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Factors Affecting Impulsive Buying Behavior with Mediating role of Positive Mood: An Empirical Study

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Abstract

This research which is guided by impulse buying literature and "Stimulus-Organism Response (S-O-R) model", explores the relationship between individual differences and impulse buying behavior directly and indirectly through the mediating role of positive mood. Survey methodology was conducted in order to collect data from 300 customers in Lahore. Convenience sampling technique was used and the associations between the concepts were analyzed by using PLS based SEM analysis. Results of the study prove that the factors which significantly affect impulse buying behavior are positive mood, impulse buying tendency and fashion involvement while insignificant variables for impulse buying are self-esteem, shopping enjoyment and hedonism. SE, IBT, Hedonism and Self-esteem have a direct significant impact with the mediating variable positive mood whereas FI shows an insignificant relation with PM. Results regarding mediation demonstrated that the relationship between IBB and Shopping enjoyment is completely mediated by positive mood but the relationship between fashion involvement, self-esteem, Hedonism, Impulsive buying tendency and IBB is partially mediated by positive mood. This research paper will prove beneficial for marketing practitioners and researchers by developing a comprehensive knowledge and understanding about customer's impulse buying behavior and its relationship with its determinants. This study validates and extends the "S-O-R model of Mehrabian and Russell (1974)" by incorporating personal traits' influences on impulse buying behavior.

Keywords: Impulse buying behavior, Stimulus-Organism-Response, Partial Least Squares, fashion involvement, impulse buying tendency, positive mood, Structural Equation Modelling

Introduction

Impulse buying behavior has now become a riddle for marketers. 60 years ago Clover recognized and developed this concept for the purpose of promotional activities attitude in the market. This kind of behavior was observed when customers were faced with by instant, affective-oriented and quick purchasing. (Abbasi, 2017). Whenever the consumers having spontaneous purchasing attitude want to have something, they do not bother to analyze other choices and go deep into the details. Studies have shown that most of the times such behaviors are triggered by situational factors which have the capability to enhance the willingness of individuals for shopping. Spontaneous buying is observed as a person's discrete behavior that influences them when they are surrounded by different circumstances. (Beatty & Ferrell, 1998). Unplanned buying is a persuaded influence due to an individual's background and past experiences.(Abbasi, 2017).

Antecedents that influence spontaneous buying have been the focal point of many discussions in recent studies. Culture, heterogeneous economy, individuality, Timings and Location etc. are that factors that influence unplanned purchasing attitude. (Abbasi, 2017). While purchasing a product, both inner and outward background factors perform their role in varying the attitude of the customer. Inner factors are due to a person's individual traits and characteristics and have a great influence on instant buying attitude. Buying is considered as a pleasure seeking activity that is related with sentiments and psychosocial inspirations. (Chang, Eckman, & Yan, 2011). Such kind of willingness and temptations can lead towards emotional responses and happen even without anticipating any results and consequences. Hedonic intentions persuade the consumer to go for amusement, entertainment and fun seeking activities while the consumers having hedonism intentions do not think wisely and reasonable while shopping but prefer luxury, pleasure and internal satisfaction. Gültekin and Özer (2012) Found out the importance of pleasure and amusement in a customer's buying decisions. Goyal and Mittal (2007) claim that, excitement while spending is a customer's internal characteristic which motivates individual to spend for their desire and wishes. Those people who are hugely interested in shopping tend to wander more in shopping malls and markets because of higher level of attraction and excitement for buying. (Badgaiyan & Verma, 2014).

Isen, Means, Patrick, and Nowicki (1982) asserted that the individuals who are capable to stay positive and optimistic in their temperaments are mostly quick in their decision making. Optimistic emotional circumstances and instant buying ability drives the behavior of spontaneous purchasing. (Mohan, Sivakumaran, & Sharma, 2013); (Beatty & Ferrell, 1998). Beatty and Ferrell (1998) concluded that people have different kind of purchasing behaviors, recurrent will be the chances of instant shopping if the consumer has higher level of impulse buying tendency in them. (Beatty & Ferrell, 1998). Kang-Park (1991), Cha (2001); Han, Morgan and Kotsiopulos concluded that instant buying of trendy items, uncovered the variety in such a way that persuade for fashionable and emotional buying behavior. Involvement in fashionable items and apparels cause spontaneous buying of fashionable products. Such purchasing behavior and fashion involvement increase a person's self-esteem and hence his societal image. As some past studies have shown that there exists a healthy connection between unplanned purchasing and self-esteem. Customers having higher level of self-esteem tend to think twice before purchasing anything as they are confident about their decisions and personality. They also want to look mature and rational so they avoid instant buying.

Problem Statement

The critical analysis of the literature related to impulse buying behavior has illustrated that maximum research work has mainly concentrated on almost one or two character indications alongside other situational and external cues. This highlights a flaw in previous literature. So the purpose of this research is to complement those previous studies by doing critical analysis through developing a theoretical model framework, which will have a number of determinants focusing on individuals that will influence impulse buying behavior by putting a strong emphasis on five relevant features of customers - Self-esteem, shopping enjoyment, impulse buying tendency, fashion involvement and hedonism.

Research Objectives

- To observe the effect of individual dissimilarities on consumer's impulse buying behavior by having the mediating role of positive mood.
- To determine the effect of self-esteem on impulse buying behavior by having the mediating role of positive mood.
- To inspect the impact of hedonism on impulse purchasing behavior by having positive mood as a mediator.

- To examine the relationship between shopping enjoyment and instant buying having the effect of positive mood as a mediator.
- To determine the influence of instant purchasing tendency on impulse buying behavior while having positive mood as a mediator.
- To investigate the connection between fashion involvement and instant purchasing behavior having the mediating effect of positive mood.
- To analyze that whether the instant buying attitude is influenced by positive mood or not.

