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The Impact of Hedonic Shopping Motives on Online Fashion Clothing Shoppers' Compulsive Buying Behaviour in Sri Lanka

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Abstract

The Internet has undoubtedly made people's lives easier than the past by providing various forms of facilities from mere information search to advanced business operations. With the development of the Internet, buying goods through online platforms too has increased leading to excessive buying patterns irrespective of the actual need for goods and services. With increased stress levels, work life pressure and many other factors, people tend to buy goods excessively from physical as well as online platforms. A number of scholars have examined the factors affecting this compulsive buying behaviour. Further, many researchers have investigated the impact of hedonic shopping motives towards compulsive buying behaviour. However, there is a dearth of literature in the South Asian context in relation to online compulsive purchase patterns. The current study focuses on examining the impact of hedonic shopping motives towards online compulsive buying behaviour of fashion clothing shoppers in Sri Lanka. The hedonic shopping motives include adventure seeking motive, gratification seeking motive, idea shopping, role shopping, value shopping and social shopping motives. The survey was conducted among 384 online fashion clothing shoppers in Sri Lanka to validate the proposed model empirically. The findings of the study provide evidence of the impact of hedonic shopping motives towards online compulsive buying behaviour among fashion clothing shoppers in Sri Lanka and ultimately provide a better understanding of the motives affecting online compulsive buying behaviour.

Keywords: Fashion Shoppers, Hedonic Shopping Motives, Online Compulsive Buying Behaviour

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Introduction

Internet allows people to purchase online and receive the convenience of ordering at anytime from anywhere in the world. It makes the consumers to receive a fast transaction ability with amusement like instant connectivity, sensory motivation and immediate enjoyment (Ali et al., 2020). Engizek (2014, as cited in Liyanage & Wijesundara, 2020) suggests that both the number of online shoppers and the frequency of shopping have increased and it has led online trading companies to gain massive sales increases. Customers consider online purchases as an easy option since it is time saving especially for employed people (Liyanage & Wijesundara, 2020). Around 81.5% of the global internet users aged 16 to 64, have searched online for a product or service to buy and 90.4% have visited an online retail site or store using any device during the month of January 2021. Further 76.8% of global internet users have purchased a product online (Kemp, 2021).

When it comes to the Sri Lankan context, it has an internet-user base of around 6 million as of 2016, which is about 28.2% of the total population. This internet user base has increased up to 10.9 million by May 2021 which represents 50.72% of the total population (Digital Media Landscape, 2021). Total internet penetration has increased by 800,000 during one year from 2020 to 2021 amounting to a 7.9% change (Kemp, 2021). Despite being a developing country, E-commerce has rapid growth in Sri Lanka. Industry experts suggest that the Sri Lankan market is similar to the Indian market as most customers prefer cash on delivery method. Daraz.lk, the leading online shopping site in Sri Lanka, says it is pleased with the growth prospects of Sri Lankan e-commerce transactions. E-Commerce may still be in its relative infancy in Sri Lanka, but Sri Lanka's E-commerce market is currently estimated at around 40 million dollars. Moreover, it is also predicted to grow tenfold to 400 million dollars by 2021/22. Further the Country manager of Daraz.lk confirms this fact stating that Sri Lanka, as an emerging market in South Asia has a huge growth potential to become a leading player in the e-commerce space in the region (Hewage, 2018).

The current facts show that many shoppers embrace the online platform with an increased level of confidence in available products and the online payment gateways. The availability of the cash on delivery (COD) method has too led to these increased online purchases. There is a considerable increase of online payment gateways through top local banks. Online purchases increased drastically since there was no option rather than resorting to online shopping during the lockdown period prevailing from time to time for almost two years. Online purchases in the Fast Moving Consumer Goods (FMCG) category doubled in March 2020 and are expected to grow up to 70% (Sunday Observer, 2020). Despite the fact that compulsive buying is not a novel concept, online compulsive buying behaviour has attracted very limited attention from researchers. Compulsive buying is an excessive obsession with buying anything in an uncontrollable and irrational way (Bhatia, 2019). The compulsive purchase behaviour should be distinguished from impulsive purchase behaviour. Accordingly, compulsive purchase behaviour occurs when a customer has the urge to do it repeatedly until a feeling of anxiety or unease is satisfied while impulsive purchase behaviour occurs when purchasing without forethought or considering its consequences (Greene, 2020)

