected with the kind of product, product expertise, and brand loyalty often overlap the significance given to the physical surroundings. Another perspective focused on the sense of utility and involvement of the consumers to the brand. Belanche, Casalo and Guinaliu (2012) propose that these motivational factors are website usability and time savings. Various opinions about what might influence online impulse shopping exist and these factors may be relevant. However, all of these factors may depend on the consumer's involvement level (Wang, Cho & Liu, 2009). Fashion involvement may be defined as the degree of interest consumers have in fashion product categories (Wang et al., 2009).

Therefore, the purpose of this study is to investigate the influence that online motivational factors including utilitarian and hedonic have on the impulse purchases of South African shoppers regarding fashion products over the internet.

## 1.3 Context of the Study

Impulse buying is a phenomenon that has received considerable attention from marketing researchers and has been studied extensively in an offline setting (Parboteeah, 2005). However, there is preliminary evidence that this behavior is prevalent in an online setting

(Rajan, 2020). Online shopping has been an emergent phenomenon globally, but specifically in countries where well-developed infrastructure exists for marketing activities over the internet (Rajan, 2020). Hawkins, Best and Coney (2001) reported that online shopping accounted for a small portion of retail sales in emerging and developing economies such as South Africa and is expected to rapidly increase in the future. This was evident as Frost and Sullivan (2018) reported that South African e-commerce was estimated to be a $50 billion industry, despite it facing challenges such as small market size and fears over security of online payments and whether products actually arrived. Thus, impulse buying is used to demonstrate the connection between the first and second statements and displays different results from other studies.

In his most current study on the effects of COVID-19 on consumer behavior, Nielsen (2021), claimed that 37% of South Africans are now opting to shop online. This tendency, according to Nielsen (2021), will not slow down even after the pandemic. Moreover, it has been highlighted that fashion e-commerce within South Africa has progressively become the fastest developing space on the internet with double digit growth rates annually (Yeow, Soh & Hansen, 2018). Additionally, Facebook reports indicate that fashion brands in South Africa have an average fan base of 356 753 users, which is a far greater than an average number of brands' fans in other industries (Social Media Today, 2021). Hence, fashion brands are one of the largest business entities among South African Millennial consumers in the online ecosystem (Social Media Today, 2021). With the proliferation of electronic commerce, there is both a need and opportunity to examine impulse buying of fashion items in an online setting.

Despite much wider research, there is a lack of focus in the literature specifically on South African consumer behavior in online retailing within the fashion industry (Krüger & Rootman, 2017). Hence, the main objective of this study is to bridge this gap by conceptualizing consumers' impulse purchase behavior with fashion products online, and to help better understand the motivation of consumers in order to reach and engage them more effectively.

## 1.4 Research Problem and Question

Online fashion shopping is a relatively new yet burgeoning phenomenon in South Africa

compared to other countries such as Europe and the United States of America (Yeow et al., 2018). Literature suggests that factors that motivate shoppers to impulsively buy online can be utilitarian or hedonic (Park et al., 2012; Chiu et al., 2014; Vasić, Kilibarda & Kaurin, 2017; Vijay, Prashar & Sahay, 2019; Koch, Frommeyer & Schewe, 2020). In the past, research has been conducted on both utilitarian and hedonic impulse shopping motivations such as shopping convenience, information seeking, variety, social interactions, and enjoyment (Jayawardhena & Wright, 2008; Lee & Lee, 2006). Most findings reported that increased convenience and speed make e-commerce attractive to buyers (Aragoncillo & Orus, 2018). Moreover, it was revealed that entertainment and delight, drive online shopping activity (Jones, Reynolds & Arnold, 2006; Park et al., 2012; Koch et al., 2020).

Additionally, all these factors may depend on the consumer's involvement level (Wang et al., 2009). Consumers may be highly involved with a product such as apparel and invest ample effort and attention (Arnould, Price & Zinkhan, 2004). On the other hand, consumers may display low involvement in certain purchases and devote minimal effort and attention (Arnould, Price & Zinkhan, 2004). Moreover, marketing research indicates that gender influences information processing and search behaviors (Su, Comer & Lee, 2008). Although there is some evidence to suggest that gender influences consumers' level of fashion involvement, we have not seen any analysis of gender influences or gender differences in impulse fashion purchasing in South Africa. To bridge that gap, the study further examines the effect of gender and fashion involvement on factors that motivate consumers to impulse purchase fashion products online.

The fashion industry is extremely volatile and seasonal; thus, it is subject to many vulnerabilities such as various fashion items declining in prominence (Goldstuck, 2021). Each fashion season is distinguished by a novel clothing design or style that goes through particular stages of remaining 'fashionable' amongst consumers (Moore & Fairhurst, 2003). Online fashion retailers competing in this industry must have the ability to keep up with the fast-developing pace and understand what motivates consumers to purchase fashion items online, make impulsive online fashion purchases. (Haswell, 2010). Retailers that fail to recognize and understand consumers' impulsive online shopping motivations are at a high risk of exiting the market (Close & Kinney, 2010). Selling fashion items online

is remarkably different from selling in traditional brick-and-mortar stores, necessitating essential insight into consumer behavior and how novel technologies and online shopping motivations challenge the traditional assumptions underlying conventional theories of marketing and selling fashion items to consumers (Rajagopal, 2010; Haswell, 2010). At present, little research has explored online impulse fashion shopping motivations within the emerging market of South Africa.

Moreover, this research employed fashion involvement as a moderator to help marketing practitioners, scholars and academics to understand how online fashion consumers' motivations differ with regard to their level of fashion involvement. Understanding the levels of fashion involvement and gender dynamics help marketing practitioners to develop and implement targeted strategies to increase and trigger consumers' impulse motives. Lastly, the majority of South African research on this topic has used qualitative methodologies. (Berkup, 2014; Rudansky-Kloppers, 2014). This research study makes a significant contribution to this field, especially in view of the insufficiency of quantitative driven literature on this topic in the South African setting. Thus, this research looks at a combination of online shopping motivations with regard to South African Generation Y consumers' impulse purchase of fashion items, in relation to their level of fashion involvement.

Hence, the primary question guiding this study is:

*"What motivational factors influence Millennial consumers' online impulse purchases of fashion products; and what* moderating effect does gender and fashion involvement have on the motivational factors influencing their online impulse purchases*?"*

The question addresses the need to identify specific online motivational factors for impulsively purchasing fashion items online and it takes the South African Generation Y shopper as the subject (Nielsen, 2021). Hence, the expected outcome of the research is to gain a better understanding of consumer behavior and what motivates customers to impulsively acquire fashion items online. Once these online impulsive fashion-shopping motivations are better understood, recommendations for more effective and efficient marketing strategies can be planned (Jones et al., 2006). These recommendations

should have direct consequences on online fashion retailers marketing communications and marketing strategies, allowing online fashion retailers to deliver appropriate value for online fashion shoppers (Jones et al., 2006).

## 1.5 Research Objectives and hypotheses

The primary research aim of the paper is to examine the influence that online motivational factors, both utilitarian and hedonic have on the impulse purchases of South African shoppers; the relationship between gender and the motivational factors on the consumers' impulsive fashion purchases and the moderating effect of fashion involvement on online motivational factors and impulse product purchases behaviours.
The research objectives of this dissertation aims to:

i. Identify the influence of factors that is the most central to online consumers' impulse purchases in the SA online fashion industry.
ii. Identify the influence that the utilitarian and hedonic motivational factors have on online fashion impulse product purchases.
iii. Examine the relationship between gender and other factors in South African consumers' impulsive fashion purchases.
iv. Examine the effect of fashion involvement as a moderator on the relationship between online motivational factors and impulse product purchases behaviors.

Consequently, the following hypotheses will be used to achieve this research objectives:

i. H1: There is a relationship between the different online motivational factors and shoppers' impulsive purchase behaviors of fashion items
ii. H1a: Convenience has a significant influence on online fashion shopper's impulse product purchase behaviors
iii. H1b: Price has a significant influence on online fashion shoppers' impulse product purchase behaviors
iv. H1c: Website Attributes has a significant influence on online fashion shoppers' impulse product purchase behaviors
v. H1d: Information Availability has a significant influence on online fashion shoppers' impulse product purchase behaviors
vi. H2a: Entertainment has a significant influence on online fashion shoppers'

impulse product purchase behaviors

vii. H2b: Sensory has a significant influence on online fashion shopper's impulse product purchase behaviors

viii. H2c: Stimulation has a significant influence on online fashion shoppers' impulse product purchase behaviors

ix. H3a: Fashion involvement moderates the relationship between online convenience and impulse product purchase behaviors

x. H3b: Fashion involvement moderates the relationship between price and impulse product purchase behaviors

xi. H3c: Fashion involvement moderates the relationship between online website attributes and impulse product purchase behaviors

xii. H3d: Fashion involvement moderates the relationship between availability of information and impulse product purchase behaviors

xiii. H4a: Fashion involvement moderates the relationship between entertainment and impulse product purchase behaviors

xiv. H4b: Fashion involvement moderates the relationship between sensory and impulse product purchase behaviors

xv. H4c: Fashion involvement moderates the relationship between stimulation and impulse product purchase behaviors

xvi. H5a: There is a significant difference between males and females on their evaluation of convenience

xvii. H5b: There is a significant difference between males and females on their evaluation of price

xviii. H5c: There is a significant difference between males and females on their evaluation of website attributes

xix. H5d: There is a significant difference between males and females on their evaluation of availability of information

xx. H5e: There is a significant difference between males and females on their evaluation of entertainment

xxi. H5f: There is a significant difference between males and females on their evaluation of sensory

xxii. H5g: There is a significant difference between males and females on their evaluation of stimulation
xxiii. H6: There is a significant difference between males and females on their evaluation of fashion involvement
xxiv. H7: There is a significant difference between males and females on their evaluation of entertainment

## 1.6 Contribution of Study

This study attempts to provide useful insights into online consumer behavior, particularly with regard to impulse purchases of fashion products. Anning-Dorson & Nyamekye (2020) stated that the most notable marketing trend to emerge in the last ten years is that of customer dominance. The focus of marketing and business ought to be value creation and delivery, and value is largely determined by the customer (Anning-Dorson, 2020). Hence, this research aims to contribute to the empirical literature on consumer behavior, their value needs, and how to create online experiences for them. Marketers must move from campaigns that turn on and off, to agile content that responds to the current "always on" consumer (Anning-Dorson, 2020). Customer dominance continues to dictate marketing strategies. Hence, understanding the key facilitators of online consumption in respect of fashion and more specifically impulse buying shapes the development of marketing communications and channel design to elicit the right customer response.

For online professionals, this dissertation may assist them to uncover the motivations pursued by online impulse shoppers, with particular regard to fashion items. The results aid professionals with a means to enhance consumers' purchases (Im, Lennon & Stoel, 2010). Moreover, the findings can help them determine appropriate strategies needed to deliver enhanced customer experiences to their target consumers in relation to gender and fashion involvement levels (Im et al., 2010).

This dissertation broadens the understanding of online impulse shopping behavior in the emerging African context where online shopping is increasing at a faster rate compared to the rest of the world (Jibril et. al., 2020). Specifically, in the South African context, where online fashion shopping is increasingly popular, there has been minimal empirical research exploring how online motivation factors, gender, fashion involvement, and

impulse fashion product purchases are related. Thus, this dissertation serves as a preliminary study to incorporate these factors and investigate them simultaneously in empirical research. The results of this dissertation offer numerous benefits to the empirical literature as well as practice.

## 1.7 Scope and Delimitations

The dissertation may encounter a few limitations and delimitations. Firstly, it is limited to only Generation Y (11–31 years of age) consumers in Johannesburg, Gauteng, and not the entire South African population. Furthermore, as the research is designed to investigate the influence of motivational factors on impulse purchases of fashion products over the internet, the variables of interest are limited to price, convenience, website attributes, availability of information, entertainment, sensory and stimulation.

## 1.8 Definition of Terms

The objective of this research is to explore the influence motivational factors have on consumers' impulse purchases of fashion items. The definitions of each variable are presented in Table 1.

**Table 1. Definition of Variables**

| Variable | Definition |
|---|---|
| Shopping motivations | Shopping motivations are entrenched in the values held by consumers and the pleasures they desire (Parsad et al., 2021) |
| **Utilitarian Motivations** | Utilitarian factors pertain to the functional benefits and sacrifices consumers may encounter (Yuan et al., 2022) |
| Price | Price forms part of the marketing mix and is used to stimulate consumers. (Hanaysha et al., 2021) |
| Convenience | Convenience is anything that is anticipated to save time and aggravation. (Oliveira et al., 2019) |
| Information | Pertains to facts about goods and services (White, 2002) |

| | |
|---|---|
| Website Attributes | Website attributes are defined as the elements of a website which are observable to the consumer and aids their shopping process (K & Prabhu, 2022) |
| **Hedonic Motivations** | Hedonic shopping motivations may be described as the consumers' perceived experience- based benefits and sacrifices (Santo & Marques, 2021) |
| Entertainment | Entertainment is defined as a hedonic component of online shopping which enables consumers to escape boredom, obtain pleasure and experience enjoyment. (Leung, 2020) |
| Fashion Products | Items such as garments, accessories, shoes and purses that are considered to be current and stylish. (Miura et al., 2021) |
| Fashion Involvement | Fashion involvement is the degree of significance consumers place on fashion product categories. (Lynch & Barnes, 2020) |
| Impulse Buying | Impulse buying is perceived as unplanned and "on the spot" purchases which results from a stimulus (Kiran Mishra, 2019) |

## 1.9 Assumptions

The assumptions for this study are that the participants answered the questionnaire in an honest and trustworthy manner and that the participants fully understood the questions they were asked. Moreover, this research assumes that the inclusion criteria of the sample are appropriate and therefore, assures that the participants all have access to participate.

In addition, this study assumes the research participants have a sincere interest in participating in the research without any other motives or beneficial gains. Lastly, it assumes that the statistical instruments used elicited reliable responses, to produce reliable and valid recommendations and suggestions to academic and marketing practitioners.

## 1.10 Conclusions

The first chapter described the research's background as well as its reasoning. It defined the objectives and goals of the study. The study methods and design were properly disclosed. The chapter concluded with a thesis structure or outline.

# 2. Literature Review

Chapter Two is structured in three major parts: the theoretical background, an empirical review, and the gap in the literature. The theoretical background introduces and provides a brief overview of the relevant theories that could explain impulse purchase behavior in the context of online shopping. The empirical review, on the other hand, provides a review of the relevant literature about the subject matter of the study, including a discussion of online retail in South Africa to sufficiently contextualize the study and identify consumer motivations under the hedonic and utilitarian categories. After discussing its theoretical and empirical background, the study finally looks at identifying gaps in the literature that require further examination.

## 2.1 Introduction

The literature review begins by establishing the nuances between different theories that have been used in previous studies to assess consumer purchase behavior. The theories discussed included Theory of Impulse Buying Behavior, Consumer Behavior Decision Making Process, Theory of Planned Behavior and Gender Socialization Theory. The next part is an empirical review of the related literature. This involves a brief overview of the online fashion retailing in South Africa and the introduction of concepts of impulse purchasing and shopping motivations. A comprehensive discussion of the selected motivational factors identified will also be provided. Afterwards, the study is contextualized more appropriately by introducing the cohort upon which the study is focused— Millennials as a demographic. Finally, a thorough formulation of its hypotheses establishes the study and defines the targets of the study more concretely.

## 2.2 Theoretical Background

This review undertakes a thorough exploration of pertinent theoretical frameworks, including the Theory of Impulse Buying Behavior, which serves as a fundamental basis for understanding the spontaneous nature of certain purchasing decisions, and the Consumer Decision Making Process, a theory that maps out the sequential steps consumers traverse in making purchasing decisions. This theory is instrumental in understanding how consumers gather information, evaluate options, and ultimately

make their purchase decisions. The primary objective of this review is to untangle the intricate interplay between these motivational determinants and elucidate their combined impact on the likelihood of consumers engaging in impulse purchases while browsing online fashion retail websites. Moreover, we integrate insights from the Theory of Planned Behavior to help elucidate the role of consumer attitudes towards impulse buying, which are shaped by social pressures, and their perceived capacity to control such behaviors in influencing purchasing decisions within the online fashion realm.

Additionally, we delve into Gender Socialization Theory, which offers critical insights into how societal norms and gender-specific conditioning shape consumer behaviors. This theory is instrumental in understanding how deeply ingrained gender roles and stereotypes influence shopping patterns, preferences, and susceptibility to impulse buying in the online fashion market. It sheds light on the distinct ways in which gender socialization can manifest in consumer behavior, impacting the motivations behind impulse purchase of fashion items.

### 2.2.1 Theory of Impulse Buying Behavior

The Theory of Impulse Buying Behavior is a multifaced construct in the field of consumer behavior that examines consumers' spontaneous and often unplanned decisions to make immediate purchases. This phenomenon, characterized by swift decision-making and minimal deliberation, is fundamentally rooted in a mix of psychological, sociological, and behavioral factors (Stern, 1962).

Early research, such as DuPont (1949), highlighted the role of in-store stimuli in triggering impulsive purchases. This perspective has since evolved, incorporating a deeper understanding of the psychological and emotional underpinnings of this behavior (Rook, 1987). The crucial role of emotional influence is central to this theory. Emotions like excitement, stress, or boredom can significantly influence consumers' decisions to make impulse purchases, often bypassing rational decision-making processes (Rook & Gardner, 1993). This emotional trigger is a key driver in the theory, emphasizing the immediate satisfaction sought through these purchases.

The impulse buying phenomenon is not solely a product of individual psychological factors. In fact, sociological factors, including societal norms and cultural attitudes towards consumption and materialism, also significantly influence this behavior

(Kacen & Lee, 2002). This sociological perspective underscores the notion that impulse buying is a complex interplay between individual psychological states and social dynamics. In addition to psychological and social factors, the retail environment also plays a crucial role in shaping impulse buying behavior. Store layout, product placement, promotional tactics, and atmospheric elements in physical stores, as well as website design and functionality, persuasive online marketing strategies, and limited-time offers or exclusive deals in the digital realm, can all contribute to an impulsive purchasing process (Underhill, 1999; Dawson & Kim, 2009).

The roles of marketing and advertising are crucial in the impulse buying behavior. Recent advancements in e-commerce and digital marketing have expanded the scope of the Theory of Impulse Buying Behavior, encompassing new dimensions such as the influence of social media marketing and mobile shopping applications, which are becoming increasingly relevant in understanding modern impulse buying behaviors (Limayem, Khalifa, & Frini, 2000). In conclusion, impulse buying behavior theory provides a comprehensive framework for comprehending a critical aspect of consumer behavior. By integrating emotional, cognitive, sociological, and environmental factors, this theory offers a multifaceted understanding of the complex and often spontaneous nature of certain purchasing decisions. As retail and digital environments continue to evolve, this theory remains central to unraveling the intricacies of consumer impulse purchasing behavior in both traditional and online markets.

### 2.2.2 Consumer decision making process

In the sophisticated domain of consumer behavior, the process of decision-making that culminates in a purchase is a complex and multifaceted affair. Understanding the diverse factors that influence consumer purchase behavior mandates a thorough examination of this process. Various models in marketing and consumer behavior research have systematically dissected and conceptualized this journey, outlining the typical stages a consumer traverses from identifying a need to evaluating their final purchase.

The initial stage in the consumer decision-making process is problem recognition, wherein the consumer either perceives a need or identifies a problem.

Subsequent to problem recognition is the stage of information search, during which consumers seek solutions to their identified need or problem. This stage includes both

recalling past experiences and acquiring new information, which may come from personal networks or external media. Kardes, Cronley, and Cline (2014) emphasize that the extent of this search depends on the perceived risk associated with the purchase and the consumer's prior knowledge.

The process of decision-making for consumers typically proceeds through a series of stages, each with its own unique set of considerations. According to Schiffman and Wisenblit (2015), the evaluation of alternatives is a crucial stage in which consumers compare various products or brands based on personal criteria. These criteria, as the authors point out, are deeply personal and can vary widely based on individual needs, preferences, and values.

In the penultimate stage, the consumer makes a final decision regarding the product or brand. However, as Blackwell et. al., (2006) noted, this decision is not always set in stone and can be influenced by last-minute factors such as promotional offers or social pressures, ultimately leading to a purchase or not.

The decision-making process concludes with post-purchase behavior, where the consumer reflects on their decision. This stage, as emphasized by Kotler and Keller (2015), plays a crucial role in shaping future purchase decisions and brand loyalty. Consumers may share their feedback or reviews online, which can influence the purchase decisions of other potential consumers.