Literature Review

Bellenger et al. (1978) Asserted that gradually the focus of instant purchasing behavior is shifting from 'what' to 'why' of unplanned buying and then towards 'how' of it. Huge amount of literature and researches have been conducted in the world which are influenced by consequential, promotional and ecological driven elements while the past studies overlooked simultaneous impact of individual's factors on instant buying behavior. This study will discover a) review of the literature, b) association between variables, c) theoretical framework.

Self-esteem

This term is explained as "a global feeling of self-worth or adequacy as a person, or generalized feelings of self-acceptance, goodness, and self-respect" (Coopersmith, 1967). In commercial researches, a wish to tolerate and complement self-esteem is connected with materialism (Arndt, Solomon, Kasser, & Sheldon, 2004). The positive side of self-esteem which is known as positive self-worth, consists on the extent to which an individual is confident about his own capabilities and recognizes his ethical values and morality (Kohn, 1989). If a person has higher self-esteem, he tends to feel greater level of confidence and valued among others by admitting all his flaws and imperfections. Rook and Fisher (1995) claimed that some consumer refrain from their internal instant behaviors as they want to appear mature and rational in their decisions. Also unplanned shopping can cause negative normative assessments. Nayeb zadeh and Jalaly, (2014) found out in their research that, there exists a negative relationship among impulse buying and SE. Higher level of self-esteem, lowers the level of impulse purchase intentions of customers. Epstein (1973) inferred that three different perspectives of self – i.e. physical, societal, and spiritual should be considered in order to stay contented and positive. Ryff, almost a century ago, while working on the development of the prospects of happiness, concluded that individual's perspective about self-awareness is a measure for positive well-being (Taylor & Brown, 1988). SE is considerably connected with optimism, positivity and absence of pessimism (Scheier, Carver, & Bridges, 1994). Te individuals having greater sel-esteem are tend to have higher motivation level and ability to resis negativity by having positive self-image.

Hypothesis Development

H2: There exists a positive connection between Self-esteem and impulse buying behavior

H2a: There exists a positive connection between self-esteem and positive mood

H2b: There exists a positive connection between Self-esteem and impulse buying behavior having the mediating effect of positive mood.

Hedonism

Hedonic consumption can be explained in such a way that, "those facets of behavior that relate to the multisensory, fantasy, and emotive aspects of consumption" (Holbrook & Hirschman, 1982). This point of view considers that the consumer is satisfied from product and uses it when he finds quality, pleasure and fulfilment of their aesthetics, all at the same time. (Holbrook &

Hirschman, 1982). So, hedonism is an exploration of regeneration, desire accomplishment, charm and attraction for anything. Consumers might have fantasies about having a product (Baumeister, Heatherton, & Tice, 1994). The basic idea behind doing purchasing visits is to, purchase items through instant buying behavior and to satisfy hedonic desires. (Hausman, 2000).

Westbrook and Black (1985) Studied that a number of desires and inspirations depend upon hedonic components originating from the literature as "adventure shopping," "social shopping," "gratification shopping," "idea shopping," "role shopping," and "value shopping". If people are motivated by fulfilling their desires, societal and emotional needs, then they tend to show instant buying behavior to a greater extent. (Hausman, 2000). Individuals want entertainment, amusement, and pleasure by spontaneous or instant buying of the products. So, the customers who are more interested and passionate about shopping they enjoy instant buying and show impulsive behavior in it (Park & Lennon, 2006). Hedonism due to its positive effect, is considered to be accountable for the effect of customer's cheerful attitude on its physical wellness (Warburton & Sherwood, 1996).

Hypothesis Development

H4: There exists a positive connection between Hedonism and impulse buying behavior.

H4a: There exists a positive connection between Hedonism and positive mood.

H4b: There exists a positive connection between hedonism and impulse buying behavior having a mediating effect of positive mood.

Shopping Enjoyment

According to Goyal and Mittal (2007), "shopping enjoyment is a buyer's individual characteristic which represents the tendency to find shopping more pleasant and to experience greater shopping amusement than others". Shopping enjoyment is another variable causing individual differences, whereby customers regard purchasing as a construct of fun, they don't follow a purchasing list, and hence, inclined to make a lot of instant buying (Sharma & Sivakumaran, 2004).

People who have more tendency to enjoy shopping, tend to visit stores frequently and feel temptation towards unplanned buying (Badgaiyan & Verma, 2014). Beatty and Ferrell (1998) discovered, enjoyment while shopping as a determinant for instant purchasing attitude. According to Westbrook and Black (1985), shopping lovers feel a greater level of amusement and satisfaction by doing instant buying and shopping as compared to shop according to their buying list. Retailers and shopkeepers may motivate the consumers to spend more on shopping by offering them, promotional activities and discounts etc. which causes an increase in unplanned buying. (Bellenger & Korgaonkar, 1980). So the consumers seek pleasure in shopping and instant buying.

Hypothesis Development

H1: There exists a positive connection between shopping enjoyment and impulse buying behavior.

H1a: There exists a positive connection between shopping enjoyment and positive mood

H1b: There exists a positive connection between shopping enjoyment and impulse buying behavior while having the mediating role of positive mood.

Impulse Buying Tendency

This tendency is another factor that empowers instant purchasing behavior. Instant purchasing tendency is a characteristic that is distinctive between individuals. Weun et al. (1998) and Beatty and Ferrell (1998) concluded that, "impulse buying tendency (IBT) can be stated as, the tendency to make unplanned purchases and to buy spontaneously, with little or no deliberation or consideration of the consequences".