Maras et al. (2016, as cited in Aw et al., 2018) state that 1 in 20 individuals are affected by compulsive buying behaviour even at a single point in their lives. They further states that the internet has changed the way people do shopping and has aggravated compulsive buying. As per Kukar-Kinney et al. (2016), people who have compulsive behaviour are vulnerable to online shopping as it provides a higher level of convenience with many marketing cues. According to Wang et al. (2016), compulsive shoppers need to keep their obsessive shopping behaviour private and thus, they are likely to adopt the online channel where they can buy unregulated rather than in a traditional store channel. Krugger (1998 as cited in Bhatia, 2019) identifies that compulsive buyers are too beauty conscious and concerned about their appearance. Bhatia (2019) further elaborates that customers tend to shop for stylish clothes to fulfill this objective and they pay less attention to the budgetary capacity. Tavares et al. (2008 as cited in Bhatia, 2019) draw attention to the fact that fashion interest has been a motivating factor for compulsive buying. Arnold et al. (2013, as cited in Ali et al., 2020) suggest that “consumers have a persistent motivation for hedonic experiences while shopping.” Hedonic shopping motivations are described as gaining excitement and amusement during shopping and experiencing the shopping environment in previous research. Further, the hedonic factors in online platforms like imaginary and emotional influences are the key drivers of shopping and consumption behaviours for online buyers (Ali et al., 2020). Daraz.lk being the leading online shopping site has released an e-commerce index collecting data from their own platform, indicating key demographic features of consumers and their behaviours, and purchasing trends of online shopping in Sri Lanka. The index indicates that the Western Province owns the largest online order share with 50% while Central and North Western provinces follow the trend with 10% and 9% order shares respectively. More specifically Colombo and Gampaha districts represent 31% and 15% of order share district wise. The population density and the higher household income in urban areas are reflected in these figures. The index has further analysed the shoppers and has identified that there are three types of shoppers namely, ‘young online shoppers’ in the age group of 18 to 24, ‘well informed shoppers’ in the age group of 25-30 and ‘settled adult shoppers’ who belong to age between 31 to 35.

Moore (2009, as cited in Rodrigo & Galdolage, 2021) emphasises that compulsive buying behaviour is irresistible although the customer foresees the consequences of such irresponsible purchases in terms of personal, social and financial perspectives.

Despite the fact that compulsive buying behaviour is not a new concept, the literature is mostly concerned the developed economies where shoppers have considerable purchasing power and sufficient disposable income (Suresh & Biswas, 2019). Ali et al. (2020) state that, “there is a gap in literature between developed and developing markets. Developing markets are being understudied on this dysfunctional behaviour”. Sofi (2018, as cited in Ali et al., 2020) and Unger et al. (2014, as cited in Ali et al., 2020) suggest that obsessive compulsive buying has been a rising issue not only for western countries but also in non-western societies.

Additionally, features such as accessible means of online stimulation, entertainment and escape from monotonous activities and schedules, or the country’s overall affluence, may influence the drive and growth of compulsive buying. Thus, it can be argued that compulsive

buying can occur across regions with the influence of different factors (Ali et al., 2020). Singh and Nayak (2016, as cited in Suresh & Biswas, 2019) identify that only a few studies have been conducted in our neighbouring country India, which is similar to the Sri Lankan market to a certain extent. Although compulsive buying behaviour is a widely researched area, internet based or online compulsive purchase behaviour have been investigated only to a certain extent (Liyanage & Wijesundara, 2020).

In Sri Lanka, many researchers have focused on compulsive behaviour but very few studies have been conducted on the internet based compulsive purchase behaviour. Based on these facts, the researcher identifies a literature gap with regard to the motives influencing online compulsive purchase behaviour.

