

Effects of Consumer Tendencies and Positive Emotion on Impulse Buying Behavior for Apparel

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의류제품 충동구매행동에 대한 소비자성향과 긍정적 감정의 영향

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Abstract

This study tested how impulse buying behavior for apparel was related to hedonic consumption and impulse buying tendencies and emotion in the context of shopping. A total of 290 self-administered questionnaires were obtained from college students during scheduled classes. A structural equation model using a correlation matrix with maximum likelihood was estimated for examining the relationships among consumer tendencies of hedonic consumption and impulse buying, positive emotion, and impulse buying behaviors by LISREL 8.53. Findings showed that impulse buying behaviors for apparel could be classified into planned, reminded, and fashion-oriented impulse buying typologies. Hedonic consumption and impulse buying tendencies had significant effects on positive emotion. Positive emotion had a significant effect on planned, reminded, and fashion-oriented impulse buying for apparel. This study suggests that positive emotion plays an important role in determining impulse buying behaviors relevant to hedonic and impulse buying tendencies. Managerial implications for apparel retailers are discussed.

Key words: Apparels, Impulse buying behavior, Hedonic consumption tendency, Impulse buying tendency, Positive emotion; 의류제품, 충동구매행동, 쾌락적 소비성향, 충동적 구매성향, 긍정적 감정

I. Introduction

Impulse buying is a pervasive and distinctive lifestyle phenomenon that has received increasing attention from consumer researchers and theorists (Rook & Fisher, 1995). Impulse buying generates over \$4 billion in annual sales in the United States (Kacen & Lee, 2002), and it accounts for up to 80 percent of all purchases in certain product categories

(Abrahams, 1997). In fact, many store purchases are made when customers give in to their impulses (Underhill, 1999), and more than half of all purchases are spontaneous (Block & Morwitz, 1999). Furthermore, widespread technology applications such as television or Internet shopping channels expand the opportunities consumers have to make impulse purchases because of increased accessibility to products (or services) and the ease of making impulse purchases. Many consumers no longer perceive impulse purchases as wrong but view them an alternative to more time-consuming search

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behaviors (Bayley & Nancarrow, 1998; Hausman, 2000). Moreover, consumers report a favorable evaluation of their impulse behaviors (Dittmar et al., 1996). Thus, impulse buying is viewed as a very powerful attribute in understanding consumer buying behavior.

A number of researchers have generalized impulse buying behavior across consistent product categories (Bayley & Nancarrow, 1998; Beatty & Ferrell, 1998; Hausman, 2000; Rook & Fisher, 1995; Rook & Gardner, 1993; Weun et al., 1998). Of particular interest is whether impulse buying is more important in fashion products (e.g., apparel, accessories, home décor) than in other product categories. This is particularly evident for apparel that is represented as a fashion product has high visibility and has an important symbolic meaning for consumers as they construct, express and enhance their self-identity and social status (Dittmar et al., 1996). High importance is placed on purchasing the right apparel since consumers readily recognize that others judge them by their appearance. Despite the importance that many consumers place on acquiring apparel, many of these purchases are not planned in advance. In addition, previous research has linked impulse buying of apparel with different buying typologies, such as pure impulse, planned impulse, reminded impulse, fashion-oriented impulse, and emotional impulse (Cha, 2001; Han et al., 1991; Ko, 1993). Hence, a focus on apparel products could lead to a better understanding of impulse buying and more accurately predict purchases than a generalized focus.

As researchers began to investigate the behavioral dimensions of impulse buying, there was increasing consensus and appeared to agree that impulse buying involves a hedonic or affective component (Hausman, 2000; Rook & Fisher, 1995; Weinberg & Gottward, 1982). Several studies found impulse buying satisfied hedonic needs for fun, excitement, social interaction, and gratification (Hausman, 2000; Mattila & Enz, 2002; Wood, 2005). In addition, when consumers experience positive affect, they have more positive evaluations and are more conducive to impulse buying (Bayley & Nancarrow, 1998; Beatty & Ferrell, 1998; Dittmar et al., 1996; Park et al., 2006; Rook & Gardner, 1993; Weinberg & Gottwald,

1982). Especially, for fashion products (e.g., clothing), impulse buying is strongly associated with consumers' buying tendencies, such as impulse buying tendency, innovativeness, involvement, and self-regulation (Beatty & Ferrell, 1998; Jones et al., 2003; Phau & Lo., 2004).

This study extends the notion of impulse buying to apparel products by empirically assessing the effect of consumer tendencies and positive emotion on impulse buying typologies. Specifically, the objective of this study was to estimate a structural model for examining the relationship among hedonic consumption and impulse buying tendencies, positive emotion, and impulse buying typologies in the context of apparel shopping.

