

A Study on the Role of Hedonic Motivation in Impulsive and Compulsive Buying



ISBN: 978-1-943295-18-0

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The Indian Consumer has transitioned from being cautious to being indulgent. Shopping is a means of self-fulfillment. While some studies explain impulsive and compulsive buying, it remains unclear what factors affect and moderate the same. This paper investigates the role of Hedonic Motivation, Impact of Covid-19, Social Commerce in augmenting Spontaneous buying of Apparels and accessories. The role is further reaffirmed with Regression Analysis, Factor Analysis and explained with SEM. Hedonic Happiness, Validation & gratification from others, Shopping in times of COVID -19 have emerged as the strongest predictors of Impulsive and Compulsive buying.

Keywords: Impulsive Buying, Compulsive Buying, Social Commerce, Hedonic Motivation, COVID-19

1. Introduction

Shopping is no longer considered a task; it is mood-altering & hedonic in nature (Arnold & Reynolds, 2003). Consumers look for products that satisfy their wants and desires rather than needs. The increase in spending on non-necessities is seen across industries (Livemint: YouGov, 2019). Rising incomes with new consumption curves amounts to a great deal of change companies must adapt to (Woetzel & Mahima, 2021). With the radical transformation in the marketplace, tremendous increase in affluence, accessibility, and easier modes of payment (Pradhan, Israel, & Jena, 2018) fueled with rising disposable income; spontaneous buying would be more comfortable. India's Apparel & accessories market is currently estimated at \$67 billion and (Sunnera Tandon, 2021) 10 % of the Indian consumers spend \$30 -\$70 everyday (Woetzel & Mahima, 2021).

People buy so they can shop, not shop so they can buy (Langrehr, 1991). Hedonism can also be further highlighted by the fun, play of the experience of shopping, perceived freedom, fantasy fulfillment, and escapism. (Babin, Darden, & Griffin, 1994). Shopping is seen as an escape mechanism to get their minds off their problem (Merima, Kasim, & Petric Srdjan, 2011).

The advent of social media has opened new horizons and made digital presence of brands inevitable. Offline as well Online shopping aims to maximize the customer shopping experience. A shift in the traditional cultural values towards consumerism (Yu & Bastin, 2010) can foster impulsive and compulsive buying. There is much admiration for the lifestyle of western economically developed countries. As a result materialism is justified (Gupta, 2011). Social Commerce has been created with the popularity of social networking sites (Hajli, 2015). Today much time is spent on social networking sites in India (Statistica Global Consumer survey, 2019); hence individuals who have a fear of missing out by viewing other experiences show a tendency to act impulsively & thus engage in impulse purchase (Çelik, Eru, & Cop, 2019).

Impulsive buying behaviour was introduced as a lifestyle trait, which involves materialism, sensation-seeking & recreational aspects of shopping. (Rook, 1987). It can be defined as an unplanned purchase that is characterized by relatively rapid decision making and a subjective bias in favour of immediate possession (Rook & Fisher, 1995). Research on impulse buying has been based on varying conceptual definitions and has focussed primarily on in-store retailing (Madhavaram & Laverie, 2004). The Indian online, as well as the offline retail market, can provide a lot of scope for encouraging impulsive and compulsive buying (Bhakat & Muruganatham, 2013).

Compulsive buying is defined as addictive shopping behaviour, where the customer is unable to significantly moderate the urge to shop ((Faber & O'Guinn, 1989). A social comparison could lead to compulsive buying tendency (Kukar-Kinney, Scheinbaum, & Schaefer, 2016). Compulsive buying is not just a stronger version of Impulsive buying (Pradhan et al., 2018). It is supported by low self-esteem, Internet addiction, loneliness & anxiety and social pressure. It is also used as a mechanism of negative coping (Zheng et al., 2020).

Fashion is seen as a form self-expression and Apparels & accessories are easiest from for portraying the same. Fashion Conscious consumers gain pleasure and excitement from exploring new things (Kaur & Anand, 2018). They can be susceptible to interpersonal influence and Their choices can also be associated with the need for social affiliation and belonging (Valaei & S. R. Nikhashemi, 2017).

The pandemic Covid-19 has led to some to unprecedented changes in consumer behavior. The pandemic backed by everchanging consumer preference has accelerated the adoption of O+O (online plus offline). It will define the next phase of retailing in India (Nandy, 2021). Shopping gave consumers the promise of filling a void when most of the comforts were denied in the various lock downs (Ghosal, 2020). With prior behavior no line an indicator, share of the consumers' pocket is

up for the grabs (Sunera Tandon & Shuchi Bansal, 2020). Social media platforms have allowed them to wear and flaunt new shopping via pictures and posts even in comfort of their homes (Kshatriya & Shah, 2020).