For marketers, understanding the decision-making process is essential as it it allows them to devise strategies that address the specific needs and behaviors of consumers at each stage of the process. For instance, providing detailed product information can be vital during the information search stage, while ensuring customer satisfaction post-purchase is crucial for fostering brand loyalty.

The consumer decision-making process is a comprehensive framework that encompasses the various stages consumers go through when making a purchase decision. By understanding and addressing consumer needs and behaviors at each stage, marketers can more effectively engage with their target audience and drive successful business outcomes.




**Figure 1. Consumer decision making process (Zhang, Hou, & Zhu, 2021)**

### 2.2.3 Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) serves as a comprehensive framework for examining the intricate workings of consumer impulse buying. Developed by Icek Ajzen, the TPB aims to predict and elucidate human behavior (Ajzen, 1991). The theory posits that attitude, control, and norms, which are in turn influenced by intention (Kautonen et al., 2013), play a crucial role in shaping behavior. Intention, in turn, can be broken down into three components: attitude, subjective norms, and perceived behavioral control (Kautonen et al., 2013). Attitude reflects an individual's favorable or unfavorable evaluation of the target behavior, subjective norms capture the opinions of social reference groups such as family and friends, and perceived behavioral control refers to the perceived ease or difficulty of performing the behavior. During the browsing process, users' behavior may be influenced by their goals and initial impressions (Kautonen et al., 2013). This applies to individuals searching for a specific product, which in turn affects the number of visits to a website. Variables that impact the purchase decision may originate from within the user or from external circumstances during the search phase and the buying process.

The TPB framework is particularly illuminating when examining impulse buying in the online fashion industry. The accessibility of a wide range of products, coupled with the pervasive influence of digital marketing and social media, has a profound impact on consumer attitudes and perceived behavioral control. Furthermore, the role of influencers and social norms in shaping consumer attitudes towards fashion

purchases is critical. The endorsement of certain products or styles by influencers creates a powerful subjective norm that fuels the propensity for impulse buying.

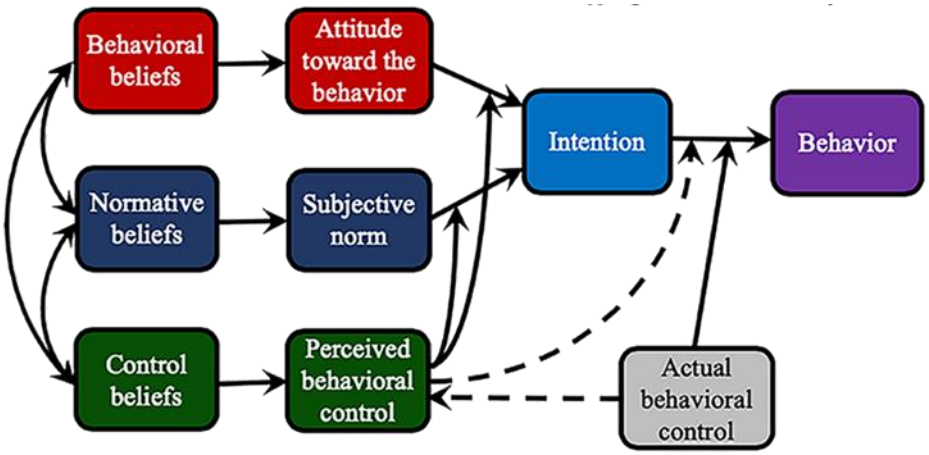


**Figure 2. Theory of Planned Behavior (TPB) Diagram (Ajzen, 1991)**

### 2.2.4 Gender Socialization Theory

Exploring the factors motivating online consumers' impulse purchases of fashion items is deeply enriched by an understanding of Gender Socialization Theory. This theory, which is crucial in sociology and psychology, sheds light on how societal norms and cultural expectations shape individual behaviors and attitudes, particularly in relation to gender. Within the scope of online shopping for fashion items, Gender Socialization Theory provides important insights into how gender roles and stereotypes guide consumer behavior, with a notable impact on impulse purchasing tendencies.

Gender Socialization Theory asserts that from early life, individuals are indoctrinated into specific gender roles and expectations through diverse forms of socialization (Lorber, 1996). These roles are deeply embedded in family dynamics, educational systems, media representations, and broader cultural practices, and significantly mold personal preferences, choices, and behaviors. This influence extends to various aspects of life, including consumption patterns and shopping behaviors.

The imprint of gender socialization is clearly visible in the context of online fashion shopping. This shapes how different genders perceive and interact with fashion,

ultimately swaying their impulse buying behaviors. This theory illuminates the development of sex-specific preferences. Women, often socialized to prioritize appearance and aesthetics, may demonstrate a stronger inclination towards fashion items that mirror contemporary trends and beauty ideals (Bem, 1981). Conversely, men conditioned to value functionality and practicality might gravitate towards more utilitarian or status-driven fashion choices (Connell, 2005).

The influence of gender socialization extends to online fashion retailers' marketing strategies. These strategies frequently target consumers based on gender-specific interests and preferences sculpted by societal norms. For instance, marketing campaigns targeting women might focus on attributes such as style and elegance, whereas those aimed at men might highlight aspects such as durability and brand prestige.

This theory also plays a critical role in understanding impulse purchasing behavior in the context of online shopping. Gender socialization contributes to differential susceptibility to impulse purchases between genders. Women, typically socialized to invest more in their personal appearance, may be more prone to impulse buying in fashion, influenced by current trends, peer pressure, and a quest for emotional gratification (Meyers-Levy & Loken, 2015). By contrast, men might engage in impulse buying motivated by factors such as perceived status enhancement or the practical utility of certain fashion items, in line with the traditional masculine roles emphasized during their socialization.

Gender Socialization Theory offers a vital lens through which to view and understand the deep-seated societal norms and gender roles that shape consumer behavior, particularly in the online fashion shopping sphere.

These theories can be valuable in examining the influence of different online motivational factors such as convenience, price, website attributes, information availability, entertainment, sensory, and stimulation on shoppers' impulsive purchase of fashion items as well as the moderating role of fashion involvement in these relationships. Additionally, the theories can also be applied to investigate the significant differences between males and females in their evaluation of these online motivational factors and their impact on impulsive purchase behavior.

## 2.3 Insights into South African Online Retailing and Fashion Market Dynamics

### 2.3.1 Online Retailing in South Africa

E-commerce is the process of buying, selling, or exchanging goods, services, or data via computer networks such as the internet (Haswell, 2010). Because of the advancement of e-commerce, online retailing has developed as an electronic way of purchasing (Haswell, 2010). Online retailing enables merchants to connect and interact with consumers while also selling goods and services via the internet (Haswell, 2010). Similarly, Kang and Park (2010) report that online retailing permits customers to attain information about products, purchase products, and have digital goods delivered twenty-four hours a day from anywhere around the world. Online shopping is advantageous to retailers since it allows them to gain a competitive edge and achieve economies of scale (Close & Kinney, 2009).

In 2018, R14.1 billion in online shopping constituted 1.4 percent of overall retail, which was projected at the time to be R1.07 trillion. Total retail dropped by 4.2 percent to R1.05 trillion in current prices, according to preliminary statistics from Statistics South Africa (Goldstuck, 2021). According to World Wide Worx, the proportion of retail sales made up by online retail sales was 2.8 percent, which was twice the rate in 2018 (Goldstuck, 2021). Total online sales in South Africa are expected to reach R42 billion in 2021, bringing the online proportion of total retail to approximately 4%, provided conventional retail recovers to its former growth trajectory, according to World Wide Worx (Goldstuck, 2021).

### 2.3.2 Fashion Retailing

The term fashion is used to indicate trends in consumerism (Pentecost & Andrews, 2010). Additionally, the term fashion refers to garments and other physical and material objects put on the human body such as accessories, shoes and jewelry that are considered to be current and stylish (Moore & Fairhurst, 2013). Thus, the term fashion can be applied to all aspects of an individual's personal appearance that provides both utilitarian and hedonic value to consumers (Pentecost & Andrews, 2010).

The fashion industry is extremely volatile and seasonal; thus, it is subject to many vulnerabilities such as various fashion items declining in prominence (Moore & Fairhurst, 2013). Each fashion season is distinguished by a novel clothing design or

style that has particular stages of remaining fashionable amongst consumers (Moore & Fairhurst, 2013). Similarly, Gopalakrishnan, Sakthivel and Santhoshkumar (2009) report that the fashion industry experiences short product life cycles, massive product variety, long and inflexible supply processes, volatile and unpredictable demand. The fashion life cycle is represented in Figure 5.

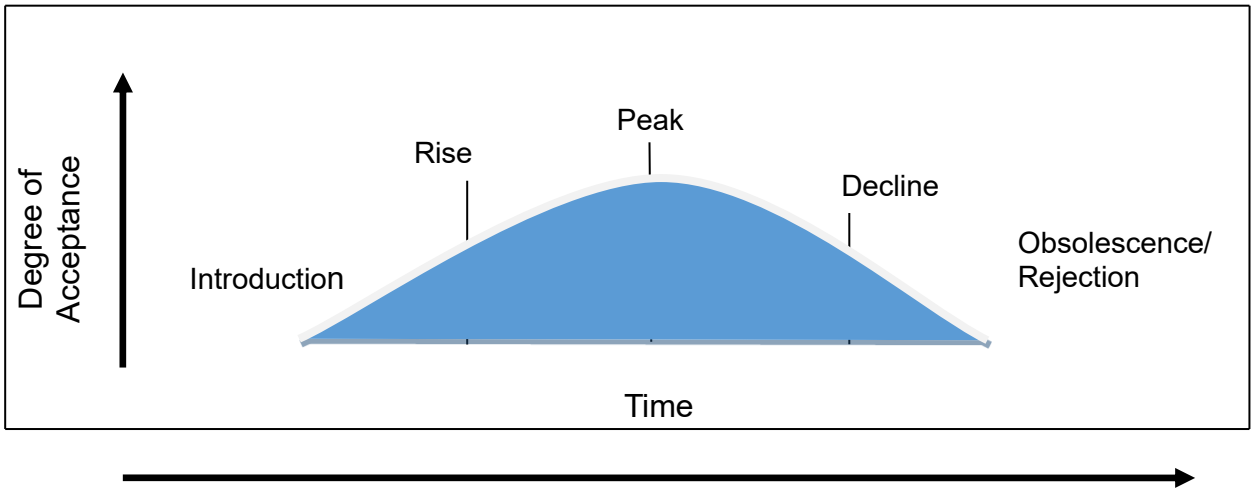


**Figure 3. Graph: Fashion Life Cycle (CIM 2005).**

Usually, the demand for fashion items develops during the course of a fashion season in the shape of a bell-shaped curve, as illustrated in Figure 3, denoting the beginning, growth, peak and decline phases of the fashion life cycle (Moore & Fairhurst, 2013). The bell shape may either be skewed to the right or the left depending on certain characteristics of the item (Moore & Fairhurst, 2013). The demand at each price in different periods of the season is tentative and the sensitivity of demand to price varies during each season (Moore & Fairhurst, 2013). All remaining items at the end of a particular fashion season decrease in value as the demand virtually disappears when the fashion season is over (Moore & Fairhurst, 2013). Hence, fashion retailers competing in this environment must have the ability to keep up with the industry's fast developing pace (Moore & Fairhurst, 2013).

Despite this volatility, Gopalakrishnan et al. (2009) state that the global fashion industry is an important segment for the economy in terms of investment, revenue,

trade and employment creation all over the world. Kinley, Josiam & Lockett (2010) report that there has been a global increase in the number of fashion purchases conducted, especially among Millennial consumers (Kinley, Josiam & Lockett, 2010). Millennial consumers are believed to be brand conscious, illustrating a strong interest in fashion and style trends (Park & Stoel, 2005). As a result, they spend large amounts of money purchasing high priced items such as designer clothing, accessories, and jewelry (Kinley, Josiam & Lockett, 2010). In addition to their own spending, Millennial consumers are reported to have an 81 percent influence of their family's fashion purchases (Kinley, Josiam & Lockett, 2010). Similarly, Viljoen, van Spuy & Rand (2018) report that in South Africa, fashion expenditure for female teenagers and young adults are higher in comparison to older consumers. Moreover, the average South African household expenditure on clothing and footwear was 4 to 6 percent (Viljoen, van Spuy & Rand, 2018).

#### *2.3.2.1 South Africa's Fashion Retail Environment*

The South African retail fashion industry is highly competitive due to the existence of many retailers serving the same markets (Liquito, 2000). South Africa's fashion retail industry is estimated to be worth more than R50 billion a year in turnover (Areff, 2022). Fashion accounted for 20.7 percent of the overall retailing industry in early 2012. Market leaders such as Truworths, Mr Price and The Foschini Group (TFG) have been fixated on expanding their businesses and fighting for market share (Areff, 2022). Moreover, retailers traditionally not in the fashion trade, such as the supermarket Pick n Pay Holdings, have recently diversified their product portfolio to incorporate fashion (Areff, 2022). Pick n Pay began by offering clothing in its hypermarket stores, but now operates sixty clothing outlets (Areff, 2022). Pick n Pay's venture into fashion retailing has demonstrated the opportunities and profitability of fashion retailing (Areff, 2022). Table 2 outlines the key fashion retailers in South Africa.

**Table 2. Major Fashion Retailers in South Africa. From *Results*. Search South Africa. (2023). https://search.co.za/results?q=clothes-fashion**

| RETAILER | DESCRIPTION |
|---|---|
| **ASJ (TFG*)** | The American Swiss brand is positioned to appeal to the fashion forward and image-conscious customer, as it offers consumers in the emerging middle market apt products and brands to express their status. |
| **Edcon Limited** | Edcon (Pty) Limited is the premier clothing, footwear and textiles retailing group in South Africa trading through a range of retail formats. It includes clothing and footwear stores such as Edgars, Prato and Temptation which serve the middle- and upper-income segments. In addition, it includes fashion stores such as Jet and Legit aimed at lower income markets. |
| **Exact!** | Exact! caters affordable fashion items for consumer. |
| **Fashion Express** | Fashion Express, offers reasonable fashion items for consumers. |
| **Foschini (TFG*)** | The Foschini brand is a ladies wear retail store targets women who are seeking fashionable, modern apparel and footwear. |
| **Luella** | Luella provides an array of ladies footwear, handbags and accessories which are aimed at the higher income market. |
| **Markham (TFG*)** | Markham's is the largest men's fashion retail chain in southern Africa, providing males with the latest fashionable, modern apparel and footwear. |
| **Matrix** | Matrix stores specialize in sunglasses and cellphones. It is aimed at sophisticated, fashionable, brand-conscious customers as it offers branded accessories. |
| **Miladys** | This fashion retailer presents classic and modern apparel, footwear, intimate wear and accessories to women throughout South Africa. |
| **Mr Price** | Mr Price provides casual clothing, intimate wear and accessories for children and adults at affordable prices. |
| **Pick n' Pay Clothing** | Pick n Pay provides an assortment of children's clothing and ladies clothing, footwear, and accessories. |
| **Sportscence** | Sportscene supplies sport and fashion brands aimed primarily at youthful, energetic and fashion-conscious consumers. |
| **Sterns** | This retailer offers stylish jewelry with a prominence on emotional warmth and romance. |
| **Totalsports** | Totalsports is the leading sportswear retailer in South Africa. |
| **Woolworths South Africa** | Woolworths provides customers with superior quality merchandise at reasonable prices. |

**Companies within the Foschini Group.*

From Table 2, it can be observed that the major fashion retailers in South Africa cater to distinct yet overlapping markets. In order to increase their market share and attain a greater competitive advantage, Haswell (2010) claims that a high proportion of these major mainstream fashion retailers have developed online retailing channels. This allows them twenty-four-hour access to their consumers, to whom they may provide tailor-made sales, services and product and trend information (McCormick & Livett, 2012). Additionally, online retailing channels offer the opportunity to achieve great operating margins (McCormick & Livett, 2012). By establishing an online presence, online fashion retailers save a significant amount of money on variable costs (Haswell, 2010). Hence, online fashion retailing has been identified as a significant component of the South African fashion market.

#### *2.3.2.2 South Africa's Online Fashion Retail Environment*

Online fashion retailing is increasingly contributing to the total fashion retail market in South Africa. Bidorbuy (2022) detected this trend of shopping for apparel online and confirmed that a 73 percent growth rate in the clothing, shoes and accessories division was observed from early 2020 to the same period in 2021 (Bidorbuy, 2022). Moreover, a total number of 805 garments, shoes and accessories were sold on the site during a single week in June 2021 (Bidorbuy, 2022). Of the 805 items, 302 were women's clothing whilst 220 were women's shoes and accessories (Bidorbuy, 2022).

Traditionally, fashion shopping has been considered the realm of women (Bakewell, Mitchell & Rothwell, 2006). However, Liquito (2000) noted that an increasing number of men are engaged in fashion shopping. More specifically, young men are spending more time shopping for themselves and showing more interest in purchasing fashion items online (Bakewell, Mitchell & Rothwell, 2006). The authors further stated that the internet is believed to provide a safer fashion shopping outlet for men who may have been stereotyped as a function of sexual orientation.

In order to attract more consumers and increase revenue, it is important for online fashion retailers to have the ability to keep up with the fast-developing pace of the fashion industry and understand what motivates consumers to shop and purchase certain fashion items online, within a particular fashion season (Moore & Fairhurst, 2013).

### 2.3.3 Impulse Purchasing

Pradhan (2016) defined impulsive buying, also known as impulse purchasing, as an unexpected purchase of a goods or service made shortly before the transaction. It is a spontaneous, instantaneous purchase with no pre-shopping plans to acquire a particular product category or to complete a specific purchasing goal. An impulsive purchaser or impulse buyer is someone who often makes such purchases (Pradhan, 2016). The usual decision-making processes in customers' brains are disrupted by impulse purchases. The logical sequence of the customers' activities is interrupted by an illogical moment of self-indulgence. According to Pradhan (2016), emotions and sentiments, both good and negative, have a significant influence on buying, whether prompted by viewing the product or being exposed to a well-crafted advertising message.

Impulse purchases increased from 38.2 percent of all sales in 1945 to 50.9 percent of total purchases in hypermarkets between 1945 and 1959. (Gudonavičienė & Alijošienė, 2015). In the early 1980s, impulsive purchases accounted for between 27 and 62 percent of all grocery sales (Gudonavičienė & Alijošienė, 2015).
Scholars and marketing practitioners have long recognized the significance of impulsive purchasing in brick-and-mortar shops, and have employed a variety of psychological techniques and tactics to boost sales (Hodge, 2014; Dholakia, 2000). Traditional retailers position point-of-sale displays at checkout tills, use visual and cross-merchandising, understand the best in-store product placement on shelves, and understand how to package products together to entice consumers to make an impulse purchase in order to encourage and prompt an impulse purchase (Hodge, 2014). Marketers deliberately put cheap hedonic goods, such as candy and magazines, near supermarket checkout desks (Hodge, 2014). The traditional brick-and-mortar shop is no longer the sole retail sales channel (Hodge, 2014). With the advent of the World Wide Web and advances in technology that allow users to network and interact with a website, online shops are developing and having a growing effect on the retail industry (Hodge, 2014).

### 2.3.4 Shopping Motivations of Online Shoppers

Online shopping studies are concerned with the application of physical or conventional shopping theories, models, and tactics to online shopping, which is a new marketing channel, as well as the study of the reasons why customers favor and refrain from making an online purchase (Saygılı & Sütütemiz, 2020). Despite obvious contrasts between online and conventional buying habits, there are clear parallels in purchase motives. As a result, hedonic and utilitarian purchasing motives are equally relevant for online purchases. Utilitarian motivation are related to the usefulness of shopping, but hedonic motivations are described as consumers' enjoyment of the actual shopping experience, according to Babin et al. (1994), Holbrook and Hirschman (1982). Online shopping is described as the action of discovering online merchants, looking for product information, choosing payment methods, and interacting with other customers and retailers in addition to purchasing goods or services (Cai & Cude, 2008; Saygılı & Sütütemiz, 2020). As a result, shopping is one of the most common online hobbies.

Consumers' online purchasing motivations increase their desire to shop on the internet Hausman and Siekpe (2009) argue that this element is often evaluated by customers' desire to buy, shop, and make a new purchase. Someone's desire to return to a website and make a purchase is viewed as a result of their attitude toward technology use. A repeat purchase, return to the relevant website, referral of the website to others, favorable views and comments on the web all influence behavioral intentions linked to internet use and online buying.

