



Impact of Fashion Involvement and Hedonic Shopping Motivation on Impulse Buying Behavior of Employees (with Special Reference to the Civil Workers in Magam Ruhunupura Administrative Building Complex, Hambantota, Sri Lanka)

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Fashion and clothing, and wearing clothes are primary needs of humans. In managing self-image, clothing and fashion play a vital role. The main purpose of this study is to examine the impact of fashion involvement and hedonic shopping motivation on the impulse buying tendency of Sri Lankan apparel consumers. A sample of 350 respondents was drawn from the civil workers employed in Magam Ruhunupura Administrative Building Complex using cluster sampling. The study expects to measure consumer characteristics such as impulse buying tendency, fashion involvement, and hedonic shopping motivation rather than measuring apparel consumers. Each statement uses a five-point Likert scale to measure each variable. Coupled with descriptive statistics, a correlation analysis was conducted as the statistical tools for data analysis. The dependent variable of the study is Impulse Buying tendency and the two independent variables are Fashion Involvement and Hedonic shopping motivation. According to the statistical test results, predicting variables of the study were significant in explaining dependent variable with a linear regression. The research establishes a positive relationship between the impulse buying tendency of apparel with fashion involvement and hedonic shopping consumption. Further, the study evaluated the relative strength of fashion involvement and hedonic consumption on impulse buying tendency. A comparison of unstandardized beta values of fashion involvement and hedonic consumption was also conducted. The fashion involvement effect on impulse buying tendency is less than the hedonic consumption.

Keywords: *Apparel, Consumer, Fashion Involvement, Hedonic Shopping, Impulse Buying*