1.2 Rationale of the Study

The Literature review above has uncovered various aspects of Impulsive and compulsive buying, Hedonic aspects of shopping, the use of social commerce, shopping during Covid -19. However, insufficient studies have been conducted on the factors which control, moderate and motivate spontaneous buying. The pandemic Covid- 19 has accelerated the use of digital platforms of shopping (“Positives of the Pandemic,” 2020). An in depth understanding of the motivating factors, can further help companies capitalize on such unplanned purchases by promoting Impulsive and compulsive buying in traditional as well as alternate channels of marketing.

2. Research Objective

To study on the role of Hedonic Motivation in impulsive and compulsive shopping among consumers.

2.1 Scope

To study the Impulsive and compulsive shopping behaviour of consumers in the Apparel & Accessories market (online as well as offline)

2.2 Research Questions

1. Does the Hedonic motivation of shopping promote Impulsive and compulsive shopping?
2. What is the impact of COVID-19 on Impulsive & Compulsive shopping?
3. Does Social commerce influence Impulsive & Compulsive shopping?

2.3 Hypotheses Development

In accordance with the research questions, the following hypotheses are developed.

H1a: Hedonic motivation is significantly associated with Impulsive buying

H1b: Hedonic motivation is significantly associated with compulsive buying

H2a: Shopping in the times of Covid- 19 is significantly associated with Impulsive buying

H2b: Shopping in the times of Covid- 19 is significantly associated with compulsive buying

H3a: Social Commerce is significantly associated with Impulsive buying

H3b: Social Commerce is significantly associated with compulsive buying

2.4 Research Methodology

Quantitative research methods have been used for the purpose of this study, involving the use of statistical procedures for analysis (Onwuegbuzie & Leech, 2005). A close-ended questionnaire (Rossi & AB, 1983) was used for data collection with some previously proven constructs of social commerce, hedonism, impulsive buying, and compulsive buying and Fashion consciousness. A questionnaire is a reliable instrument that is simple to administer, and an extensive amount of data can be generated in a cost and resource-effective manner. The anonymity and confidentiality of the respondent are also respected (Welman & Kruger, 1999). The physical absence of the research also leads to non-biased responses. The fear of being judged would otherwise lead to social desirability bias (Mittal, Sondhi, & Chawla, 2018).

The method used for data collection was an online distribution of the questionnaire via google forms through social media channels, considering the restriction on movement due to covid-19, efficiency as well as economic feasibility. This method also allowed accessibility to a larger sample and made it easier to collect and compile data (Metzner & Mann, 1952). The target population selected was online & offline shoppers above the age of 18 in Ahmedabad. A non-probability convenience sampling technique is used to collect data (Takona J.P., 2002). Respondents were selected based on accessibility. However, due to certain categorical questions, judgement was used in selecting the final data. A total of 350 respondents were approached, out of which 314 questionnaires are completely filled and are valid.

SPSS (Statistical Package for the social sciences) version 23 was used to analyze the collected data. The data was appropriately coded, and questions which were negative in nature were appropriately reverse coded. Also, disguised questions were appropriately calculated with the related variable. All such variables are included in (Table 1).

The data was collected on a 5- point Likert scale of agreement where 1 is Strongly Disagree, and 5 is Strongly Agree. Based on overall means score, respondents were classified on whether their mean score was above, below or 3.

3. Statistical /Data Analysis

- Descriptive Statistics (Table 1-2)
- A test reliability of scale to measure the consistency of the scale. (Table 3)
- Followed by Factor analysis with Principal Component Analysis (PCA) method to find the Latent Variables (Table 4-6)
- SEM in AMOS -SPSS is used for a diagrammatic representation of the relationship between variables (Figure 1, Table 7 -9)
- Correlation & Regression analysis is further used to measure the relationship between predictor variables and dependent variables. (Table 10-17)
- Chi-square test is used to test the Hypotheses. (Table 18-19)

3.1 Instrument

A questionnaire is formulated using various sub-scales of impulse buying, social commerce, compulsive buying and hedonic motivation of shopping as well as shopping in the times of Covid-19. Each construct is referenced with classic papers in the area of consumer behaviour, as shown in (Table 1).