#### *2.3.4.1 Utilitarian Motivations*

Yu et al. (2018) argue that utilitarian shopping value of products or services is born with fundamental characteristics, and academic studies of utilitarian shopping values began early. According to Bridges and Florsheim (2008), when online customers are goal-oriented and want to purchase on the basis of convenience, information availability, ease of use, and variety, they get utilitarian value. In a study of mall customer satisfaction, Kesari and Atulkar (2016) categorized utilitarian shopping values as price, selection, convenience, and customized product. According to Moon et. al., (2017), in addition to convenience, the online purchasing environment provides an information availability and convenience. Meanwhile, Yu et al. (2018) conducted a

study on online shopping carnivals and associated the utilitarian motivations of customers on the aspects of price, convenience and selection. The study's focus on convenience, price, website attributes and information availability as key factors are justified by their significant impact on consumer behavior and their relevance to the research objectives.

Consequently, this study centers on: (i) convenience, given that central to the online shopping experience, convenience has been repeatedly identified as a primary driver of consumer behavior. The shift towards digital platforms has elevated the importance of convenience, encompassing aspects such as ease of navigation, time-saving features, and the overall efficiency of the shopping process (Moon et al., 2017); (ii) Price; price sensitivity and the pursuit of value for money are fundamental aspects of consumer behavior. The online marketplace, with its transparent pricing and comparative features, intensifies the role of price in purchasing decisions (Yu et al., 2018); (iii) website attributes; the design, functionality, and overall user experience of an e-commerce website significantly impact consumer behavior. Attributes such as website aesthetics, ease of use, and technical reliability are crucial in attracting and retaining customers (Hasan, 2016); and information availability; In the digital age, the availability of comprehensive and accurate product information is a key factor that influences consumer trust and decision-making (Moon et al., 2017). Each of these factors plays a synergistic role in shaping consumer behavior, and their combined study offers comprehensive insights into the utilitarian motivations of online shoppers.

#### 2.3.4.1.1 Convenience

Convenience is critical to understanding buying behavior, and customers place a high value on it. Convenience is defined as a ratio of inputs to outcomes, with time and effort as important inputs (Seiders, Berry & Gresham, 2000). Ahmed and Sathish (2015) argue that online shopping is deemed convenient only when it reduces the amount of work required by the consumer and allows for a fast response. Customers may purchase from the convenience of their own homes 24 hours a day, seven days a week (Redda, 2018). Asadollahi (2012) agrees and believes that, when compared to physical shops, internet retailers provide clients with free and extensive information about items and services all of the time. In an online shopping environment, customers may acquire product information, perform window browsing, and compare pricing at

their leisure and without feeling obligated to make a purchase. When it comes to shopping channels, the time element is very important to customers. When buying at a store, consumers weigh the advantages against the costs. Because of the many advantages, utilitarian consumers choose unconventional retail channels including online shopping (Li, Dong & Chen, 2012). When compared to other kinds of customers, “variety-seeking” consumers were more interested in convenience.

#### 2.3.4.1.2 Price

The availability of price comparison tools encourages customers to buy online (Martinez-López et. al., 2016), and also causes consumers to shift to alternative shopping channels. Redda (2018) argue that online shopping is also acknowledged with adding value for the consumers. Some of the reasons customers purchase online include better discounts and/or competitive pricing. The internet enables customers to perform a broader search for information in order to conveniently verify and compare costs. When compared to what they can obtain in physical locations, consumers are often able to acquire better goods at comparable pricing online. Consumers favor online purchasing channels over physical channels because they provide lower prices (Martinez-López et al., 2016). The degree to which customers are only concerned with paying cheap costs is referred to as price awareness (Rajesh et al., 2013). Consumers’ value cost savings while buying online (Beldona, Racherla & Mundhra, 2011).

#### 2.3.4.1.3 Website Attributes

Hasan (2016) argues that for more than a decade, e-commerce researchers have been studying the importance of website features in attracting and maintaining clients. Scholars have concentrated on the impacts of customer assessments of website content aspects on comfort and online success. Website attributes includes the navigational system and the hierarchy of features used in a website such as its visual appeal, innovativeness, aesthetics, and use of colors and forms (Dedeke, 2016). Website design is even more important in online buying than customer service in conventional shops (Hasan, 2016). From the consumer's point of view, website design elements include user interface such as: (1) visual design of a website (2) navigation design of a website and (3) website's information design. Each of these elements is focused on a particular attribute of the whole website. Belanche et al. (2012) suggest

that a well-designed shopping website should encompass a visually attractive interface and facilitate pleasant interactivity through smooth navigation.

#### 2.3.4.1.4 Information Availability

According to Vasić et al. (2019) consumers value information that satisfies their expectations. Several experts feel that the amount and trustworthiness of information are critical factors in assuring the quality of service in e-commerce. The amount of information relates to the capacity to acquire appropriate information during online purchasing (e.g., price comparison), while the credibility refers to customers' trust in information offered by online sellers. For example, the quantity of information accessible on a company's website is a significant predictor of that firm's successes or failures in online business (Kim & Lennon, 2009; Mikalef, Giannakos & Pateli, 2013). Since consumers are unable to examine goods before making an online purchase, considerations such as monetary, privacy, and security concerns have been highlighted as significant reasons discouraging buyers from buying products online (Kim & Lennon, 2009). These positions were expounded by Close and Kinney (2010) as they argued that giving enough information on the website may decrease customers' perceived risk in online buying as well as search time and effort, raise levels of consumer impulsive product purchases, and enable bigger shopping reactions.

### *2.3.4.2 Hedonic Motivations*

Hedonic motivation, a key concept in understanding consumer behavior, particularly in the realm of e-commerce, centers on the pursuit of pleasure and enjoyment as primary driving forces behind individual actions and decisions. This concept is rooted in hedonism, a philosophical standpoint that posits pleasure as the highest good and ultimate goal of human life. In the context of consumer behavior, hedonic motivation diverges from purely utilitarian motivations, which are driven by practicality and functionality, focusing instead on the emotional and experiential aspects of consumption. The significance of hedonic motivation lies in its ability to explain why individuals engage in certain consumption behaviors that are not necessarily driven by need, but by the desire for enjoyment, emotional fulfillment, and sensory pleasure. Koch et al. (2020) conducted an extensive review of e-commerce literature dating back

to late 1990s and found out that hedonic motivation is positively linked to online repurchase intentions. They further argued that clothes purchases are often motivated by emotional rather than logical factors. On the other hand, it is important to notice the departure of Yu et al. (2018) from this assertion by arguing that hedonic motivations is not as good as some utilitarian values, drawing a comparison between the two sets of motivational factors. Although this is a contrasting point, it is imperative for the purposes of the study to execute a deeper analysis of the concept itself to avoid ambiguity throughout the study.

Scarpi (2012) defines hedonic value as satisfaction linked to pleasure and amusement rather than job fulfillment, and it represents the experience aspect of buying. Furthermore, Cardoso and Pinto (2010) argue that young people saw fashion buying as a leisure activity, emphasizing the significance of entertainment and pleasure as drivers of purchase intention. Moon et al. (2017) proposed that the hedonic aspects of online buying are represented in role shopping, best bargains, and social engagement. Martinez-López et al. (2016) described and classified 11 distinct types of hedonic motivation, including entertainment, leisure, novelty, exploration, sensory enjoyment, social interaction, success, escapism, appreciation of aesthetics, playfulness and thrill seeking.

#### 2.3.4.2.1 Entertainment

Entertainment is an exemplary dimension of hedonic motivation of online shopping, giving customers with a way to escape boredom (Close & Kinney, 2010). Close and Kinney (2010) further argue that an online shopper's happiness, general attitude about the site, and web usage are all improved through entertainment. In particular, if visiting a website allows an online shopper to alleviate boredom and experience emotions of pleasure and amusement, the customer rated the entire online experience as more satisfying. Consumers' demands for hedonic pleasure, aesthetic delight, and emotional release are met through entertainment. In this line, it is worth noting the argument of Rayburn and Voss (2013) about the importance of the entertainment quotient of a website in contributing to the impression of an online consumer. Entertainment in impulse purchasing can mutually be from the item and the shopping experience (Haswell, 2010). For online fashion retailing, entertainment influences the purchase behavior and shopping behavior of consumers (Haswell, 2010).

#### 2.3.4.2.2 Sensory

In order to fulfill their visual desire, customers explore products. However, more than only the goods meet clients' sensory needs during the purchasing process (Krishna, 2012). In the early phases of product development, sensory dimension testing may also assist in identifying the critical sensory qualities driving acceptance. It may be helpful in determining target customers, product rivals, and evaluating new ideas. Nowadays, the chemical and physical characteristics of a product that drive sensory qualities are determined by integrating data from sensory and instrumental testing. Sensory assessment may help evaluate the effect of scaling up pilot samples to large-scale production (Sharif et. al., 2017).

#### 2.3.4.2.3 Stimulation

The hedonic stimulation dimension offers a theoretical foundation for understanding consumer psychology when it comes to shopping and purchasing (Martinez-López et al., 2016). The hedonic stimulation dimension attempts to explain customer behavior as it is influenced by their personal preference of what is stimulating and what is not (Kaczmarek, 2017). Certain consumers have been found to seek out extremely atypical consumption, to favor individualistic preferences, and to engage in more intensive shopping and purchasing habits. They desire diversity, originality, and excitement, as well as a steady supply of extremely exciting consuming experiences (Martinez-López et al., 2016).

### 2.3.5 Online Shopping for Different Generations

Researchers believe that broader socioeconomic and sociopolitical events that occur throughout a cohort's pre-adult years result in a generational identity that includes a unique set of values, beliefs, expectations, and actions. These attitudes, beliefs, expectations, and behaviors stay consistent throughout the course of a generation (Ordun, 2015). In South Africa, there are three major generations that play a major role in present-day’s online shopping set up: Generation X (born 1960-19790), Generation Y or Millennials (born 1980-1999); and, Born-free (born 1994 onwards) (Statistics South Africa, 2018). According to the report, Generation X are those people

who were born during the democratic transition of the country from the apartheid. Generation Y or the Millennials were born during the era of fast-paced technological advancements. Finally, Born-free, as the youngest generation, were born post-1994 marked by the end of the apartheid in the country. These generations were marked by stark differences between one another by the events that took place during their younger years. In contextualizing the study, it is important to consider the value of technological innovation that defined online shopping and the most exposed generation is the generation Y or the millennials.

Millennials are characterized by their everyday usage and adaption of technology, as well as their beliefs, life experiences, goals, and common purchasing habits. They are presently growing as a social group as a result of the changes in their life from infancy to maturity (Madrigal-Moreno et al., 2017). They are the consequence of global events, social and economic developments, and the incorporation of technology into their daily life. As a result of their common life experiences and culture, they have developed similar attitudes and views (Muda, Mohd & Hassan, 2016). Smith (2011) argues that understanding their actions and expectations have been a crucial consideration in conducting these types of studies. The millennial generation is now a sizable population, and their buying power makes them an appealing target for numerous consumer sectors. As a result, the millennials have become an interesting group to research since they have distinct habits than previous generations, which is why studying them has gained significance and relevance (Madrigal, Lafuente & Avila, 2017). Qazzafi (2019) found out that the majority of purchases are for clothes, shoes, jewelry, sports equipment, entertainment, health and beauty, and food. Millennials are a critical component in the growth of online shopping (Moore & Fairhurst, 2013; Haswell,2010; Lakshmi et al., 2017).

With these considerations in mind, it is crucial to consider by what means hedonic and utilitarian motivations influence the purchasing behavior of a millennial. With their capacity to express and assert a certain point of view in light of the recent events in their vicinity (Muda et al., 2016), what could be the possible implications of various motivations to their purchasing behavior or vice versa.

### 2.3.6 Product Purchase

Previous studies have offered a perspective by which product purchase can be

understood and looking into hedonic and utilitarian motivations is an important starting point. With this type of analysis, one could see how the motivations play a huge role in determining the choices of the consumers (Koch et al., 2020; Yu et al., 2018; Kesari & Alturkar, 2016; Close & Kinney, 2010). Qazzafi (2019) identified 5 steps of product purchase: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase decision. Within these 5 steps, the framework of analysis in the previous literature concerning hedonic and utilitarian motivations can be integrated appropriately. Throughout the process, specific motivations can be manifested directly when taken into a closer look. Adaji, Oyibo and Vassileva (2019) also highlighted the importance of the shopping value that a customer obtains in the process of product purchase.

## 2.4 The Gap in the Literature

The discussion about the dimensions of hedonic and utilitarian motivations has been a common theme in e-commerce research. However, there are studies that use the same variables similar to the pursuit at hand. Yu et al. (2018) examined the impact of hedonic and utilitarian shopping values on consumers' intention to buy in online shopping carnivals in their research of e-commerce customers' purchase and shopping well-being. The authors concluded that individuals with hedonic buying values are motivated by amusement, while those with utilitarian shopping values are influenced by savings, selection, and convenience. Yu et al.'s (2018) approach to the dimensions is different from the study at hand. The initial hypothesis of this research, which involved the use of a moderating variable like fashion involvement specifically contextualized in a specific area, involving a particular cohort, is at contrast with the results of Yu et al., (2018). It is also important to notice that the discussion of the dimensions in this study focused on its application as a shopping motivation.

Another important work that is similar to this study is that of Adaji et al.'s (2019) investigation of the impact of influence tactics on online customers' shopping motivation depending on their shopping value. The authors characterized shopping motivation in terms of the value (hedonic or utilitarian) that consumers' get from their purchases. According to the authors, individuals with high hedonic value are motivated to buy rare and limited goods, while those with high utilitarian purchasing value are affected by their social networks. The study at hand is different from the

aforementioned work in the sense that the use of typology by Adaji et al. (2019) was specific. However, in this study, various dimensions of both utilitarian and hedonic motivations were put in place and duly considered through an extensive literature review.

Another study worthy of considering here would be that of Chakraborty and Soodan (2019). The authors investigated the connections between customer motives (utilitarian and hedonic), product browsing behavior, and intention to buy online. According to the findings, utilitarian incentives have a substantial connection to online buying intentions, while hedonic motivations have a limited relationship with online shopping intentions.

Furthermore, the findings show that product browsing behavior acts as a moderator in the connection between hedonic motivation and online buying intention, but have no moderating effect in the relationship between utilitarian motivation and online shopping intention. The study's findings also show that perceived danger and social interactions have no meaningful relationship with consumers' hedonic drive. In online purchasing, it is clear that consumers with hedonic motives place a higher value on risks than advantages.

As a result, many internet consumers dislike interacting with people. These consumers are anticipated to avoid online buying since they do not have the opportunity to connect with salesmen or physically touch the goods while purchasing online. This study has provided valuable inputs to the concepts surrounding the subject. However, it is important to maintain that the dimensions being used in the study were especially on the hedonic motivation since it does not include the dimensions of sensory and stimulation, which in this study, is treated as unique.

## 2.5 Conclusion

The relevant literature on consumer behavior has been covered in this chapter. It provided grounding for the analysis of the study and how previous academics have endeavored to look into the precepts of the concepts available at hand and how they were proven to be valuable in this type of analysis. The secondary data obtained from numerous secondary sources, such as books, journals, and other relevant websites, were presented in the literature review. The obtained literature serves as the primary source of information to properly comprehend the issue and the study. It is important

to note that through the literature review, the study has been effectively contextualized, which is a valuable consideration in determining the limits discussed in the following chapters.

# 3. Conceptual Framework and Research Hypotheses

Chapter Three discusses the concepts that were used in the research topic “Consumer Behavior: An Investigation into How Motivational Factors Influence Online Consumers Impulse Purchases of Fashion Items.” A thorough discussion of the concepts is necessary to develop research hypotheses for this study.

Figure 6 illustrates the conceptual framework of the study. It can be seen that there are two dimensions that the study deals with: utilitarian and hedonic, and their relationship with impulse product purchases of fashion items. Under utilitarian motivations, aspects of convenience, price, website features, and availability of information are considered to be manifestations of utilitarian motivations. Under hedonic motivation, aspects of entertainment, sensory and stimulation are considered. It should be noted that aside from the mentioned aspects, fashion involvement was also considered to provide a possible moderating effect on the relationship, furthering the scope of the study’s conceptual framework.

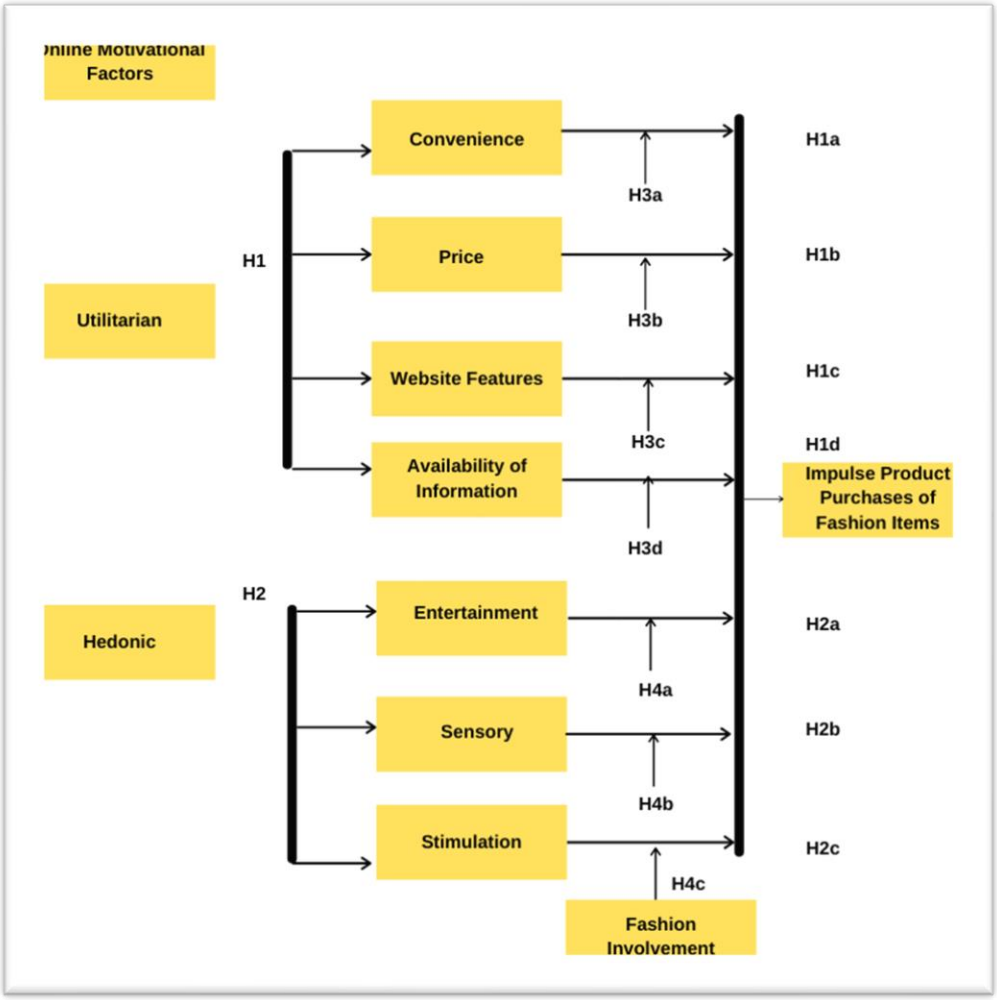


**Figure 4. Conceptual Framework**

## 3.1 Online Motives and Product Purchase

Online product purchase is the situation that occurs when a customer is willing and wants to engage in online transactions (Chen & Barnes, 2009). Previous research indicates that customers' product purchases are influenced by their online purchasing motives (Im et al., 2010). Online buying motives are described as the drivers of behavior that enable customers to fulfill their internal wants by consuming a product or service through the internet (Haswell, 2010). Thus, consumers' impulsive product purchases at particular online fashion shops may be influenced by their online purchasing motives (Jones et al., 2006).

**H1**: There is a positive relationship between the different online motivational factors and shoppers' impulsive purchase behaviors of fashion items

### 3.1.1 Utilitarian Motivations

Utilitarian motivation is driven and cognitive in character; customers experience utilitarian value by purchasing the product that required the shopping trip (Irani and Hanzaee, 2011). Sangkoy and Tielung (2015) argue that when a customer gets a required goods, he or she gains utilitarian shopping value, and this value grows as the consumer obtains the commodity more easily. For the purpose of this study, utilitarian motivations for internet shopping included convenience, saving money, website attributes and information availability. The following sub-sections analyze these online utilitarian motives and conclude the appropriate hypothesis for this research.

