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Impact of Fashion Involvement and Hedonic Consumption on Impulse Buying Tendency of Sri Lankan Apparel Consumers: The Moderating Effect of Age and Gender

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Abstract

Fashion and clothing were foremost aspect of human life. Previous studies have identified many variables as antecedents of fashion related impulse purchases. The role of fashion involvement and hedonic consumption as predictors of fashion related impulse buying are less examined. Extant literature suggests that there can be a moderating effect of age and gender on the relationship between fashion involvement, hedonic consumption, and impulse purchases of apparels. The purpose of this research is to examine the impact of fashion involvement and hedonic consumption on impulse buying tendency of Sri Lankan apparel consumers with moderating effect of age and gender. The study was guided by positivistic paradigm. Researcher employed single cross-sectional design for study and population was Sri Lankan apparel consumers who were above twenty years old. Sample of study was drawn from Colombo district where 324 responses were obtained using a structured questionnaire. According to statistical analysis, there was a positive impact of fashion involvement and hedonic consumption on impulse buying tendency of Sri Lankan apparel consumers. Further, the researcher examined the moderating effect of age and gender on relationships between fashion involvement, impulse buying and hedonic consumption, impulse buying. However, it was revealed that there is no significant moderating effect from age and gender on aforesaid relationship. Based on the findings of study, it is has suggested to practitioners of fashion retailing to stimulate and fulfill hedonic needs and desires of fashion consumers to persuade consumers for more fashion-oriented impulse purchases. Future studies under the same topic can be conducted with cultural influences on the impulse purchase of fashions and situational factors such as time and money availability.

Key words: *Impulse buying tendency, Fashion involvement, Hedonic consumption, Age, Gender*

Introduction

Increasing attention of scholars is directed towards a fundamental necessity of human being, Clothing which was also explicated in different religious viewpoints (Pituwela, 2014; Khare et al. 2012; Workman & Lee, 2011; Banister & Hogg, 2004; Andrew & Darshika, 2004; Dhurup, 2014 and Park et al., 2006). Importantly, Rathnayake (2011) has explained about the lacuna of research in field of the fashion consciousness of the consumers in developing countries including Sri Lanka. Rathnayake (2011, p. 21) signposted that ‘fashion consciousness of consumers in developing countries needs be assessed as this dimension is not adequately researched’. Rathnayake (2011) has conducted the study based on the fashion consciousness defined by gender and educational status. Furthermore, Pituwela (2014) has explicated about the impulse buying behaviour of Sri Lankan apparel consumers based on situational factors such as money availability, time availability and in-store promotions. Besides, none of these studies on Sri Lankan apparel consumers have identified the importance of consumer’s fashion involvement (Dhurup, 2014; Khare, et al., 2012; Park, et al., 2006) and hedonic consumption tendency (Dhurup, 2014; Park, et al., 2006; Tifferet & Herstein, 2012) in explaining impulse buying of fashion. Therefore, current study is contributing to present a novel viewpoint of impulse buying behaviour of Sri Lankan apparel consumers in terms of fashion involvement and hedonic consumption.

In explaining importance of clothing for human being, Khare, et al., (2012, p. 47) cited from Noesjirwan & Crawford, (1982) that “Clothing is mostly a means of communicating, not personal identity, but social identity”. Also, he has emphasized that “Dress reflects cultural and material aspects of society and has importance in economic and social terms” from (Workman & Lee, 2011) and as it represented “symbolic” values endorsed by the group (Lurie, 1981). Mean time Khare, et al., (2012, p. 47) cited that “Fashion is conceptualized both as an object and behavioral process” from (Vieria, 2009). According to (Gronow, 1997; Solomon & Rabolt, 2004; Piamphongsant & Mandhachitara, 2008) as cited by Khare, et al., (2012, p. 47) consumers utilized fashions to set apart themselves from others and cope their group affiliations. Consumers used clothing as a tool to represent their social group, class or affiliation group while

confirming with social and cultural norms of respective group regarding fashions and clothing. Same phenomenon have emphasized by Kaiser, (1990); Shim et al., (1991); Gronow, (1997); Murray, (2002); Banister and Hogg, (2004) as cited by Khare, et al., (2012, p. 47) as “Consumers exhibit their group affiliations by selecting clothes which are approved by social and cultural norms”. Fashion related products: specially clothing items purchasing decision get differ according to age category, gender and according to income and social status, expecting social identity and family influences. This schema was supported by Khare, et al., (2012, p.47) as cited from Zaichkowsky, (1985); Mayer and Belk, (1985); Goldsmith et al., (1996); O’Cass, 2000, 2004; Chowdhary, (2000); Kozar, (2005); Hansen and Jensen, (2009) that women were more involved in fashion clothing as compared to men. Women were conscious about their physical appearances and self-identity (Kaiser & Freeman, 1989). Banister & Hogg, (2004) posited that young women used fashion clothing for improving their self-image and social identity, and fashion was relevant for younger generation. Thomas & Peters, (2009) posited that elderly women are directed by family and familiar friends in their apparel collection decision which was focused on augmenting self-esteem and social image.

Within this Fashion and clothing behavior, Fashion-oriented impulse buying scored for a significant proportion of Retailer’s and mall shopping revenue scheme of international and local players. This statement was evidenced by Andrew & Darshika, (2004) as in UK retail sector, fashion and clothing retailing was a highly profitable and competitive. UK fashion retailers highly preferred to cater in high end women and mass clothing market while taking most recent styles at their retail store since consumers were driven by instinct buying. As cited by Pituwela, (2014, p. 2) from the business insider.com website, it is revealed that women had a higher propensity to spend more money on apparel in their twenties and thirties and it was publicized that, the highest spending level (\$ 750 billion per annum) in the age level of 45. One study found that impulse purchases on consumer department stores account between 27 percent to 62 percent of purchases (Hirschman, & Elizabeth, 1980). In fashion retail business impulse buying behavior of consumers contributed for majority of sales. According to citation of Verplanken & Sato, (2011) from Abrahams, (1997) this type of buying behavior came to be responsible for 62

per cent of supermarket sales and as much as 80 per cent of purchases in some product category such as apparel. Most of the research have suggested that in general it was probably applicable to allocate most purchases to impulse buying behavior than to plan behavior. According to Stimulus Response Model, a set of stimuli or a stimulus triggers to generate an expected response or set of responses. The same concept was explained in a different manner as the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB). Theory of reasoned action was suggested by Ajzen and Fishbein (1973). Theory of reasoned action consisted with three constructs as behavioral intention, attitude, and subjective norm. TRA revealed that person's attitude regarding the behavior and subjective norm were the predictors of person's behavioral intention. Hence a person relied on substantially others want him/her to execute a behavior and he/she is motivated to act in accordance with, it was anticipated the person was more probable to execute the behavior (Maya, López-López, & Munuera, 2011) as cited by (Zheng & Chi, 2015). Lately Ajzen (1991) additionally postulated a construct into this model as Perceived Behavioral Control (PBC) to enhance the validity and predictive power of TRA model.