The questionnaire is created in Google forms with multiple response grids for the Likert scale where 1= Strongly Disagree, 2 =Disagree, 3=Neutral, 4=Agree, 5 Strongly Agree. Questions falling under the same construct are put together. However, some questions are reversed to get an unbiased response.

3.2 Descriptive Statistics

The mean values of items used in the scale are illustrated in (Table 1). It contains the means values of 3 variables namely; Social commerce, Hedonic motivation, Fashion Consciousness and Shopping in the time of Covid-19, Impulsive and Compulsive Buying.

Table 1 Constructs and items with their References and Descriptive Statistics

Label	Reference	Construct	Statistics	
			Mean	Std. deviation
Hedonic motivation				
HEDO1	(Dey & Srivastava, 2017)	To me , shopping is exciting	3.59	1.011
HEDO2	(Arnold & Reynolds, 2003)	Shopping makes me feel I am in My own universe	3.03	1.078
HEDO3	(Arnold & Reynolds, 2003)	To me , shopping is a way to relive stress	3.14	1.221
HEDO4	(Arnold & Reynolds, 2003)	When I am in a bad mood , I Go shopping to me make feel better	2.55	1.144
HEDO5	(Arnold & Reynolds, 2003)	I go shopping when I want to treat myself to something special	3.29	1.154
HEDO6	(Arnold & Reynolds, 2003)	I enjoy shopping for my Family and friends	3.61	1.056
HEDO7	(Arnold & Reynolds, 2003)	I enjoy looking for discounts when I Shop	3.68	.982
HEDO8	(Dey & Srivastava, 2017)	I enjoy compliments and words of praise when I show/tag something I Shopped	2.93	1.231
HEDO9	(Dey & Srivastava, 2017)	I imagine other's reactions when I try on something	2.65	1.112
Social Commerce			Mean	Std. deviation
SMP1	Own development	I get useful information on Social media	3.58	.850
SMP2	Own development	I use social media to follow sales, promotions	3.18	.982
SMP3	Own development	I buy through the social media page of the retailer	3.03	1.119
SMP4	(Prasad & Garg, 2019)	I use social media to communicate with retailers	2.89	1.136
SMP5	(Prasad & Garg, 2019)	I often read online about brands/products	3.86	.917
SMP6	(Prasad & Garg, 2019)	My relationship with brands is enhanced because of social media	3.32	1.064
SMP7	(Prasad & Garg, 2019)	I am proud to tell/show /tag the brand I buy	2.25	1.062
SMP8	(Jiménez-Castillo & Sánchez-Fernández,2019)	I buy brands based on the recommendations of the influencers I Follow.	2.42	1.058
SMP9	(Atulkar & Kesari, 2018)	Purchases of my friends mentioned on social media site makes me go in for unplanned spontaneous purchase	2.25	1.016
Fashion Consciousness			Mean	Std. deviation
APP1	Own Development	I enjoy Shopping for clothes	3.58	1.002
APP2	(Arnold & Reynolds, 2003)	I like to keep up with the latest fashion trends	3.30	1.038
APP3	(Arnold & Reynolds, 2003)	I like to discover new clothing styles that are new to me	3.44	.997
APP4	own Development	An attractively decorated delivery package makes me more excited about the clothes I ordered online	2.94	1.146
APP5	Own Development	The convenience of online shopping gives me great deal of pleasure	3.76	.973
APP6	Own Development	I think I am good at Shopping the right clothes for myself	3.72	.904
APP7	own Development	I like to consider the recommendation of a shopping assistant or website / app	2.98	.923
Shopping in the time of Covid-19			Mean	Std. deviation
SCOV1	(Kshatriya & Shah, 2020)	Shopping makes me happy in the dull and grim times of COVID-19	2.89	1.154
SCOV2	(Kshatriya & Shah, 2020)	After spending many hours working / reading online, I feel relaxed to shop online	2.75	1.101
SCOV3	(Kshatriya & Shah, 2020)	These unprecedented times influence me to spend more and save less	2.33	1.020
SCOV4	(Kshatriya & Shah, 2020)	I buy products even though I may not need them immediately	2.61	1.195