#### *3.1.1.1 Convenience*

Convenience is a valid predictor of customers' online purchasing intention since it saves time and effort spent searching for a retailer, product, and information (Yu et al., 2018). Customers may make orders at any time and do "one-stop" shopping to avoid having to go to and from various shops. Convenience includes the time, space and effort saved by consumers and it encapsulates aspects such as an ease of placing and cancelling orders, returns, refunds and apt delivery of orders (Suki & Suki, 2009). This study argues that convenience in online shopping influences the impulse shopping behaviors of online shoppers. As a result, the following hypothesis is proposed in this research:

> **H1a:** Convenience has a significant influence on online fashion shopper's impulse product purchase behaviors

#### *3.1.1.2 Price*

Price functions as a communicator, bargain tool, and a competitive weapon (Hasslinger, et al., 2007). Consumers utilizes price as a mean of evaluating products and determining value for money and product quality (Hasslinger et al., 2007). One of the main reasons why some customers prefer online over physical methods is because it gives them availability of pricing possibilities in terms of obtaining information about competitive prices, offers, and promotions that provide savings

(Martínez-López et al. 2016). Kuscu and Yozgat (2019) argue that online shoppers want greater value for their money, which helps them overcome the discomfort of paying. Financial savings add to consumers' online purchasing motives by improving their utilitarian value judgments. This study argues that price influences the impulse product purchase behaviors of online shoppers. As a result, the following hypothesis is proposed in this research:

> **H1b:** Price has a significant influence on online fashion shoppers' impulse product purchase behaviors

#### *3.1.1.3 Website Attributes*

Website attributes are described as the elements of a website that are visible to the customer and assist them in the purchasing process (Jayawardhena & Wright, 2008). These elements include: website navigation, aesthetics, responsiveness, and secure purchasing methods (Jayawardhena & Wright, 2008). According to Belanche et al. (2012), a well-designed retail website should have a visually appealing interface and enable pleasurable interaction via seamless navigation. Hausman and Siekpe (2009) also maintained the importance of the effect of these features in affecting the intention of the customer to buy a product from the website. Consumers may buy fashion items impulsively online if fashion merchants offer easy-to-use, engaging, and educational website fashion elements such as style and trend guidance, blogs, and look books (Chawla, 2015). This study proposed how website characteristics may affect customers' proclivity to follow the trend of impulsive goods buying. As a result, the following hypothesis is proposed:

> **H1c:** Website Attributes has a significant influence on online fashion shoppers' impulse product purchase behaviors

#### *3.1.1.4 Information Availability*

Product information availability is essential for customers, from the resource that delivers it to the effect it has on influencing buy intentions (Mikalef, et al., 2013). Furthermore, the availability of information on a website increases levels of consumer purchase intention and facilitates larger shopping responses. Fashion hungry

consumers may purchase fashion items over the internet as a result of the information supplied (McCormick & Livett, 2012). This study argues that information availability influences the impulse product purchase of online shoppers. As a result, the following hypothesis is proposed:

> **H1d:** Information Availability has a significant influence on online fashion shoppers' impulse product purchase behaviors

### 3.1.2 Hedonic Motivations

According to Bakirtas and Divanoglu (2013), hedonic consumption denotes the delight and pleasure that the customer anticipates from purchasing. As each consumer's anticipation from buying differs, so does the emotion experienced when shopping. Some consumers are influenced by different motivating factors in order to get delight and pleasure from buying. The hedonic motivations of online fashion shoppers are critical for marketers to understand because they are a method of attracting customers to a website and may be viewed as a way to increase the value of a product's functional characteristics, resulting in a source of long-term competitive advantage (Close & Kinney, 2010). For the purpose of this study, hedonic motivations include entertainment, sensory, and stimulation. The following subsections were analyzed through these hedonic motivations and concluded the appropriate hypothesis for this research.

#### *3.1.2.1 Entertainment*

Many online shoppers want to be exposed to circumstances that give them fresh feelings and amuse them (Martinez-López et al., 2016). According to Yu et al. (2018), the entertainment element of hedonic shopping value is a critical competitive weapon. As a result, entertainment for online impulsive fashion purchases may refer to customers purchasing a stylish item that meets their material needs while also providing emotional fulfillment (Close & Kinney, 2010). This study posits that entertainment influences impulse product purchase behaviors of online shoppers. Entertainment as a hedonic dimension might be interpreted using Herzberg's Two factor analysis which highlights the satisfiers that consumers tend to adhere to in

making a decision (Lo et al., 2016). Hence,

**H2a**: Entertainment has a significant influence on online fashion shoppers' impulse product purchase behaviors

### *3.1.2.2 Sensory*

The study of hedonic response grew rapidly in the twentieth century, paralleling the expansion of food manufacturing companies. It includes a collection of methods that are needed for accurate assessments of human responses to foodstuffs, eventually influencing consumer views (Moon et al., 2017). Since its inception in the 1940s, sensory evaluation has established itself as an interesting, dynamic, and ever-changing subject that is today recognized as a scientific area in its own right. Previous study indicates that hedonism affects the amount of money spent on fashion, with young fashion aware customers spending a greater proportion of their income on fashion (Gao et. al., 2009). Therefore, sensory for online impulse fashion purchases may relate to consumers acquiring a fashionable item that fits their material desires whilst simultaneously creating emotional satisfaction. Similar to entertainment dimension, sensory dimension can be interpreted through the lens of Herzberg's two factor analysis as it falls under the category of satisfiers. Hence,

**H2b**: Sensory has a significant influence on online fashion shopper's impulse product purchase behaviors

### *3.1.2.3 Stimulation*

This hedonic category is more concerned with the search for activities that offer stimulation in and of themselves, and which, in turn, may guide customers in their online purchasing choices (Lee, Qu & Kim, 2007). Similarly, it has been found that this kind of incentive may favor recurrent visits to the institution the development of favorable views about online buying, and increased purchase intent. Furthermore, it should be noted that online customers are more likely to utilize the internet to find amusement via games, online conversations, and other kinds of entertainment (Martinez-López et al., 2016). Therefore, stimulation could be a prime indicator of online impulse fashion purchases through its direct effects on the consumer's

decision-making processes. One could assess how stimulation can be considered as a satisfier, allowing it to be interpreted more likely using Herzberg's two factor analysis (Lo et al., 2016). Hence,

> **H2c**: Stimulation has a significant influence on online fashion shoppers' impulse product purchase behaviors

## 3.2 Fashion Involvement

Kinley, Josiam & Lockett (2010) described fashion involvement as the consumer's perception of the significance of fashion product. Fashion participation is essential because of fashion's vital position in society, as well as the value and significance customers put on fashion products (Vivek, Beatty, Dalela & Morgan, 2014). Fashion goods are often mentioned as a product category that is likely to elicit strong engagement (Vivek et al., 2014). This high level of engagement may be attributed to fashion's continuous and cyclical character, which implies that customers are often pulled into the style or trend of the time (Jayawardhena & Wright, 2008). Furthermore, those who are highly invested in clothing goods often make early purchases and urge others to do the same (Szczepaniak, 2015). They are regarded as the drivers of the fashion adaption and diffusion process by academics. The way people react to emerging trends may predict a product's eventual success or failure.

Consequently, fashion-obsessed customers are an important group for fashion marketers to target. While fashion involvement has largely been formulated as a predictor of product purchase, their moderating effect, i.e., whether the level of fashion involvement alters the strength of the relationship between online motivational factors and product purchase, has received little attention thus far and thus warrants further research (Jayawardhena & Wright, 2008). Primarily, this paper argues that fashion involvement influences the relationship of the utilitarian and hedonic dimensions with impulse product purchase. As a result, the following hypotheses are proposed:

> **H3a:** Fashion involvement moderates the relationship between online convenience and impulse product purchase.
> **H3b:** Fashion involvement moderates the relationship between price and

impulse product purchase.

**H3c:** Fashion involvement moderates the relationship between online website attributes and impulse product purchase.

**H3d:** Fashion involvement moderates the relationship between availability of information and impulse product purchase.

**H4a:** Fashion involvement moderates the relationship between entertainment and impulse product purchase.

**H4b:** Fashion involvement moderates the relationship between sensory and impulse product purchase.

**H4c:** Fashion involvement moderates the relationship between stimulation and impulse product purchase

## 3.3 Gender and Product Purchase

Gender variations in online purchasing motives and impulsive purchases have received a lot of attention in marketing and psychological literature (Cho & Workman, 2011; Haswell, 2010; Hasslinger et al., 2007). According to the findings, women are more impulsive and motivated by non-economic motives than males (Wolfinbarger & Gilly, 2000). Furthermore, prior research shows that males participate in utilitarian purchasing behavior more than women (Wolfinbarger & Gilly, 2000; Cho & Workman, 2011) and depend more on themselves while making online purchases (Kim & Lennon, 2009). Furthermore, Haswell (2010) claims that women are more interested in fashion than men.

Gender-related characteristics suggest that men and women's evaluations of online motivations to purchase fashion over the internet, as well as their level of fashion involvement, will differ, as purchasing fashion over the Web differs from acquiring it at traditional fashion outlets in terms of associated risk, security, and privacy concerns (Moore & Fairhurst, 2013; Haswell, 2010).

As a result, the following hypotheses are advanced:

**H5a:** There is a significant difference between males and females on

their evaluation of convenience

**H5b:** There is a significant difference between males and females on their evaluation of price

**H5c:** There is a significant difference between males and females on their evaluation of website attributes

**H5d:** There is a significant difference between males and females on their evaluation of availability of information

**H5e:** There is a significant difference between males and females on their evaluation of entertainment

**H5f:** There is a significant difference between males and females on their evaluation of sensory

**H5g:** There is a significant difference between males and females on their evaluation of stimulation

**H6:** There is a significant difference between males and females on their evaluation of fashion involvement

**H7:** There is a significant difference between males and females on their evaluation of entertainment

## 3.4 Conclusion

This chapter has addressed the research idea, which is demonstrated by a conceptual framework that is modelled in the chapter. The model's major components have been addressed. The framework provided in Figure 6 acts as a guide for the researcher in order to accomplish the study's goals and objectives. In this study, the main tasks would be the analysis of the concepts through the data gathering procedure and determine whether each is related with one another. Another task is to examine whether or not these concepts have implications with impulse product purchase. Moreover, the researcher also discussed the moderating role of fashion involvement and the factor of gender in coming up with these impulse product purchase. The next chapter discusses the research methodology and design used for the thesis.

# 4. Research Methodology

Chapter Four discusses the research methodology and research design in great depth. The chapter examines the many methodologies and strategies that are often utilized to achieve the research goals and research questions for large-scale research projects (Yeow, Soh & Hansen, 2018). The technique used is likewise oriented at using the most suitable and dependable statistical procedure, which bodes well for the testing of the study's hypotheses (Lo et al., 2016).

Choosing a suitable and relevant technique for the research aids this study in understanding the context of the research subject and conducting effective and relevant analysis. Many researchers use the words "research technique" and "methodology" interchangeably. Other academics have contested these assertions, claiming that the term "Methodology" is more comprehensive than the word "method." Atkinson and Delamont (2010) argue that methodology is comprised of many techniques of data gathering, through thematic data analysis. In this study, the researcher used the word 'methodology' to encompass all of the previously stated elements of the term.

This study's methodology describes the research design in terms of the strategy and approach to data collection and analysis to answer the research question (Sharif & Nasir, 2017).

## 4.1 Research Philosophy

Saunders et al. (2009) referred to the research philosophy as a general term that is related to knowledge development and generation and is concerned primarily with how a particular research activity leads to the development of knowledge in a particular field. Research philosophy underpins the whole research methodology through the assumptions of a world view that a researcher assumes in the conduct of his/her study. It is important to consider how the application of research philosophy varies depending upon the relationship of the knowledge and the process upon which it is developed (Saunders et al., 2009). There are four major research philosophies: pragmatism, interpretivism, realism, and positivism. Pragmatism argues that the research question serves as the foundation for determining the research' epistemology, ontology, and axiology. Interpretivism involves the role of the human as social actors in influencing knowledge synthesis. Realism focuses on how independently existing objects exists

and connects through existence connectivity, and positivism a research philosophy that adopts the position of making sense of the observable processes in the pursuit of generating knowledge.

This research used positivism as the research philosophy because the research involves a number of quantifiable variables in order to quantify new knowledge (Koch et al., 2020). This aspect was considered because the research does not have any empathic involvement with the data being treated and at the same time, the researcher developed a particular position vis-à-vis the implied phenomenon of the variables being considered.

## 4.2 Research Approach

Saunders et al. (2009) argue that there are two main research approaches: induction and deduction. The goal of the inductive method is to derive meaning from the data gathered in order to discover patterns and connections and develop a hypothesis. The inductive method, however, does not exclude the researcher from using existing theory to generate research questions to be investigated. The method is based on experience-based learning. In order to draw conclusions, trends and connections with inexperience are utilized. The inductive method begins with a close observation of the world, which leads to additional ideas and generalization. Starting with a subject, an inductive researcher builds additional empirical generalizations and finds exploratory connections as the study continues.

A deductive approach, on the other hand, is focused on generating hypotheses from existing theory and then creating the research framework to verify the hypothesis. Deductive reasoning is a method of thinking from the particular to the general (Saunders et al., 2009), if there is a link between a certain case study, it may be prevalent in other comparable instances. A logical approach may be used to determine whether this relationship holds true in other general situations. A deductive method seeks to derive conclusions from premises. In contrast to induction, which starts with data and tries to discover a connection within the observations, deductions are derived from a predicted trend and evaluated against observations. The deductive method investigates a known theory or event to see whether it is relevant in the current circumstance. The method begins with a theory and progresses to additional hypotheses. Observations are used to test the hypothesis, which may lead to its

rejection or confirmation. In contrast to an inductive method, deductive reasoning may be defined as reasoning from the general to the particular. In a nutshell, the deductive method entails developing a hypothesis and verifying it throughout the research process, while the inductive approach does not.

This research used a deductive research approach considering that the involved variables in the pursuit of knowledge development and generation were highly technical. Moreover, to come up with the relevant point of departure for analysis, the researcher came up with a number of hypotheses grounded upon related literature. These hypotheses were tested and examined for their outcomes—from which the findings of this study were generated.

## 4.3 Research Strategy

Research strategies pertain to the various tools used in order to answer the research questions. In the research discourse, there are a number of research strategies that were used in order to satisfy the research aims. Some of which are experiment, surveys, ethnography, case study, among others. This research used survey. It complements the nature of deductive approach to provide answers to the research question. The aim of survey is to collect data to generate possible reasons for relationships between the variables used in the study (Saunders et al., 2009), which was the case in point for this research.

## 4.4 Research Method Choice

The research method choice specifies whether the study was quantitative or qualitative. In this instance, the researcher adopted a quantitative method using primary data to achieve the study goals. The primary data was gathered via structured questionnaires distributed to the selected participants for this study, who were postgraduate students in University of Witwatersrand and were considered within the Generation Y or “Millennials”—was also discussed throughout the chapter. These questionnaires, which constitute the quantitative component of the study, were designed to elicit information regarding the participants’ attitude with the concepts regarding consumer behavior. The quantitative method allowed for the collection of measurable data, which allows for statistical validation of the hypotheses driving the investigation.

As a result, by using a quantitative method as part of its research methodology, this study aims to:

a. Clearly define the major phases of quantitative research, which are presented as a sequence of stages.

b. Apply the importance of concepts in quantitative research to this study, including metrics for concepts that might be developed.

c. Carefully follow the methods for determining the process's reliability and validity.

d. Recognize and address some of the objections to the quantitative research method.

e. Apply the key principles of quantitative research, as defined in four features, to the study: measurement, causation, generalization, and replication.

Singh (2015) posited that the distinction between qualitative and quantitative research lies in how quantitative research investigates an event quantitatively, using numbers and calculations. The goal of quantitative research is to apply mathematical models, theories, and hypotheses to an event. The measuring procedure is critical because it establishes the main link between mathematical expressions and actual observations. Some of the numerical forms include percentages, statistics, means, and central tendency. In this instance, the researcher has evaluated data using statistics. The researcher hopes that the findings were impartial enough to be generalized to a wider group.

The main goal of quantitative research is to direct the relationship between variables in a group (dependent and independent variables). Bryman and Bell (2015) argue that quantitative method entails collecting numerical data and presenting the connections between the theory and the research as deductive. Closed-ended questionnaires or surveys are the most popular techniques of quantitative data gathering.

### 4.4.1 Justification for the Chosen Research Method

A quantitative research method is utilized to quantify data by producing numeric and statistically useful data (Braakmann & Benetka, 2008). The method is used to measure attitudes, behaviors, and other factors (Braakmann & Benetka, 2008). The method generalizes results from a bigger sample (Braakmann & Benetka, 2008). Measurable

data is utilized in research to establish facts and show patterns (Braakmann & Benetka, 2008). Opposed to the qualitative approach, this technique is more organized (Amaratunga et al., 2002). To gather data, surveys such as mobile, paper systematic operations, and so on are utilized (Leal et al., 2015). The quantitative approach focuses on defining a phenomenon using a large sample of individuals and providing the probability of summing features across connections (Leal et al., 2015). The quantitative method analyzes a large population and uses statistical tools to identify overall patterns in process relationships (Creswell, 2014).

## 4.5 Research Time Horizon

The research time horizon of this study is cross-sectional. The research was highly contextualized during the e-commerce boom in South Africa during the COVID-19 pandemic. Impulse buying behavior as a phenomenon has been long discussed by a number of researchers and in this study, the analysis of the phenomenon was grounded upon a particular spatial-temporal context. Although longitudinal studies offer great prospect for future research, a cross-sectional time horizon was considered in this study to fulfill research aims and objectives.

## 4.6 Research Techniques and Procedures

### 4.6.1 Data Collection

The main data collection method for this research is the use of online survey questionnaires given to the chosen population. This study's questionnaire is divided into five sections. The first section focused on questions regarding the respondents' demographics, which may also function as control variables for this research—including information such as age, gender, and monthly online fashion spending. The second through fourth sections of the survey questionnaires are closed-ended questions intended to evaluate the study variables using a 5-point Likert scale. Individuals were asked to rate their degree of agreement with a statement using a Likert scale, which typically ranges from (1) strongly agree to (5) strongly disagree (Kim & Lennon, 2009). The Likert scale is the most often used way of scaling since it is seen to be more trustworthy than other scales (Bucci, 2003). Finally, the study form concludes with an open-ended question about their favorite online fashion store.

#### *4.6.1.1 Sampling*

Sampling is one of the elements of research that is most closely related to the principles and methods of social survey research. Collis and Hussy (2003) point out that sampling is a technique that assists in the selection of a small population size from a larger starting population for research purposes. Furthermore, Maxwell (2018) described sampling as a procedure in which a limited number of people are chosen from a greater total population in order to collect information and extrapolate the results to the whole population. According to Yin (2013), the researcher must choose the population size based on the requirements of the study and whether the research is non-probable in nature. This research focused on a particular generational cohort (Generation Y) and how such a cohort manifests their consumer behaviors in relation to fashion products impulse buying.

#### *4.6.1.2 Sample Size of the Research*

As provided in the conceptual framework, the focus of the research is on Generation Y, or the Millennials currently enrolled in postgraduate programs at the University of Witwatersrand. Overall, the total number of research participants who responded to the questionnaires was 510. This sample size was duly considered through the sampling technique utilized for this study and limited the reach within the University.

#### *4.6.1.3 Convenience Sampling*

This study used convenience sampling as its' sampling method. Convenience sampling is a type of nonprobability or nonrandom sampling in which members of the target population who meet specific practical requirements, such as easy accessibility, geographical proximity, availability at a specific time, or desire to participate, are included in the research (Dörnyei, 2007). Convenience sampling was utilized for the following reasons: (1) to quickly choose research participants; (2) if they were from a certain cohort, certain characteristics would be used to readily identify them; and (3) to save time in data collecting. The researcher chose a sample size of 510 Millennial participants who are presently enrolled as postgraduate students at the University of Witwatersrand for this study.

The researcher reached out to the participants through several channels, including online chat and email outreach, and gave them the survey questions.

### 4.6.2 Data Collection Instruments

All of the scales used in this study were adapted from extant literature (See Appendix

1). The basis of the questions for each variable were based upon literature that focused on consumer behavior, dating not older than ten years from the specific time period which was the focus of this study. Such an aspect was considered to ensure that the questions were still relevant. Also, the researcher used discretionary strategy in determining whether the question regarding the variable was appropriate with the research aims and objectives. The questionnaires used 5-point Likert Scale because the scale was helpful for both the respondents and the researcher. The questionnaire recorded high reliability that was discussed as well in this chapter.