II. Literature Review

1. Impulse Buying

Impulse buying is defined as a sudden, compelling, hedonically complex buying behavior in which the rapidity of an impulse decision process precludes thoughtful, deliberate consideration of all information and choice alternatives (Bayley & Nancarrow, 1998; Beatty & Ferrell, 1998). It is described as a more arousing, less deliberate, and more irresistible buying behavior when compared to planned buying behavior (Bayley & Nancarrow, 1998).

Some types of consumer goods are more likely to be impulse purchases than others. Those which are reported most frequently (i.e., apparel, jewelry, and ornaments) are closely linked to self-image and appearance. For high impulse goods, psychological buying motivations become more powerful than price and usefulness. In this situation, consumers buy because the purchase "puts me in a better mood", "makes me feel more like the person I want to be" and "expresses what is unique about me" (Dittmar & Drury, 2000). If impulse purchases are attempts to boost self image, especially through fashion items such as apparel, then they may be influenced by irrational emotional attraction rather than rational judgments. Thus, intentions to bolster one's self-image and mood are particularly salient in impulse buying (Phau & Lo, 2004). Ko (1993) also suggested

that impulse buying of apparel products is viewed as reasonable unplanned behavior when it is related to objective evaluations and emotional preferences during shopping.

Traditionally, the taxonomical research approach has classified impulse buyers for apparel products (Han et al., 1991; Rook & Hoch, 1985, Stern, 1962). For instance, Han et al.(1991) identified four impulse buying typologies associated with shopping for apparel products: *planned impulse buying*, *reminded impulse buying*, *fashion-oriented impulse buying*, and *pure impulse buying*, which were based on Stern's(1962) four types of impulse buying mix. In Rook and Hoch's(1985) study, planned impulse buying occurred the most when a consumer did not plan ahead to make the purchase decision and made the decision while looking around in the store(e.g., shopping for price discounts). Reminded impulse buying was an outcome of remembering a previous decision or experience which causes on-the-spot impulse buying(e.g., in-store recollection of needed items that are displayed). Fashion-oriented impulse buying referred to consumers' awareness of the newness or fashionability of an innovative design or style of apparel products, which Stern(1962) referred to as *suggestion impulse buying*. This type of impulse buying implies that the consumer is motivated by the suggestion to buy new products. It occurs when consumers find an apparel product in a new style, design, or fabric and decide to buy it, and when the decision is influenced by consumers' fashion involvement and positive emotion(Park et al., 2006). There is a lack of research that focuses on the typologies of impulse buying for apparel, combined with motivation and emotion. This underscores the need to understand how impulse buying relates to consumers' hedonic and impulse buying tendencies and positive emotion from the perspective of apparel products.

2. Consumer Tendency

Hedonic consumption tendency can be defined as a behavioral tendency that relates to multi-sensory, fantasy, and emotional aspects of consumption, which is driven by hedonic benefits, such as fun in using the

product and aesthetic appeal. Since the goal of the shopping experience is to provide satisfaction of hedonic needs, the products purchased during these excursions appear to be selected without prior planning and they represent an impulse buying event. With respect to hedonic consumption, impulse buying plays an important role in fulfilling a number of hedonic desires(Hausman, 2000). Attempts by consumers to satisfy hedonic motivation, such as self-esteem, social needs, and self-actualization, appear to impel consumers to make specific purchases through impulse buying to satisfy these particular needs (Hausman, 2000). Hedonic motivation implies that consumer's efforts to satisfy self-esteem and social needs may unintentionally lead to impulse buying, in that the purchases are incidental to the more important need to interact and garner approval from a significant other or a group(Bayley & Nancarrow, 1998; Dittmar & Drury, 2000). Also, there is evidence that consumers use impulse buying as a means of self-reward based on having made sacrifices to achieve desired long-term goals. For fashion products, Park et al.(2006) found that hedonic consumption tendency was associated with positive feelings which influence impulse buying behavior, especially fashion-oriented impulse buying. Thus, hedonic consumption tendency is strongly associated with positive emotion, which leads to impulse buying of apparel products.

Impulse buying tendency refers to the degree to which a consumer is likely to have a sudden urge to make an unintended purchase of a specific item while shopping. In this situation, the consumer wants to purchase immediately without delay and without engaging in a great deal of evaluation(Jones et. al., 2003; Rook & Fisher, 1995). As a consumer trait, impulse buying tendency can be affected by situational factors, marketing stimuli, and consumer characteristics. Impulse buying tendency involved a variety of aspects of consumer behavior that exist both within and apart from the buying situation, such as unplanned attraction to in-store displays, information overload from intense in-store stimuli, and inability to find desired products(Dholakia, 2000).