Categories of Impulse Buying Tendency

Three features of Impulse buying tendency are, **behavioral, affective and cognitive.**

1. Behavioral aspect includes responsiveness, inspiration and stimulation

2. Affective aspect consists of inspirational desire to purchase, encouraging mood for buying and thoughts administration. It also outlines a sturdy desire for distinctive instant attitude.

3. Furthermore, cognitive aspect is a small emotional factor; it does not provide any attention towards impulsive and spontaneous purchasing (Youn & Faber, 2000).

People differ in their tendency of having impulse buying behavior. So, consumers who show impulse buying tendency at a higher rate, usually represent more positive attitude and feel excited and proud of themselves thus, inclining towards buying products impulsively. The capacity to purchase impulsively gives them a sense of pleasure and enthusiasm in shopping.

Hypothesis Development

H5: There exists a positive connection between impulse buying tendency and impulse buying behavior

H5a: There exists a positive connection between impulse buying tendency and positive mood

H5b: There exists a positive connection between impulse buying tendency and impulse buying behavior while having a mediating effect of positive mood.

Fashion Involvement

Fashion Involvement deals with classy and fashionable apparels and this kind of involvement calls consideration about the importance of fashion items and their effect on instant purchasing behavior (Park & Lennon, 2006). O'Cass (2004) determined most of the times decisions of consumers become easy when any sort of fashion is involved in the product. When they find trendy clothes, their decision is supported by their awareness about latest fashion. They feel happy and superior about themselves in the eyes of public by exposing there fashion involvement ability.

Hypothesis Development

H3: There exists a positive relationship between Fashion involvement and impulse buying behavior

H3a: There exists a positive relationship between Fashion involvement and positive mood

H3b: There exists a positive relationship between Fashion involvement and impulse buying behavior while having a mediating effect of positive mood.

Positive Mood

A mood can be explained as “a strong, mental or instinctive feeling that affects a customer’s behavior and is virtually uncontrollable in nature” (Hawkins & Best, 2001). The extent to which an individual is excited, motivated, enthusiastic and attentive is determined by the degree of positive mood (Beatty & Ferrell, 1998).

Belk proposed few determinants among which the most important one was the customers’ mood, while taking decisions; mood is considered to be a significant factor since last many years. The variable that influences an individuals’ attitude and behavior is their mood without distracting other intellectual procedures (Clark & Isen, 1982). Customer’s reactions and their results are stimulated by their mood (Holbrook & Hirschman, 1982). Positive emotion can easily be aroused by an individual’s response to outside world i.e. advertisings, concessions etc. which effect emotional tempera and moods. Those customers who have pleasing moods tend to display greater hedonic and Consumers possessing positive mood tend to undergo higher hedonic and functional values.

Hypothesis Development

H6: There is a positive relationship between impulse buying behavior and positive mood.

Impulse Buying Behavior

This is such a behavior that is not intended and scheduled, it is initiated from susceptibility, impulsively products are bought and involves in emotional reaction (Piron, 1991). Impulse buying has been clarified as “as a sudden, hedonically complex purchase behavior in which the rapidity of

the impulse purchase precludes any thoughtful, deliberate consideration of alternative or future implications" (Sharma, Sivakumaran, & Marshall, 2010).

In a nutshell, there are basically three types of impulse buying. First of all, instant buying is a quick process that is followed by positive emotions. Secondly, those who perform impulse buying are very less concerned with price and amount. Thirdly, this process usually involves a hedonic desire for abrupt satisfaction by using the products (Dholakia, 2000). Instant buying is considered as more exciting, less planned, and comparatively highly obsessive attitude as compared to planned purchasing behaviors. Willingness to shop instantly usually develops due to sensory associations (i.e. attachment with the product) and accompanied by environmental factors and distinctive characteristics (Sharma et al., 2010). Hence, customers typically develop attractions while purchasing instantly (Puri, 1996).

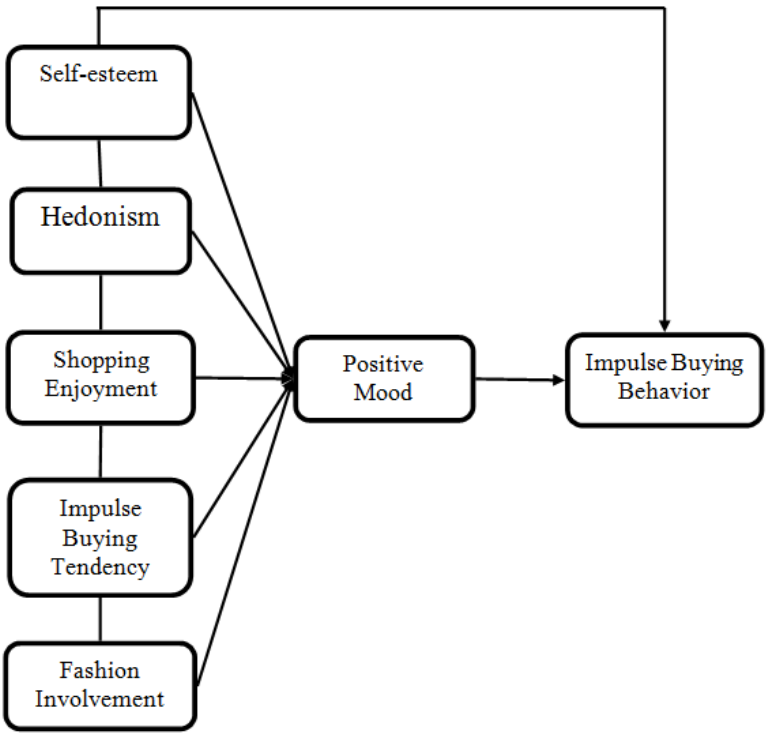
Types of Impulse Buying

The idea about "impulse mix" explains various buying circumstances which are classified into eight types of impulsive buying which are as follows, Pure impulse buying

1. Reminder impulse buying
2. Suggestion impulse buying
3. Planned impulse buying
4. Accelerator impulse buying
5. Compensation impulse buying
6. Breakthrough impulse buying
7. Blind impulse buying

Theoretical model

Following model shows the relationships between DV and IVs in the presence of mediating variable.