Roberts and Jones (2001, as cited in Rodrigo & Galdolage, 2021) suggest that the major negative effect of performing compulsive purchasing practices is a high volume of debt. In Sri Lanka, Central Bank statistics reveal a significant upward trend in credit card issuance such that 1,056,589 activated credit cards were in use in September 2015 increased in 173,521 by 2019. Further, 1,084,010 (more than 97%) of those credit cards were accepted globally. A recent study done in Sri Lanka has identified that there is a positive relationship between compulsive purchases and debt stress. (Rodrigo & Galdolage, 2021). Although those researchers have focused on different facets of compulsive buying and its consequences in physical setting, online compulsive buying and factors influencing it remain an untouched area in the Sri Lankan context. As World Health Organisation has recognised, the main psychological impact of the COVID-19 pandemic is the elevated rates of stress and anxiety which was prevailing for almost two years. Especially quarantine and its effects on many people's daily routines or livelihoods has increased the levels of loneliness, depression, harmful alcohol and drug use, and self-harm or suicidal behaviour (World Health Organisation, 2020). Many studies have established that perceived stress is an important risk factor for compulsive buying (Zheng et al., 2019).

As the introduction of the study emphasises, there is considerable growth in online purchases in Sri Lanka. There is a tendency of adopting online compulsive behaviour as a remedial action for those suffering from anxiety and stress. However, considering the lack of information regarding online compulsive buying behaviour in the Sri Lankan context, the researcher conducted a pilot study using a questionnaire distributed among 30 online fashion shoppers in Sri Lanka. 36.4% of respondents of the pilot study commented that they aggressively purchase fashion products online. 72.7% agreed that they feel stressed, anxious and lonely with Covid -19 Pandemic and 75.8% of the respondents agreed that their online fashion clothing purchases increased with the Covid-19 pandemic situation. These evidence suggest that Covid-19 has increased people's level of stress, anxiety and loneliness which in turn increases the level of online purchases in the Sri Lankan context.

Thus, the factors influencing online compulsive purchases need to be identified prior to determining strategies to reduce its negative impact. However, except for a few recent studies, there is a general lack of strong empirical work to find out the factors explaining the online compulsive purchase behaviour in Sri Lanka (Liyanage & Wijesundara, 2020). Therefore, to

fill these practical gaps, research on the factors influencing online compulsive behaviour is needed. The general objective of this research is to understand the influential factors for compulsive buying while investigating the impact of hedonic shopping motives on online fashionable clothing shoppers' compulsive buying behaviour in Sri Lanka.

Literature Review

Online Compulsive Purchase Behaviour

Yeong and Kalhour (2015, as cited in Suresh & Biswas, 2019) emphasises that "Compulsive Buying is a recent age phenomenon characterised by an uncontrollable urge to purchase without thinking of the consequences and is more or less occurs in a cyclic fashion displaying craving, loss of control and withdrawal symptoms cyclically". It is defined as a "chronic behavioural pattern, involving repetitive buying episodes which often constitute a primary response to negative emotions providing immediate gratification, but ultimately leading to harmful consequences and impairments in the quality of life for the person and significant others" (Lopez et al., 2017).

However, compulsive purchasing should be distinguished clearly from impulse purchasing as these two terms are not synonyms even though these are used interchangeably. For instance, an external stimulus such as products placed nearby the cashier leads to impulse purchases, while internal stimuli such as an individual's personality, anxiety, stress, hopes, materialism and shopping habits causes compulsive buying (Rodrigo, 2021) This fact suggests that the compulsive purchase behaviour is a continuous type of behaviour that persists until the unease is controlled, rather than an impulse purchase which occurs as a sudden and one-time response to a stimulus. Muller et al. (2005, as cited in Bhatia, 2019) and Dittmar et al. (2007, as cited in Bhatia, 2019) suggests three core elements of compulsive buying, namely, that consumers experience an irresistible urge to buy, consumers' control over buying behaviour is lost, and consumers continue to buy despite adverse consequences in their personal, social or occupational lives, and financial debt.

Big Five Model

This big five model has been used in many previous studies to emphasise buying disorders including compulsive buying (Piper et al., 2020). This model too bears the basis for the current study as these personality traits can be identified in line with the six hedonic shopping motives which the study aims to investigate. Dittmar et al. (2007, as cited in Ali et al., 2020) states that "compulsive buying emerges from different settings including online shopping channels". They further elaborated that shopping opportunities and number of online buyers have been increasing but the hedonic factors which drive shoppers to shop online compulsively is still unclear in literature.