In the present study researcher expected to study on the impulse buying behavior of Sri Lankan consumers with special reference to apparel industry. Predictors of impulse buying behavior would be Fashion involvement (Dhurup, 2014; Khare, et al., 2012; Park, et al., 2006) and hedonic consumption tendency (Dhurup, 2014; Park, et al., 2006; Tifferet & Herstein, 2012). Fashion involvement referred to the extent to which customer engage with fashion and how does fashion relevance to the customer. In other hand Hedonic consumption tendency explained the fun, excitement, joyfulness experienced by the customer while making an impulse buying. Furthermore, researcher expected to emphasize on the moderating effect of Gender and Age on the relationship between above mentioned predictors and dependent variable. According to Park, et al., (2006) there was very little research conducted in impulse buying that obviously combines specific product involvement and experiential aspect of consumption. Therefore, present study will fill an empirical gap with special reference to apparel industry as product specific impulse buying.

Also, the same study will provide additional knowledge that will on moderating effect of age and gender of the impulsive buying behavior of apparel sector. According to Peter & Olson, (1999) as cited by Coley & Burgess, (2003, p. 282) men and women tend to route information in different manner. In contrast Dittmar et al, (1996) proposed that men and women rated material possession differently and bought different items for different use. Age also played a vital role in identifying how different people responded to impulse buying according to fashion involvement and hedonic consumption as they perceived. Different age categories perceived fashion involvement and hedonic consumption in different manner. In Sri Lankan context it is important to study about the impulsive buying behavior of apparel consuming customers in terms of fashion involvement and hedonic consumption with moderating effect of gender and age.

Remnants of this paper is constructed as follows: in the successive segment, the literature on the topic area is examined, beginning from expounding impulse buying tendency and antecedents of impulse buying tendency. Afterwards theory of reasoned action, theory of planned behaviour and Stimulus Response Model were discussed to set theoretical background to recognize relationships between impulse buying tendency, fashion involvement and hedonic consumption to develop hypotheses according to the anticipated conceptual framework followed by methodology of the study and data analysis. Then data analysis process, findings and implications are discussed. Finally, limitations and future research areas are elaborated along with concluding annotations.

LITERATURE REVIEW

Impulse Buying Tendency (IBT)

In explaining impulse buying behavior/tendency of consumers, many researchers contributed via variety of studies. Impulse buying tendency can be explained as an innate motivation of a consumer to make unplanned, unintentional, sudden, quick, less time-consuming decisions on a product or brand. It was evidenced by Stern, (1962) as that planned buying behavior involved an information search, time consumption and along with rational decision making. On other hand there was unplanned purchases made without such effort, time, and advance planning. Unplanned or unintentional purchasing

has been generally linked with impulsive purchasing by many researchers, and an unplanned purchase was necessary for categorizing a purchase as impulsive (Rook, 1987; Rook & Fisher, 1995). Rook, (1987) yelled that, the impulsive decision was made quickly and hastily. Some previous studies have defined impulsive buying tendency in terms of emotional, psychological aspects. One authoritative and comprehensive psychological definition on impulse behavior described it as: a strong, tempting, urge, sudden predisposition to act without self- control (Goldenson & Robert, 1984). Impulsive buying decisions take place when there was involvement of the consumer and the involvement of the product. Sandy & Minjeong, (2010) have cited from Hock & Loewenstein, (1991) that impulse buying was made after being exposed to the product.

As Wolman & Benjamin, (1973) suggested, impulse was not think fully planned, but suddenly arisen due to exposing for a stimulus. Scholars proposed that the significant differentiation factor between impulse buying and planned buying associated with the speed of making purchase decision. As Rook, (1987, p. 191) suggested, "Impulse buying occurs when a consumer experiences a sudden, often powerful and persistent urge to buy something immediately. The impulse to buy was hedonically complex and may stimulate emotional conflict". Also, he has signposted that impulse buying was possible to take place with diminished weighting for its consequence. Impulse buying tendency required involvement of consumer in terms of physically, mentally, and emotionally. Physical presence of consumer in front of a product or brand which provide a set of cues, persuade consumer to make a sudden purchase decision on product or brand. Consequently, cognitive aspects meant thinking, planning, and other information analyzing related with process involved in decision. Most of the time impulsive buying decisions were attached with less cognitive effort. Emotions attached with impulsive decisions represent emotional involvement of the consumers. In supportive, Verplaken & Herabadi, (2001) has postulated that impulse buying had cognitive aspects such as lack of planning and deliberation and affective aspects such as feelings of pleasure, excitement, lack of control and the probable regret. Hence impulse buying behavior was some sort of hedonically complex buying behavior and it is sudden, compelling.

Theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB)

Impulse buying behavior cannot be analyzed or described under an existing theoretical model. It should be explained by psychological variables and by constructing a psychological model. Also, there were fewer previous scholarly works have been conducted to examine impulse buying behavior under the psychological variables. As David, et al., (2008) cited from Fishbein & Ajzen, (1975) impulse buying was unpredictable with rational decision models and was hard to fit within frameworks based on subjective expected utility models such as the theories of reasoned action and planned behavior. Impulse buying behavior was a core concept of consumer behavior. But it was a deviated model from the Theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB) Model. But it was important to discuss about these models to capture most precious insights and a set of theoretically defined backup.

In identifying impulse buying behavior of the apparel consumers, Theory of Reasoned Action (TRA) was a theoretical model presented by Ajzen & Fishbein (1973). In this model there were three constructs such as behavioral intention, attitude, and subjective norm. TRA suggested that, Person's attitude about the behavior and subjective norm shapes the person's behavioral intention. Before concern about the behavioral intention, its worthy to discuss about intention. Intention was the possibility, as indicated by the respondent, that he/she will execute the specified action (Ajzen & Fishbein, 1980) as cited by (Alsughayir & Albarq, 1982). Behavioral intentions reflected the inspirational factors that encourage a behavior; these factors were signs of how tough people were persuaded to try and how much of an effort people were planning to exert, to execute the behavior. Person's relative consistency of intention in making a behavior was person's behavioral intention. If we more elaborated on it, the person with stronger intention to perform a behavior, he will be more propelled to engage on it (Ajzen, 1991) as cited by (Zheng & Chi, 2015, p. 69). Attitudes can be defined as person's general favorable feelings or unfavorable feelings about an area or object. When it was applied in present study, it was favorable or unfavorable feelings hold by a person on generally about fashions, clothing, and apparels. In addition, attitudes articulated with beliefs about the

magnitudes of carrying out the behavior as per (Ajzen & Fishbein, 1973) as cited by (Zheng & Chi, 2015, p. 69).

