

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

**V.K. Colombage<sup>1\*</sup> and D.T. Rathnayake<sup>2</sup>**

<sup>1</sup>*School of Business, NSBM Green University, Homagama, Sri Lanka*

<sup>2</sup>*Department of Marketing Management, University of Sri Jayewardenepura, Nugegoda, Sri Lanka*

Fashion and clothing is a foremost aspect of human life. Early studies have identified many variables as antecedents of fashion related impulse purchases and role of fashion involvement and hedonic consumption as predictors of fashion related impulse buying are less examined. 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. Researcher employed single cross-sectional research 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 multiple regression analysis, there was a positive impact of fashion involvement and hedonic consumption on impulse buying tendency of Sri Lankan apparel consumers. Hedonic consumption had a higher relative strength to predict impulse purchases of Sri Lankan apparel consumers in comparison to fashion involvement. 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 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.

***Keywords:*** Impulse Buying, Fashion Involvement, Hedonic Consumption, Apparel Consumers, Moderating Effect