#### *4.6.2.1 Primary Data*

Primary data are new pieces of information gathered via experiments, surveys, case studies, and exploratory research (Saunders et al., 2009). Primary data may be gathered via a variety of approaches, including one-on-one interviews, group questioning techniques, query collecting, and survey questionnaires (Saunders et al., 2009). Survey questionnaires were used to collect primary data for this research, which was a quantitative study.

#### *4.6.2.2 Requirements for Questionnaires*

A valid and accurate questionnaire was developed in order to collect data for the research. The questionnaire of the research included all of the required components as well as specifics on the predictors that were used in this study. This has captured respondents' views on the construct being assessed and gave an integrated evaluation of attitudes toward the construct. In doing so, the questionnaire was created based on prior studies that focused on the same variable: utilitarian and hedonic motives (Park et al., 2012; Chiu et al., 2014; Vasic et al., 2017; Vijay et al., 2019; Koch et al., 2020); fashion participation (Akram et al., 2018). (Szczepaniak, 2015).

## 4.7 Data Analysis and Interpretation

Once the data has been gathered, the critical step was to process and analyze it. The information gathered may be utilized to test hypotheses, and come up with generalizations regarding the study. To comprehend the data, descriptive statistics such as the average, percentages, or median were produced. Data visualization was also used to analyze data in a graph in order to get more insight into the data. Specifically, a series of data analysis was performed in order to evaluate the hypotheses in this research. Descriptive analysis, reliability analysis, correlation

analysis, and moderation analysis were included. Descriptive analysis was performed to give basic data information. Reliability analysis was performed to calculate the Cronbach's alpha for the constructs in use and evaluate if they are suitable for purpose or have a high level of internal consistency (Taber, 2018).

The degree of connection between variables, as indicated by Pearson's r, was determined via correlation analysis (Senthilnathan, 2019). Finally, moderation analysis was performed to see whether the moderating variable (fashion participation) influences the connection between the dependent variable and the independent factors (Kpolovie, 2021).

For the analysis, all the methods mentioned were carried out using IBM Statistical Package for the Social Sciences (SPSS). SPSS provides elegant yet dynamic results. The analyses used with software met the research objectives and was able to sustain the dynamic results expected as it proved and disproved any possible relationships. Also, the data collection procedure fit well with the design and processes used in SPSS. Following data analysis and hypothesis testing, conclusions were drawn, with important management and research implications. The results offer experts useful recommendations to help them create more feasible and productive marketing tactics.

## 4.8 Validity and Reliability

The Researcher has created particular methods to evaluate the reliability and validity of the obtained data, demonstrating the critical significance of these characteristics in any study that is being performed. Aside from conducting statistical tests, the researcher focused on the behavior and features of the population sample for this study. The statistical hypothesis tests were used to get a better grasp of the sample's features.

### 4.8.1 Validity

Creswell (2014) maintains that in any study, one of the primary issues is validity, since any research may be influenced by various types of variables that, although extraneous to the objectives of the research, can invalidate the results. As a result, conclusions derived from evaluating survey data are only admissible to the extent that they are judged to be valid. As a consequence, validity is utilized to evaluate if research measures what it was meant to measure and to approximate the veracity of

the findings. According to Saunders et al. (2009), considerable attention must be paid to the respondent's behavior in order to determine if the answers are real and unique. According to Creswell (2014), validation is required to verify that the research is carried out in line with the study's objectives and goals. The questionnaires were categorized into hedonic and utilitarian. The correlation analysis conducted for the variables under each motivation showed that there was indeed a convergent validity for the constructs that should be related and discriminant validity for the unrelated constructs. For internal validity, although obtained from a particular cohort group, the researcher utilized random sampling to ensure internal validity. External validity was ensured because the researcher was able to secure a sample population representative of the target population.

### 4.8.2 Reliability

Reliability refers to the consistency with which a measure is applied (Saunders et al., 2009). As a result, reliability, like validity, is a method of evaluating the quality of the data collection technique employed in a research project. According to Saunders et al (2009), a reliability test is an essential method of evaluating the consistency and stability of the study. The measures developed based on previous research were statistically treated and assessed using reliability analysis in this study. Furthermore, the researcher appropriately identifies the important sources of secondary information, ensuring that the data collected and the conclusions reached are transparent, genuine, and trustworthy.

The reliability of the research instrument was determined using Cronbach's alpha coefficient of reliability. Cronbach's alpha measures internal reliability, or how related items in a sequence of groups are. As a result, it is regarded as a scale for measuring dependability. High Alpha scores do not correspond to one-dimensional measurements. Additional analysis may be performed to provide proof that the scope of the issue is unidimensional. To measure dimensionality, the researcher developed an exploratory factor. Cronbach Alpha is a coefficient of dependability rather than a technical test.

## 4.9 Ethical Considerations

### 4.9.1 Informed Consent

Prior to conduct of the study, the researcher secured an informed consent prior to administering the data collection procedure. Informed consent is an important tool in quantitative studies, which introduces the purpose of the study and how the data collected from the research participants were processed and analyzed. The researcher informed the participants and introduced the main objectives of the study before asking them to participate in the data collection procedure.

### 4.9.2 Voluntary Participation

The researcher did not force any participants to participate in the study. Although a particular sampling technique was utilized, the researcher ensured that there were no attempts to force or coerce any members of the said age group in order to reach a particular sample size for the conduct of the study. Also, no compensation or financial benefits of any sort were introduced to the participants in order for them to contribute to the data collection process.

### 4.9.3 Anonymity and Confidentiality

The data was collected through online questionnaires and was individually administered to the respondents. This ensured the privacy for the respondents themselves as they could answer the questionnaires in their own discretion, without any pressure from external forces. The computer program used in processing the data such as Microsoft Excel and IBM SPSS ensured that no data or responses can be directly tied to any respondents as the researcher did not involve any required questions asking for any personal information from the research participants.

### 4.9.4 Academic Integrity

Conducting any type of research activity should ensure that the highest level of academic integrity is being upheld throughout the process. By honoring authors or particular research, the institutions guarantee that students correctly reference and cite their work. This study made extensive use of citations and referencing to acknowledge the contributions of other writers in the success of this research. The researcher has duly considered the value of acting in accord with the virtue of academic integrity in fulfilling the objectives of the study.

## 4.10 Conclusion

This chapter discussed the study philosophy, type, strategy, data collection, sample size and sampling, data analysis, generalization, validity, reliability, and ethical

concerns. The research approach was created in order to gather the necessary data in order to achieve the study's goals and objectives. The chapter also provided arguments for using such a research technique.

# 5. Empirical Results

Chapter Five presents the results of the statistical analysis conducted to understand impulse purchase behaviors through hedonic and utilitarian dimensions of online motivators. To begin with, the chapter presents a demographic analysis of the research participants from which information was derived from the questionnaires distributed to the selected participants. The chapter then presents the interpretation and analysis of the statistical results to evaluate the subject matter. Statistical tests includes; descriptive analysis, independent sample t-test, regression analysis, and moderation analysis. Using these tests, the hypotheses formulated for the study are then evaluated.

## 5.1 Demographics of the Respondents

### 5.1.1 Gender of Respondents

In total, 510 responses were received to the questionnaire from the selected cohort for the research. Out of the 510 respondents, 146 were male, 308 were female, 25 considered themselves non-binary, and 31 preferred not to say their gender. The figures are presented in Table 3 below.

**Table 3. Gender of Respondents**

| Gender | Total Respondents | Valid Percentage |
|---|---|---|
| Male | 146 | 28.62 |
| Female | 308 | 60.40 |
| Non-binary | 25 | 4.91 |
| Prefer not to say | 31 | 6.07 |
| **Total** | **510** | **100** |

Table 3 illustrates the gender representation of the participants for this research. The 146 male who answered the questionnaires represent 28.62% of the total respondents; the 308 female represents 60.40% of the total respondents; the 25 non-binary individuals represent 4.91% of the respondents; and the 31 individuals who preferred not to say their gender represent 6.07% of the respondents.

### 5.1.2 Age of the respondents

The Generation Y or Millennials, as defined by Madrigal-Moreno et al. (2017), are all those who were born between 1981 and 1996. This relates to a range of ages between 24 and 40. Take in consideration that the research considered the respondents' birthdays before the study's conduct, which began in August 2021.

**Table 4. Age of Respondents**

| Age | Total Respondents | Valid Percentage |
|---|---|---|
| 24-27 | 93 | 18.23 |
| 28-31 | 184 | 36.07 |
| 32-35 | 75 | 14.70 |
| 36-40 | 158 | 31 |
| **Total** | **510** | **100.0** |

Out of the 510 respondents, 93 respondents (8.23%) fell within the 24-27 age range, 184 respondents (36.07%) fell within the 28-31 age range, 75 respondents (14.70%) fell within the 32-35 age range, and 158 respondents (31%) fell within the 36-40 age range. Table 4 therefore includes a detailed presentation of the aforementioned numbers.

### 5.1.3 Race of Respondents

Race is another demographic factor that is covered in this chapter. There are six different races that the respondents identified with: Asian, Black, Colored, Indian, White, and Others. 33 respondents or 6.47% identified as Asian, 236 or 46.28% as Black, 54 or 10.58% as Colored, 39 or 7.64% as Indian, 110 or 21.57% as White, and 38 or 7.46% as Other Races. In-depth information is provided in Table 5.

**Table 5. Race of Respondents**

| Race | Total Respondents | Valid Percentage |
|---|---|---|
| Asian | 33 | 6.47 |
| Black | 236 | 46.28 |
| Colored | 54 | 10.58 |
| Indian | 39 | 7.64 |

| | | |
|---|---|---|
| White | 110 | 21.57 |
| Others | 38 | 7.46 |
| **Total** | **510** | **100.0** |

## 5.2 Interpretation and Analysis

### 5.2.1 Descriptive Statistics

#### *5.2.1.1 Convenience*

The statistics regarding the level of convenience factors from the responses of the research participants are shown in Table 6. The aforementioned concept was centered on how individuals view convenience as one of their driving forces while making impulsive purchases of goods through online platforms. The table indicates that respondents generally find online shopping to be convenient, with particular emphasis on 24-hour internet accessibility and the fit of online shopping into their schedules. However, there is some variation in how strongly respondents feel about these aspects, as indicated by the standard deviations.

**Table 6. Level of Convenience Considerations**

| Construct | Mean | Standard Deviation |
|---|---|---|
| I save a lot of time by shopping on the internet | 3.67 | 1.168 |
| I have 24-hour internet accessibility | 4.08 | .9791 |
| I experience less hassle than visiting physical stores | 3.47 | 1.056 |
| The time taken to conduct the purchase fits into my schedule | 3.98 | .926 |

*N=510*

#### *5.2.1.2 Price*

Table 7 presents the utilitarian dimension of price as one of the motivations of consumers in online shopping. It is interesting to see how consumers acknowledge the variety of offering that an online shop can have, especially in relation to competitive pricing. According to the table below, among the other questions created to illustrate

the concept, the respondents' response on competitive prices in comparison to in-store prices had the highest mean of 3.38. Resonating with what Martinez-López et al. (2020) and Redda (2018) have argued regarding competitive prices in online shopping, the responses of the research participants show that it is indeed a prime consideration. It is significant that the respondents also keep their distance when it comes to how they rate their own online buying behavior. The participants acknowledge that they might buy items online on impulse even when online stores provide considerably more competitive prices for the items they want to buy.

**Table 7. Level of Price Considerations**

| Construct | Mean | Standard Deviation |
|---|---|---|
| I can save money compared to shopping in-store | 3.31 | 1.19 |
| I am offered competitive prices in comparison to prices in-store | 3.38 | 1.11 |
| I have an opportunity to spend less money online | 2.89 | 1.19 |

*N=510*

### *5.2.1.3 Website Features*

Table 8 shows how website features are valued by research participants as one of the utilitarian factors in online purchasing. It is interesting to learn how each questionnaire used its ways to record greater values. This particular construct's primary goal was to examine how research participants thought about website usability while conducting purchases online. The respondents' response on website features has the highest mean of 4.08, among the other questions designed to highlight the concept. This parallels the importance placed on how a well-designed website efficiently supports online sales by Belanche et al. (2012). The results show that the participants were happy with their ability to make purchases via an easy-to-use website or platform. This might serve as an excellent starting point for the examination that will follow regarding this particular construct.

**Table 8. Level of Website Features Considerations**

| Construct | Mean | Standard Deviation |
|---|---|---|

| | | |
|---|---|---|
| The website has useful navigation aids | 3.65 | .929 |
| There are convenient ways to maneuver among related pages and between different sections | 3.74 | .815 |
| I can make purchases from the website without much help | 4.08 | .919 |
| The website if user friendly | 3.99 | .861 |

*N=510*

### *5.2.1.4 Information Availability*

Information availability would constitute the final utilitarian justification for shopping online. A major factor for many internet shoppers, in addition to the components stated above. The highest mean of 3.94 indicated how much the study's participants value the chance to do online price and product comparisons. With the responses shown in Table 9 for information availability, research participants corroborated this assumption.

**Table 9. Level of Availability of Information Consideration**

| Construct | Mean | Standard Deviation |
|---|---|---|
| The website has a great deal of information to assist my purchase | 3.65 | .945 |
| I have the ability to select the latest fashion items | 3.83 | .738 |
| I have the ability to compare products and prices | 3.94 | .889 |
| The website provides regular updates with the latest fashion trends | 3.91 | .774 |

*N=510*

### *5.2.1.5 Entertainment*

The initial construct, which followed the hedonic motives for internet shopping, was entertainment. The mean and standard deviation of research participants' responds to the question of whether entertainment influences their online buying are shown in Table 10. The highest recorded mean of 3.55 was on the topic of how engaging internet experiences are. This supports the claim made by Close & Kinney (2010) that users of internet shopping might find entertainment and an escape from boredom. The results indicated that customers' highlights of their experiences with entertainment from websites or online shopping platforms had the second-highest mean value of 3.48, supporting the assertions made by Rayburn and Voss (2013), compared to other

things they could do.

**Table 10. Level of Entertainment Consideration**

| Construct | Mean | Standard Deviation |
|---|---|---|
| The online experience is not boring | 3.55 | .864 |
| The online experience is fun | 3.48 | .964 |
| The online experience is truly enjoyable compared to other things I could do | 3.18 | 1.069 |

*N=510*

### *5.2.1.6 Sensory*

The study also used sensory, which is another hedonic motivation. The research participants' various reactions to the mentioned construct are shown in Table 11. Curiosity about the online products presented in this scenario has the highest mean of 3.48. This factor is connected to the hedonic component of sensory, according to Akram et al. (2018). The only thing that can satisfy the ongoing excitement of curiosity is sensory experience. Therefore, the evaluation performed by the research participants supports the findings of previous research pertaining to the said variable.

**Table 11. Level of Sensory Consideration**

| Construct | Mean | Standard Deviation |
|---|---|---|
| Shopping online satisfies my curiosity of the product offered in the platform | 3.48 | .881 |
| I shop online because I want to feel the quality of the materials used | 2.61 | 1.10 |
| I shop online because the products are aesthetically pleasing | 3.41 | 1.01 |

*N=510*

### *5.2.1.7 Stimulation*

The participant's responses to the hedonic dimension of stimulation are shown in Table 12. It is clear that, as compared to other variables, the standard deviation for this group of responses was comparatively greater and consistent for two constructs. Online shopping has the same mean of 2.96 because it satisfies and is fun enough to make you forget time. This demonstrates how stimulation, a hedonistic feature, is greatly influenced by individual desire (Kaczmarek et. al., 2017). Participants' opinions of stimulation as fun, however, differ and are strongly influenced by how they view themselves and their online preferences.

**Table 12. Level of Stimulation Consideration**

| Construct | Mean | Standard Deviation |
|---|---|---|
| I shop online because it satisfies my shopper's high | 2.96 | 1.278 |
| I enjoy online shopping enough to forget a time out | 2.96 | 1.23 |
| I look around at items on the internet just for fun | 3.76 | 1.18 |

*N=510*

### *5.2.1.8 Fashion Involvement*

The moderating variable of fashion involvement is an additional factor that was examined more closely. Table 13 shows that there was a significant standard deviation across the constructs, indicating a wide range of responses from the research participants regarding their involvement in fashion. The highest mean is 3.59 for the preference for shopping clothes. The fact that the median of the responses falls on the neither agree nor disagree of the Likert scale is also interesting to notice. This suggests that the study's participants, who belonged to a specific cohort, are probably on the borderline about their involvement with fashion.

**Table 13. Level of Fashion Involvement Consideration**

| Construct | Mean | Standard Deviation |
|---|---|---|
| If I hear that new clothing was available in the store, I would be interested enough to buy it | 3.11 | 1.21 |
| I usually have one or more outfits of the very latest style | 3.17 | 1.32 |
| An important part of my life and activities is dressing | 3.37 | 1.17 |

| | | |
|---|---|---|
| smartly (in a fashionable and slightly formal way) | | |
| I like to shop for clothes | 3.59 | 1.15 |
| I like to think I'm a bit of a swinger (a person who actively seeks excitement and moves with the latest trends) | 3.08 | 1.25 |

*N=510*

### *5.2.1.9 Impulse Product Purchase*

The study's dependent variable is impulse product purchases, which is the last construct. To give an overview of how the research participants viewed the said variable, it was determined necessary to analyze this variable through an analysis of its descriptive results. The highest mean is 3.14 for no intention to buy before a trip to a clothing store. In this instance, as seen in Table 14, it may be claimed that, like the moderating variable, the responses were centered on this particular variable.

**Table 14. Level of Impulse Buying Consideration**

| Construct | Mean | Standard Deviation |
|---|---|---|
| My fashion purchase was spontaneous | 3.01 | 1.14 |
| My fashion purchase was unplanned | 3.12 | 1.213 |
| I did not intend to do this purchase before this fashion shopping trip | 3.14 | 1.09 |
| Before visiting the site, I did not have the intention to do this fashion purchase | 3.10 | 1.11 |
| I could not resist to do this fashion purchase at the site | 2.88 | 1.12 |

*N=510*

### *5.2.1.10 Normality Test*

The skewness and kurtosis of the distribution of the results were determined using a normality test before moving on to the hypothesis testing. As can be seen in Table 15, all of the study's key variables had negative values, which indicated that the distribution was left-skewed indicating that a majority of data points were clustered on the right side of the distribution. The convenience, website attributes, information, and entertainment variables, on the other hand, were found to have positive but less than

3 kurtosis, indicating that the distribution likely to produce fewer outliers than the normal distribution. Even if the other variables for price, sensory stimulation, impulse buying, and fashion engagement have negative values, they all point to the same pattern.

**Table 15. Normality, Skewness, and Kurtosis**

| Variable | Skewness* | Kurtosis** |
|---|---|---|
| Convenience | -.66 | .25 |
| Price | -.16 | -.47 |
| Website Attributes | -1.07 | 1.67 |
| Information | -.52 | 2.36 |
| Entertainment | -.40 | .23 |
| Sensory | -.18 | -.12 |
| Stimulation | -.19 | -.26 |
| Impulse Buying | -.43 | -.66 |
| Fashion Involvement | -.34 | -.760 |

**Std. Error=.108*

***Std. Error=.216*

### *5.2.1.11 Reliability and Validity*

Correlation analysis and reliability tests were conducted to evaluate the measures' validity and reliability for the study. With the assumption that the instruments employed capture what they were intended to measure in the first place, making them valid, Table 16 shows that the variables and measures operationalized in the study were moderately and significantly correlated at 95% level of significance. Table 17 showed that each variable had a Cronbach's alpha value of >.800, indicating that the constructs have high internal consistency and reliability.

**Table 16. Correlation Co-efficient**

| Variable | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
|---|---|---|---|---|---|---|---|---|
| 1. Convenience | 1 | | | | | | | |
| 2. Price | .48** | 1 | | | | | | |
| 3.Website Attributes | -.12* | .61** | 1 | | | | | |
| 4. Information | .54** | .27** | .56** | 1 | | | | |
| 5. Entertainment | -.05 | .53** | .44** | .47** | 1 | | | |
| 6. Sensory | .46** | .34** | .28** | .40** | .61** | 1 | | |
| 7. Stimulation | .32** | .21** | .27** | .41** | .58** | .56** | 1 | |
| 8.Impulse Buying | .10* | -.01 | .18** | .10* | .38** | .22** | .56** | 1 |
| 9.Fashion Involvement | -.26** | .06 | -.15** | .11* | .30** | .20** | .33** | .50** |

**Table 17.** Cronbach Alpha

| | Cronbach Alpha |
|---|---|
| 1. Convenience | .769 |
| 2. Price | .799 |
| 3.Website Attributes | .773 |
| 4. Information | .770 |
| 5. Entertainment | .758 |
| 6. Sensory | .766 |
| 7. Stimulation | .745 |
| 8.Impulse Buying | .785 |
| 9.Fashion Involvement | .804 |

### 5.2.2 Hypothesis Testing

Hypothesis testing was carried out by performing two major statistical models: linear regression and moderation, using IBM SPSS. Each of the variables was treated individually. Considering that each of the constructs through which the variables were represented were found to be valid and reliable, the set of hypotheses raised in the

study were then tested, beginning with the effect of utilitarian and hedonic motivations and impulse purchase behavior, then the moderating effect of the variable fashion involvement. In the latter model, there were four control variables used: age, race, gender, and frequency of online shopping, to demonstrate the effects of these control variables to the moderation model.