SCOV5	(Kshatriya & Shah, 2020)	A small purchase regularly also makes me happy	2.98	1.154
SCOV6	(Kshatriya & Shah, 2020)	I have been buying apparels/ accessories during the COVID times	3.34	1.106
		My Recent purchase	Mean	Std. deviation
PUR1	(Prasad & Garg, 2019)	I intend to buy an apparel or accessory soon	3.42	.937
PUR2	(Prasad & Garg, 2019)	I have bought an apparel or accessory recently	3.62	1.014
		Impulsive buying	Mean	Std. deviation
IMPL1	(Elizabeth Ferrell & Beatty, 1998)	It is fun to buy spontaneously	3.51	.967
IMPL2	Rook & Fisher, 1995)	"Just do it ", describes the way I shop	3.13	1.121
IMPL3	(Badgaiyan & Verma, 2014	I carefully plan most of my purchases in advance.(reverse item)	2.78	.958
IMPL4	Rook & Fisher, 1995)	Sometimes I like to buy things on the spur- of - the - moment	3.57	.888
IMPL5	Rook & Fisher, 1995)	I buy things according on how I feel at the moment.	3.47	1.002
IMPL6	(Elizabeth Ferrell & Beatty, 1998)	I make unplanned purchases	3.32	1.067
IMPL7	Rook & Fisher, 1995)	Sometimes, I am a bit reckless about what I buy.	3.03	1.164
		Compulsive Buying	Mean	Std. deviation
CMPL1	(Arnold & Reynolds, 2003)	Much of my life centres around shopping	1.86	.847
CMPL2	(Arnold & Reynolds, 2003)	I have lot of things that I still haven't used	2.62	1.057
CMPL3	(Edwards, 1993)	I feel unhappy on the days I don't shop	1.65	.735
CMPL4	(Edwards, 1993)	I go on buying binges	2.11	1.035
CMPL5	(Edwards, 1993)	I buy things even when I don't need them	2.44	1.168
CMPL6	(Faber & O'Guinn, 1989)	Others might consider me a 'Shopaholic'	2.01	1.119

3.3 Data Collection

Data is collected in the third quarter of 2020. Social media networks were used for getting the respondents to participate in the questionnaire (Wadhwa & Sharma, 2019). Respondents were approached in accordance with the research methodology. 350 respondents were approached out of which 314 participated. All of them were valid with no missing fields.

Table 2 Demographic Profile of the Respondents

Measure	Items	Frequency	%
Age	less than 25 years	4	1.3
	25-29 years	9	2.9
	30-39 years	138	43.9
	40-55 years	143	45.5
	56-75 years	20	6.4
Gender	Male	95	30.3
	Female	219	69.7
Marital Status	Single	19	6.1
	Married	288	91.7
	Separated	7	2.2
Education	HSC	1	0.3
	Diploma	9	2.9
	Graduate	101	32.2
	Post Graduate	203	64.6
Monthly Family Income	Less than 50000	18	5.7
	50000- 1 lakh	37	11.8
	1 Lakh - 2 Lakhs	71	22.6
	More than 2 Lakhs	188	59.9
Occupation	Self- Employed	153	48.7
	Corporate Job	27	8.6
	Free- Lancer	9	2.9
	Professional	52	16.6
	Home- Maker Retired	72 1	22.9 0.3

Table 3 Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.934	0.934	44

3.4 Reliability Test

(Straub, 1989) states that constructs reliability shows the internal consistency of the scale items measuring the same construct for the data. Cronbach's alpha is used in order measure the reliability of the scale. Cronbach Alpha was calculated for each construct. Here, the Cronbach alpha is 0.934 which is above the recommended value of 0.7 reflecting reliability of the scale as shown in (Table 3). Thus, the measurement shows good reliability.

Table 4 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.877
Bartlett's Test of Sphericity	Approx. Chi-Square	4908.487
	df	465
	Sig.	0.000

Table 5 Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.430	30.421	30.421	9.430	30.421	30.421	4.486	14.471	14.471
2	2.598	8.380	38.800	2.598	8.380	38.800	4.243	13.688	28.159
3	2.126	6.859	45.660	2.126	6.859	45.660	3.499	11.286	39.445
4	1.968	6.348	52.008	1.968	6.348	52.008	3.061	9.873	49.318
5	1.456	4.695	56.703	1.456	4.695	56.703	1.784	5.754	55.072
6	1.221	3.940	60.643	1.221	3.940	60.643	1.555	5.015	60.087
7	1.028	3.317	63.960	1.028	3.317	63.960	1.201	3.873	63.960

