

THE ROLE OF FASHION ORIENTATED INVOLVEMENT AND INDIVIDUAL MOOD ON IMPULSE BUYING IN TABRIZ

Abdolmajid Nooreini

Department of management, Hormozghan Branch, Islamic Azad University, Hormozghan, Iran

Abstract

This study has done to evaluated the role of Fashion orientated Involvement, individual mood, positive motion, hedonic consumption tendency on Impulse buying at clothing store passages in TABRIZ city. Data has collected from 300 Customers of clothing store passages by a questionnaire with 22 items. All the reliability and validity of measures has examined. In order to analyze data resulted from collected questionnaires deductive and descriptive statistical methods are used, and to display some statistical data we used column diagram and in deductive level to test the hypotheses of the research we use t test. Findings show that Fashion orientated Involvement of Customer have a direct positive impact with impulse buying and well as indirectly through positive motion and Hedonic Consumption Tendency have indirect positive impact with impulse buying. Also, Individual Mood and Positive motion have a positive impact on Impulse buying.

Keywords: Fashion orientated Involvement, Individual Mood, Impulse buying

INTRODUCTION

Consumer researchers have for decades strived to find a better definition for impulse purchase. Earlier studies on impulse buying were from managerial and practitioner perspectives, focusing on consumers' purchasing decision after they entered the store. Researches in this vein therefore emphasized the classification of consumer products into impulse and non-impulse items, in order to facilitate marketing strategies such as point-of-purchase advertising and in-store promotions. The major defect of this line of research is confounding "unplanned" buying and "impulse" buying (Bellenger, 1978).

In the 1980s, important works by Rook and Rook and Hoch clarified the nature of impulse buying. Rook and Hoch aptly noted, "It is the individuals, not the products, who experience the impulse to consume". This statement led to a redefinition of impulse buying as a sudden and powerful urge that arises within the consumer to buy immediately (Beatty and Ferrell, 1998). Impulsive purchasing was now defined as involving spontaneous and unreflective desires to buy, without thoughtful consideration of why and for what reason a person should have the product. Recent research has reflected this viewpoint by distinguishing between people who are "impulsive buyers" and those who are not. Taken together, today's trait-theoretical conceptualizations of impulsive buying encompass two elements: (1) a dispositional lack of thought and planning and (2) a propensity for grounding consumption decisions on emotions, resulting in almost instantaneous action after being exposed to the product/service.

Impulse buying is influenced by economical, personality, time and even cultural factors. In 1962, Stern classified impulse buying in 4 groups:

1.pure impulse buying – small group of people buy material by this way, particularly, ,majority of housekeeper women want to save their money and plan to their purchase, and this characteristics

cause to they become economical buyers and remove impulse or unplanned buying or without planning.

2. *Reminder impulse buying* - sometimes buyers see some articles in the shop and reminds this article ended or is decreasing, therefore, by observing of special advertising about this articles and his/her decision for purchase, will buy it.

3. *Suggestion impulse buying* - this type of purchase is made when buyer see the product for first time and despite, he/she hasn't information about it but feels should buy it and its difference with reminder purchase is that buyers hasn't information about product that is bought and difference of suggestion purchase with pure impulse buying is that bought product in suggestion impulse purchase can be buying, logical or applicable, but in pure impulse purchase, buying is related to attractiveness of external product.

4. *Planned impulse purchase* - though this purchase seem uncommon but is true completely and is done when buyer intends to purchase of particular product in shop but expect that buy other things in shop that related to special price of some products, suggestion of coupon purchase and similar instances. This impulse buying is developed recent and may be is the most important type of impulse buying (Stern, 1962).

Weinberg and Gottwald (1982) believe that Impulsive buying behavior is a sudden, compelling, hedonically complex purchasing behavior in which the rapidity of the impulse purchase decision process precludes thoughtful, deliberate consideration of all information and choice alternatives.

Previous research has shown that many factors influence impulsive buying behavior: Weinberg and Gottwald (1982) the consumer's mood or emotional state; Rook & Fisher (1995) trait buying impulsiveness, and normative evaluation of the appropriateness of engaging in impulse buying and Bellenger, Robertson, & Hirschman, (1978) demographic factors, such as age.