Ajzen & Fishbein, (1973) proposed subjective norm was concerned as a blend of perceived expectations from individuals or groups laterally with intentions to conformed with these expectations. Further Maya, et al., (2011) has proposed, an individual was most probably supposed to engage with a behavior, if he/she has strongly believed that others want him/her to perform the behavior and he/she was motivated to comply with it, as cited by (Zheng & Chi, 2015, p. 69). To improve the projecting ability of the (TRA), Ajzen introduced another construct: Perceived Behavioral Control (PBC) and proposed Theory of Planned Behavior (TPB). Ajzen, (1991) according to citation of Zheng & Chi, (2015, p. 69) explained about (TPB) as “person’s perception of the ease or difficulty of engaging in the behaviour of interest”. Recent studies elaborated on the direct impact from the (PBC) on purchase intention and the positive moderation effect on the relationship between attitudes and the intention. As presented by Chung & Kim, (2011) according to citation of Zheng & Chi, (2015, p. 69) “greater PBC results in a stronger positive relationship between attitude and purchase intention”.

Factors that trigger Impulsive buying tendency of Sri Lankan apparel consumers

Stern, (1962) emphasized that Impulse buying behavior of customers influenced by Low price of product, marginal need for item, mass distribution, self-service, mass advertising, prominent store display, Small Size or Light Weight and short product cycles. The presented list of factors by Stern, (1962) was product related and store related which were suggested in a general manner for some merchandises. Stern, (1962) could not be able to identify consumer related factors which were mostly contributed in impulse buying behavior of fashions and clothing.

When it narrowed down into the apparel sector there were some abstract concepts which trigger the impulsive buying tendency of apparel consumers. Park, et al., (2006) has identified fashion involvement, hedonic consumption tendency and positive emotions as triggering factors of fashion-oriented impulse buying tendency. Hedonism, emotional

gratification, and fashion involvement were hypothesized by (Dhurup, 2014) to explain impulsive buying behavior of apparel consumers at a developing country. Sri Lanka ranked as a developing country in Asian region and these variables can be used for a study of impulsive buying behavior of apparel consumers. In explaining Impulsive buying behavior of fashions, Store environment including Ambient conditions and social characteristics, consumers' positive emotional responses were conceptualized with the Stimulus- Organism- Response (SOR) model by (Chang, et al., 2014). In this study they examined the moderating role of time availability, money availability and task definition on the relationship between consumers' positive emotional responses and impulsive buying behavior of fashions.

In contrast, Tifferet & Herstein, (2012) has developed a model to examine the brand commitment, impulse buying and hedonic consumption of fashions in terms of some demographic variables such as gender, age, family income and parental education. Throughout this study it was highlighted the differences of males and females in selecting brands, being impulsive for fashions and feeling of hedonism. Findings of study revealed that women are more hedonic, impulsive and brand committed than men for fashions. Meantime Tifferet & Herstein, (2012) identified that female gender, younger age, higher family income and lower parental education were all associated with impulse buying.

When it considered on the Sri Lankan apparel industry, there were less studies conducted to measure the impulsive buying tendency of Sri Lankan apparel consumers. But some studies can be found in field of fashions and clothing. Rathnayake, (2011) has concluded about the fashion consciousness of Young fashion consumers of Sri Lanka. Furthermore study has yielded that fashion consciousness was the level of involvement showed by a respective person for styles of fashions of clothing, which was interpreted by many researchers as fashion involvement (O'cass, 2008; O'cass 2004, Dhurup, 2014; Park, et al., 2006). Pituwela, (2014) has conducted a study to compare "influence of culture on consumer behavior in the fashion industry" for Sri Lankan apparel consumers and Norway apparel consumers. In that study impulse purchase desire of consumers from two different countries (Sri Lanka and Norway) were examined under influence of reference

group members, shopping emotions, in-store promotions, availability of money and availability of time which caused to generate impulse purchase decision with moderating effect of culture, gender and age.

Researcher expected to measure impulse buying tendency of Sri Lankan apparel consumers with impact of widely used variables in earlier studies which were can support by literature and get finished with a limited time frame. Therefore, fashion involvement and hedonic consumption tendency were selected as independent variables of study. Furthermore, age and gender were selected as moderating variables of the study which moderate the relationship between each independent variable (fashion involvement/hedonic consumption tendency) to dependent variable (impulsive buying tendency of fashions).

Fashion Involvement

In context of explaining fashion oriented impulse buying, researcher has concerned about involvement in fashion by the customer. As per Dhurup, (2014) the concept of fashion also contains consumption behavior that demonstrated an individual's preferences and values. Fashion styles were usually accepted by a large group of people at a time and signify both social identification and distinction according to (Gronow, 1997) as cited by (Dhurup, 2014, p. 171). Involvement was an inner motivating nature of excitement or interest induced by a certain type of stimulus or situation and displayed via characteristics of motivation as explained by (O'Cass, 2004). In contrast, Auty & Elliott, (1998) emphasized that fashion involvement was the sensing ability of a person to get adjusted with different social surroundings where he or she is being really high and motivated to dress in a way to matched and understand dressing pattern of less desirable surroundings or groups to get avoided from distracting situations. This definition attached to the social aspect of the fashion involvement. Individuals reflected their differences in likability to different groups of society as more attachment to mostly preferred group and in reversed less attachment to regretting groups of society via their fashion and clothing decisions. Individuals were attentive about the fashion and clothing cues and adapted them with a high elasticity.

According to Engel et al., (2005) as cited by Vieira, (2009, p. 180), fashion involvement was how customers perceived the applicability of fashion towards their self and likability for fashion and clothing. “A consumer can be involved in various objects or stimuli, including for example, products, advertisements of products, purchase decisions and/or consumption of products” (O’Cass, 2000) and “brand decisions” (Mittal, 1989) as cited by (O’Cass & Choy, 2008, p. 342). In reference to Zaichkowsky, (1985) as cited by O’Cass & Choy, (2008, p. 342), when consumers felt that the product or service or certain stimuli was capable in satisfying their needs and wants, they tend to be more involved with the particular product.

Hedonic Consumption

Hedonic consumption was defined as feelings such as enjoyment, fun, excitement can be experienced within a shopping experience. Fashion consumers can be concerned as pleasure seekers and buy luxury fashion garments for hedonic reasons Juggessur & Cohen, (2009) as cited by (Miller, 2013, p. 161). Fashion and luxury products’ shopping behavior was attached with hedonic benefits as consumers engage with brands, showing attachments to brands and allow brands to be part of their lives. Hedonism was apparently deep-rooted in modern-day culture as a right to occupy in pleasure-seeking activities for the pursuit of happiness and immediate gratification (Gabriel & Lange, 2006) as cited by (Miller, 2013, p. 161). Bargaining for prices and hanging were two shopping experiences combined with shopping enjoyment (Sherry, 1990) as cited by (Park, et al., 2006, p. 437). Most of customers valued purchase experience and enjoyed with purchasing experience rather evaluating the earned utility or acquisitions from purchase experience. Rook, (1987) revealed that “the buying impulse was often accompanied by intense feeling states”. Hedonic values generated from aesthetic attributes of a product and it generated pleasure, affecting consumers’ product choice (Veryzer & Hutchinson, 1998) as cited by (Noh, et al., 2014, p. 270).