Table 6 Rotated Component Matrix^a

	Component						
	1	2	3	4	5	6	7
SMP1	.238	.138	.508	-.056	-.022	.467	.175
SMP2	.207	.182	.713	.042	.216	.083	.010
SMP3	.125	.168	.821	.048	.033	-.039	-.035
SMP4	.079	.144	.784	.127	.073	-.001	-.087
SMP5	.012	.031	.471	-.031	.126	.551	.125
SMP6	.073	.037	.673	.211	-.106	.342	.182
SMP7	.283	.023	.364	.542	.094	-.069	.085
SMP8	.039	.066	.381	.646	-.021	-.072	.254
SMP9	.176	.203	.247	.693	-.081	-.027	.190
HEDO1	.760	.246	.234	.107	.107	-.064	-.140
HEDO2	.643	.302	.166	.275	.134	-.034	-.120
HEDO3	.564	.476	.248	.124	.153	-.093	-.351
HEDO4	.481	.387	.126	.304	.166	-.092	-.299
HEDO5	.470	.250	.103	.269	.178	.242	-.296
HEDO6	.281	.048	.138	.094	.699	-.257	.087
HEDO7	-.055	.128	-.037	.309	.709	.305	-.025
HEDO8	.089	.159	-.032	.680	.209	.161	-.131
HEDO9	.175	.112	-.148	.740	.117	.079	-.073
APP1	.692	.307	.262	.035	.104	-.091	.189
APP2	.742	.144	.000	.258	-.065	.265	.090
APP3	.783	.051	.043	.172	.060	.220	.083
APP4	.235	.208	.014	.336	.162	.505	-.113

APP5	.112	.249	.191	-.067	.551	.247	.234
APP6	.639	.046	.041	-.067	.014	.043	.336
APP7	.145	.093	.100	.191	.277	.069	.610
SCOV1	.295	.742	.079	.137	.145	.035	.039
SCOV2	.144	.742	.104	.285	.204	.062	.106
SCOV3	.063	.765	.044	.191	.097	-.183	.086
SCOV4	.206	.747	.143	.060	-.128	.141	-.123
SCOV5	.267	.734	.119	.100	.107	.102	-.001
SCOV6	.033	.655	.206	-.110	.025	.326	.031

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

- Rotation converged in 8 iterations.

3.5 Factor Analysis

KMO measures the Sampling adequacy, which should be close to 0.5 for a satisfactory factor analysis to proceed(Kaiser, 1974). It determines if the responses given with the sample are adequate or not. 0.5 value is considered acceptable, 0.7-0.8 is considerate acceptable and above 0.9 is considered as outstanding. In order to test the sampling adequacy, KMO test was carried out and the resultant value is 0.877, as given in (Table 4). This is way above the recommended value of 0.5 and closer to outstanding value of 0.9. Thus, it can be considered as acceptable.

In order to remove the redundant variables and uncover the latent variables, all the 28 variables of factors influencing impulsive and compulsive buying are treated with Principal Component Analysis (PCA) to identify closely related variables. Out of the 28 Variables, 7 latent variables emerged on Rotation of the variables using Varimax Method, as given in (Table 6). This is done to make the interpretation of the analysis easier. Factor analysis shows that 63.960 % of the total variance can be explained by classifying 28 variables into 7 components or factors, given in (Table 5). Only the variables with Eigen value of more than 1 are accepted in the study.

3.6 SEM (Structural Equation Modelling)

SEM is done in IBM AMOS 23. In order to make a robust model, only the significant latent variables are considered as shown in (Table 13 and Table 17).Thus, the model is overidentified with the df being 3. The model fit indices are acceptable (chi-square=16.397, p-value=0.001, Root mean Square error of approximation = 0.119, Normed Fit Index=0.976, Comparative Fit Index=0.980, Tucker-Lewis Index= 0.860, Chi-sqaure value /df= 5.4) Hence, it is a Incremental fit model as well as Parsimonious fit.

Shopping during Covid-19, Hedonic Happiness, Value for money are exogenous variables which predict the endogenous variables Impulsive Buying and Compulsive buying along with Hedonic enjoyment for Impulsive buying as well as Validation & gratification from others for compulsive buying. This also reflected in Maximum Likelihood estimates shown in (Table 7) and (Table 8) .Error variables e1 and e2 are unique variables that could affect the endogenous variables. The predictor variables are able to predict the dependent variables up to 36 % for impulsive and 40 % for compulsive buying (Figure 1). Both Values are above 30 %, hence are considered acceptable. All the values (p=>0.05) are acceptable, so there exists a co-variance between all exogenous variables in (Table 9).