The 'big five model' of Digman (1990) emphasises that a person's personality traits are based on five dimensions which are as follows;

- ✓ Agreeableness (Orientation, compassion towards, interest)
- ✓ Openness to experience (Grab new ideas, experiences and approaches)
- ✓ Conscientiousness (Preferring to activities aimed at objectives)
- ✓ Extroversion (Tendency to social interaction)
- ✓ Neuroticism (Incapacity to deal with negative emotions)

According to Abe (2019), agreeableness refers to kind-heartedness, cooperativeness and care while conscientiousness refers to the nature of having a plan, being goal oriented and persistent. Alexander et al. (2018) state that conscientiousness leads to task management and effort and higher self-efficacy. Further, openness to experience measures curiosity and creativity. Extroversion assesses the tendency to have social interaction while neuroticism means a higher level of depressed mood and a low level of self-esteem (Abe, 2019)

Extraverted persons are more likely to be talkative, sociable, active, dominant and energetic in behaviour. The persons with openness to experience are broad-minded, creative, unconventional, look for new experiences and try out new things. People with agreeableness tend to be kind, forgiving, sympathetic, trusting and caring while conscientious people are more focused on achievements, self-dependent and self-motivated. People who are poor in sociable nature, easily get nervous, moody, or insecure are known to be having traits of neuroticism (Leong et al., 2017)

Hedonic Shopping Motivation

According to Jim and Kim (2003), shopping motivation is defined as "the drivers of behaviour that bring consumers to the marketplace to satisfy their internal needs". Shopping motivations can be categorised into two aspects namely utilitarian and hedonic (Cinjarevic et al., 2011). Additionally, as per the seminal paper of Tauber (1972), it is accepted that people do shopping not only for fulfilling needs but also for hedonic reasons (Horvath & Adiguzel, 2018)

Arnold and Reynolds (2003) identified and validated six dimensions of hedonic shopping motivations. Horvath and Adiguzel (2018) state that "these included, adventure shopping (to seek stimulation, adventure, and feelings of being in a different world), social shopping (for the enjoyment of shopping with friends and family, socialising while shopping and bonding with others), gratification shopping (for stress relief, to alleviate a negative mood and as a special treat to oneself), idea shopping (for keeping up with trends and new fashions and to seek new products and innovations), role shopping (For the enjoyment gained from doing shopping for others) and value shopping (reflecting shopping for sales, looking for discounts, and hunting for a bargain)".

"Hedonic shopping motive is the behaviour of individuals who perform excessive shopping activities to meet their own satisfaction. The nature of hedonic shopping motives is that a sense of pleasure is created by shopping while getting around choosing preferred items,

or by visiting some online shops on web pages, Instagram, Facebook, and Twitter” (Triwidasiri et al., 2017)

According to Ali et al. (2020) there can be hedonic factors in the online environment like imaginary and emotional influences which act as key drivers of shopping patterns of online shoppers.

Dimensions of Hedonic Shopping Motivations

a) Adventure seeking

Adventure seeking is defined as “shopping with a desire for exploration, marvel and stimulation while shopping. It denotes the enthusiasm that buyers like to experience for innovation and delight during shopping.” (Ali et al., 2020). Previous research findings suggest that adventure seeking is a key contributing factor for compulsive buying behaviour in developing countries while no significant relationship can be seen in developed countries (Horvath & Adiguzel, 2018). To investigate whether the adventure seeking motive has any impact on online compulsive shopping behaviour the following hypothesis was developed.

H₁: There is a significant impact of adventure seeking motives on online compulsive purchase behaviour in Sri Lanka

b) Gratification seeking

Arnold and Reynolds (2003) suggest that Gratification seeking involves “shopping for stress relief, to alleviate a negative mood, and as a special treat to oneself”. Compulsive buyers use shopping to (temporarily) experience positive emotions, escape from negative feelings and relieve themselves of a depressive state (Horvath & Adiguzel, 2018).

Previous studies reveal that many individuals engage in compulsive buying as a way to escape from pressures and anxiety. This proved that escapism and lack of awareness about the consequences is the main cause of compulsive buying patterns (Biswas, 2019). The purchasing behaviour was found to be able to neutralise the negative feeling and fear of losing any opportunity (Maccarrone et al., 2019).