Individuals differ in their tendency to buy on impulse with some consumers possessing a great ten-

dency to buy products on impulse while others have a relatively low tendency to buy products on impulse (Rook & Gardner, 1993; Weun et al., 1998). In fact, impulsive shoppers are more likely to shop on a whim and respond affirmatively and immediately to their shopping impulses (Hoch & Loewenstein, 1991). In the shopping context, Rook and Fisher (1995) proposed that the probability of consumers making impulsive purchases depends on the degree to which they possess a tendency toward impulsive buying and their normative judgments that may allow or prevent such purchases. They provided evidence that the impulse to buy may be moderated by the consumer's evaluation of whether the target purchase is appropriate and acceptable, given any circumstances that they are experiencing. Beatty and Ferrell (1998) also documented that the consumer with high impulse buying tendency tended to experience more urges to buy impulsively and act more frequently on the urges.

Particularly, product-specific impulse buying tendency can be viewed as a manifestation of general impulse buying tendency. Jones et al. (2003) supported the notion that consumers who have a tendency to buy products on impulse are more likely to possess a greater tendency to buy a particular category (e.g., apparel products) on impulse, since product-specific impulse buying tendency results from a generalized impulse buying tendency. According to Hausman (2000), the impulse buying tendency is strongly related to hedonic motivations because it provides hedonic rewards. Similarly, Ramanathan and Menon (2006) argued that hedonic gratification underlies most impulse buying, which implies a significant impact on consumers' emotional experience during shopping. Therefore, it is predicted that impulse buying tendency may be related to positive emotion for apparel products.

3. Positive Emotion

Consumers' emotions or affective states are regarded as potent internal triggers for impulse buying. Impulsive buyers may be more responsive (or sensitive) to their emotional conditions than non-impulsive buyers (Rook & Gardner, 1993), since their affective

states can stimulate pursuing the immediate gratification that buying provides. Impulse buying can be explained as a struggle between the psychological forces of desire and willpower since impulse buying may be influenced by internal states or traits of consumers (Hoch & Loewenstein, 1991).

In the shopping context, emotions are conceptualized generally as positive (e.g., pleased, excited) and negative (e.g., hostile, unhappy). Positive emotion in general seems to lead to more positive evaluations, including more positive consumer satisfaction judgments (Mano & Oliver, 1993). An individual's positive emotion is influenced by a pre-existing mood, affective disposition, and reaction to current environmental encounters (e.g., desired items and sales promotions). Consumers in more positive emotional states tend to reduce decision complexity and have shorter decision times (Youn & Faber, 2000). Especially, positive emotion was identified as an antecedent that strongly influences a number of actions including impulse buying in decision making (Hausman, 2000). Several studies have demonstrated that positive moods and affective states lead to increased consumers' impulse buying behavior. Rook and Gardner (1993) found that consumers with positive moods would be more conducive to impulse buying than when in negative moods, and when they have unconstrained feelings, a desire to reward themselves, and higher energy levels. In observational studies, impulse buyers exhibited greater positive feeling (e.g., amusement, delight, enthusiasm, and joy) (Weinberg & Gottwald, 1982). Beatty and Ferrell (1998) also found consumers' positive moods worked primarily on impulse buying through a greater frequency of the urge to buy (i.e., the initial approach behavior). Donovan et al. (1994) discovered a positive association between consumers' feelings of pleasure in the shopping environment and impulse buying behavior. Also, impulsive buyers tended to be influenced by emotional attraction to a desired product in television shopping (Park & Lennon, 2004).

The literature also has provided much evidence to support the role of emotion as state of action readiness to impulse buy apparel products. Cha (2001) suggested that unplanned purchases for apparel occurred when emotional support was satisfied by the social interac-