Figure 1 AMOS output for SEM

Table 7 Maximum Likelihood Estimates: Regression Weights: (Group number 1 - Default Model)

			Estimate	S.E.	C.R.	P
IMPL	<---	HEDO_ENJOYMENT	.130	.046	2.844	.004
IMPL	<---	SCOV	.285	.046	6.140	***
CMPL	<---	SCOV	.305	.047	6.443	***
IMPL	<---	HEDO_HAPPINESS	.255	.050	5.077	***
IMPL	<---	VALUE	-.227	.048	-4.724	***
CMPL	<---	VALUE	-.192	.049	-3.908	***
CMPL	<---	VALIDATION	.199	.047	4.229	***
CMPL	<---	HEDO_HAPPINESS	.250	.053	4.690	***

Table 8 Standardized Regression Weights: (Group number 1 - Default Model)

			Estimate
IMPL	<---	HEDO_ENJOYMENT	.145
IMPL	<---	SCOV	.356
CMPL	<---	SCOV	.358
IMPL	<---	HEDO_HAPPINESS	.299
IMPL	<---	VALUE	-.240
CMPL	<---	VALUE	-.191
CMPL	<---	VALIDATION	.216
CMPL	<---	HEDO_HAPPINESS	.275

Table 9 Covariances: (Group number 1 - Default Model)

			Estimate	S.E.	C.R.	P	Label
HEDO_ENJOYMENT	<-->	VALIDATION	.219	.038	5.771	***	
HEDO_ENJOYMENT	<-->	VALUE	.196	.035	5.681	***	
HEDO_ENJOYMENT	<-->	HEDO_HAPPINESS	.248	.039	6.371	***	
VALIDATION	<-->	SCOV	.263	.043	6.137	***	
VALUE	<-->	SCOV	.230	.039	5.929	***	
HEDO_HAPPINESS	<-->	SCOV	.429	.047	9.074	***	
VALIDATION	<-->	HEDO_HAPPINESS	.321	.042	7.677	***	
VALIDATION	<-->	VALUE	.211	.036	5.875	***	
VALUE	<-->	HEDO_HAPPINESS	.226	.037	6.172	***	
HEDO_ENJOYMENT	<-->	SCOV	.244	.041	5.949	***	

Table 10 Pearson's Correlations

	Impulsive Buying	Hedonic Happiness	Shopping during Covid-19	Use of Social Commerce	Validation / Gratification from others	Value for Money	Hedonic Enjoyment	Recommendation
Impulsive buying	1							
Hedonic Happiness	.479**	1						
Shopping during Covid-19	.502**	.597**	1					
Use of Social Commerce	.204**	.417**	.379**	1				
Validation / Gratification from others	.231**	.482**	.370**	.412**	1			
Value for Money	.048	.372**	.356**	.264**	.352**	1		
Hedonic Enjoyment	.307**	.386**	.357**	.451**	.345**	.339**	1	
Recommendation	.192**	.216**	.187**	.226**	.233**	.286**	.262**	1

** . Correlation is significant at the 0.01 level (1-tailed).

Table 11 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.609 ^a	.371	.356	.56193

a. Predictors: (Constant), SCOV, Recommendation, Validation / Gratification from others, Hedonic Enjoyment, Value for Money, Use of Social Commerce, Hedonic Happiness

Table 12 ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	56.927	7	8.132	25.755	.000 ^b
	Residual	96.623	306	.316		
	Total	153.549	313			

a. Dependent Variable: IMPL

b. Predictors: (Constant), SCOV, Recommendation, Validation / Gratification from others, Hedonic Enjoyment, Value for Money, Use of Social Commerce, Hedonic Happiness

Table 13 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.011	.200		10.075	.000
Hedonic Happiness	.266	.053	.313	5.043	.000
Use of Social Commerce	-.079	.048	-.090	-1.637	.103
Validation / Gratification from others	-.007	.047	-.008	-.140	.889
Value for Money	-.244	.049	-.257	-4.932	.000
Hedonic Enjoyment	.140	.048	.156	2.889	.004
Recommendation	.083	.037	.110	2.267	.024
SCOV	.294	.047	.367	6.275	.000

a. Dependent Variable: IMPL

Table 14 Pearson's Correlations (for Compulsive Buying)

	Compulsive Buying	Hedonic Happiness	Shopping during Covid-19	Use of Social Commerce	Validation / Gratification from others	Value for Money	Hedonic Enjoyment	Recommendation
Compulsive buying	1							
Hedonic Happiness	.522**	1						
Shopping during Covid-19	.535**	.597**	1					
Use of Social Commerce	.296**	.417**	.379**	1				
Validation / Gratification from others	.414**	.482**	.370**	.412**	1			
Value for Money	.115*	.372**	.356**	.264**	.352**	1		
Hedonic Enjoyment	.224**	.386**	.357**	.451**	.345**	.339**	1	
Recommendation	.066	.216**	.187**	.226**	.233**	.286**	.262**	1

** . Correlation is significant at the 0.01 level (1-tailed).

* . Correlation is significant at the 0.05 level (1-tailed).