Several studies demonstrate the effect of consumers' moods and affective states on impulsive buying behavior. Rook and Gardner (1993) found that consumers' positive moods were more conducive to impulsive buying than negative moods, although impulse buying occurred under both types of moods. Beatty and Ferrell (1998) also found that a consumer's positive mood was associated with the urge to buy impulsively, while the impulse buyers in Weinberg and Gottwald's (1982) study were more "emotionalized" than non-buyers. Donovan et al. (1994) discovered a positive association between consumers' feelings of pleasure in the shopping environment and impulse buying behavior. In each of these studies, pleasurable feelings led to increased unplanned spending (Kacen & lee, 2002).

The consumer behavior literature refers to impulse buying as extraordinary, emotion-saturated buying that takes place largely without regard to financial or other consequences. Postrel (2003) note that the fields of purchases are attempting to attract customers induction of aesthetics. Fields of buying are a fantasy environment that arrive variety of entertainment such as music, theater and visual entertainment into consumers. So the Shop environment is designed to be an enjoyable environment where the customer experience. (Wood, 2005) Store environment in this research is including; storefront Shop, excitement factor and the layout factor).

Common models of consumer behavior do not explicitly recognize the role of mood states. At best, the term "antecedent state" is used to encompass all of the momentary financial, psychological, and physiological baggage with which a consumer arrives at a marketing interaction. Mood, is defined as "a type of affective state which is transient and particular to a specific time and situation. Gardner (1985) described mood as a phenomenological property of an affective state that an individual subjectively perceives. Both positive and negative moods are important determinants of human impressions and behaviors. Positive moods have been found to enhance the performance of behaviors that lead to positive outcomes such as greater personal power and greater freedom to act as one wishes. People in positive moods tend to feel more confident, optimistic, and unconstrained (Gardner, 1985, 127-130). As a result, people in positive moods may perceive less risk which will be discussed later in this chapter.

Involvement is suitable scale for description of consumer behavior and consuming classification of market (Amiri et al, 2012). Involvement is motivation and interest that is made by stimulus and particular situation, and is exposed by motive property. In general, involvement is defined by interrelation between person (consumer) and shape (product). In fashion marketing, fashion involvement is referred to amount of interest to products of fashionism (such as clothing). In first, Involvement of fashion is used to forecasting of behavior variables that are related to clothing products, such as involvement of product, purchase behavior and characteristics of consumer. For example, O Cass (2000, 2004) observed that involvement of fashion cloths has great degree relationship with personal characteristics (meanwhile female and young) and knowledge of fashion that influenced on consumers' confidence in decision making for purchase. Also positive relation is between level of fashion s involvement and impulse buying (Amiri et al, 2012).

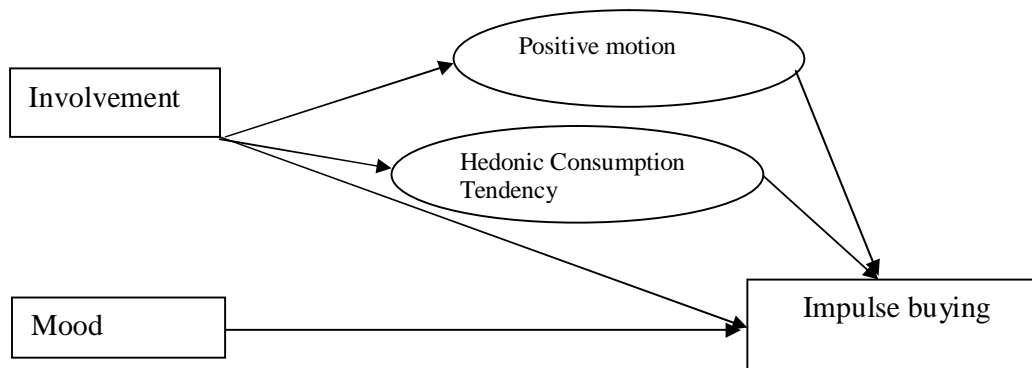
Impulse buying that is related to fusionism has powerful relation to fusionism involvement. For example, Han &D (1991) observed that impulse buying scores in students of clothing and loom is more meaningful than other students. Their findings support this concept that fusionism involvement can sustain impulse buying by offer sensational and tentative symptoms of fusionism products. In addition to, impulse buying that is related to fusionism can be forecasted on the basis of other major variables such as tendency to enjoyable consuming and positive emotions in purchase time. Products that are with sensational experiments (such as clothing, equipment's and jewelry) have more important role in symbolic interrelation with enjoyable experiments of consumers in markets environment. With attention to enjoyable aspect s significance of consumption, this note is important that marketing consultants understand impulse buying behavior for fusionism products from experimental view point. But most of investigation about impulse buying behavior don't consider to special product involvement s precision and experimental aspects of consumption (Amiri et al, 2012).