#### *5.2.2.1 Utilitarian Motivations and Impulse Purchase Behavior (Hypotheses 1a-d)*

**Hypothesis 1a**: Convenience has a significant influence on online fashion shopper's impulse product purchase behaviors

A hierarchical regression model was used to test Hypothesis 1a, the influence of convenience on online fashion shoppers' impulse product purchase behavior. Age was entered in the first step to act as a control variable; the variable accounted for less than 1% of variance in impulse product purchase behavior ($\Delta R^2 = -.002$, $F(1, 508) = .057$, $p=.811$). After the entry of convenience in step 2, the total variance explained by the model as a whole was 1.1% ($\Delta R^2 = 0.11$, $F(2, 507) = 2.61$, $p=.06$). Convenience explained an additional 1% of the variance in impulse product purchase behavior, after controlling for age ($\Delta R^2 = 0.11$, $F(1, 207) = 5.61$, $p<.05$). The results further showed that convenience significantly influences impulse product purchase behaviors ($b= 0.14$, $p<.05$). Therefore, Hypothesis 1a was confirmed.

**Hypothesis 1b:** Price has a significant influence on online fashion shoppers' impulse product purchase behaviors

To test Hypothesis 1b, the significant influence of price on online fashion shoppers' impulse product purchase behavior, a hierarchical regression model was used. Age was entered in the first step to act as a control variable. The variable accounted for less than 1% of variance in impulse product purchase ($\Delta R^2 = -.002$, $F(1, 508) = .057$, $p=.811$). After the entry of price in step 2, the total variance explained by the model as a whole was less than 1% ($\Delta R^2 = -0.004$, $F(1, 507) = .1$, $p=.91$). Price didn't explain any additional variance in impulse product purchase behavior, after controlling for age ($\Delta R^2 = -0.004$, $F(1, 507) = .14$, $p=.71$). Results showed that price significantly influences impulse product purchase behavior ($b= 0.27$, $p<.001$). Therefore, Hypothesis 1b was accepted.

**Hypothesis 1c**. Website Attributes has a significant influence on online fashion shoppers' impulse product purchase behaviors

To test Hypothesis 1c, the significant influence of website attributes on online fashion shopper's impulse product purchase behavior, a hierarchical regression model was used. Age was entered in the first step to act as a control variable. The variable accounted less than 1% of variance in impulse product purchase ($\Delta R^2$ = -.002, F(1, 508) = .057, p=.811). After the entry of website attributes in step 2, the total variance explained by the model as a whole was 3% ($\Delta R^2$ = .029, F(1, 507) = 8.605, p=.000). Website attributes explained 3% additional variance in impulse produce purchase, after controlling for age ($\Delta R^2$ = .033, F 1, 507) = 17.150, p=.000). The results showed that website attributes significantly influenced impulse product purchase behaviors (b= 0.26, p<.001). Therefore, Hypothesis 1c was confirmed.

**Hypothesis 1d:** Information Availability has a significant influence on online fashion shoppers' impulse product purchase behaviors

A hierarchical regression model was used to test to test hypothesis 1d. Age was entered in the first step to act as a control variable. The variable accounted for a significant less than 1% of variance in impulse product purchase ($\Delta R^2$ = -.002, F(1, 508) = .057, p=.811). After the entry of information availability in step 2, the total variance explained by the model as a whole was 1% ($\Delta R^2$ = .007, F(1, 507) = 2.533, p=.065). Information availability explained 1% additional variance in impulse produce purchase, after controlling for age ($\Delta R^2$ = .011, F(1, 507) = 5.453, p<.05). The results showed that information availability significantly influenced impulse product purchase behaviors (b= 0.17, p<.05). Therefore, Hypothesis 1d was confirmed.

#### *5.2.2.2 Hedonic Motivations and Impulse Purchase Behavior (Hypotheses 2a-c)*

**Hypothesis 2a:** Entertainment has a significant influence on online fashion shoppers' impulse product purchase behaviors.

A hierarchical regression model was used to test the influence of entertainment on online fashion shoppers' impulse product purchase behavior. Age was entered in the first step to act as a control variable. The variable accounted for less than 1% of variance in impulse product purchase ($\Delta R^2$ = -.002, F(1, 508) = .057, p=.811). After

the entry of entertainment in step 2, the total variance explained by the model as a whole was 14% (Δ $R^2$ = .142, F(1, 507) = 34.27, p=.000). Entertainment explained 14% additional variance in impulse produce purchase, after controlling for age (Δ $R^2$ = .145, F(1, 507) = 86.253, p=.000). The results further showed that entertainment significantly influenced impulse product purchase behavior: (b= 0.38, p=000). Therefore, Hypothesis 2a was confirmed.

**Hypothesis 2b:** Sensory has a significant influence on online fashion shopper's impulse product purchase behaviors.

To test Hypothesis 2b, the significant influence of sensory dimension on online fashion shoppers' impulse product purchase behavior, a hierarchical regression model was used. Age was entered in the first step to act as a control variable. The variable accounted for less than 1% of variance in impulse product purchase (Δ $R^2$ = -.002, F(1, 508) = .057, p=.811). After the entry of sensory in step 2, the total variance explained by the model as a whole was 5% (Δ $R^2$ = .046, F(1, 507) = 13.660, p=.000). Sensory dimension explained 5% additional variance in impulse produce purchase, after controlling for age (Δ $R^2$ = .05, F(1, 507) = 26.344, p=.000). The results showed that sensory construct was positively statistically and significantly influenced impulse product purchase behaviors (b= 0.29, p=.000). Therefore, Hypothesis 2b was confirmed.

**Hypothesis 2c**: Stimulation has a significant influence on online fashion shoppers' impulse product purchase behaviors.

A hierarchical regression model was used to test the influence of stimulation on online fashion shoppers' impulse product purchase behavior. Age was entered in the first step to act as a control variable. The variable accounted for a significant less than 1% of variance in impulse product purchase (Δ $R^2$ = -.002, F(1, 508) = .057, p=.811). After the entry of stimulation in step 2, the total variance explained by the model as a whole was 31% (Δ $R^2$ = .311, F(1, 507) = 116.070, p=.000). Stimulation explained 31% additional variance in impulse produce purchase, after controlling for age (Δ $R^2$ = .314, F(1, 507) = 232.056, p=.000). The results showed that stimulation significantly influenced impulse product purchase behaviors (b= 0.56, p=.000). Therefore, Hypothesis 2c was confirmed.

### *5.2.2.3 Fashion Involvement as Moderator (Hypotheses 3a-d/4a-c)*

**Hypothesis 3a:** Fashion involvement moderates the relationship between online convenience and impulse product purchase behaviors.

The PROCESS macro (model 1) by Hayes (2018) was used to test whether or not fashion involvement moderated the relationship between convenience and impulse product purchase. For this analysis, convenience was used as the independent variable, impulse product purchase behavior as the dependent variable, and fashion involvement as the moderator between the independent and dependent variable, with age as the covariate. The variables convenience and impulse product purchase were mean centered prior to the analysis. The bootstrapping sample was 5000. In order to confirm the hypothesis, the interaction between convenience and fashion involvement and whether or not such an effect was significant in predicting impulse purchase behavior after controlling for age was examined. The results showed that the interaction effect was not statistically significant (b = -.06, se = 0.03, p = .172 95%CI: [-0.15, 0.30]).

**Table 18. Fashion Involvement as a Moderating Factor between Convenience and Impulse Purchase Behavior**

| **Variable** | ***B*** | ***SE*** | ***T*** | ***p*** | ***LLCI*** | ***ULCI*** |
|---|---|---|---|---|---|---|
| Constant | 2.43 | .57 | .43 | .66 | -.858 | 1.34 |
| Convenience (x) | .26 | .17 | 1.90 | .059 | -.01 | .54 |
| Fashion Involvement (w) | -.06 | .04 | -1.36 | <.01 | -.15 | .026 |
| Interaction Term (xw) *Δ R² =.25/* | -.06 | .03 | -1.36 | .172 | -.15 | .30 |

- 95% level of significance

**Hypothesis 3b**: Fashion involvement moderates the relationship between price and impulse product purchase behaviors.

PROCESS macro (model 1) by Hayes (2018) was used to test whether or not fashion

involvement moderates the relationship between price and impulse product purchase. For this analysis, price was used as the independent variable, impulse product purchase as the dependent variable, and fashion involvement as the moderator between the independent and dependent variable, with age as the covariate. The variables price and impulse product purchase were mean centered prior to the analysis. The bootstrapping sample was 5000. In order to confirm the hypothesis, the interaction effect between price and fashion involvement and whether or not such an effect was significant in predicting impulse purchase behavior after controlling for age was examined. The results showed that the interaction effect statistically significant (b = -.16, se = 0.04, p<0.001, 95%CI: [-0.24, -.09]). Consequently, Hypothesis 3b was supported.

Considering that the interaction is statistically significant, further analysis is necessary to examine the results. The regression coefficient for interaction is b = -.16 and is statistically different from zero, t (510) = -4.62, p<0.01. Thus, the effect of price on the impulse product purchase depends on the buyer's fashion involvement level. Moreover, this model accounts for 3% of variance in impulse product purchase. The effect of price evaluation on impulsive product purchase reduces as fashion engagement grows when the coefficient is negative at the interaction level.

**Table 19. Fashion Involvement as a Moderating Factor between Price and Impulse Purchase Behavior**

| **Variable** | ***B*** | ***SE*** | ***T*** | ***p*** | ***LLCI*** | ***ULCI*** |
|---|---|---|---|---|---|---|
| Constant | -.69 | .45 | -1.53 | .125 | -1.57 | .20 |
| Age | .07 | .03 | 2.19 | .029 | .007 | .14 |
| Price (x) | .57 | .12 | 4.62 | <0.01 | .32 | .81 |
| Fashion Involvement (w) | 1.04 | .13 | 7.77 | <0.01 | .77 | 1.30 |
| Interaction Term (xw) *Δ $R^2$ =.27* | -.16 | .04 | -4.32 | <0.01 | -.23 | -.09 |

- 95% level of significance

**Hypothesis 3c:** Fashion involvement moderates the relationship between online website attributes and impulse product purchase behaviors.

PROCESS macro (model 1) by Hayes (2018) was used to test whether or not fashion involvement moderates the relationship between website attributes and impulse product purchase. For this analysis, website attributes were used as the independent variable, impulse product purchase as the dependent variable, and fashion involvement as the moderator between the independent and dependent variable, with age as the covariate. The variables website attributes and impulse product purchase were mean centered prior to the analysis. The bootstrapping sample was 5000. In order to confirm the hypothesis, the interaction effect between website attributes and fashion involvement and whether or not such an effect was significant in predicting impulse purchase behavior after controlling for age was examined. The results showed that the interaction effect was not statistically significant (b = -.08, se = 0.05, p = .113, 95%CI: [-0.18, 0.02]). Consequently, Hypothesis 3c was not supported.

**Table 20. Fashion Involvement as a Moderating Factor between Website Attributes and Impulse Purchase Behavior**

| **Variable** | ***B*** | ***SE*** | ***T*** | ***p*** | ***LLCI*** | ***ULCI*** |
|---|---|---|---|---|---|---|
| Constant | -.40 | .66 | -.61 | .541 | -1.70 | .90 |
| Website Attributes (x) | .43 | .17 | 2.60 | <0.01 | .10 | .76 |
| Fashion Involvement (w) | .76 | .18 | 3.90 | <0.01 | .39 | 1.15 |
| Interaction Term (xw) *Δ $R^2$ =.27* | -.08 | .05 | -1.59 | .113 | -.18 | .02 |

- 95% level of significance

**Hypothesis 3d**: Fashion involvement moderates the relationship between availability of information and impulse product purchase behaviors.

PROCESS macro (model 1) by Hayes (2018) was used to test whether or not fashion involvement moderates the relationship between information availability and impulse product purchase. For this analysis, information availability was used as the independent variable, impulse product purchase as the dependent variable, and fashion involvement as the moderator between the independent and dependent variable, with age as the covariate. The variables information availability and impulse

product purchase were mean centered prior to the analysis. The bootstrapping sample was 5000. In order to confirm the hypothesis, the interaction effect between information availability and fashion involvement and whether or not such an effect was significant in predicting impulse purchase behavior after controlling for age was examined. The results showed that the interaction effect was not statistically significant (b = -.08, se = 0.06, p = .156, 95%CI: [-0.19, 0.03]). Consequently, Hypothesis 3d was not supported.

**Table 21. Fashion Involvement as a Moderating Factor between Information Availability and Impulse Purchase Behavior**

| **Variable** | ***B*** | ***SE*** | ***T*** | ***p*** | ***LLCI*** | ***ULCI*** |
|---|---|---|---|---|---|---|
| Constant | .51 | .74 | .70 | .482 | -.93 | 1.96 |
| Gender | -1.10 | .29 | -3.78 | <0.01 | -1.68 | -.53 |
| Race | .11 | .13 | .83 | .40 | -.15 | .39 |
| Frequency | .55 | .28 | 1.97 | <0.05 | .001 | 1.10 |
| Information Availability (x) | .18 | .19 | .95 | .344 | -.16 | .56 |
| Fashion Involvement (w) | .80 | .22 | -3.61 | <0.01 | .36 | 1.23 |
| Interaction Term (xw) *Δ $R^2$ =.27* | -.08 | .06 | 2.89 | .156 | -.19 | .03 |

- 95% level of significance

**Hypothesis 4a:** Fashion involvement moderates the relationship between entertainment and impulse product purchase behaviors.

PROCESS macro (model 1) by Hayes (2018) was used to test whether or not fashion involvement moderates the relationship between the hedonic dimension of entertainment and impulse product purchase. For this analysis, entertainment was used as the independent variable, impulse product purchase as the dependent variable, and fashion involvement as the moderator between the independent and dependent variable, with age as the covariate. The variables entertainment and impulse product purchase were mean centered prior to the analysis. The bootstrapping sample was 5000. In order to confirm the hypothesis, the interaction

effect between entertainment and fashion involvement and whether or not such an effect was significant in predicting impulse purchase behavior after controlling for age was examined. The results showed that the interaction effect was not statistically significant (b = -.04, se = 0.02, p = .220, 95%CI: [-0.11, 0.03]). Consequently, Hypothesis 4a was not supported.

**Table 22. Fashion Involvement as a Moderating Factor between Entertainment and Impulse Purchase Behavior**

| **Variable** | ***B*** | ***SE*** | ***T*** | ***p*** | ***LLCI*** | ***ULCI*** |
|---|---|---|---|---|---|---|
| Constant | .02 | .41 | .04 | .965 | -.79 | .83 |
| Entertainment (x) | .45 | .12 | 4.53 | <0.01 | .22 | .68 |
| Fashion Involvement (w) | .55 | .12 | 4.52 | <0.01 | .32 | .80 |
| Interaction Term (xw) *Δ $R^2$ =.32* | -.04 | .02 | 1.90 | .220 | -.11 | .03 |

- 95% level of significance

**Hypothesis 4b**: Fashion involvement moderates the relationship between sensory and impulse product purchase behaviors.

PROCESS macro (model 1) by Hayes (2018) was used to test whether fashion involvement moderates the relationship between the hedonic dimension of sensory and impulse product purchase. For this analysis, sensory was used as the independent variable, impulse product purchase as the dependent variable, and fashion involvement as the moderator between the independent and dependent variable, with age as the covariate. The variables sensory and impulse product purchase were mean centered prior to the analysis. The bootstrapping sample was 5000. In order to confirm the hypothesis, the interaction effect between sensory and fashion involvement and whether or not such an effect was significant in predicting impulse purchase behavior after controlling for age was examined. The results showed that the interaction effect was statistically significant (b = -.09, se = 0.04, p<.05 , 95%CI: [-0.17, -0.006]). Consequently, Hypothesis 4b was supported.

Considering that the interaction is statistically significant, further analysis is necessary

to examine how the variables interacted with one another. The regression coefficient for interaction is b = -.09 and is statistically different from zero, t (510)= -2.12 , p<0.05. Thus, the effect of sensory on the impulse product purchase depends on the buyer's fashion involvement level. Moreover, this model accounts for 4% of variance in impulse product purchase. It should be noted that the coefficient is negative at the interaction level, indicating that the effect of sensory dimension on impulse product purchase decreases as fashion involvement increases.

**Table 23. Fashion Involvement as a Moderating Factor between Sensory and Impulse Purchase Behavior**

| **Variable** | ***B*** | ***SE*** | ***T*** | ***p*** | ***LLCI*** | ***ULCI*** |
|---|---|---|---|---|---|---|
| Constant | .02 | .48 | .43 | .666 | -.74 | 1.16 |
| Sensory (x) | .36 | .16 | 2.32 | <0.05 | .05 | .67 |
| Fashion Involvement (w) | .73 | .13 | 5.38 | <0.05 | .47 | 1.00 |
| Interaction Term (xw) *Δ $R^2$ =.25* | -.09 | .04 | -2.12 | <0.05 | -.17 | -.006 |

- 95% level of significance

**Hypothesis 4c**. PROCESS macro (model 1) by Hayes (2018) was used to test whether or not fashion involvement moderates the relationship between the hedonic dimension of stimulation and impulse product purchase. For this analysis, stimulation was used as the independent variable, impulse product purchase as the dependent variable, and fashion involvement as the moderator between the independent and dependent variable, with age as the covariate. The variables stimulation and impulse product purchase were mean centered prior to the analysis. The bootstrapping sample was 5000. In order to confirm the hypothesis, the interaction effect between stimulation and fashion involvement and whether or not such an effect was significant in predicting impulse purchase behavior after controlling for age was examined. The results showed that the interaction effect was statistically significant (b = -.18, se = 0.03, p<.01 , 95%CI: [-0.24, -0.12]). Consequently, Hypothesis 4c was supported.

Considering that the interaction is statistically significant, further analysis is necessary to examine how the results. The regression coefficient for interaction is b = -.18 and is

statistically different from zero, t (510)= -6.17 , p<0.01. Thus, the effect of stimulation on the impulse product purchase depends on the buyer's fashion involvement level. Moreover, this model accounts for 2% of variance in impulse product purchase. It should be noted that the coefficient is negative at the interaction level, indicating that the effect of stimulation on impulse product purchase decreases as fashion involvement increases.

**Table 24. Fashion Involvement as a Moderating Factor between Stimulation and Impulse Purchase Behavior**

| **Variable** | ***B*** | ***SE*** | ***T*** | ***p*** | ***LLCI*** | ***ULCI*** |
|---|---|---|---|---|---|---|
| Constant | -.97 | .31 | -3.13 | <0.01 | -1.58 | -.36 |
| Gender | -1.15 | .27 | -4.27 | <0.01 | -1.68 | -.62 |
| Race | .11 | .12 | .88 | .37 | -.13 | .36 |
| Frequency | .60 | .24 | 2.48 | <0.05 | .12 | 1.08 |
| Stimulation (x) | .96 | .10 | 9.86 | <0.01 | .77 | 1.16 |
| Fashion Involvement (w) | .84 | .10 | 8.42 | <0.01 | .64 | 1.03 |
| Interaction Term (xw) *Δ $R^2$ =.41* | -.18 | .03 | 1.91 | <0.01 | -.001 | .12 |

**Hypothesis 5a:** There is a significant difference between males and females on their evaluation of convenience

A Mann-Whitney U test was conducted to examine whether there were differences in the evaluation of convenience between male and female participants. The ordinal dependent variable was the evaluation score of convenience, and the independent variable was gender with two levels: male and female.

There was no statistically significant difference in the scores for the evaluation of convenience between males and females, U = 21879.500, p = .640, with a mean rank of 231.64 for males and 225.54 for females.