According to study conducted by Rook, (1987, p. 195) many of respondents have signposted that “the impulse to buy makes them feel good, happy, satisfied, light,

wonderful, or high. Some who had been feeling "down" added that it would make them feel better". In contrast some respondents were disappointed about their impulsive buying experience and it was hindered to them. Furthermore, set of sample representatives expressed impulsive behavior as restless, distressed, out-of-control and helpless. He also yelled that consumers feel energized and mentally uplifted after a shopping experience. In the study of Hausman, (2000), he has embossed the fun or psychological advancement experienced by consumers while going on shopping and after it, through presenting different type of statements given by participants of research. Above findings have indicated hedonic feelings associated with impulsive buying and impulsive buying tendency.

Hypotheses and conceptual model

Fashion Involvement and Impulse Buying Tendency

According to O'Cass, (2004); Park, et al., (2006), fashion clothing involvement highly associated with personal characteristics such as age and gender and fashion knowledge which make confidence in consumer to make consistent decision. As example they presented youger, female consumers. More precisely, Fairhurst, et al., (1989); Seo, et al., (2001) have suggested that there was a positive association between the level of fashion involvement and apparel purchase decision as cited by (Park, et al., 2006). Through out this Park, et al., (2006) had put forward most of apparel consumers were enjoyed high fashion involvement. Therefore Park, et al., (2006) presented that fashion oriented impulse buying of apparel consumers were driven by higher fashion involvement. Therefore researcher also suggested that,

H₁. Fashion involvement has a positive impact on impulse buying tendency of Sri Lankan apparel consumers

Hedonic Consumption and Impulse Buying Tendency

These hedonic motivations were significantly attached to buying behavior of customers including impulse buying tendency in a positive manner in respect to fashion products. Likewise, academics have proposed that utilitarianism and hedonism were essentially

paired and combined (Babin et al., 1994; Scarpi, 2006) and consumers may seek the benefits of both when shopping for fashion products (Scarpi, 2006) according to citation by (Kang & Park-Poaps, 2010, p. 317). In supportive, another study investigated distinctive roles of hedonic and utilitarian shopping motivations and their predictive power of behaviors found that consumers at a high level of hedonism has propensity to purchased more frequently than those at a high level of utilitarianism (Scarpi, 2006) as cited by (Kang & Park-Poaps, 2010, p. 317). In addition, Scarpi, 2006 found that the dollar purchase amounts and the number of items purchased were negatively associated with utilitarianism, but positively with hedonism as cited by (Kang & Park-Poaps, 2010, p. 317).

There was less research for hedonic consumption tendency. Hirschman & Holbrook, (1982); Levy, (1978) emphasized “consumers' hedonic experiences have not been extensively researched” according to citation of (Rook, 1987, p. 195). According to citation of Park, et al., (2006, p. 437) from Hausman, (2000); Piron, (1991) in satisfying hedonic desires attached with hedonic consumption tendency, impulse buying has a significant magnitude. This concept was verified by statement that “impulse buying provides a rich opportunity to observe both the everyday pleasures and pains of buying behavior” (Rook, 1987, p. 195). As described by Rook, (1987) 41 percent customers explained that hedonic consumption elements were involved with their most recent impulsive buyings when they asked to describe about feelings experienced with impulse buyings. Therefore researcher expected to validate the same phenomena as,

H₂. Hedonic consumption tendency has a positive impact on impulse buying tendency of Sri Lankan apparel consumers.

Moderating effect of Age

Researcher expected to signpost the moderating effect of age on the relationships between fashion involvement and impulse buying tendency of fashions along with hedonic consumption tendency and impulse buying tendency of fashions. In order to explain moderating power of age, it was essential to provide early literature on the moderating power of age in fashion involvement, hedonic consumption tendency, and impulse buying tendency of fashions.

Age and Impulse buying

It was a general truth that young generation has a firm association with fashions, clothing, and apparels. The assessment of young consumers' impulse buying behavior was imperative because they represented a substantial, continually growing market segment (Shim, 1996) & there was less academic research, however, exclusions include: Haytko & Baker, (2004) and Mangleburg, et al., (2004) according to citation of (Brici, et al., 2013, p. 263). Boundless freedom, credit availability were the factors which converted young consumers into a more heavily targeted market segment as they are repeatedly the first adopters of products, brands, trends, keen thinkers about awareness of store images, and elaborate on price-value concepts (Bristol, 2001) as cited by (Brici, Hodkinson, & Sullivan-Mort, 2013, p. 263).

Young consumers were also to be expected to adopt and be passionate consumers of fashion and updated technology more speedily than mature consumers. Early literature on the mood states of young people suggested that youngsters experienced explosive fluctuations in their emotional states (e.g. Blos, 1961) and existing literature found young people have a tendency to possess less control of their actions and more variation in their moods than adults (Csikszentmihalyi et al., 1977; Larson et al., 1980) as cited by (Brici, et al., 2013, p. 263). Young consumers may be less probable to make decisions with responsibility than adults and this truth may lead to youngsters engaging in more impulse buying than adults. Brici, et al., (2013) has proposed Leximancer thematic map for both young and adult in finding Conceptual differences between adolescent and adult impulse buyers. This literature has provided enough insights about impulsive buying behavior of youngsters than adults where extant literature supported this phenomena (Mick & DeMoss, 1990; Rook & Gardner, 1993; Youn & Faber, 2000).

Age and fashion involvement

In evaluating the relationship between impulsive buying tendency in terms of fashion involvement and hedonic consumption, it was essential to study on the relationship between age and fashion involvement, which was a predicting variable of the model. When comparing age with fashion involvement, major two clusters can be identified as

matures and youngsters along with middle age group young adults. Hereafter researcher has discussed about fashion involvement of different age clusters as per early literature.

Mature women perceived older models eye-catching as paralleled to young models. They perceived similarity with older looking models and had positive impression about their appearance and tastes. They showed willingness to purchase clothes advertised by these models (Kozar & Damhorst, 2008) as cited by (Khare, et al., 2012). Thomas & Peters, (2009) found mature women were mindful about their outer appearance. Mature ladies showed a significant effort in managing their physical ability and more involved with fashions. Moreover mature ladies were being conscious about their appearance, taking care about their looks and wearing latest fashion clothing to feel good. Further fashion clothing has improved their self-esteem and bolstered their confidence in themselves. Therefore mature people showed a considerable probability of fashion involvement. Majima, (2008) postulated that consumers' involvement with fashion clothing has been grown and "it was positively related to youth, increase in employment of women, and social class" as cited by (Khare, et al., 2012).