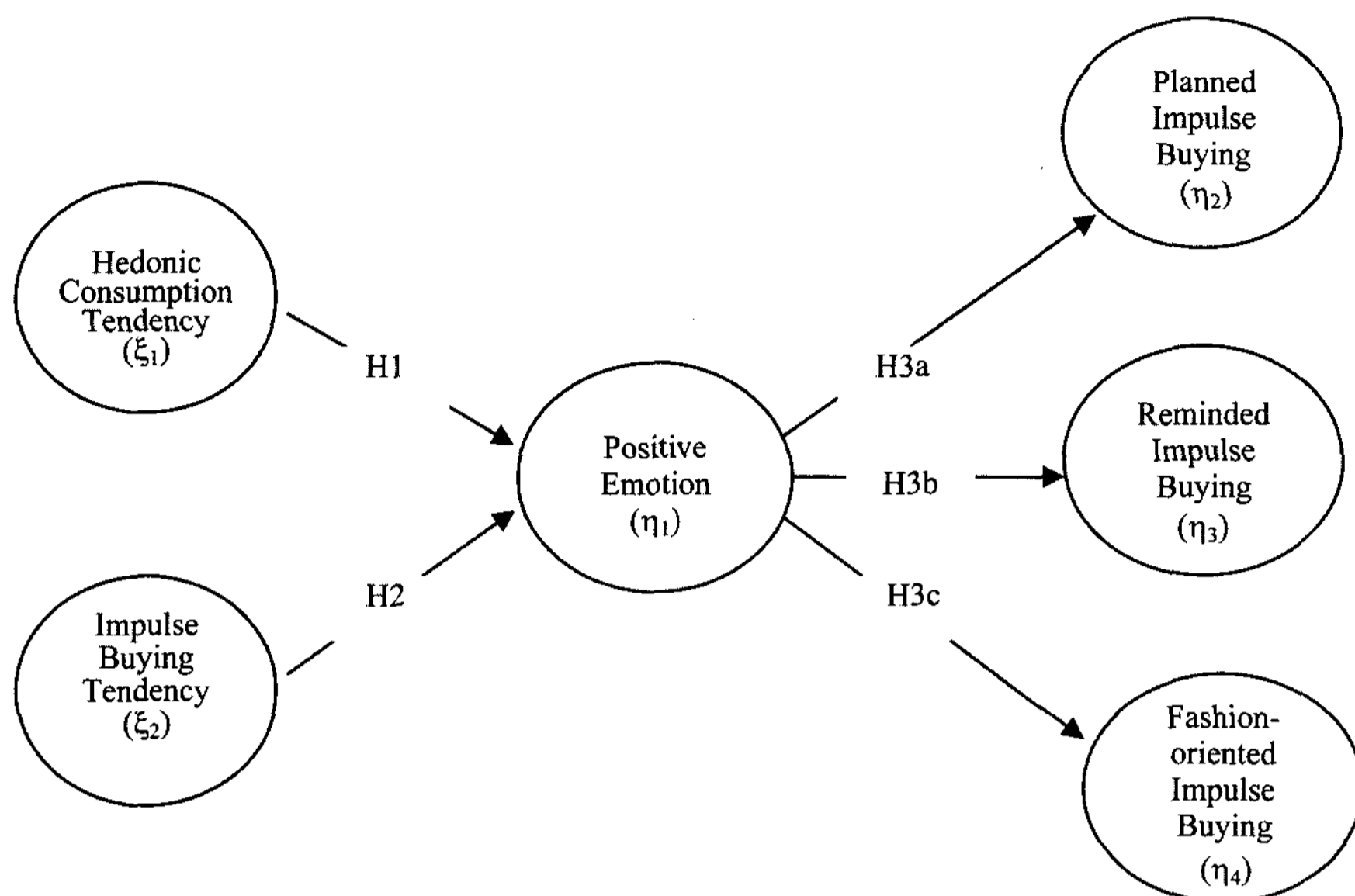


Fig. 1. Proposed model of impulse buying behavior for apparel products.

tion inherent in the shopping experience. Especially, the excitement and satisfaction that a consumer experienced in a shopping context were associated directly with the impulse buying of an innovative design or new style of apparel (Park et al., 2006). This supports creating high-level excitement for consumers who then may have an urge to purchase a product that is associated with excitement such as fashion (Beatty & Ferrell, 1998). Thus, it is assumed that positive emotion will lead to impulse buying behavior of apparel products in the shopping context.

By focusing on apparel products, this study attempted to develop a model for impulse buying behavior relevant to consumer tendencies and emotion. Some researchers (Hausman, 2000; Jones et al., 2003; Park et al., 2006; Rook & Fisher, 1995) have suggested that consumers' tendencies toward hedonic consumption tendency and impulse buying tendency are related to their experience of positive emotion during shopping for apparel in a retail setting. Also, positive emotion plays an important role in predicting impulse buying behavior (Beatty & Ferrell, 1998; Cha, 2001; Park & Lennon, 2004; Rook & Gardner, 1993). Based on the literature review, three hypotheses were developed for estimating the structural model for impulse buying typologies of apparel products (Fig. 1):

Hypothesis 1: Hedonic consumption tendency is positively associated with positive emotion during shopping.

Hypothesis 2: Impulse buying tendency is positively associated with positive emotions during shopping.

Hypothesis 3: Positive emotion is associated with (H3a) planned impulse buying; (H3b) reminded impulse buying; and (H3c) fashion-oriented impulse buying for apparel products during shopping.

III. Methods

1. Measures

A self-administrated questionnaire was developed from the literature review. The measures consisted of six constructs: hedonic consumption tendency, impulse buying tendency, positive emotion, and three impulse buying typologies (planned impulse buying, reminded impulse buying, and fashion-oriented impulse buying) in the shopping context. All items were measured on 7-point rating scales (1=very unlikely, 7=very likely).

Four items of hedonic consumption tendency were developed from the literature (Hausman, 2000). Three items of impulse buying tendency were developed from Weun et al.'s (1998) scale. Two items of positive emotions (e.g., excited, satisfied) were developed from Park et al.'s (2006) study on fashion products. For measuring impulse buying behavior for apparel, nine items were identified from the literature (Han et al., 1991). In addition, demographic variables (e.g., gender, age, academic ranking, income, monthly allowance and monthly clothing expenditures) were included.