**Table 25. Mann-Whitney Test Statistic**

| | Mann-Whitney U | p |
|---|---|---|
| Convenience | 21879.500 | .640 |
| Price | 14977.000 | .000 |
| Website Features | 14970.500 | .000 |
| Information Availability | 16843.500 | .000 |
| Entertainment | 21490.000 | .439 |
| Sensory | 21619.000 | .503 |
| Stimulation | 21661.000 | .526 |
| Impulse Purchase | 22056.000 | .742 |
| Fashion Involvement | 15372.500 | .000 |

**Hypothesis 5b:** There is a significant difference between males and females on their evaluation of price

A Mann-Whitney U test was conducted to examine whether there were differences in the evaluation of price between male and female participants. The ordinal dependent variable was the evaluation score of price, and the independent variable was gender with two levels: male and female.

There was a statistically significant difference in the scores for the evaluation of price between males and females, U = 14977.000, p < .001, with a mean rank of 278.92 for males and 203.13 for females. These results suggest that males rated the price more favorably than males.

**Hypothesis 5c:** There is a significant difference between males and females on their evaluation of website attributes

A Mann-Whitney U test was conducted to examine whether there were differences in the evaluation of website attributes between male and female participants. The ordinal dependent variable was the evaluation score of website attributes, and the independent variable was gender with two levels: male and female.

There was a statistically significant difference in the scores for the evaluation of website attributes between males and females, U = 14970.500, p < .001, with a mean rank of 176.04 for males and 251.89 for females. These results suggest that females rated the website attributes more favorably than males.

**Hypothesis 5d**: There is a significant difference between males and females on their

evaluation of availability of information

A Mann-Whitney U test was conducted to examine whether there were differences in the evaluation of availability of information between male and female participants. The ordinal dependent variable was the evaluation score of availability of information, and the independent variable was gender with two levels: male and female.

There was a statistically significant difference in the scores for the evaluation of availability of information between males and females, $U = 16843.500$, $p < .001$, with a mean rank of 188.87 for males and 245.81 for females. These results suggest that females rated the availability of information more favorably than males.

**Hypothesis 5e:** There is a significant difference between males and females on their evaluation of entertainment

A Mann-Whitney U test was conducted to examine whether there were differences in the evaluation of entertainment between male and female participants. The ordinal dependent variable was the evaluation score of entertainment, and the independent variable was gender with two levels: male and female.

There was no statistically significant difference in the scores for the evaluation of entertainment between males and females, $U = 21490.000$, $p = .439$, with a mean rank of 220.69 for males and 230.73 for females.

**Hypothesis 5f**: There is a significant difference between males and females on their evaluation of sensory

A Mann-Whitney U test was conducted to examine whether there were differences in the evaluation of sensory between male and female participants. The ordinal dependent variable was the evaluation score of entertainment, and the independent variable was gender with two levels: male and female.

There was no statistically significant difference in the scores for the evaluation of sensory between males and females, $U = 21619.000$, $p = .503$, with a mean rank of 221.586 for males and 230.31 for females.

**Hypothesis 5g**: There is a significant difference between males and females on their evaluation of stimulation

A Mann-Whitney U test was conducted to examine whether there were differences in

the evaluation of stimulation between male and female participants. The ordinal dependent variable was the evaluation score of stimulation, and the independent variable was gender with two levels: male and female.
There was no statistically significant difference in the scores for the evaluation of stimulation between males and females, U = 21661.000, p = .526, with a mean rank of 221.58 for males and 230.17 for females.

**Hypothesis 5h:** There is a significant difference between males and females on their evaluation of Impulse purchase
A Mann-Whitney U test was conducted to examine whether there were differences in the evaluation of Impulse purchase between male and female participants. The ordinal dependent variable was the evaluation score of Impulse purchase, and the independent variable was gender with two levels: male and female.
There was no statistically significant difference in the scores for the evaluation of Impulse purchase between males and females, U = 22056.000, p = .742, with a mean rank of 230.43 for males and 226.11 for females.

**Hypothesis 5i:** There is a significant difference between males and females on their evaluation of fashion involvement
A Mann-Whitney U test was conducted to examine whether there were differences in the evaluation of fashion involvement between male and female participants. The ordinal dependent variable was the evaluation score of fashion involvement, and the independent variable was gender with two levels: male and female.
There was a statistically significant difference in the scores for the evaluation of fashion involvement between males and females, U = 15372.500, p < .001, with a mean rank of 178.79 for males and 250.59 for females. These results suggest that females rated the fashion involvement more favorably than males.

# 6. Discussion of Findings

Chapter Six focuses on the discussion of the main findings of the study. The preceding chapter presented the results of the statistical analyses conducted in pursuit of the study, involving all the constructs. The previous chapter also evaluated the hypotheses formulated for this study. On the other hand, this chapter provides a closer examination of the findings and determines how such findings make sense in terms of contribution, including conceptual, theoretical, and marketing. The chapter also provides a discussion about the limitations of the research and the prospects for future research.

## 6.1 Discussion of Key Findings

### 6.1.1 The Influence of Motivational Factors on Consumers' Purchase

After the statistical analyses conducted to determine whether the motivational factors have a significant influence on online fashion shoppers' impulse product purchase, it was found that price is the only motivational factor did not have a significant influence on impulse product purchase. Price is one of the utilitarian motivations that was subjected into various analyses in the literature (Beldon et al., 2011; Martinez-López et al., 2016; Redda, 2018;). Despite having a reputation as one of the key tools that encourage customers to buy online (Martinez-López et al., 2016), in this analysis, price did not significantly influence the impulse product purchase of a customer in an online shop. Aside from being negatively related to impulse product purchase, it does not determine any variance in the said variable.

In contrast to other utilitarian factors such as convenience, website attributes, and information availability—all of which resulted in a positive relation with impulse product purchase and significantly influenced the said variable, price as a utilitarian motivation does not satisfy any parameters by which it could explain tendencies of impulse product purchase.

Another important finding was focused on how all the hedonic motivations resulted in significant influences on impulse product purchase. Hedonic dimensions of entertainment, sensory, and stimulation all significantly influenced the dependent variable. A possible explanation for this could be Herzberg's Two Factor Analysis. In this case, these dimensions could be understood as motivational elements (Scarpi, 2012) for online shopping, which ensures a short-term benefit for the customers while conducting product purchase. The findings of this study resonates the earlier findings

regarding hedonic dimension (Martinez-López et al., 2016; Moon et al., 2017). Although entertainment, sensory, and stimulation are just few of the types of hedonic motivations, it did not fail in accounting for a possible explanation in variances within impulse product purchase.

It can therefore be concluded that the influence of motivational factors on impulse purchase behavior may vary from one consumer to another. The two general classifications used in this study have provided an insight about the possible utilizations of the said constructs.

### 6.1.2 Effects of Fashion Involvement as Moderator

One of the defining components of this study is the inclusion of fashion involvement acting as a moderating variable for the independent and dependent variable. For the utilitarian dimensions, fashion involvement does not have any moderating effect between the relationship of convenience, website attributes, information availability to the dependent variable impulse product purchase. What was interesting, however, was how fashion involvement influenced the relationship of price and impulse product purchase. The interaction level was negative, indicating that the effect of price evaluation on impulse product purchase decreases as fashion involvement increases; this is in consonance to the Joo Park et al (2006) who found that fashion involvement and positive emotion positively affect fashion-oriented impulse buying, with fashion involvement having the greatest impact.

For the hedonic dimension, the moderating effect of fashion involvement was present in sensory and stimulation. The interaction levels for both sensory and stimulation were both negative, indicating that the effect of sensory and stimulation as online motivators on impulse product purchase reduces as fashion involvement increases. This reflects the assertions of other academics regarding the variable about how individuals with a certain level of fashion involvement with the existing trends and fashion phenomenon allows them to conduct a more conscious choice in making purchase decisions (Vivek et al., 2014).

This could be explained by McNeill & Venter, (2019)'s position that individuals who are engaged with fashion trends put value and significance on fashion products. Fashion involvement can be assessed in such a sense such that the value that the consumers put into their engagement with a certain way of life transcends superficial needs such as physiological and safety needs.

### 6.1.3 Relationship between Gender and Motivational Factors on Consumers' Purchase

Examining the role of gender in evaluating the convenience of online shopping, revealed no significant difference between males and females. This outcome suggests that convenience is a universally valued aspect of online shopping, transcending gender differences. This result is in line with existing literature, which has long posited that the practical benefits of online shopping, like time-saving and accessibility, are appreciated equally across genders (NA, 2017). This universality in the pursuit of convenience could be indicative of a broader trend in online consumer behavior, where the utility of digital shopping platforms is perceived similarly by all users, regardless of gender.

The second hypothesis delved into gender differences in price evaluation, revealing that males rated price more favorably than females. This finding could be reflective of inherent gender-specific economic behaviors, where men and women approach financial expenditure and value assessment in distinct ways during shopping. This might suggest that men are more inclined toward value-for-money or cost-effectiveness in their purchasing decisions, a characteristic that could stem from broader socio-economic factors.

In terms of website attributes and information availability, this study found that females rated these factors more favorably than males. This significant gender difference aligns with literature that highlights gender disparities in information processing and decision-making styles (Zhu et al., 2022). Women's tendency to engage more thoroughly in information search and analysis during shopping could account for their higher appreciation of detailed website attributes and available information.

Contrastingly, these findings regarding the evaluation of entertainment, sensory experiences, and stimulation did not reveal any significant gender differences. This outcome challenges some traditional notions that associate women more closely with the hedonic and sensory aspects of shopping (Wang et al., 2021). It suggests a potential shift in gender roles within the digital shopping environment, where the hedonic elements of online shopping are perceived similarly by both men and women.

Similarly, the gender differences in impulse purchase evaluation found no significant disparity, suggesting a convergence in impulsive buying behaviors among both genders. This finding contrasts with some earlier studies that often associated

impulsive buying more predominantly with women (Tarka et al., 2022). The implication is a possible evolution in shopping patterns in the digital age, where traditional gender-based behavioral distinctions are diminishing.

Lastly, the significant difference in fashion involvement, with females rating it more favorably, resonates with the existing literature suggesting a higher female interest in fashion and more involvement in fashion-related activities (Ferreira et al., 2022). This gender disparity could be reflective of cultural and social norms where fashion is often more integrally linked to female identity and expression.

# 7. Conclusion and Recommendations

## 7.1 Summary

In this chapter, a summary of the study is provided, the contributions made to knowledge are explained, and conclusions are drawn from the findings. Each objective set forth at the outset of this study has been meticulously addressed through rigorous analysis and interpretation of data. The following sections summarize how each objective was achieved, shedding light on the intricacies of impulse purchases, the interplay of motivational factors, the role of gender, and the influence of fashion involvement.

The primary objective was to identify the most influential factors on online consumers' impulse purchases. Statistical analyses revealed a complex landscape where, contrary to expectations, price did not significantly impact impulse product purchases. This finding challenges the prevailing notion in the literature, where price is often seen as a key motivator for online purchases (Beldon et al., 2011; Martinez-López et al., 2016). Instead, this study suggests a paradigm shift where price, a traditional utilitarian motivation, does not dictate impulse buying behaviors in the online fashion sector.

Conversely, hedonic motivations such as entertainment, sensory, and stimulation showed a substantial influence on impulse purchases. This study corroborates previous research (Cardoso et al., 2010; Scarpi, 2012) and underscores the growing importance of hedonic dimensions in shaping consumer behavior in the digital realm.

The second objective assessed the influence of utilitarian and hedonic motivational factors on online fashion impulse purchases. While utilitarian factors like convenience, website attributes, and information availability positively influenced impulse purchases, the unexpected insignificance of price as a utilitarian factor emerged as a major finding. This suggests a more complex decision-making process among online consumers, where practical elements are weighed alongside more experiential and emotional aspects.

The significant impact of hedonic factors reaffirms the evolving nature of consumer preferences in the online fashion domain. Entertainment, sensory experiences, and stimulation significantly influenced impulse purchases, indicating a shift towards a more experience-oriented shopping paradigm. These factors, representative of the hedonic dimension, cater to the emotional and experiential needs of consumers,

thereby playing a pivotal role in impulsive buying behaviors.

The third objective of this study was to investigate the relationship between gender and motivational factors on impulsive fashion purchases. The analysis showed no significant gender differences in the evaluation of convenience, suggesting a universal appreciation for the practical benefits of online shopping. This finding aligns with the broader literature that posits the gender-neutral appeal of online shopping conveniences (NA, 2017).

However, gender differences were more pronounced in other areas. Males displayed a more favorable evaluation of price, indicating a possible inclination towards value-oriented shopping behaviors. This is in line with studies highlighting gender-specific economic behaviors (Thangavel et al., 2021). Conversely, females rated website attributes and information availability more favorably, suggesting a more detailed-oriented approach to online shopping (Zhu et al., 2022). This distinction underscores the diverse information processing and decision-making styles across genders.

In terms of hedonic factors like entertainment, sensory experiences, and stimulation, no significant gender differences were observed, challenging traditional stereotypes and suggesting a shift in gender roles in the digital shopping context (Wang et al., 2021). Additionally, the lack of gender disparity in impulse purchase evaluation points to a convergence in impulsive buying behaviors, reflecting an evolution in shopping patterns in the digital era (Tarka et al., 2022).

The final objective examined the role of fashion involvement as a moderator in the relationship between online motivational factors and impulse product purchase behaviors. The study found that fashion involvement did not moderate the relationship between utilitarian factors (convenience, website attributes, information availability) and impulse purchases. However, an intriguing development was observed in the relationship between price and impulse purchases, where fashion involvement had a negative moderating effect. This aligns with Joo Park et al. (2006), suggesting that as fashion involvement increases, the impact of price on impulse buying decreases.

In the hedonic dimension, fashion involvement moderated the effects of sensory and stimulation factors, with higher involvement leading to a reduced influence of these factors on impulse purchases. This supports the theory that individuals with higher fashion involvement make more conscious choices in their purchase decisions (Vivek et al., 2014), aligning with McNeill & Venter (2019)'s view that fashion-involved individuals place greater value on fashion products beyond superficial needs.

The study successfully navigates the complex terrain of online consumer behavior, providing valuable insights into the factors influencing impulse purchases in the South African online fashion industry. The findings challenge traditional views on the role of price in impulse buying and highlight the growing importance of hedonic motivations. Gender differences in online shopping behavior reveal a clear picture, with convergence in certain areas and divergence in others. The role of fashion involvement as a moderator adds another layer to understanding impulse buying behaviors, particularly in the context of price and hedonic factors.

## 7.2 Contributions

### 7.2.1 Conceptual Contribution

This study investigated how online motivators of utilitarian and hedonic dimensions influence impulse product purchase in online shopping as well as the moderating effect of fashion involvement in the relationship of the said motivators with impulse product purchase. This is one of the gaps identified when developing the framework of the study, considering that fashion involvement received less attention in the literature as a moderating variable. However, with the findings of this study, it is empirically established that fashion involvement is a relevant moderating variable in consumer behavior studies; and this can be further studied in future research.

The results of the study demonstrate that fashion involvement effectively moderates the relationship of the utilitarian and hedonic motivational factors separately. It was found that only price under the utilitarian category was moderated by fashion involvement while the remaining factors of convenience, website attributes, availability of information, were not supported. The findings demonstrate that effect of price evaluation on impulse product purchase decreases as fashion involvement increases. It readily implies that shoppers tend to diminish the importance of price if they are highly involved with the current fashion trend.

Meanwhile, under the hedonic category, only entertainment was not supported by the moderation effect of fashion involvement. It was found out that the effect of sensory dimension on impulse product purchase decreases as fashion involvement increases. This reflects the fact that shoppers tend to be more aware instead of having considered only the sensory aspects of their preference. It implies that these shoppers already know what they are going to buy in instances of impulse purchase since they are

heavily involved in fashion trends, as with the stimulation as a hedonic motivation. Results show that the effect of stimulation on impulse product purchase decreases as fashion involvement increases. These two similar trajectories of findings demonstrate that shoppers who are actually involved with fashion trends tend to be more aware and not be driven by hedonic motivations.

It could be said that instead of taking fashion involvement as a variable that intensifies the influence of motivators on impulse purchase behaviors, it acts otherwise. The negative effects of fashion involvement as a moderating factor were further supported by Maslow's Hierarchy of Needs and in turn, expands the analysis of Vivek et al.'s (2014) conceptualization of the term.

Another conceptual contribution of the study is how it provides an alternative perspective on how women who belong to Generation Y or are classified as Millennials evaluate utilitarian motivations for online shopping. The results of the independent samples test executed in the study in order to pinpoint any significant difference between males and females in their evaluation of the motivators shows that women are more inclined to put more emphasis on the aspects of website attributes and information availability. This shows that women within the age group are more conscious in conducting their online purchases because of how they utilize the tools on the websites of online retailers they use for online shopping. This expands the discourse on the dynamic gender characteristics in the literature.

### 7.2.2 Theoretical Contribution

Considering that the study postulates several variables throughout the process, there are a number of possible theoretical contributions that are worthy of attention in this regard. One of these is how the theories were effectively applied to explain alternative perspectives, such as for instance, the changing attitudes of women vis-à-vis utilitarian motivations. The application of Fishbein and Ajzen's Theory of Reason Action (1975) in this analysis has provided a tool to explain such tendencies. The theory provided a framework in understanding behavioral intentions, and in this research, behavioral intentions of a particular gender within a defined age group. This departs from the literature in a sense that it does not dismiss the expression of such behavior as a striking character by which female should be understood. Instead, it further articulates the implications of such behavior and grounds it upon an established system of logical justification.

Another theoretical contribution is how fashion involvement is closely analyzed using Maslow's Hierarchy of Needs. The variable is used as a moderating variable in this study. However, it offered alternative perspectives to which the inclination of women can be closely tied. The statistical analysis conducted showed that there was indeed a significant difference between male and female and that females are more likely to be involved with fashion trends. Although such inclination is presented by the literature as even dictating impulsive behavior, however, in this study, the concept refutes such claims, demonstrating that it is a tool used to inform the buyer about the values of the products they are about to obtain.

### 7.2.3 Practical Implications

This research has established that the target population for the study came from a particular age group, namely Generation Y or Millennials. The findings of the study about the consumer behavior of this age group are a great tool to inform marketing departments on what to expect and what to utilize in coming up with an effective marketing strategy. One of the important findings of the study is the significant effect of hedonic dimensions of entertainment, sensory, and stimulation on impulse product purchase. This could be utilized by marketing departments in invoking creative strategies when presenting their products to further incite curiosity for consumers. Also, the significant influence of utilitarian motivators of convenience, website attributes, and information availability is a great tool for marketing departments to come up with a user-friendly website, information-rich interface, and convenient purchasing process for the benefit of the consumers. This could be translated to other developmental strategies for the online merchants.

Another practical contribution is the understanding of the concept of fashion involvement. Provided that it has been an important variable in showing how consumers come up with decisions in impulse product purchase, online merchants should be more aware of how to value their own products and how timely these products are, especially as the pace of fast fashion increases. Online merchants should be able to come up with solutions that help them establish a consumer base or product patrons who are engaged with fashion trends. After all, fashion involvement is still a crucial component in the fashion industry and merchants should be able to put much regard on that particular matter and at the same time manifest the values that the brand has established for their consumers, instead of just pushing forth impulse

product purchase behaviors.

## 7.3 Recommendations

The study provided an opportunity for business owners of fashion retail in South Africa and other emerging economies to understand how to improve their potential marketing engagement to revamp their revenue. It can be seen that the utilitarian and hedonic dimensions of engaging customers into making impulse purchases are in fact instrumental in influencing their purchase. Particularly, convenience, website features, and information availability for utilitarian motivations and entertainment, sensory, and stimulation for hedonic motivations can be utilized by business owner in improving their engagement. For instance, especially with the progress that e-commerce, business owners may want to consider improving the utility aspect of their applications to ensure seamless ordering. Business owners should ensure that the platforms they use for their retailing should provide the best levels of convenience for customers, along with a refined standard of website features. Also, information availability should be at considered as well provided that it also predicts and influences the tendency of customers to buy products. In terms of hedonic motivations, the auditory features of the platforms that business owners use should be appealing enough to provide an adequate level of entertainment. For example, there are website and mobile application features that can be used effectively and patterned suitably to ensure that they are appealing to the customers.

On the other hand, business owners should also consider the level of fashion involvement that their customers have. In this study, it was demonstrated that fashion involvement is a key moderator for the relationship of these motivations with impulse product purchase: price, sensory, and stimulation. This implies that customers with a good level of fashion involvement are considering aspects of price, or how the platform or the product may incite further interest and appeal to them. In this case, business owners should provide competitive pricing for their products especially that Generation Y was involved with a consideration for their fashion tastes and choices.