Theoretical Framework

This instant buying framework also involves the individual characteristics and it was designed on the foundation of "stimulus-organism-response (S-O-R)" framework which was created by Mehrabian and Russell (1974) (Chang et al., 2011). Generally, this SOR framework consists of discrete mental and emotional features of the customers that differ from on individual basis. Mehrabian and Russell (1974) analyzed that for SOR model, the most significant mediator was, emotional state of mind. Instant buying takes place when someone feels an abrupt, spontaneous and strong attraction towards purchasing the product. This urge is due to customers' internal discrete characteristics and those who exhibit more involvement in fashion tend to show greater impulsivity. Fashion usually involves trendy clothing and stylish items that influence a customer's buying behavior (Joo Park et al., 2006).

Ramanathan and Menon (2006) asserted that the basic reason behind instant purchasing is positive affect and hedonic fulfilment so when the customers are in a pleasing mood, they show carelessness and usually involve in impulse buying (Tinne, 2011). Researchers in the past also found that pleasing emotions play a great role in enhancing instant purchasing (Park & Lennon, 2006) and (Beatty & Ferrell, 1998). Hence on the basis of above mentioned theoretical framework, it can be determined that consumer's individual differences would influence its positive affective reactions sequentially resulting in impulse purchasing behavior.

Methodology

Research Design

Research design involves the processes which are complementary in order to obtain the data for the construction and solution of commercial research issues. Research maybe investigative, descriptive or conclusive and this research study is grounded on conclusive one because calculations are involved in it. This study can also be recognized as causal study as it explains the relationship between causal variables and their effects. This is a cross sectional study as it collects data at a particular point in time. A sample size of 300 consumers from Lahore is drawn on the basis of non-probability sampling technique of convenience sampling. Quantitative data collected through surveys from individuals, has been used for analysis. Those self-administered questionnaires were consisted on 30 questions.

Measures

"Likert scale" having five stages was used in order to analyze responses of individuals. Scale extended from 1= "strongly disagree" to 5= "strongly agree". Questionnaire by Beatty and Ferrell (1998) was used for measuring impulse buying behavior. This scale has three determinants of instant buying behavior. Self-esteem is measured using the scale of Rosenberg (1965a) that consists of five factors of positive self-esteem. Shopping enjoyment was measured using the scale of Ellis (1995) having four items. Hedonism was measured using the seven items scale developed by Unger (1981). Impulse Buying tendency was measured using three items scale established by Weun et al., (1998). Fashion involvement was measured using four items scale by Fair-hurst et al., (1989) while for the measurement of Positive mood, "PANAS" four items scale by Watson et al. (1988) was utilized.

Reliability & Validity of Survey Instrument

This study uses the questions from the adopted questionnaires of past studies, in their original form so there was no need to check internal consistency of the questions as they were pretested. Hence the standardized scales that reflect the literature review were used for survey purposes.

Response Rate

In five shopping malls and stores, total 350 questionnaires were spread among the customers to collect data while 309 were responded, showing 88% response rate.

Results

This research study provides the outcomes after conducting statistical analysis of the data collected. It shows PLS based SEM analysis related to research hypothesis. The conceptual model was assessed by applying "two-step approach, a) inner-model or measurement model and b) outer-model or structural model"

Step-one: Measurement Model Results

- *Indicator Reliability:*

Based on PLS measurement analysis, table 1 indicates that the absolute correlation among construct and its "factor loadings" was above than the minimum required limit i.e. 0.4. Question no 4 and 8 about Hedonism were removed from the model because they failed to meet the quality requirement 0.7 by showing the reliability of 0.459 and 0.260 respectively. "Factor loading" that ranges from 0.6295 to 0.8580 fulfills the requirements of reliability test (Churchill Jr, 1979).

- *Measurement of the reliability (Construct-level):*

Table 1 showed that "the Cronbach's α was higher than the required value of 0.6 Cronbach (1951) and composite reliability was higher than the recommended 0.7 value" (Bernstein & Nunnally, 1994).

- *Measurement of validity (Convergent validity):*

Table 1 indicates that for each hypothesis, AVE which was extracted, was higher as compared to the required rate i.e. 0.5 (Fornell and Larcker, 1981) and it also shows that each hypothesis has capability to explain more than half variance for its measuring items on average.

Table 1. Results summary for Reflective Measurement Models

Latent Variable	Indicators	Factor Loadings	Indicator Reliability	Composite Reliability	Cronbach's Alpha	Convergent Validity(AVE)
Impulse Buying Behavior	Q1 IBB	0.7879	0.6207	0.8389	0.7122	0.6346
	Q2 IBB	0.7757	0.6017			
	Q3 IBB	0.8255	0.6814			
Hedonism	Q5 Hedonism	0.7769	0.6035	0.8768	0.8241	0.5884
	Q6 Hedonism	0.8071	0.6514			
	Q7 Hedonism	0.7661	0.5869			
	Q9 Hedonism	0.6656	0.4430			
	Q10 Hedonism	0.8106	0.6570			
Fashion Involvement	Q11 FI	0.7887	0.6220	0.8417	0.7488	0.5733
	Q12 FI	0.8351	0.6974			
	Q13 FI	0.7631	0.5823			
	Q14 FI	0.6259	0.3917			