Table 15 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.638 ^a	.407	.393	.58176

a. Predictors: (Constant), SCOV, Recommendation, Validation / Gratification from others, Hedonic Enjoyment, Value for Money, Use of Social Commerce, Hedonic Happiness

Table 16 ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	71.065	7	10.152	29.997	.000 ^b
	Residual	103.564	306	.338		
	Total	174.629	313			

a. Dependent Variable: CMPL

b. Predictors: (Constant), SCOV, Recommendation, Validation / Gratification from others, Hedonic Enjoyment, Value for Money, Use of Social Commerce, Hedonic Happiness

Table 17 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.737	.207		3.564	.000
Hedonic Happiness	.253	.055	.279	4.630	.000
Use of Social Commerce	.021	.050	.023	.430	.667
Validation / Gratification from others	.203	.049	.222	4.151	.000
Value for Money	-.176	.051	-.175	-3.449	.001
Hedonic Enjoyment	-.022	.050	-.023	-.434	.665
Recommendation	-.050	.038	-.062	-1.318	.189
SCOV	.307	.048	.359	6.330	.000

a. Dependent Variable: CMPL

3.7 Regression Analysis

All Pearson's correlation values of the independent variables having significance on the dependent variable Impulsive buying (Table 10) and Compulsive Buying (Table 14) are above the recommended value of 0.3.

Regression Analysis is used to test the significance and relationship between dependent and independent variable. It also further re-affirms the SEM model. The model summary (Table 11) for Impulsive buying shows $R=0.609$ and $R^2=0.371$. This shows dependent variable impulsive buying can be explained by 4 factors by 60%. It also illustrates hedonic happiness, hedonic enjoyment, value for money, Shop in Covid contribute significantly and predict 37 % of the variation in impulsive buying.

The model summary (table 15) for Compulsive buying shows $R=0.638$ and $R^2=0.407$. This shows dependent variable impulsive buying can be explained by 4 factors by 63%. It depicts that Hedonic happiness, Validation and gratification from others, value for money, Shop in Covid contribute significantly and predict 37 % of the variation in compulsive buying.

F- Test states that the regression model predicts the outcome significantly, as given in (Table 12) and (Table 16). The level of significance is 0.000, which means that the model can predict Impulsive buying and Compulsive buying respectively.

Table 18 Chi-Square Test for Impulsive Buying

Hypothesis	Pearson's Chi- square	df	Asmp. Sig (2-sided)	Phi	Cramer's V	Approx Sig	Outcome
H1a	1612.168	864	0	2.266	0.436	0	Reject Null H
H2a	962.271	621	0	1.751	0.365	0	Reject Null H
H3a	1220.476	837	0	1.972	0.379	0	Reject Null H

Table 19 Chi-Square Tests for Compulsive Buying

Hypothesis	Pearson's Chi- square	df	Asmp. Sig(2-sided)	Phi	Cramer's V	Approx Sig	Outcome
H1b	848.427	608	0	1.644	0.377	0	Reject Null H
H2b	779.286	437	0	1.575	0.361	0	Reject Null H
H3b	943.862	589	0	1.734	0.398	0	Reject Null H

3.8 Testing of Hypothesis

To test the hypotheses, Chi test is conducted as well as Phi and Cramer's V are calculated. All results are displayed in (Tables 18) and (Table 19). The Pearson's co-efficient are highly significant with all $p=0$. Thus, all Null Hypotheses are rejected. Thus Hedonic Motivation, Use of Social Commerce and Shopping during Covid – 19 are significantly associated with Impulsive and compulsive buying.