Hedonic consumption are referred to behavioral aspects group that are related to multi sense, fantastical and emotional consuming that are affected by benefits such as fun of having product and attraction of bargain and talking that are two related experiments with purchase enjoying. This indicate that purchase experiment can be more important than holding a product. Impulse buying has important role in creation of enjoyable tendency that are, related to enjoyable consuming. This role shows conceptual link between enjoyable purchase motive and impulse purchase behavior. In other words, in more possibility, consumers buy impulsively when by the non – economic reasons or enjoyable purchase such as fun, fantasy or emotional causes, have motive, and because goal of purchase is respond to enjoyable needs, therefore products that are bought in these movements, are selected without planning apparently and demonstrate impulsive purchase. Impulsive fashions related purchase behavior is induced by new mode style and prominence of trade name that push consumer to enjoyable purchase experiments (Tang & Fu, 2005) .

Positive emotions by Watson and Telligent (1985) are defined as affects and moods, which determine intensity of consumer decision. Verplanken (2005) stated, when we compare impulsive and no impulsive consumers, the latter usually follow by rational and utilitarian decision .Purchasing experience of impulsive consumers is based on high emotions. Generally, positive emotions in purchase time can lead to increasing of customers impulse purchase and play important role in their intend to purchase Chaudhuri and Holbrook, 2002, 39- 40).

The conceptual model of recent study is according to Mehrabian & Russel, 1974; Park, 2006; Jaeha Lee, 2008 and Heidarzadeh et al, 2011 models.

Fig1: The conceptual model



RESEARCH HYPOTHESES

In this paper have six main hypothesis. The statistical way of analysis of hypotheses is two ways, H_1 is acceptance of hypothesis and H_0 is rejecting of hypothesis. In other words, it means that H_1 has positive meaning and H_0 has negative meaning.

H1: Fashion orientated Involvement of Customer have a positive impact on Positive motion at clothing store passages in TABRIZ city

H2: Fashion orientated Involvement of Customer have a positive impact on Impulse buying at clothing store passages in TABRIZ city

H3: Fashion orientated Involvement of Customer have a positive impact on Hedonic Consumption Tendency at clothing store passages in TABRIZ city

H4: Hedonic Consumption Tendency have a positive impact on Impulse buying at clothing store passages in TABRIZ city

H5: Positive motion have a positive impact on Impulse buying at clothing store passages in TABRIZ city

H6: Individual Mood have a positive impact on Impulse buying at clothing store passages in TABRIZ city

METHODOLOGY

This study focuses on surveying the impact of Shop environment, Fashion orientated Involvement and Individual Mood on Impulse buying at clothing store passages in TABRIZ city. Data has collected from 300 Customers of clothing store passages in TABRIZ by a questionnaire with 22 items. According to Jaeha Lee, (2008); Heidarzadeh et al, (2011); Abdolvand et al, (2011); Laurent & Kapferer, (1985); Park & Forney, (2006); Wakefield and Baker, (1998). The respondents were also asked about their sex, age and married. All the reliability and validity of measures has examined. Questionnaire reliability was estimated by calculating Cronbach's Alpha that is shown in the table 1.