2. Sampling and Data Collection

The sample in this study focused on college students. There are 8 million full-time college age students whose annual purchasing power exceeds \$200 billion in the United States (Gardyn, 2002). Mall shopping has a high priority and clothing shopping being the top activity among college students (Martin & Turley, 2004). They represent a significant consumer group for the fashion market in the United States. A convenience sample was drawn from college students enrolled at one metropolitan university in a southwestern state in the United States. Self-administered questionnaires were completed during regularly scheduled classes. A total of 290 usable questionnaires were obtained. The respondents were Caucasian and represented more female (76%) than male (24%) students. Over half of the respondents (53%) were ages 21 to 24 years old. More respondents were seniors (35.5%) than juniors (30.9%), sophomores (20.7%), and freshmen (12.9%). Approximately 61 percent reported a monthly income/allowance of US\$201 to US\$1,000. The majority (75%) spent less than US\$200 per month on clothing.

3. Data Analysis

Preliminarily, an exploratory factor analysis using principal component analysis with varimax rotation was conducted to confirm typologies of impulse buying behavior in the shopping context. Then a confirmatory factor analysis verified impulse buying typologies derived from the exploratory factor analysis.

Also, measure validity and reliability were assessed by a confirmatory factor analysis and Cronbach's alpha established inter-item reliability between items for each construct. For hypotheses testing, a structural equation model using correlation matrix with the maximum-likelihood was estimated to examine hypothetical relationship among the latent variables (i.e., hedonic consumption tendency, impulse buying tendency, positive emotion, and impulse buying typologies) via LISREL 8.53 (Jöreskog & Sörbom, 2002). The overall fit of the model was assessed by statistic indexes: chi-square (χ^2), goodness of fit index (GFI), adjusted goodness of fit index (AGFI), and root mean squared residual (RMR).

IV. Results and Discussion

1. Typologies of Impulse Buying Behavior for Apparel

An exploratory factor analysis revealed three factors of impulse buying behavior whose eigen values were 1.0 or higher. One item was deleted due to factor loadings that were lower than .60. The three factors accounted for 73.9% of the total variance. As shown in <Table 1>, three typologies of impulse buying were verified by confirming the impulse buying factor structure derived from the exploratory factor analysis. Thus, impulse buying for apparel was classified into three types: planned impulse buying, reminded impulse buying, and fashion-oriented impulse buying.

The first factor, *Planned Impulse buying*, consisted of two items indicating that consumers make an impulse purchase while looking around in the store. The factor supports Rook and Hoch's (1985) planned impulse buying that occurred mostly during shopping in the store. The second factor, *Reminded impulse buying*, contained three items reflecting that consumers engage in impulse buying as an outcome of remembering what to buy. The third factor, *Fashion-oriented impulse buying*, included three items regarding consumers' impulsive decision to purchase new styles of clothing. This factor supports Stern's (1962) suggestion that consumers are motivated to impulse buy by the suggestion to buy new version of

Table 1. Measurement model result

Latent Construct	Observed Indicators	Factor loadings	Composite Reliability	Variance Extracted ^a
Hedonic Consumption Tendency (ξ_1)			.91	.78
	X1. When shopping, I want to satisfy my sense of curiosity.	.90		
	X2. I want to offer new experiences when shopping.	.91		
	X3. I want to feel like I'm exploring new worlds in shopping.	.87		
Impulse Buying Tendency (ξ_2)			.90	.87
	X4. When I go shopping, I buy things that I had not intended to purchase.	.92		
	X5. I am a person who makes unplanned purchases.	.92		
Positive Emotion (η_1)			.85	.48
	Y1. Excited	.92		
	Y2. Satisfied	.92		
Planned Impulse Buying (η_2)			.70	.55
	Y3. I expect to find something I want to buy when I get to the store.	.87		
	Y4. I decide what to buy while looking around the store.	.64		
Reminded Impulse Buying (η_3)			.80	.61
	Y5. I buy clothing I had looked for before, even though I went shopping for other items.	.61		
	Y6. I buy something if I think I need It, even though I went shopping for other purposes.	.90		
	Y7. I buy something if it reminds me of an item I want.	.61		
Fashion-oriented Impulse Buying (η_4)			.93	.82
	Y8. When purchasing, I buy clothing with a new style if I see it.	.97		
	Y9. I like to buy new clothing that just came out.	.83		
	Y10. I buy to try out a garment with a new feature.	.92		

$$^a\text{Variance extracted} = \frac{\text{Sum of squared standardized loadings}}{\text{Sum of squared standardized loadings} + \text{sum of indicator measurement error}}$$

products.