Age and hedonic consumption

More recent studies have revealed that young consumers were more likely to be hedonic than utilitarian in their shopping behavior (Hartman & Samra, 2008; Strutton, et al., 2011) as cited by (Noh, et al., 2014, p. 271). Youngsters were seeking for entertainment, happiness, pleasure, excitement and high even they were in road, railway, home or at shopping. Positive emotions and feeling excitement was a core value at lives and they gave a significant importance for them. Therefore researcher wanted to test whether,

H31. Age has a significant moderating effect on the relationship between fashion involvement and impulse buying tendency of fashions

H32. Age has a significant moderating effect on the relationship between hedonic consumption tendency and impulse buying tendency of fashions

Moderating effect of gender

The second moderating variable of this study was gender. It reflected the magnitude of influence “how males and females make impulse purchase decisions get affect by fashion involvement and hedonic consumption tendency”. Gender played a dominant role in explaining fashion- oriented impulsive buying tendency along with age.

Gender and Impulse buying

Males and females have different psychology in perceiving the same aspect or concept. As male and female consumers assigned different values on their fashions and clothing. It was visible that, impulse buying of consumers under the moderating role of gender was less researched area (Coley & Burgess, 2003). Gender was a generally used segmenting variable by retailers in differentiating consumer behavior of their target market (Chiger, 2001; Marks, 2002; Otnes & McGrath, 2001) as cited by (Coley & Burgess, 2003). In fashion retailing it was more rational and successful to use gender as a segmenting variable. In impulse buying behavior or impulse buying tendency of males and females were significantly differ on fashions and clothing. The study of Coley & Burgess, (2003) was to identify gender differences in impulse buying under classification of cognition and affection. Tifferet & Herstein, (2012, p. 177) have sign posted major four reasons for “why females may be more inclined to impulse buying”and first reason was women has a possibility to engage with high level of hedonic consumption tendency than men. Therefore women possessed impulsive buying tendency than men in the fashion store because they has opportunity to touch and experience the desired apparel, garment or cloth.

Gender and Fashion involvement

Tigert, et al., (1980) as cited by Vieira, (2009, p. 182) stated that “a much larger proportion of the female fashion buying public monitors new women’s fashions on a regular basis”. This finding has explained that females were more concern on fashions relative to males. It was found that women more responsive to the informative details provided by ads than men in generally and women were more conscious on their external appearance relative to men as presented by the positive relationship between fashion consciousness and public self-consciousness (Auty & Elliott, 1998) as cited by (Vieira, 2009, p. 182). Meanwhile Goldsmith, et al., (1996) have found that females consider

themselves more fashion innovative and it was considered here that this should as such extend to involvement relative to the males as cited by (O'Casey, 2004). In the present Sri Lankan apparel industry, more industry players focus on the

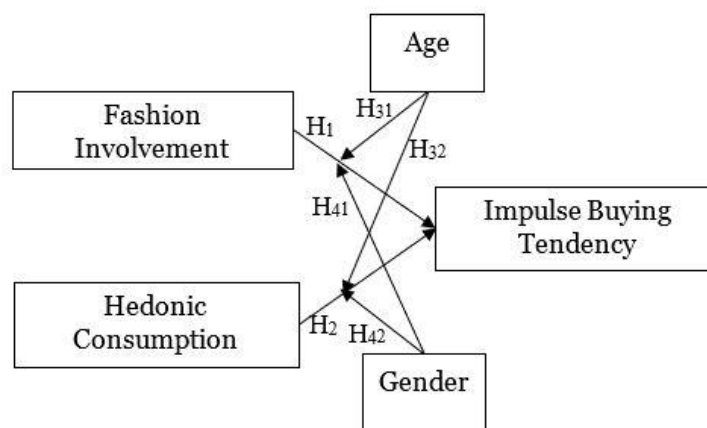
Gender and hedonic consumption

The indication that consumption can be a hedonic experience makes sense in terms of the evolutionary perspective. People were more tend to employ time doing something, however important, if they enjoyed it; and where survival hang on on hunting and foraging, those who took desire in the pursuit and kill (men) or in making the most nutrient-rich finds (women) would be at an advantage. Today shopping was more similar to foraging than to hunting; like foraging, it involves making selections from a range (large or small) of available objects. In fact, women scored enjoying shopping more than men and are more probable to perceive hedonic consumption as a recreational pastime (Kruger and Byker, 2009) as cited by (Tifferet & Herstein, 2012, p. 177). After evaluation of literature researcher need to hypothesize the moderating role of gender as follow,

H41. Gender has a significant moderating effect on the relationship between fashion involvement and impulse buying tendency of fashions

H42. Gender has a significant moderating effect on the relationship between hedonic consumption and impulse buying tendency of fashions

Figure 1: Conceptual Framework



Source: Author compiled

Methodology

Researcher has deployed positivism thus enunciation of research strategy in present research expected plausible data collection and prevailing theories are applied to build the hypotheses (Saunders, Lewis, & Thornhill, 2009). Formed hypotheses are assessed and verified for fully agreement, partial agreement or negation of the hypotheses and it would contribute to expansion of theory and will discover future research areas.

Furthermore, present study is identified as a deductive research since theory and hypotheses are established and research strategy is devised to assess the hypotheses (Saunders et al., 2009). Present study comprise with four major hypotheses where hypotheses 3 and 4 splitting into two sub hypotheses based on theory of planned behaviour (TPB) and Stimulus- Organism- Response (SOR) model. Extant study is a conclusive, descriptive, cross sectional study since it is more organized and prearranged than the investigative research and it attempts to elucidate the distinct relationships between impulse buying tendency and fashion involvement and hedonic consumption of fashion products which professed by the customer after collecting of data from the sample of population elements at a considered time (Malhotra & Dash, 2010).

Survey instrument was articulated as a structured self-administered questionnaire entail with demographic information: age, gender, income, employment status and scales of impulse buying tendency, fashion involvement and hedonic consumption. A sample comprise with 35 respondents was chosen and pilot study was conducted through administering the formed survey instrument. Enhanced instrument was administered to respondents of sample in order to collect necessary amount of data for final data analysis. In existing research, unit of analysis was individual consumers who were above the 20 years. Researcher has used convenience sampling technique across the study to conveniently reach accessible population elements due to non-accessibility of a catalog of apparel consumers in Sri Lanka. To enhance reliability and validity of the study, researcher administered questionnaire to 350 consumers who are incline to impulse buying.

Measures

Fashion involvement operationalized with sixteen item scale captured from Khare, et al. (2012). Hedonic consumption was measured through a five point likert scale stretching from 1-strongly disagree to 5-strongly agree which consisted with a 7 item scale. Impulse buying tendency is the dependent variable of the study and impulse buying tendency scale presented by Rook & Fisher (1995). The adapted scale of Rook & Fisher (1995) was used with a five-point likert scale ranging from 1-strongly disagree to 5-strongly agree.