Latent Variable	Indicators	Factor Loadings	Indicator Reliability	Composite Reliability	Cronbach's Alpha	Convergent Validity(AVE)
Impulse Buying Tendency	Q15 IBT	0.7891	0.6226	0.8224	0.6775	0.6080
	Q16 IBT	0.7630	0.5822			
	Q17 IBT	0.7846	0.6156			
Self-esteem	Q18 Self-esteem	0.8042	0.6467	0.8706	0.8152	0.5740
	Q19 Self-esteem	0.7566	0.5724			
	Q20 Self-esteem	0.7232	0.5230			
	Q21 Self-esteem	0.7781	0.6054			
	Q22 Self-esteem	0.7229	0.5225			
Positive mood	Q23 PM	0.8038	0.6461	0.8572	0.7785	0.6015
	Q24 PM	0.7675	0.5890			
	Q25 PM	0.8400	0.7056			
	Q26 PM	0.6822	0.4653			
Shopping Enjoyment	Q27 SE	0.8317	0.4653	0.8908	0.8391	0.6719
	Q28 SE	0.7310	0.5343			
	Q29 SE	0.8517	0.7254			
	Q30 SE	0.8580	0.7362			

- *Measurement of validity (Discriminant validity):*

The Table 2 shows that none of the inter-construct correlation value was above the square-root of the AVE and satisfied the criterion of the discriminant validity.

Table 2. Discriminant Validity

ID	Shopping enjoyment	Self-esteem	FI	Hedonism	IBB	IBT	Positive mood
Shopping enjoyment	**0.8197**	0.4144	0.4695	0.7034	0.4266	0.4096	0.6188
Self-esteem	0.4144	**0.7576**	0.4540	0.5357	0.5944	0.6508	0.6966
FI	0.4695	0.4540	**0.7572**	0.4943	0.4286	0.3543	0.4909
Hedonism	0.7034	0.5357	0.4943	**0.7671**	0.4931	0.4799	0.6637
IBB	0.4266	0.5944	0.4286	0.4931	**0.7966**	0.6890	0.5976
IBT	0.4096	0.6508	0.3543	0.4799	0.6890	**0.7789**	0.6002
Positive mood	0.6188	0.6966	0.4909	0.6637	0.5976	0.6002	**0.7755**

Step-Two: Structural Model Results

- *Determination of coefficient (R2):*

Table 3 indicates that the Positive mood shared maximum variance i.e. (R2 = 0.6536, 65%) followed by Impulse Buying Behavior (i.e. R2 = 0.5488, 55%). Adopting the standard of Chin (1998) model is considered to be substantially fit. Results of the study suggested that the model describes the most prominent variation in positive mood, which at the end contributes in the deviation explained by impulse buying behavior.

- *Predictive Relevance (Q2):*

Table 3 shows that the maximum predictive relevance was shared by positive mood i.e. (Q2= 0.376, 38%) which is followed by Impulse Buying Behavior (i.e. Q2= 0.341 or 34%). Following the criterion, this model was considered to be good because Q2 >0.

Table 3.Results of R square and Q square values

Latent Variable	R square	Q square >0
Impulse Buying Behavior	0.5488	0.341
Positive mood	0.6536	0.376