2. Measurement and Structural Models

Measurement Model. An exploratory factor analysis for four items of hedonic consumption tendency resulted in one factor with an eigenvalue of 1.0 or higher and factor loading higher than .60, and accounted for 77.1% of the total variance. By confirming the hedonic consumption tendency, one item was removed due to factor loading lower than .60. An exploratory factor analysis for three items of impulse buying tendency revealed one factor with an eigen value of above 1.0, and accounted for 80.1% of the total variance. One item of impulse buying tendency was removed due to lower factor loading below .60. Positive emotion was composed of a two-

items factor with an eigen value higher than 1.0, and accounted for 84.7% of the total variance. Confirmatory factor analysis verified one construct of positive emotion with two items. Impulse buying for apparel was confirmed to have three constructs: planned impulse buying, reminded impulse buying, and fashion-oriented impulse buying.

Overall, model fit indexes were relatively good ($\chi^2=222.00$, $df=75$, $p<.000$; GFI=.91; and RMR=.04). Coefficients of factor loading on their corresponding factors ranged from .61 to .97, which was significant ($p<.001$). Reliabilities for each construct were acceptable, ranging from .70 to .93. Therefore, the measurement model was deemed to be valid and reliable.

Structural Model. A structural equation model using a correlation matrix<Table 2> was estimated for testing hypotheses. Overall model fit indicated

that the chi-square value of 242.09 with 82 degrees of freedom was significant ($p < .000$). If the χ^2 -value is below the significance level of .05, then the data do not fit the model well. However, the χ^2 -value is sensitive to sample size, and a large sample ($n > 200$) can generate a significantly poor fit even though the model may explain the data well (Hair et al., 1998). Alternative fit indexes were within acceptable ranges ($GFI = .90$, $AGFI = .86$, $RMR = .05$) based on Hair et

al.'s (1998) recommended level. Accordingly, the model was deemed to be acceptable for testing hypotheses. The estimated structural model illustrated in <Fig. 2> includes significant standardized path coefficients.

3. Hypotheses Testing

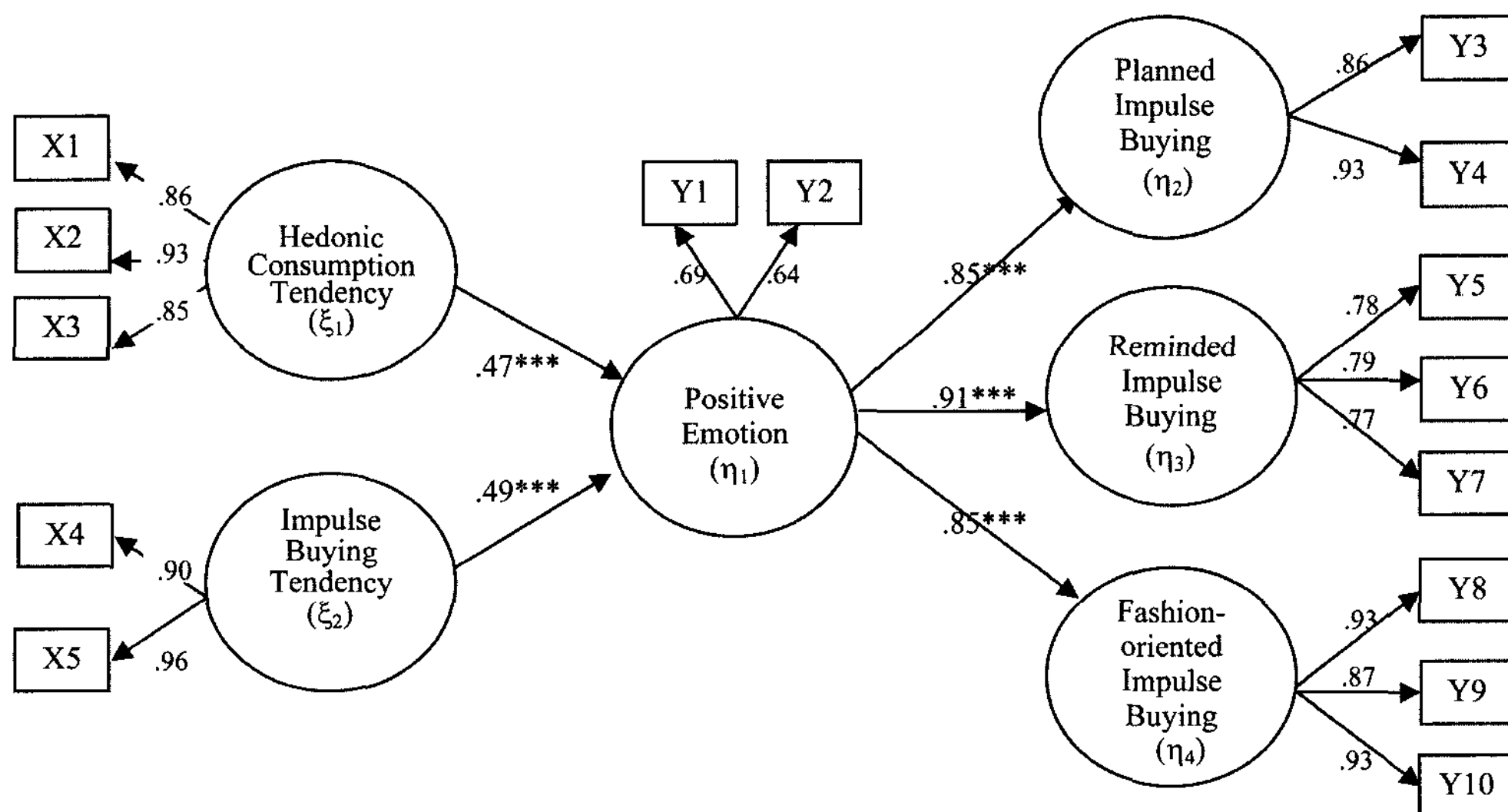
Hedonic consumption tendency and positive emotion. Hedonic consumption tendency had a positive causal effect on positive emotion ($\gamma_{11} = .47$, $t = 7.72$, $p < .001$). It implied that consumers who have a sense of curiosity and desire new experience were more likely to feel excited and satisfied during their shopping trips. This finding supports hedonic or experiential shopping motivations as satisfying emotional or expressive needs, such as fun, relaxation, and gratification (Richins, 1994). This finding also is consistent with previous research that found consumers' positive feelings (e.g., fun or psychological lift) were associated with hedonic shopping experiences associated with enjoyment or novelty (Hausman, 2000; Park et al., 2006). Therefore, *Hypothesis 1* was supported.