As Horvath and Adiguzel, (2018) suggest in their research findings, there is a significant impact of gratification seeking motive toward compulsive buying behaviour. However, as Ali et al. (2020) suggest, there is an insignificant relationship between the gratification seeking motive and the compulsive buying behaviour. In order to investigate the impact of gratification seeking motive towards online fashion clothing shoppers’ compulsive buying behaviour the following hypothesis was developed.

H₂: There is a significant impact of gratification seeking motive on online compulsive purchase behaviour in Sri Lanka.

c) Idea Shopping

Horvath and Adiguzel (2018, as cited in Ali et al., 2020) refers to idea shopping as “collecting information and ideas about products and trends during shopping”. According to Arnold and Reynolds (2003), consumers enjoy searching for new products and information the shoppers have expressed their willingness towards collecting information about new products and upcoming, novel trends and styles (Ali et al., 2020). The respective hypothesis is,

H₃: There is a significant impact of idea shopping motive on online compulsive purchase behaviour in Sri Lanka.

d) Role Shopping

According to Horvath and Adiguzel (2018, as cited in Ali et al., 2020) role shopping refers to “gaining pleasure when buyers purchase products for others”. Previous researches in developed Western countries have revealed that compulsive consumers do shopping activities “to find unique items or the latest fashion items, in order to feel special so as to increase their self-image and look for social approval” (Horvath & Adiguzel, 2018). However, the previous researches show an inconsistency with the motivation for buying goods for other people. As Arnold and Reynolds (2003) suggest, some compulsive buyers happily do shop for others while Horvath and Adiguzel (2018) suggest that in developing countries persons are not happy with shopping for others although by the culture itself they are bound to exchanging gifts (Ali et al., 2020). Thus, Sri Lanka being a developing country, it is important to investigate whether there is any impact of role shopping motive towards online compulsive buying using the following hypothesis.

H₄: There is a significant impact of role shopping motive on online compulsive purchase behaviour in Sri Lanka.

e) Social Shopping

Social shopping refers to “the delight that a buyer feels during shopping with family and friends with intentions to associate with others”. Lev-On and Lissitsa (2015, as cited in Ali et al., 2020) suggest that online channels are enriched with different communities and groups. Studies have revealed that people often develop new relationships as well as maintain old contacts on the Internet.

H₅: There is a significant impact of social shopping motive on online compulsive purchase behaviour in Sri Lanka.

f) Value Shopping

Arnold and Reynolds (2003) defined Value shopping as “all shoppers who enjoy purchasing items on sale and who hunt for bargains and discounts”. Babin et al. (1994 as cited in Horvath & Adiguzel, 2018) explain that shoppers find a hedonic value when getting a

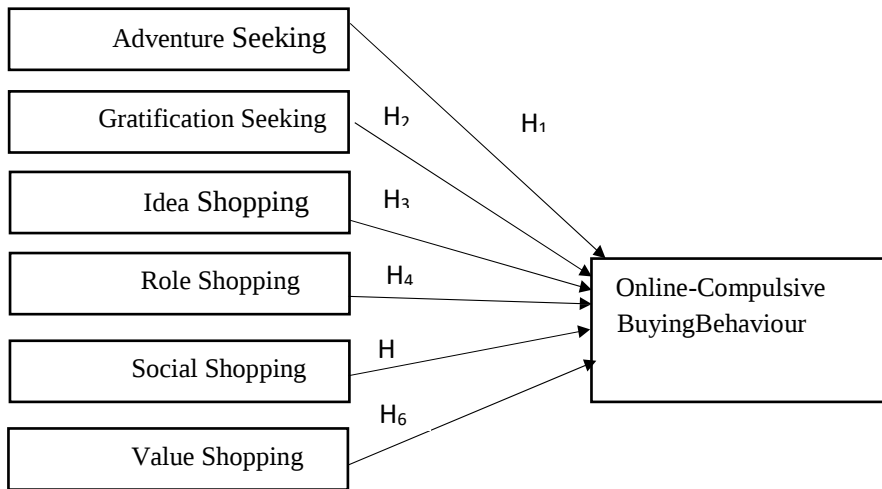
discount for a product that is high priced. They further elaborate that people find happiness in buying a product at a price lower than the marked price.