With the fast-paced trend in contemporary fashion, producers, retailers, and the whole industry should proactively deal with the changing dynamics of how purchases are made. This study provides a clear picture of how e-commerce could be a considerable platform for fashion retail purchase. Business owners who are interested in capitalizing

on it should consciously consider how it could provide a satisfying approach in doing fashion retail business.

## 7.4 Limitations

This research looked at consumer behavior and how internet motivators impact customers' online impulsive goods purchases. It has thoroughly explored the characteristics of utilitarian and hedonic incentives as they apply to internet purchasing. The research also included the use of fashion as a moderator for the factors employed in the study. The research also looked at gender variations in their appraisal of the numerous online motivators for performing online shopping. This study, however, has some limitations. First, it explored just one age group as the primary criteria for study participation. This age group was known as Generation Y, often known as Millennials. Second, the sample was restricted to postgraduate students at the University of Witwatersrand in Johannesburg, South Africa. Due to variations in setting, experience, upbringing, culture, social roles, and activities in which other members of the same age group may be participating, the study may not be able to generalize its results throughout the world within the same age group. Although it may give useful insight into how to examine the aforementioned age group within the field of study.

## 7.5 Future Research

Future research pathways might consider conducting a comparative study of different age cohorts. It is interesting to see how age groups and generations differ in their evaluation of the motivators for online shopping. Similar theoretical and conceptual frameworks can be used in that regard to ensure that t approach was upheld. This could also show the differences and similarities between the two generations and might affirm and refute some of the findings of the study. Another possible pathway for future research could be on how socioeconomic background influences consumer evaluation of their motivators, including their self-evaluation as well as whether or not they are involved with fashion trends and how it matters when obtaining fashion goods. This was not factored into this research and might be a valuable indicator of the said motivators.

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# Appendix I

QUESTIONNAIRES

Good Day,

My name is Asiya Mahomed. I am a Masters student enrolled at the University of the Witwatersrand, Parktown, Johannesburg. As required by my studies, I must undertake a research project for my Degree. I am conducting research on consumer behavior. More specifically, an investigation into how motivational factors influence online consumer's impulse purchases of fashion items, under the supervision of Dr. Thomas Dorson Anning.

This paper aims to discover the motivational factors that influence the impulsive buying behavior manifested by consumers of the fashion industry and how their fashion involvement also influences their decision-making in impulsive buying.

I would like to invite you, as part of my research project, to answer an online questionnaire. The online questionnaire has 41 questions, and they will take around 7 to 10 minutes to complete. By completing the online questionnaire, you are giving consent for your answers to be used as part of this research.

The online survey can be accessed on the link below:

https://forms.office.com/Pages/ResponsePage.aspx?id=jJAbS4JVd0O6B6NtZeNJNAO2mRYcPW1KgmtoGF9wrdhUNFlFNUxRWE1OR1BKWVhDQVVBQU9FSVlFSi4u

No personal costs will be accrued to you if you participate in this project. You will not be rewarded if you do take part in the project. You won't be penalized if you do not wish to take part. You are free to withdraw or not answer, during the research process. The questionnaire will be completely anonymous, and your name or personal details will not be needed identifying information, and the information you give to me will be held securely and not disclosed to anyone else.

For any questions, feel free to contact me during or afterward about the research. My contact details are down below.

For any concerns relating to ethical procedures of this study, you can make contact the Human Research Ethics Committee (Non-Medical), telephone +27(0) 11 717 1408, email hrecnon-medical@wits.ac.za

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Supervisor: Dr Thomas Dorson Anning, thomas.dorson.anning@wits.ac.za, 011 717 3951

1. **Utilitarian and Hedonic Questionnaires**

| Utilitarian | Construct | Likert Scale | | | | | Source |
|---|---|---|---|---|---|---|---|
| | | Not at all important | Very unimportant | Neither important nor unimportant | Very important | Extremely important | |
| **C1** | I save a lot of time by shopping on the internet. | 1 | 2 | 3 | 4 | 5 | Park et al. (2012), Vasić et al. (2018), Koch et al. (2020) |
| **C2** | I have 24-hour accessibility | 1 | 2 | 3 | 4 | 5 | |
| **C3** | I experience less hassle than visiting physical stores. | 1 | 2 | 3 | 4 | 5 | |
| **C4** | The time taken to conduct the purchase fits into my schedule. | 1 | 2 | 3 | 4 | 5 | |
| **P1** | I can save money compared to shopping in-store. | 1 | 2 | 3 | 4 | 5 | Vasić et al. (2018); Koch et al. (2017) |
| **P2** | I am offered competitive prices in comparison to prices in-store. | 1 | 2 | 3 | 4 | 5 | |
| **P3** | I have an opportunity to spend less money online. | 1 | 2 | 3 | 4 | 5 | |
| **WF1** | The website has useful navigation aids. | 1 | 2 | 3 | 4 | 5 | Chiu et al. (2014), Vijay et al. (2019) |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| **WF2** | There are convenient ways to maneuver among related pages and between different sections. | 1 | 2 | 3 | 4 | 5 | |
| **WF3** | I can make purchases from the web site without much help. | 1 | 2 | 3 | 4 | 5 | |
| **WF4** | The web site is user friendly. | 1 | 2 | 3 | 4 | 5 | |
| **I1** | The website has a great deal of information to assist my purchase | 1 | 2 | 3 | 4 | 5 | Chiu et al.,(2014), Vasić et al., (2018) Vijay et al. (2019) |
| **I2** | I have the ability to select the latest fashion items. | 1 | 2 | 3 | 4 | 5 | |
| **I3** | I have the ability to compare products and prices. | 1 | 2 | 3 | 4 | 5 | |
| **I4** | The website provides regular updates with the latest fashion trends. | 1 | 2 | 3 | 4 | 5 | |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| **Hedonic** | | 1 | 2 | 3 | 4 | 5 | |
| **E1** | The online experience is not boring. | 1 | 2 | 3 | 4 | 5 | Park et al. (2012), Koch et al. (2020) |
| **E2** | The online experience is fun. | 1 | 2 | 3 | 4 | 5 | |
| **E3** | The online experience is truly enjoyable compared to other things I could do. | 1 | 2 | 3 | 4 | 5 | |
| **S1** | Shopping online satisfies my curiosity about the product offered on the platform | 1 | 2 | 3 | 4 | 5 | Park et al. (2012), Tambuwun (2016) |
| **S2** | I shop online because I want to understand the quality of the materials used | 1 | 2 | 3 | 4 | 5 | |
| **S3** | I shop online because the products are aesthetically pleasing. | 1 | 2 | 3 | 4 | 5 | |
| **ST1** | I shop online because it satisfies my shopper's high. | 1 | 2 | 3 | 4 | 5 | Park et al. (2012), Kaczmarek (2017) |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| **ST2** | I enjoy online shopping enough to forget a time out. | 1 | 2 | 3 | 4 | 5 | |
| **ST3** | I look around at items on the Internet just for fun. | 1 | 2 | 3 | 4 | 5 | |

## 2. Impulse Buying Questionnaires

| Impulse Buying | Construct | Likert Scale | | | | | Source |
|---|---|---|---|---|---|---|---|
| | | Very unlikely | Unlikely | Neither likely nor unlikely | Likely | Very Likely | |
| **OIB1** | My fashion purchase was spontaneous | 1 | 2 | 3 | 4 | 5 | Akram et al. (2018) |
| **OIB2** | My fashion purchase was unplanned | 1 | 2 | 3 | 4 | 5 | |
| **OIB3** | I did not intend to make this purchase before this fashion shopping trip. | 1 | 2 | 3 | 4 | 5 | |
| **OIB4** | Before visiting the site, I did not have the intention to make this fashion purchase. | 1 | 2 | 3 | 4 | 5 | |
| **OIB5** | I could not resist making this fashion purchase at the site | 1 | 2 | 3 | 4 | 5 | |

### 3. Fashion Involvement Questionnaire

| Fashion Involvement | Construct | Likert Scale | | | | | Source |
|---|---|---|---|---|---|---|---|
| | | Completely Disagree | Disagree | Neither agree nor disagree | Agree | Completely Agree | |
| **FI1** | If I hear that new clothing was available in the store, I would be interested enough to buy it. | 1 | 2 | 3 | 4 | 5 | Szczepaniak, (2015) |
| **FI2** | I usually have one or more outfits of the very latest style | 1 | 2 | 3 | 4 | 5 | |
| **FI3** | An important part of my life and activities is dressing smartly (in a fashionable and slightly formal way) | 1 | 2 | 3 | 4 | 5 | |
| **FI4** | I like to shop for clothes | 1 | 2 | 3 | 4 | 5 | |
| **FI5** | I like to think I'm a bit of a swinger (a person who actively seeks excitement and moves | 1 | 2 | 3 | 4 | 5 | |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| | with the latest trends). | | | | | | |

**4. Who is your favorite online fashion retailer?**

**5. Demographics**

**Gender**

- ○ Male
- ○ Female

**Age** _____

**Race**

- ○ Black
- ○ Asian
- ○ Colored
- ○ Indian
- ○ White
- ○ Other

**Average Monthly Expenditure on Fashion Items Online**

- ○ Below R500
- ○ R501- R1000
- ○ R1001- R2000
- ○ Over R2000

# Appendix 2

DATA ANALYSIS

**Table 1. Gender of Interviewees**

| Gender | Total Respondents | Valid Percentage |
|---|---|---|
| Man | 146 | 28.6 |
| Woman | 308 | 60.4 |
| Non-binary | 25 | 4.9 |
| Prefer not to say | 31 | 6.0 |
| **Total** | **510** | **100.0** |

**Table 2. Age of Interviewees**

| Age | Total Respondents | Valid Percentage |
|---|---|---|
| 24-27 | 93 | 18.2 |
| 28-31 | 184 | 36.1 |
| 32-35 | 75 | 14.7 |
| 36-40 | 158 | 31.0 |
| **Total** | **510** | **100.0** |

**Table 3. Race of Respondents**

| Race | Total Respondents | Valid Percentage |
|---|---|---|
| Asian or Asiya | 30 | 5.9 |
| Black | 151 | 29.6 |
| Colored | 48 | 9.4 |
| Indian | 203 | 39.8 |
| White | 41 | 8 |
| Other | 37 | 7.3 |
| **Total** | **510** | **100.0** |

**Table 4. Level of Convenience Considerations**

| Construct | Mean | Standard Deviation |
|---|---|---|
| I save a lot of time by shopping on the internet | 3.67 | 1.168 |
| I have 24-hour internet accessibility | 4.08 | .9791 |
| I experience less hassle than visiting physical stores | 3.47 | 1.056 |
| The time taken to conduct the purchase fits into my schedule | 3.98 | .926 |

*N=510*

**Table 5. Level of Price Considerations**

| Construct | Mean | Standard Deviation |
|---|---|---|
| I can save money compared to shopping in-store | 3.31 | 1.19 |
| I am offered competitive prices in comparison to prices in-store | 3.38 | 1.11 |
| I have an opportunity to spend less money online | 2.89 | 1.19 |

*N=510*

**Table 6. Level of Website Features Considerations**

| Construct | Mean | Standard Deviation |
|---|---|---|
| The website has useful navigation aids | 3.65 | .929 |
| There are convenient ways to maneuver among related pages and between different sections | 3.74 | .815 |
| I can make purchases from the website without much help | 4.08 | .919 |
| The website if user friendly | 3.99 | .861 |

*N=510*

**Table 7. Level of Availability of Information Consideration**

| Construct | Mean | Standard Deviation |
|---|---|---|
| The website has a great deal of information to assist my purchase | 3.65 | .945 |
| I have the ability to select the latest fashion items | 3.83 | .738 |
| I have the ability to compare products and prices | 3.94 | .889 |
| The website provides regular updates with the latest fashion trends | 3.91 | .774 |

*N=510*

**Table 8. Level of Entertainment Consideration**

| Construct | Mean | Standard Deviation |
|---|---|---|
| The online experience is not boring | 3.55 | .864 |
| The online experience is fun | 3.48 | .964 |
| The online experience is truly enjoyable compared to other things I could do | 3.18 | 1.069 |

*N=510*

**Table 9. Level of Sensory Consideration**

| Construct | Mean | Standard Deviation |
|---|---|---|
| Shopping online satisfies my curiosity of the product offered in the platform | 3.48 | .881 |
| I shop online because I want to feel the quality of the materials used | 2.61 | 1.10 |
| I shop online because the products are aesthetically pleasing | 3.41 | 1.01 |

*N=510*

**Table 10. Level of Stimulation Consideration**

| Construct | Mean | Standard Deviation |
|---|---|---|
| I shop online because it satisfies my shopper's high | 2.96 | 1.278 |
| I enjoy online shopping enough to forget a time out | 2.96 | 1.23 |
| I look around at items on the internet just for fun | 3.76 | 1.18 |

*N=510*

**Table 11. Level of Impulse Buying Consideration**

| Construct | Mean | Standard Deviation |
|---|---|---|
| My fashion purchase was spontaneous | 3.01 | 1.14 |
| My fashion purchase was unplanned | 3.12 | 1.213 |
| I did not intend to do this purchase before this fashion shopping trip | 3.14 | 1.09 |
| Before visiting the site, I did not have the intention to do this fashion purchase | 3.10 | 1.11 |
| I could not resist to do this fashion purchase at the site | 2.88 | 1.12 |

*N=510*

**Table 12. Level of Fashion Involvement Consideration**

| Construct | Mean | Standard Deviation |
|---|---|---|
| If I hear that new clothing was available in the store, I would be interested enough to buy it | 3.11 | 1.21 |
| I usually have one or more outfits of the very latest style | 3.17 | 1.32 |
| An important part of my life and activities is dressing smartly (in a fashionable and slightly formal way) | 3.37 | 1.17 |
| I like to shop for clothes | 3.59 | 1.15 |
| I like to think I'm a bit of a swinger (a person who actively seeks excitement and moves with the latest trends) | 3.08 | 1.25 |

*N=510*

**Table 13. Fashion Involvement as Moderator (Convenience)**

| Variable | *B* | *SE* | *t* | *p* | *LLCI* | *ULCI* |
|---|---|---|---|---|---|---|
| Constant | 2.43 | .57 | .43 | .66 | -.858 | 1.34 |
| Age | .09 | .034 | 2.81 | <.01 | .029 | .16 |
| Convenience (x) | .26 | .17 | 1.90 | .059 | -.01 | .54 |
| Fashion Involvement (w) | -.06 | .04 | -1.36 | <.01 | -.15 | .026 |
| Interaction Term *Δ R² =.25* | -.06 | .03 | -1.36 | .172 | -.15 | .30 |

**Table 14. Fashion Involvement as Moderator (Price)**

| Variable | *B* | *SE* | *t* | *p* | *LLCI* | *ULCI* |
|---|---|---|---|---|---|---|
| Constant | -.69 | .45 | -1.53 | .125 | -1.57 | .20 |
| Age | .07 | .03 | 2.19 | .029 | .007 | .14 |
| Price (x) | .57 | .12 | 4.62 | <0.01 | .32 | .81 |
| Fashion Involvement (w) | 1.04 | .13 | 7.77 | <0.01 | .77 | 1.30 |
| Interaction Term *Δ R² =.27* | -.16 | .04 | -4.32 | <0.01 | -.23 | -.09 |

**Table 15. Fashion Involvement as Moderator (Website Attributes)**

| Variable | *B* | *SE* | *t* | *p* | *LLCI* | *ULCI* |
|---|---|---|---|---|---|---|
| Constant | -.40 | .66 | -.61 | .541 | -1.70 | .90 |
| Age | .10 | .03 | 3.06 | <0.01 | .04 | .17 |
| Website Attributes (x) | .43 | .17 | 2.60 | <0.01 | .10 | .76 |
| Fashion Involvement (w) | .76 | .18 | 3.90 | <0.01 | .39 | 1.15 |
| Interaction Term *Δ R² =.27* | -.08 | .05 | -1.59 | .113 | -.18 | .02 |

**Table 16. Fashion Involvement as Moderator (Information Availability**

| Variable | *B* | *SE* | *t* | *p* | *LLCI* | *ULCI* |
|---|---|---|---|---|---|---|
| Constant | .51 | .74 | .70 | .482 | -.93 | 1.96 |
| Age | .10 | .03 | 2.89 | <0.01 | .03 | .16 |
| Information Availability (x) | .18 | .19 | .95 | .344 | -.16 | .56 |
| Fashion Involvement (w) | .80 | .22 | -3.61 | <0.01 | .36 | 1.23 |
| Interaction Term *Δ R² =.27* | -.08 | .06 | 2.89 | .156 | -.19 | .03 |

**Table 17. Fashion Involvement as Moderator (Entertainment)**

| Variable | *B* | *SE* | *t* | *p* | *LLCI* | *ULCI* |
|---|---|---|---|---|---|---|
| Constant | .02 | .41 | .04 | .965 | -.79 | .83 |
| Age | .06 | .03 | 1.9 | .057 | -.002 | .13 |
| Entertainment (x) | .45 | .12 | 4.53 | <0.01 | .22 | .68 |
| Fashion Involvement (w) | .55 | .12 | 4.52 | <0.01 | .32 | .80 |
| Interaction Term *Δ R² =.32* | -.04 | .02 | 1.90 | .220 | -.11 | .03 |

**Table 18. Fashion Involvement as Moderator (Sensory)**

| Variable | *B* | *SE* | *t* | *p* | *LLCI* | *ULCI* |
|---|---|---|---|---|---|---|
| Constant | .02 | .48 | .43 | .666 | -.74 | 1.16 |
| Age | .09 | .03 | 2.60 | <0.01 | .02 | .16 |
| Sensory (x) | .36 | .16 | 2.32 | <0.05 | .05 | .67 |
| Fashion Involvement (w) | .73 | .13 | 5.38 | <0.05 | .47 | 1.00 |
| Interaction Term *Δ R² =.25* | -.09 | .04 | -2.12 | <0.05 | -.17 | -.006 |

**Table 19. Fashion Involvement as Moderator (Stimulation)**

| Variable | *B* | *SE* | *t* | *p* | *LLCI* | *ULCI* |
|---|---|---|---|---|---|---|
| Constant | -.97 | .31 | -3.13 | <0.01 | -1.58 | -.36 |
| Age | .06 | .03 | 1.91 | .056 | -.001 | .118 |
| Stimulation (x) | .96 | .10 | 9.86 | <0.01 | .77 | 1.16 |
| Fashion Involvement (w) | .84 | .10 | 8.42 | <0.01 | .64 | 1.03 |
| Interaction Term *Δ R² =.41* | -.18 | .03 | 1.91 | <0.01 | -.001 | .12 |

**Table 20. Independent T-test for Convenience**

| Gender | N | Mean | SD |
|---|---|---|---|
| Man | 146 | 3.82 | .84 |
| Woman | 308 | 3.85 | .67 |

**Table 21. Independent T-test for Price**

| Gender | N | Mean | SD |
|---|---|---|---|
| Man | 146 | 3.55 | 1.04 |
| Woman | 308 | 3.00 | .900 |

**Table 22. Independent T-test for Website Attributes**

| Gender | N | Mean | SD |
|---|---|---|---|
| Man | 146 | 3.70 | .60 |
| Woman | 308 | 4.01 | .63 |

**Table 23. Independent T-test for Information Availability**

| Gender | N | Mean | SD |
|---|---|---|---|
| Man | 146 | 3.67 | .54 |
| Woman | 308 | 3.93 | .83 |

**Table 24. Independent T-test for Entertainment**

| Gender | N | Mean | SD |
|---|---|---|---|
| Man | 146 | 3.37 | .85 |
| Woman | 308 | 3.40 | .83 |

**Table 25. Independent T-test for Sensory**

| Gender | N | Mean | SD |
|---|---|---|---|
| Man | 146 | 3.01 | .76 |
| Woman | 308 | 3.17 | .75 |

**Table 26. Independent T-test for Stimulation**

| Gender | N | Mean | SD |
|---|---|---|---|
| Man | 146 | 3.13 | 1.13 |
| Woman | 308 | 3.27 | .90 |

**Table 27. Independent T-test for Fashion Involvement**

| Gender | N | Mean | SD |
|---|---|---|---|
| Man | 146 | 2.80 | 1.16 |
| Woman | 308 | 3.46 | .93 |

**Table 28. Independent T-test for Impulse Product Purchase**

| Gender | N | Mean | SD |
|---|---|---|---|
| Man | 146 | 3.05 | 1.08 |
| Woman | 308 | 3.07 | .90 |