Impulse buying tendency and positive emotion. Impulse buying tendency had a significant positive effect on positive emotion ($\gamma_{12} = .49$, $t = 8.12$, $p < .001$).

Table 2. Correlations matrix among constructs

Variables	Mean	S.D.	Correlation					
			HCT	IBT	PE	PIB	RIB	FIB
HCT	4.31	1.55	1.00					
IBT	4.79	1.65	.39	1.00				
PE	4.81	1.49	.55	.36	1.00			
PIB	4.84	1.37	.39	.38	.43	1.00		
RIB	4.70	1.28	.48	.59	.45	.56	1.00	
FIB	4.43	1.73	.54	.47	.52	.55	.65	1.00

S.D. : Standard Deviation
 HCT: Hedonic Consumption Tendency
 IBT : Impulse Buying Tendency
 PE : Positive Emotion
 PIB : Planned Impulse Buying
 RIB : Reminded Impulse Buying
 FIB : Fashion-oriented Impulse Buying



$\chi^2 = 242.09 (df = 82, p = .00)$
 $GFI = .90, AGFI = .86, RMR = .05$
 *** $p < .001$

Fig. 2. Structural model of impulse buying behavior for apparel products.

That is, consumers with a higher tendency of impulse buying were more likely to experience positive feelings (e.g., excited or satisfied) during their shopping trips. Therefore, *Hypothesis 2* was supported, and further suggested the notion that impulse buying tendency might moderate to reduce or eliminate negative feelings or conflict over impulse purchases (Rook & Fisher, 1995).

Positive emotion and impulse buying behavior for apparel. Positive emotion had a positive effect on planned impulse buying ($\beta_{21}=.85, t=8.98, p<.001$) in the shopping context. Consumers with positive feelings, such as excited and satisfied, were more likely to buy or decide what to buy when they got to the store and while looking around the store. There was a significant effect for positive emotion on reminded impulse buying ($\beta_{31}=.91, t=11.01, p<.001$). This implies that consumers who felt excited and satisfied are more likely to be reminded of what they needed or looked for before, which then leads to purchase behavior. Also, positive emotion had an effect on fashion-oriented impulse buying ($\beta_{41}=.85, t=12.08, p<.001$). When consumers felt positive feelings, they tended to impulse buy apparel products with a new style or new feature. Thus, *Hypotheses 3a, 3b, and 3c* were supported.

The results suggest that positive emotion plays an important role in encouraging impulse buying behavior for apparel, and support previous findings that positive emotion was a significant mediator in increasing impulse buying during the shopping (Beatty & Ferrell, 1998). This finding also implies that positive emotional states simplify decision making process by reducing decision complexity (Hausman, 2000; Youn & Faber, 2000), and leading to impulse buying.