Data analysis and results

Data analysis of the current study commences with transmitting accumulated data into SPSS software. Subsequently the raw data sheet is preserved with data cleaning process for outliers and the missing values. Moreover, cleaned data examined with multivariate assumptions in order to make data ready for regression analysis. Demographic data such as gender, age structure, and marital status were presented with frequency tables and cross tabulations. Regression analysis was performed to verify the relationship related hypotheses and moderation impact of age and gender.

Descriptive statistics for demographics

sample comprised with 53 percent of males and 47 percent of females. Moreover, 60.9 percent of sample represented 15-24 years age category and 38 percent represented 25-54 years age category. 55-64 age category consisted with 1 percent of the sample. According to sample there were 29 respondents who have got married and 268 respondents who were still single. Married respondents cluster consisted with 16 males and 13 females. Hundred and sixty eight (168) male respondents and hundred (100) female respondents were in single cluster. There were 113 males who were in 15-24 age category and still single along with 68 females in same criterions. In 25-54 years age category, there were 24 married respondents and 89 single respondents. 55-64 years age category only consisted with 2 females and one male who were married.

Reliability and validity of measures

Establishing validity of an instrument partitioned as content validity, criterion validity and convergent validity and reliability is an essential part of the quantitative studies. (Sekaran & Bougie, 2013). Emperically investigated instruments for impulse buying tendency, fashion involvement and hedonic consumption were elected to measure the constructs of the study in order to establish content validity. As proposed by experts minor refinements were done to improve the face validity to establish with content validity. Construct validity was established through a confirmatory factor analysis (CFA) which was executed for each variable of study. In the study Cronbach's Alpha value of the variables are tested to establish the internal consistency of the measures which is measured as reliability of measures. In the current study, AVE and Composite Reliability (CR) were considered to establish convergent validity and AVE and CR should be greater than 0.5 and 0.7 respectively. Convergent validity of the items was established through filtering factor loadings greater 0.45. Factor loadings of the indicators were used to calculate AVE and CR.

Table 1: Reliability & validity of measures

Latent Variable	Number of items	Factor loadings (Minimum- Maximum)	Cronbach's Alpha	AVE	CR
FI	7	0.562- 0.786	0.912	0.656	0.930
HC	4	0.669- 0.822	0.839	0.675	0.893
IBT	3	0.658- 0.747	0.689	0.554	0.788

Source: Author compiled

Moreover, discriminant validity of independent variables is established through a comparison of AVE of a certain independent variable along with the squared correlation values of the other variables. If the squared correlation values of the other variables are less than the AVE value of the considered independent variable, the discriminant validity is established.

Table 2: Discriminant validity

		FI_mean	HC_mean
FI_mean	Pearson Correlation	0.810	
	Sig. (2-tailed)		
	N	297	
HC_mean	Pearson Correlation	.651**	0.821
	Sig. (2-tailed)	.000	
	N	297	297

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

Source: Author compiled

Regression analysis and hypotheses testing

Assessment of direct relationships

Multivariate assumptions folded as normality, linearity and multicollinearity were assessed and proven to proceed with multiple regression analysis. As portrayed in table 3, the impact of FI and IBT is significant ($\beta=-0.203$, $P\text{-value}=0.000$) and hypotheses (1) is accepted. Study has proposed hypotheses (2) in order to test whether there is an impact from HC on IBT and it was proven the impact is significant due to $\beta=0.352$, $P\text{-value}=0.000$.

Table 3: Results of hypotheses testing (H₁ – H₂)

Hypothesis	Std. β value	P- value	Decision
H ₁ : Fashion involvement- impulse buying tendency	0.203	0.000	Supported
H ₂ : Hedonic consumption- impulse buying tendency	0.352	0.000	Supported

Source: Author compiled

Assessments of Moderating effects

Hair et al. (2014, p.154) have defined the moderator effect as ‘a third independent variable (the moderator variable) causes the relationship between a dependent/independent variable pair to change, depending on the value of the moderator variable. To test moderation impact for categorical variables- age and gender, researcher has employed dummy variable method and 10 regression analysis were conducted based on total number of categories in categorical variable and number of direct relationships. Table 4 summarized the moderation effects proposed by the study.

Table 4: Results of hypotheses testing (H31 – H42)

Hypothesis	Std. β value of dummy variable	P-value	Decision
H31. Age has a significant moderating effect on the relationship between fashion involvement and impulse buying tendency of fashions	Young=(0.070)	0.354	Not
	Young adult= 0.070	0.353	Supported
	Mature= 0.007	0.985	
H32. Age has a significant moderating effect on the relationship between hedonic consumption tendency and impulse buying tendency of fashions	Young=(0.047)	0.516	Not
	Young adult= 0.043	0.561	Supported
	Mature= 0.123	0.730	
H41. Gender has a significant moderating effect on the relationship between fashion involvement and impulse buying tendency of fashions	Male=(0.029)	0.707	Not
	Female= 0.023	0.768	Supported
H42. Gender has a significant moderating effect on the relationship between hedonic consumption and impulse buying tendency of fashion	Male=0.038	0.615	Not
	Female= (0.045)	0.547	Supported

Note: negative coefficients are bracketed

Source: Author compiled

As per table 4, none of the moderation impact related hypotheses were not proven hence all standardized β -values of dummy variables recorded with P- values above 0.000.

Discussion

Researcher has identified several factors that triggering impulse buying tendency of general consumers including impulse buying of fashions to prove the first objective the study. There were Low price of product, marginal need for item, mass distribution, self-service, mass advertising, prominent store display, Small Size or Light Weight and short product cycles of product (Stern, 1962). Most of the time, Sri Lankan fashion retail stores were driving with self-service concept at store premises and apparels and clothing were displayed in-store in an attractive manner. Fashions and clothing were light in weight and small in size to carry. Product life cycle of fashion and apparel were shorter and not long lasting. Therefore factors presented by Stern, (1962) can concerned as characteristics of a product which were caused to impulse buying and same factors can be implemented on products to make them impulsive. But these factors were only related to products and their retail outlet. Therefore requirement of integrating consumer related factors in explaining impulsive buying tendency of fashion consumers was emerged to researcher and has found following factors from previous studies.