4. Findings and Recommendations

Hedonic Happiness, Hedonic Happiness, Value for money and Shopping during Covid times as the strongest predictors for Impulsive Buying. Impulsive buying is defined as an unplanned spontaneous purchase (Rook & Fisher, 1995). In this study, the Hedonic Happiness include shopping being exciting, escape mechanism, way to relieve stress, a treat for one's self, feeling of being special. Hedonic enjoyment includes being in trend, browsing for new trends and enjoyment of shopping for new clothes & accessories. All of the above show fun associated with shopping. The utilitarian shopping is replaced with indulgent shopping. There is an over-ride of traditional Indian values of rational purchases of an economic and frugal life. Browsing & window shopping also give a lot of satisfaction. Holding the shopping bag and the unboxing of a delivered package are all a part of the actual product purchased. Overconsumption is not seen in a negative light. Marketers should direct their advertising towards aspects of fun, novelty, escapisms. Apparel and accessories are now bought online (Sunnera Tandon, 2021). So digitizing the point of sale is the need of the hour. However Apparels being a touch, feel and fit category, digital platforms can use AR (augmented reality) can come up digital avatars that can show the fit. Customers who look for

deals are stimulated with promotional offers, which motivate them to go for an unplanned purchase with an underlying feeling of winning.

The Covid-19 pandemic, being an unprecedented phenomena, has brought out emotion -based coping and led to impulsive purchases among consumers. Shopping is seen as empowering putting life back on track. Revenge shopping – over indulgence to overcome frustration is also driving people towards impulse buying. The Indian tendency to save is replaced by indulgence. The rise in vaccinations is leading to people spending more on clothes (Morgan, 2021). Self-fulfilment and indulging is not seen in negative light. With long lasting restrictions on outings and gathering, a need new accessories and apparels as curbs ease. Relevant content in sight the consumer allows the consumer to indulge. People are spending on what could spark joy in grim times. Trying to adjust back to normality, some excitement can keep them feel better. Marketers should evoke immediate buying by consumptive stimuli & interactive visual media...

Compulsive buying can be defined as an uncontrolled urge to buy regularly (Flight, Rountree, & Beatty, 2012). Hedonic Happiness, Validation and Gratification from friends, value for money as well as shopping during Covid -19 are seen as the main predictors for compulsive buying. The need for social affiliation by acquiring what friends purchase promotes a feeling of gratifications. Compliments by friends on wearing the newly purchased products validates the purchase. This feeling of validation fosters a prestige of belonging to a social status. Friends' purchases motivates customers to go in for an unplanned purchase as it seen as an endorsement by them.

Companies can engage customers on this happiness associated with shopping. The frequent use of social media and the tagging, re-tagging and mentions helps give more visibility. Customers should be feel important when they buy what their friends buy. Brand Positioning can be focused on gaining acceptance from peers coupled with a Fear of Missing out on the latest trends. The virtual shop where a the product can be purchased by a single click, can leverage the feeling of Impulsive buying and before much thought, the product is already bought. Ease- payment and convenient deliveries further make shopping easy and fun. Since spontaneous buying is about instant decisions, companies can work towards instant deliveries. Speed of delivery, immediate fulfilment of desire can differentiate a brand. Engagement of consumers through contest, Insta-challenges, reels unique and authentic to their brand can be used. The online store should be designed such that it promotes spontaneous buying. Gaining acceptance from peers. Road Shows & In-store events can also be used for encouraging in-store buying. By digitising in-store buying, checking stocks, companies can cut down on waiting times, hence blurring the lines between online and offline buying

Currently, the world is leaping back to normality. In such times, companies should leverage the happiness associated with shopping and direct customers towards making Impulsive and compulsive purchases. The convergence of online and offline channels, a digital ecosystem and a rising adoption of digital platforms presents an opportunity for companies to drive exponential sales if armed with clear understanding of the factors that drive unplanned purchases.

5. Conclusion

In an in depth analysis of various factors that can affect Impulsive and compulsive buying reveals that hedonic happiness and shopping in covid is seen as the main predictors. Hence companies should promote the happiness associated with shopping and use the need for social affiliation through validation from others to leverage impulsive and compulsive buying. By striking the right chord with the spontaneous buyer, companies can achieve exponential sales.

6. Scope of Further Research

This research is conducted in the city of the Ahmedabad for SEC A and B with most respondents in the age group of 25-55. Similar research can be conducted with the younger millennials as well as the Gen Z. The moderation of Impulsive and compulsive buying can studied with gender as a differentiating factor. Fashion Consciousness and use of Social commerce can be studied in more detail. The research can be replicated for other products. With most Shopping channels being online plus offline, this research can be conducted in any city around the world. With the presence of Covid-19, meeting respondents wants possible because of safety. However, a qualitative research can also be conducted for in depth understanding of Impulsive and compulsive buying. Online impulsive buying being a fairly new concept, further research can be conducted on designing the online store to evoke spontaneous buying.

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