V. Conclusions and Implications

This study explores a structural model for understanding the process of impulsive decision making that is associated with emotion and consumer tendencies in the shopping context. The results support the multidimensional concept of impulse buying behavior suggested by Han et al. (1991) and Rook and Hoch (1985). It is documented that the impulse buying

for apparel is a complex buying behavior in which consumers make an impulse decision for reminded choice, spontaneous planned choice and fashion suggested choice (e.g., new fashion) alternatives. Thus, impulse buying behavior for apparel might be viewed as reasonable unplanned behavior related to information processing in the retail setting.

With respect to a decision making process, the findings suggest a more comprehensive assessment of how individuals' traits (i.e., hedonic consumption tendency, impulse buying tendency) contribute to impulse buying typologies although the consumer tendencies had no significant direct impact on impulse buying typologies. Indeed, positive emotion played an important role as a mediator in the relationship between consumer tendencies (e.g., hedonic, impulse) and impulse buying behavior for apparel. That is, consumers with higher tendencies of hedonic consumption or impulse buying were more likely to experience positive feelings (e.g., excited, satisfied), leading to impulse decisions to spontaneously buy something at the store, and to purchase reminded items and new fashion styles during their shopping trips. This supports the notion that positive emotion can be an important predictor of impulse buying behavior (Beatty & Ferrell, 1998; Park et al., 2006). From a hedonic perspective, it is documented that impulse buying behavior for apparel is aligned more with emotion-driven decision making for hedonic rewards or emotional gratification (Cha, 2001; Hausman, 2000; Ramanathan & Menon, 2006), which increases the theoretical understanding of consumer impulse decision making for apparel.

This study offers managerial insight for apparel retailers. Considering different impulse buying typologies, retailers should monitor impulse purchasing of apparel products over time and adjust the emphasis of in-store promotion to stress merchandise lines that generate a higher percentage of impulse purchasing. Also, apparel retailers might stage events that encourage consumer participation and use specific offers to stimulate sales by determining special displays, point of purchase sales and the like. In addition, apparel retailers or marketers need to use a hedonic approach that creates entertainment, interest, and excitement as much as they need to provide the

correct merchandise mix and appropriate pricing. Therefore, efforts to increase market shares in fashion retailing may include: (a) an emphasis on creating a pleasant, entertaining experience for the consumer who is interested in more than just the product; (b) advertising that focuses on non-economic rewards derived from impulse buying as well as the relative rationality of impulse buying; and (c) positive in-store experiences that generate a store patronage.

The findings of this study should be interpreted with caution due to several limitations. The sampling was limited to college students at a university in one metropolitan area in the United States. Other geographical locations should be considered to replicate the findings of the study. In addition, the hypotheses set forth in this study specifically dealt with impulse buying behavior with regard to two consumer characteristics without consideration of the relationship between two characteristics—hedonic consumption tendency and impulse buying tendency. With increasing debate on the vitality of impulse buying as encouraged by positive emotions, theoretical considerations should be given to the impulse buying behavior in conjunction with the emotion elicited by situational events (e.g., pre-existing mood, time available, desired items and sales promotions). Future research might examine impulse buying decision making by including the relationship between hedonic consumption tendency and impulse buying tendency and other consumer characteristics, such as personality and culture (i.e., individualism, collectivism); and by discriminating impulse buying typology according to fashion product categories and different retail formats (online or brick-and-mortar).

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요 약

본 연구는 쇼핑과정에서 소비자의 쾌락적 소비성향과 충동적 구매성향 그리고 소비자가 느끼는 긍정적인 감정이 의류제품의 충동구매행동에 미치는 영향에 대하여 살펴보고자 하였다. 미국 남서부 지역 대학에 재학 중인 290명의 대학생들에게 선행연구결과로부터 개발한 질문지를 배포하여 자료를 수집하였다. 소비자의 쾌락적 소비성향과 충동적 구매성향, 소비자가 쇼핑과정에서 느끼는 긍정적인 감정, 의류제품 충동구매행동간의 관계를 살펴보기 위하여 상관관계 매트릭스를 이용한 구조방정식 모델을 제안하여 검증하였다. 분석결과, 의류제품의 충동구매행동은 계획적 충동구매, 상기된 충동구매, 패션지향적 충동구매로 유형화되었으며 소비자의 쾌락적 소비성향과 충동적 구매성향은 소비자가 쇼핑과정 중에 느끼는 감정에 영향을 미쳤고 소비자 성향들에 영향을 받은 긍정적인 쇼핑감정은 의류제품의 여러 유형의 충동구매행동에 직접적인 영향을 미쳤다. 즉, 소비자들의 쾌락적 소비성향과 충동적 구매성향은 의류제품 쇼핑과정에서 소비자들이 경험하는 긍정적 감정을 통해 충동구매행동을 유발한다는 것을 확인할 수 있었다. 본 연구에서는 이러한 연구결과를 바탕으로 의류제품에 관련된 리테일러들에게 제시해 줄 수 있는 마케팅적인 제언들을 논의하였다.