Table1. Results of questionnaire reliability from SPSS software

Variables	Number of Items	Cronbach's Alpha
Impulse buying	3	0.724
Fashion orientated Involvement	6	0.716
Mood	7	0.721
Positive motion	3	0.738
Hedonic Consumption Tendency	3	0.799
Total	22	0.843

In order to analyze the data resulted from collected questionnaires deductive and descriptive statistical methods are used, and to display some statistical data we used column diagram and in deductive level to test the hypotheses of the research we use T test.

RESULTS

1-Demographic results

The population of the study was all clothing store passages in Tabriz City, Iran. 58.8 percent of them were male and 41.2 percent was female. And the sample was consisted of Customers from different levels of society. Majority of the Customers are young (between 21 years to 30 years.) and only 17.5 % are more than 41 years of age. And 52.9 percent of them are unmarried, it shows that singles have willing to Impulse Buying.

Table 2 demographic results

Variable	Dimension	F	Percent
Gender	male	161	58.8
	female	113	41.2
Marital status	unmarried	145	52.9
	married	129	47.1
age	Under 20	44	16.1
	21-30	111	40.5
	31-40	71	25.9
	Above 41	48	17.5

2-Hypotheses results

Evaluation of model measurement part is preferred on structural part. In evaluation of model measurement part, researcher study interrelation of evident and latent variables of mode.

Table 3. Model measurement part and AVE and Pc

Composite reliability	AVE	(t)	Question	Variable
0.802	0.5754	13.88	q1	Impulse buying
		16.23	q2	
		12.53	q3	
0.833	0.5571	15.08	q4	Fashion orientated Involvement
		10.79	q5	
		6.40	q6	
		10.25	q7	
		9.08	q8	
		8.46	q9	
0.804	0.5738	6.16	q10	Mood
		11.72	q11	
		8.81	q12	
		6.54	q13	
		6.86	q14	
		3.58	q15	
		7.91	q16	
0.726	0.5700	10.03	q17	Positive motion
		8.22	q18	
		6.46	q19	
0.790	0.5592	11.69	q20	Hedonic Consumption Tendency
		15.15	q21	
		7.42	q22	

According to table 3, Variables average variance extracted (AVE) is above the benchmark of 0.5, and t value is bigger than 1.96, so, questions provide standardized loading to measurement of studied dimensions. Also, all of variables have suitable factor loading and are meaningful, meanwhile all of observed variables have necessary validity and reliability.

Table 4 shows the standardized loading and T value and result of relationships between variables.

Table 4: standardized loading and T value

Hypothesis	Standardized Loading	T value	Result
Fashion orientated Involvement of Customer have a positive impact on Positive motion	0.684963	11.517558	Confirm H ₁
Fashion orientated Involvement of Customer have a positive impact on Impulse buying	0.292851	3.606275	Confirm H ₁
Fashion orientated Involvement of Customer have a positive impact on Hedonic Consumption Tendency	0.556443	7.764675	Confirm H ₁
Hedonic Consumption Tendency have a positive impact on Impulse buying	0.167283	2.026098	Confirm H ₁
Positive motion have a positive impact on Impulse buying	0.307752	3.614047	Confirm H ₁
Individual Mood have a positive impact on Impulse buying	0.181973	2.37216	Confirm H ₁

The result of hypotheses analysis shows that independent variables in H₁, 2, 3, 4, 5, 6 have a positive impact with dependent variables.

CONCLUSION

This study has done to evaluated the impact of Fashion orientated Involvement, individual mood, positive motion, hedonic consumption tendency, shop environment, and emotional and spiritual wellbeing on Impulse buying at clothing store passages in TABRIZ city.

Findings show that Fashion orientated Involvement of Customer have a direct positive impact with impulse buying and well as indirectly through positive motion and Hedonic Consumption Tendency have indirect positive impact with impulse buying. Also, Individual Mood and Positive motion have a positive impact on Impulse buying.

According to results of this study, we suggested that cloth sellers in our marketing strategies about attraction of these persons that have this characteristics and design their production that create positive emotion between customers. Also, clothes sellers should emphasize on fun, interest attraction and ignition making. Sellers should sustain positive emotions of consumers and impulse buying by shop design, products exposure, articles packaging and sale.