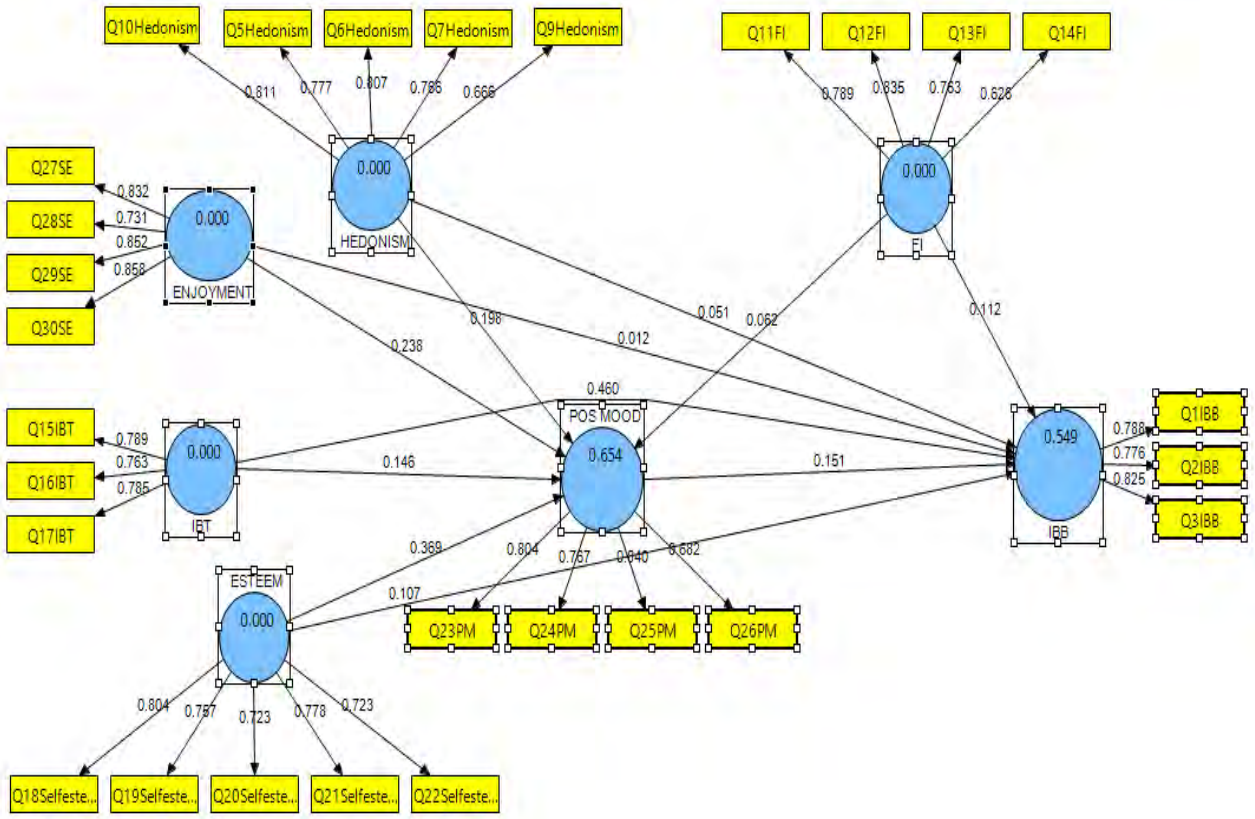
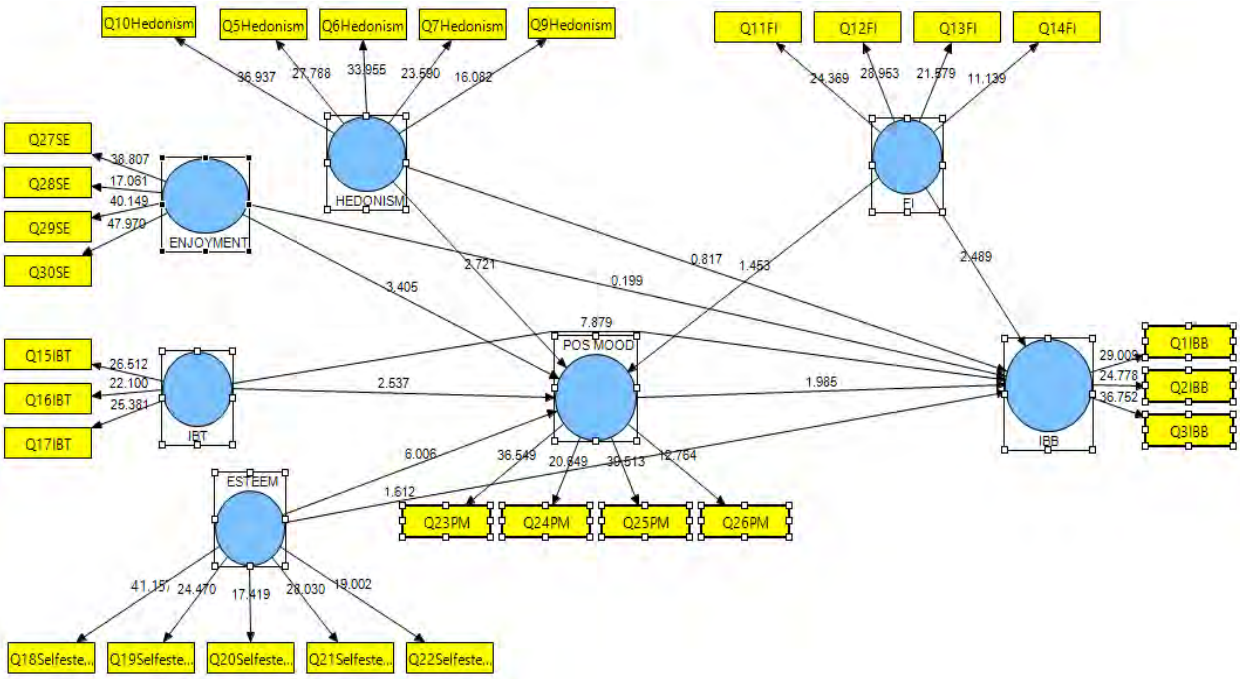


Figure 3: PLS model based t-values:



- *Effect Size (f2):*

In table 4, f2 column indicated that most of the IVs presented weak effect size (i.e. f2 < 0.02) only except instant purchasing tendency that shows a significant effect size 0.2417 (i.e. f2 > 0.15).

- *Prediction relevance (Q2):*

This research, considers the recommendations by Chin (1998), according to which blindfolding was conducted through omission distance G = 7. Table 4 explains indices for q2, as it can be noted that most of the independent variables are explained somewhat above the general level (i.e. q2>0 and q2<0.02). Other than instant purchasing tendency which contains moderate predictive relevance of 0.1108 (i.e. q2 > 0.15), all the other IVs indicate predictive relevance and lower impact.

Table 4. Results of f square Effect size and q square Effect size

ID	Latent Variables	F2 Effect size	Q2 Effect size
1	Shopping enjoyment	0.0000	-0.0015
2	Self-esteem	0.0111	0.0137
3	Fashion Involvement	0.0200	0.0015
4	Hedonism	0.0022	-0.0015
5	Impulse Buying Tendency	0.2417	0.1108

- *Path estimation (β):*

Regression coefficient (β) was used in order to analyze all the relationships in the framework. PLS Bootstrap process is being used to acquire t-test which is used to analyze the significance of regression coefficient β. Table 5 indicates that seven path relations were significant while four out of eleven path relationships were insignificant. Given that, results of paths towards dependent variable IBB revealed that only IBT, FI, and PM were positively significant, while Self-esteem, shopping enjoyment and Hedonism were insignificant. The results of path relations having positive mood as a

mediator showed that only shopping enjoyment, Instant buying tendency, Hedonism and Self-esteem were positively significant whereas Fashion inolvement was insignificant.