Fashion involvement, hedonic consumption tendency and positive emotions were presented by Park, et al., (2006) in explaining impulsive buying tendency of fashions. Further researcher has found that fashion involvement and hedonic consumption were studied by Dhurup, (2014) in describing Impulse buying tendency of a developing country. In contrast researcher has identified store environment including ambient conditions, social characteristics and consumers' positive emotional responses as predicting factors of Impulse buying tendency of fashions with the Stimulus- Organism- Response (SOR) model by (Chang, et al., 2014). In contrast impulse buying was explained in relation to different product categories under cognitive and affective aspect including fashions and clothing such as shirts/sweaters, pants/skirts, coats, underwear/lingerie by (Coley & Burgess, 2003). In divergence, Tifferet & Herstein, (2012) has developed a model to examine brand commitment, impulse buying and

hedonic consumption of fashions in terms of some demographic variables such as gender, age, family income and parental education. This research was evidenced to difference of selecting brands according to gender and impulsiveness and hedonism of each population. Findings of study revealed that women were more hedonic, impulsive and brand committed than men for fashions. In present study researcher has conceptualized fashion involvement and hedonic consumption along with impulse buying tendency of Sri Lankan apparel consumers due to limited time frame of study and to make study more specific. Meantime researcher has added value to study with measuring moderating effect of age and gender on research topic.

According to general linear regression model, fashion involvement and hedonic consumption were significant in predicting impulse buying tendency of Sri Lankan fashion consumers. Fashion involvement was impacted on impulse buying with 0.203 beta coefficient. The same relationship was examined by previous studies (Dhurup, 2014; Park, et al., 2006). As emphasized by Park, et al., (2006), consumers with high degree of fashion involvement were more driven to buy fashions, clothing and new apparels within a shorter time after arrival to market. Further Dhurup, (2014) has signposted that fashion involvement explained twelve percent of the variance in impulse buying tendency of fashions. Fashion involvement was how customers perceived the applicability of fashions towards their self and likability for fashions and clothing. This idea was supported by Engel et al., (2005) as cited by Vieira, (2009, p. 180). Dhurup, (2014) postulated that fashion involvement was level of interest attached with a fashion product in consumer's mind. The scale of fashion involvement was comprehensive in examining the involvement towards fashions by Sri Lankan apparel consumers and it was positively affecting to impulse buying tendency of Sri Lankan apparel consumers.

Hedonic consumption was described as feelings at consumers mind such as enjoyment, excitement, fun, happiness and high experienced at their shopping experience. Hedonism was apparently deep-rooted in modern-day culture as a right to occupy in pleasure-seeking activities for the pursuit of happiness and immediate gratification (Gabriel & Lange, 2006) as cited by (Miller, 2013, p. 161). In present study researcher has examined predicting ability of hedonic consumption on impulse buying tendency of fashions. If the

consumer felt with happy, excitement, fun with some fashion related product or on an apparel, clothing, he tend to buy it suddenly. Hence there was a positive impact from hedonic consumption on impulse buying tendency of fashions. Same relationship was evidenced by previous academic works (Rook, 1987; Hausman, 2000; Park, et al., 2006). The hypothesis was verified by general regression analysis and beta coefficient of hedonic consumption was positive and significant with 0.05, level of significance. Consumers perception about novelty of clothing shopping, ability of fashion shopping to satisfy sense of curiosity, new experiences with clothing shopping and sensing about exploring new things were tested with questionnaire. Hence it was proved that, there was a significant positive impact from hedonic consumption on impulse buying tendency of fashions which was measured by hedonic desires of apparel consumers.

In present study researcher has added value on to research by measuring moderating role of age and gender on relationships between (FI), (IB) and (HC), (IB). As per established objectives and relevant propositions gender has a moderating effect on relationship between (FI), (IB) and (HC), (IB). Further researcher has articulated dummy variables to measure moderating effect of gender as male and female. According to regression analysis, beta coefficients of male and female dummy variables were poor. Beta coefficient of male dummy variable on relationship between fashion involvement and impulse buying tendency of apparel was poor and negative. Also there was poor negative beta coefficient of female dummy variable on relationship between hedonic consumption and impulse buying tendency of apparel. Meanwhile there was a poor positive unstandardized beta coefficient value of female dummy variable and male dummy variable on relationships between (FI), (IB) and (HC), (IB) respectively. But all beta coefficients of gender dummy variables were not significant with 0.05 level of significance (P-values of dummy variable > 0.05). Therefore two propositions of moderating effect of gender was rejected. It was interesting to elaborate on finding that moderating effect of gender was not considerable or applicable on relationships between impulse buying tendency of fashions and involvement of customer for fashions. Meanwhile moderating effect of gender on hedonic consumption and impulse buying tendency of fashions was not significant. Finally, it was evidenced that gender was not a moderating variable to change relationship between (FI), (IB) and (HC), (IB). Therefore

fashion retailers only has to elaborate on direct relationship between (FI), (IB) and (HC), (IB). Further the moderating effect of gender can be verified with different samples drawn by Sri Lankan apparel consumer market. Hence future scholarly works were more required on this aspect.

In present study, age was another moderating variable. Age distribution of respondents of sample was categorized into three categories such as young (15-24 years), young adult (25-54 years) and mature (55-64 years). Therefore three dummy variables were developed and regressions were performed to assess moderating effect of age on relationships between (FI), (IB) and (HC), (IB). According to beta coefficient values of regressions for dummy variables of age, there were negative and positive impacts. Negative impacts were placed with young age category with relationships between (FI), (IB) and (HC), (IB). Nevertheless, the moderating impacts were not significant since Beta coefficients' P-values were greater than 0.05 level of significance. Furthermore, it was verified that age was not a changing variable of relationships between independent variable and dependent variable. In Sri Lankan apparel consumer market, relationship between consumer involvement with fashions and their impulse buying tendency was not moderated by age. Meanwhile excitement, enjoyment, fun and other sensory feelings which were predictors of Impulse buying tendency of apparels were not get affected by age in predictable ability of impulse buying tendency of apparel. Hence it was apparent that there was no moderating effect of age on relationships between (FI), (IB) and (HC), (IB). In addition, it was a finding towards marketers that, Age did not act as a predictor or mediator of relationships between (IB) and (FI) or (HC).

Theoretical Implications

Impulse buying tendency was a considerably researched area by academics (Stern, 1962; Rook, 1987; Rook & Fisher, 1995; Pollay, 1968; Verplanken & Herabadi, 2001). Fashion involvement (O'cass, 2004; Auty & Elliott, 1998; Vieira, 2009; Khare, et al., 2012) and hedonic consumption (Kang & Park-Poaps, 2010; Tifferet & Herstein, 2012) which are independent variables of study were studied by different scholars under different topics with collaboration of variety of variables and constructs. Nevertheless the model of present study was less researched area (Park, et al., 2006; Dhurup, 2014). Fashion

involvement and hedonic consumption were conceptualized by researcher as predicting variables of impulse buying tendency of Sri Lankan apparel consumers. In Sri Lankan context there were only few studies were conducted in relation to impulse buying, fashion involvement and hedonic consumption (Pituwela, 2012; Rathnayake, 2011). Further the fundamental model of study was not studied in Sri Lankan apparel consuming market. Therefore present study was significant in contributing a theoretical value addition to Sri Lankan fashion and apparel related research areas. Mean time age and gender were integrated in several previous studies (Tifferet & Herstein, 2012; Coley & Burgess, 2003; Stern & Gauld, 1987; Khare, et al., 2012) in relation to fashion involvement, Hedonic consumption and Impulse buying tendency. Nevertheless moderating effect of age and gender was not examined previously in Sri Lankan apparel consumer market with relation to fundamental regression of study. Therefore present study has contributed to explain moderating effect of age and gender in Sri Lankan apparel consumer market.