References

1. Abdolvand, M. A., Heidarzadeh Hanzae, K., Rahnama, A., & Khoshpanjeh, M. (2011). The effects of situational and individual factors on impulse buying. *World Applied Sciences Journal*, 13(9), 2108-2117.
2. Amiri Farhad, Jasour, Jalal, Shirpour, Mohsen, Alizadeh.Tohid, 2012, Evaluation of Effective Fashionism Involvement Factors Effects on Impulse Buying of Customers and Condition of Interrelation between These Factors, *Journal of Basic and Applied Scientific Research*, 2(9)9413-9419
3. Bagozzi, R.P. and Yi, Y. (1988), "On the evaluation of structural equation models", *Journal of*

- the Academy of Marketing Science, Vol. 16 No. 4, pp. 74-94.
4. Beatty, S. E., and Ferrell, M. E., (1998)," Impulse buying: Modeling its precursors ,"Journal of Retailing, 74(2), 169-191.
 5. Bellenger, D. N., Robertson, D. H., and Hirschman, E. C., (1978)," Impulse buying varies by product" ,Journal of Advertising Research, 18(6) 15-18.
 6. Chaudhuri, A., Holbrook, M.B., (2002), "Product-Class Effects on Brand Commitment and Brand Outcomes: The Role of Brand Trust and Brand Effect", Journal of Brand Management, 10, 1; ABI/INFORM Global pg. 33- 58.
 7. Ellenger, D.N., Robertson, D.H. and Hirschman, E.C. "Impulse buying varies by product", Journal of Advertising Research (18), 1978, pp. 15-18.
 8. Fornell, Claes and David G. Larcker (1981). "Evaluating Structural Equation Models with Unobservable Variables and Measurement Error," Journal of Marketing Research, 18(1, February): 39-50
 9. Gardnerr, M. R., (1985)," Mood states and consumer behavior: A critical review", Journal of Consumer Research, 12(3), 281-299.
 10. Harmancioglu, R. Zachary Finney & Mathew Joseph, (2009), "Impulse purchases of new products: an empirical analysis", Journal of Product & Brand Management, ISSN 1061-0421, Volume 18 · Number 1, 27-37.
 11. Heidarzadeh, K., Khoshpanjeh, M., Rahnama, A., (2011). "Evaluation of the effects of product involvement facets on brand loyalty" African Journal of Business Management, Vol. 5 (16), PP. 6964-6971.
 12. Hoyer, W. D., & MacInnis, D. J. (1997). "Consumer Behavior". Boston: Houghton Mifflin.
 13. Jaeha Lee, (2008), "Relative and interaction effects of Situational and Personal Factors on Impulse Buying", Dissertation of University Minnesota.
 14. Kacen, J. J., and Lee, J. A., (2002), "The influence of culture on consumer impulsive buying behavior", Journal of Consumer Psychology, 12(2), 163-176.
 15. Laaksonen P., (1997), "Consumer Involvement: Concepts and Research". Routledge: London, UK.
 16. Mehrabian, A., and Russell, J. A., (1974), "An Approach to Environmental Psychology", Cambridge, Ma: Massachusetts Institution of Technology.
 17. Park, E. J., Kim, E. Y., and Forney, J. C., (2006), "A structural model of fashion oriented impulse buying behavior", Journal of Fashion Marketing and Management, 10(A), 433-446.
 18. Slama, Mark E.,Tashchian, A.,(2000), "Selected Socioeconomic and Demographic Characteristics Associated with Purchasing Involvement", Journal of Marketing Vol. 49, 72-82.
 19. Stern, H., (1962), "The significance of impulse Buying today", Journal of Marketing, 26, 59-65.
 20. Tang, E., Fu,L., (2005)," The Moderating Effect Of Product Hedonism On Brand Name Translation: An Experimental Research", ANZMAC Conference: Branding.
 21. Verplanken, B. & Herabadi, A. (2001), "Individual Differences in Impulse Buying Tendency: Feeling and No Thinking", European Journal of Personality, 15, Special Issue on Personality and Economic Behavior, S71–S83.
 22. Wood, M., (2005), "Discretionary unplanned buying in consumer society", Journal of Consumer Behaviour, 4(4), 268-281.