Table 5. Significance Testing Results of the Structural Model Path Coefficients

Hypothesis no.	Path Relations	Path Coefficients (-1 to +1)	t-values (>1.96)	Significance Levels
H1.	SE – IBB	0.0120	0.1910	NS
H2.	Self-esteem – IBB	0.1069	1.6854	NS
H3.	FI – IBB	0.1122	2.5235	**Sig.
H4.	Hedonism – IBB	0.0513	0.7974	NS
H5.	IBT – IBB	0.4598	7.9147	*Sig.
H6.	PM - IBB	0.1505	2.0209	**Sig.
H1a.	SE – PM	0.2377	3.4955	*Sig.
H2a.	Self-esteem – PM	0.3690	5.6955	*Sig.
H3a.	FI - PM	0.0623	1.3988	NS
H4a.	Hedonism – PM	0.1982	2.7546	*Sig.
H5a.	IBT – PM	0.1456	2.4845	**Sig.

Note: NS=not significant, Sig=Significant. *= Significant at 0.01 level of significance
= Significant at 0.05 level of significance *= Significant at 0.10 level of significance

Mediation Analysis:

When testing mediating effects, researchers should rather follow Preacher and Hayes (2004, 2008) and bootstrap the sampling distribution of the indirect effect of the mediator model (Preacher & Hayes, 2008).

Table 6. Results summary of the Mediation analysis of Structural model

	Path a	Path b	a*b	SE(a*b)	t value p > 0.01	C	a*b + c	VAF	Media-tion
H1 b: SE>PM >IBB	0.633	0.546	0.346	0.04	8.640	0.085	0.431	0.803	Full med-iation VAF >80%
H2 b: S.est>PM>IBB	0.713	0.369	0.263	0.04	6.577	0.332	0.595	0.442	Partial mediation 20%<VAF<80%
H3 b: FI>PM> IBB	0.491	0.521	0.256	0.03	8.527	0.169	0.425	0.602	Partial mediation 20%<VAF<80%
H4 b: Hed>PM >IBB	0.673	0.482	0.324	0.04	8.110	0.177	0.501	0.647	Partial mediation 20%<VAF<80%

	Path a	Path b	a*b	SE(a*b)	t value p > 0.01	C	a*b + c	VAF	Mediation
H5 b: IBT>PM >IBB	0.603	0.29	0.1757	0.03	5.829	0.514	0.689	0.254	Partial mediation 20%<VAF<80%

H1 b:

Significance of mediation effect was tested by Bootstrapping test. The t-test value of indirect influence of SE on instant buying behavior was 8.640 concluding that, the relationship between SE and IBB is significantly and fully mediated by Positive mood as shown in the table that the VAF of 1b is 0.803. Thus, 80% of SE effect on Impulsive Buying Behavior is explained via positive mood.

H2 b:

The t-test value of indirect influence of Self-esteem on Impulse buying was 6.577 depicting that positive mood significantly and partially mediates the relationship of self-esteem and IBB as the VAF of 2b is 0.442. Hence, 44% effect on IBB because of Self-esteem is explained through positive mood.

H3 b:

The t-test value of indirect influence of Fashion involvement on Impulse Buying Behavior is 8.527 which indicates that, positive mood significantly mediates the association between Fashion Involvement and Impulse Buying. The VAF of 3b is 0.602. Hence, 60% of Fashion involvement influence on Impulsive Buying Behavior was explained via positive mood characterizing the situation to be partially mediating.

H4 b:

The t-test value of indirect influence of Hedonism on Impulsive buying behavior is 8.110 which explain significant and partial relationship between Hedonism and Impulse Buying Behavior as the VAF of 4b is 0.647. Thus, 65% influence on Impulsive buying behavior due to Hedonism is explained via positive mood.

H5 b:

The t-test value of indirect influence of Impulsive buying tendency on Instant buying behavior is 5.829 that shows that positive mood significantly and partially mediates the link between Impulse Buying Behavior and Impulse Buying Tendency as the VAF is 0.254. Thus, 25% of Impulse buying tendency's effect on Impulsive Buying Behavior is explained via positive mood.

Discussion

H1: Shopping enjoyment has a positive association with impulse buying behavior

H1a: Shopping enjoyment has a positive association with mood

H1b: The association between Impulsive buying and shopping enjoyment is mediated by positive mood.

H1 is not supported. Similar to the previous research by Kwon & Armstrong (2002) this study found that shopping enjoyment doesn't possess a positive relationship with impulse buying behavior. The reason being that it is not compulsory that, the customers who like shopping definitely shop spontaneously.

H1a is supported in this study as proved in the similar research by Beatty & Ferrell (1998) stating that there is a prominent association between shopping enjoyment and positive mood because those who enjoy shopping feel passionate, enthusiastic and excited while doing it.

The result depicts that the impact on instant buying is due to 80% shopping enjoyment which can be explained through positive mood. So, positive mood plays a role of mediator between shopping enjoyment and Impulse Buying Behavior. Thus, H1b is supported.

H2: Self-esteem has a positive relationship with impulse buying behavior

H2a: Self-esteem has a positive relationship with mood

H2b: The association between Impulsive buying and self-esteem is mediated by positive mood.

H2 is not supported in the study as proved by the studies performed by Rook & Fisher (1995) and Silvera et al. (2008). It explains that the customers having higher level of self-esteem tend to show higher level of satisfaction and contentment with their own personalities. Such people do not feel embarrassed, less confident, low or less worthy about themselves so they do not need to raise their self-esteem by showing impulsive buying.

H2a is supported in this study as also proved by a research performed by Lyubomirsky, Tkach, & DiMatteo (2006) in the past. It states that self-esteem has a significant association with positive mood because consumers who have high self-esteem generally feel happy, enthusiastic, excited and proud of themselves.

H2b is also supported. The result concludes that 44% impact of Self-esteem, on IBB is explained via Positive Mood. Thus partially mediating relationship exists between the two.

H3: Fashion involvement has a positive relationship with impulse buying behavior

H3 a: Fashion involvement has a positive relationship with mood

H3 b: The association between Impulsive buying and fashion involvement is mediated by positive mood.