Managerial Implications

It is worthy to mention that, increased work load on consumers' mind set and competitiveness of world made consumers into sudden decision making, tempting and quickly tempered. This complex situation rotated apparel consuming industry into a fast moving industry where merchandise of industry (finished garments and clothing) was low in price, mass advertised, mass available, easy to carry due to light weight, shorter product cycle, small in size, marginally required and prominently displayed and self-servicing (Stern, 1962). These characteristics lead apparel consumer market to be impulsive. Above mentioned characteristics were identified by researcher under a relevant discussion as essentials of an apparel product or finished garment or whatever fashionable item to make them more impulsive in perspective of customer. Simply a fashionable product, finished garment or clothing item became an impulsive buying item for customer, if particular item was consisted with blender of these implementations. Hence, factors which influence impulse buying were presented by Stern, (1962) in his study "significance of impulse buying for today" merely applicable for apparel consuming market in present. A golden path was opened by Stern, (1962) for today

apparel industry marketers to reap doubled and doubled profits over stimulating impulse purchases of patronages with these factors.

In contrast due to increased market expansion of apparel consumer market, an average apparel marketer also came with a variety of apparel products with mixture of these factors. Therefore competitive advantage gained from study of Stern, (1962) was not further applicable. Requirement of a consumer oriented approach was emerged. Further present study has presented a linear relationship between Impulse buying tendency of Sri Lankan apparel consumers and their level of fashion involvement and hedonic consumption tendency. As depicted by researcher hedonic consumption tendency and fashion involvement has positive impact on impulse buying of fashions. Fashion involvement is the level of engagement showed by consumer in related to fashions, apparels and clothing. Hedonic consumption was referred to inner feeling of consumers such as fun, excitement, enjoyment, happiness, curiosity and high felt at the shopping experience. Nevertheless hedonic consumption of consumers has showed relative strength in predicting impulse buying tendency of fashions. Therefore marketers has opportunity to capture hedonic needs of consumers and satisfy them within fashion retail store premises. Further fashion retail marketers can stimulate hedonic desires of fashion consumers and persuade them to make impulse purchases on apparels, fashions or clothing. In-store promotions, prominent displays, virtual dressing for dummies make consumer more excited, enjoyed and high. Meanwhile consumers make positive evaluations on them and react in favorable way to purchase fashions and clothing impulsively. Experiential marketing could be implemented within store premises to make more pleasant, fun, joyful fashion shopping experience for consumers to induce impulse purchases of fashions.

As signposted by researcher there was no moderating effect of age and gender on relationships between fashion involvement and impulse buying along with hedonic consumption and impulse buying. Therefore marketer could implement marketing strategy with only referring to relationships between dependent and independent variable as per study without catering moderating variables such as age and gender. Simply

differences of age and gender on impact of fashion involvement and hedonic consumption on impulse buying tendency of Sri Lankan apparel consumers were not considerable in articulating marketing strategy for apparels. Nevertheless time availability of consumers, money availability of consumers and task definition has affected to relationship between impulse buying of apparel consumers with referring to independent variables such as store environment, social characteristics (Chang, et al., 2014). Finally researcher has found that there was no any significant difference of impulse buying tendency of Sri Lankan apparel consumers according to age and gender. Therefore marketers not required to identify segments of consumers markets who are impulsive with reference to age and gender. It was apparent that men and women were equal in impulse buying of apparel. Hence marketers not required to customize their marketing strategies according to gender. A common marketing program was applicable for both segments in a similar manner to induce impulse buying of apparels. Meanwhile youngers, young adults, matures were not showed significant differences on impulse buying of apparels. Consequently, opportunity was opened for marketers to fight with rivals in market and reap profits over young, young adult, mature apparel consuming markets with a marketing strategy to fulfill hedonic desires and attract consumers into store and induce their impulse purchases to rocketed sales.

Limitations and directions for future research

There were few limitations of present study in terms of variables of study and methodology of study. Researcher has examined impulse buying tendency of Sri Lankan apparel consumers in terms of fashion involvement and hedonic consumption. Study was explained 31.1% variance of impulse buying tendency of Sri Lankan apparel consumers. Therefore approximately 70% of impulse buying tendency of apparel consumers was not explained by model of study since model was consisted with only two independent variables. Nevertheless previous studies have presented positive emotions (Park, et al., 2006), store environmental characteristics and social factors (Chang, et al., 2014). Therefore researcher suggest to study on impulse buying tendency of apparel consumers with reference to store environment, social characteristics and positive emotions. Further moderating variables of present study were not significant to moderate relationships

between (FI), (IB) and (HC), (IB). Hence researcher suggested to predict impulse buying tendency of Sri Lankan apparel consumer with time availability, money availability, task definition (Chang, et al., 2014).

Researcher has employed single cross-sectional research design where responses of sample was captured for once at a specific time frame (Malhotra & Dash, 2010). Hence finding of research may not be applicable with market after few years. Therefore researcher suggest to conduct research as a longitudinal research where same sample of respondents were measured for several times on same topic between a specific times. Moreover researcher suggest to draw a sample from major districts of country to make sample more representative rather a sample drawn from nearby urbanized area. Cultural factors effects on consumer decision making process considerably. Furthermore researcher suggest to hypothesize moderating effect of cultural influence on impulse buying of apparels in Sri Lankan context.

Conclusion

Researcher has suggested variety of factors that impulse buying tendency of fashion consumers in general and specifically. Stern, (1962) has presented several factors that triggers impulse buying of general merchandises including fashions and those factors were derived into product related factors and store related factors. Further consumers' related factors were searched and developed the base of research to measure impact of fashion involvement and hedonic consumption on impulse buying tendency of Sri Lankan apparel consumers with moderating role of age and gender. Initial regression model proved there was a positive impact from fashion involvement and hedonic consumption on the impulse buying tendency of apparels. The model was significant and Beta coefficients of (FI), (HC) and constant were significance with 0.05, level of significance. Moderating effect of gender on individual relationships between (FI), (IB) and (HC), (IB) was verified and there was no significant moderating effect of gender existed on relationships between (FI), (IB) and (HC), (IB). Therefore both male and female populations could be concerned as one population hence the moderation impact of gender is proven as null. Thereafter moderating effect of age was assessed. Same as

gender, there was no significant moderating effect on individual relationships between (FI), (IB) and (HC), (IB) from age and it is advisable to marketers to disregard age difference in fashion marketing activities to stimulate fashion involvement and hedonic consumption.

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