Results of analysis support this hypothesis H3 as proved in the past by few studies performed by Joo Park et al. (2006) and Khan, Dhar, & Wertenbroch (2004). Customers who are interested in shopping trendy and fashionable apparels and items tend to show higher tendency of spontaneous buying. So in order to remain modern and attractive they do not think logically and reasonably before taking decision.

H3a is not supported. Fashion involvement possesses an insignificant relationship with positive mood because fashion-oriented buying is motivated by new and modern fashion attitudes. Customers having pleasing moods do not always ensure that they will show impulsive attitude towards buying fashionable clothes because there are many other social factors that encourage fashion involvement.

The results determine that the positive mood partially mediates the relationship between Fashion Involvement and Instant Buying ($p > 0.01$). Therefore, the effect on IBB due to 60% of FI can be explained via PM, the mediator. Thus H3b is also supported.

H4: Hedonism has a positive association with impulse buying behavior

H4 a: Hedonism has a positive association with mood

H4 b: The association between Impulse buying and hedonism is mediated by positive mood

H4 is not accepted as validated by Bayley & Nancarrow (1998). According to this study, impulse buying is motivated due to any consumers' sudden remembrance about any particular need or any desired product. So impulsive buying can be raised through self-esteem or higher instant buying tendency as other factors also influence instant purchasing as compared to hedonism.

H4a is supported. This study concludes that there is a significant relationship between positive mood and hedonism as the customers are enthusiastic, excited and passionate to purchase lux-

urious and modern item. They get pleased while buying products and do not think rationally before taking decisions. Moreover, this finding was consistent with previous research done by Hausman (2000). These findings are supported in the fulfillment of expressive and emotional requirements, like relaxation, amusement and entertainment. (Yüksel, 2007).

Positive mood partially mediates the relationship between Impulse buying and Hedonism ($p > 0.01$). Therefore, the impact on IBB due to 65% of Hedonism can be explained via Positive Mood. Thus, H4b is supported.

H5: There is a positive association between Impulse Buying Tendency and impulse buying behavior

H5 a: There is a positive association between Impulse Buying Tendency and positive mood

H5 b: The association between impulse buying behavior and Impulse Buying Tendency is mediated by positive mood.

H5 is supported because consumers having the tendency to shop impulsively tend to buy items without thinking rationally and logically. Dholakia (2000), Herabadi, Verplanken, & Van Knippenberg (2009) and Chavosh, Halimi, Namdar, Choshalyc, & Abbaspour (2011) also supported these findings in their research study. .

H5a is accepted stating that there is a positive relationship between impulse buying tendency and positive mood because whenever the customers find any opportunity to shop instantly, they tend to show pleasure and satisfactory feelings as instant buying tendency gives a feeling of satisfaction, happiness and fulfilment. These outcomes were also supported by researches performed by Flight et al. (2012) and Herabadi et al. (2009).

Positive mood mediates the association between Impulse Buying Tendency and Impulse Buying Behavior ($p > 0.01$). Therefore, the impact on IBB due to 25% of IBT can be explained by Positive Mood. Hence, H5b is supported.

H6: Mood has a positive relationship with impulse buying behavior

Similar studies in the past performed by Flight et al. (2012), Park & Lennon (2006), Sundström, Balkow, Florhed, Tjernström, & Wadenfors (2013) and Donovan et al. (1994) supports the hypothesis. Consumers who shop with enjoyment and pleasure mostly prefer impulsive buying without thinking rationally. Positive feelings increase the probability for making impulse purchases since the feelings in many ways replace rational thinking.

Conclusion and Implications

This research has studies the link of individual differences with impulse buying behavior and positive mood. Findings of the study include that fashion involvement, positive mood and impulse buying play an important role as they motivate individuals for spontaneous buying. Hence, marketing managers should try to focus on those strategies which are able to enhance positivity in emotional environment by concentrating on customers' interest and entertainment. Marketers should try to raise fashion involvement by focusing on shopping environment and such pricing policies must be designed which can promote instant buying tendency among individuals. Retailers can contribute in this process by making less risky return policies and increasing store and credit hours. This study paves a way for further researches and also provides practical suggestions to organizations in order to analyze various factors and their effect on impulse buying behavior.

This research also contributes in the analysis of various factors that determine individualities for instant buying behavior. Particularly this study targets a country whose culture is different from other countries, on which past researches were conducted. This research is beneficial for production companies and businesses as it provides them, the information about customers' attitude and spon-

taneous purchasing behavior. Now they can better understand the needs and wants of consumers on the basis of their personal differences. Findings of the study can be beneficial for local marketers and manufacturers by making them aware about psychological requirements and the features in the products that are demanded by customers. This research provides a broader perspective and a comprehensive knowledge for the identification of those items that are highly demanded and enhance instant buying tendency in consumers. And then such targeted items can be advertised and focused upon in order to generate higher profits.

Limitations and future research

Although this research paper has contributed a lot in new findings but still there are some limitations that can help for future research. Data were collected from customers of Lahore, Pakistan that limits generalities while it could also be collected from other citizens. And the size of sample is also not sufficient to ascertain its universality. Hence, in order to raise the significance, sample size can be enlarged. This research also included cross-sectional type of research that proved to be ineffective to understand the impact of individualities on instant buying behaviors.

Moreover, self-admired questionnaires were used to collect data and is liable to prone to all the biases inherent to this method i.e. limitations of data, misunderstanding questions, socially expected responses etc. Lack of time is also a restriction while many other variables also effect instant buying behavior that are not discussed in this study like, time availability and product involvement. Although a proper check is retained while the process of collection of data but still there is a possibility that people do not respond properly when they are interrupted during shopping.

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