H₆: There is a significant impact of value shopping motive on online compulsive purchase behaviour in Sri Lanka.

Methodology

Figure 1

Conceptual Model



Source: Ali et al. (2020)

This model has been developed by Ali et al. (2020) to investigate the impact of hedonic shopping motives towards the compulsive buying behaviour of online shoppers. Further, this has been developed based on hedonic shopping motives introduced by Arnold and Reynold (2003). It identifies six hedonic shopping motives. These six hedonic shopping motives are identified as independent variables while the compulsive buying behaviour of online fashion clothing shoppers is recognised as the dependent variable.

In the current study, the researcher tests the existing theories using the collected data during the data collection phase of the study. Hence it is a quantitative study that adopts a deductive approach. In the current study, the researcher uses a survey method in order to collect data from respondents. The researcher then describes the demographics of respondents and elaborates the compulsive buying behaviour in an online setting.

In the current study, the researcher collects data from respondents regarding the compulsive buying behaviour along with six hedonic motives and attempts to investigate the relationship among the adventure seeking motive, gratification motive, idea shopping, social

shopping, value shopping and role shopping. Thus, it is a correlational study where the researcher investigates and comes up with minimal interference in the natural setting.

Conceptualisation

Table 1

Conceptualisation

Variable	Definition	Source
Adventure Seeking	Shopping with a desire for exploration, marvel and stimulation while shopping. It denotes the enthusiasm that buyers like to experience for innovation and delight during shopping	(Ali et al., 2020)
Gratification Seeking	Shopping for stress relief, to alleviate a negative mood, and as a special treat to oneself.	(Arnold & Reynolds, 2003)
Idea Shopping	Collecting information and ideas about products and trends during shopping	(Horvath & Adiguzel, 2018)
Role Shopping	Gaining pleasure when buyers purchase products for others	(Horvath & Adiguzel, 2018)
Social Shopping	The delight that a buyer feels during shopping with family and friends with intentions to associate with others	(Arnold & Reynolds, 2003)
Value Shopping	Hunting for discounts, bargains or sales while shopping	(Horvath & Adiguzel, 2018)
Compulsive buying Behaviour	An excessive obsession of buying anything in an uncontrollable and irrational way	(Bhatia, 2019)

Operationalisation**Table 2***Operationalisation*

Variable	Indicator	Source
Adventure Seeking	I find online shopping stimulating	(Ali et al., 2020)
	To me, online shopping is an adventure	(Ali et al., 2020)
	Online shopping makes me feel like I am in my own universe	(Ali et al., 2020)
	Shopping is a thrill to me	(Arnold & Reynolds, 2003)
	During shopping, I feel excited	(Kumar & Srivastava, 2017)
Gratification Seeking	When I am in bad mood, I shop online to make me feel better.	(Ali et al., 2020)
	To me online shopping is a way to relieve stress.	(Ali et al., 2020)
	I shop online when I want to treat myself to something special.	(Ali et al., 2020)
	I go for shopping to remove my negative thoughts and emotions	(Sharif & Yeoh, 2018)
	While shopping I feel relaxed and refresh from daily stressful life style.	(Sharif & Yeoh, 2018)
Idea Shopping	I shop online to keep up with the trends.	(Ali et al., 2020)
	I shop online to keep up with the new fashions.	(Ali et al., 2020)
	I go shopping to see what new products are available	(Horvath & Adiguzel, 2018)
	I go shopping to experience new thing	(Arnold & Reynolds, 2003)
	Shopping from online is always a new experience to get new things.	(Sharif & Yeoh, 2018)

Role Shopping	I enjoy shopping online to find the perfect gift for someone.	(Aliet al., 2020)
	I enjoy shopping online for my friends and family	(Ali et al., 2020)
	I feel good when I buy things online for the special people in my life.	(Ali et al., 2020)
	I like shopping for others because when they feel good I feel good	(Arnold & Reynolds,2003)
Social Shopping	I shop online with my friends or family to socialise.	(Ali et al., 2020)
	Shopping online with others is a bonding experience.	(Ali et al., 2020)
	To me, online shopping with friends or family is a social occasion	(Ali et al., 2020)
	I enjoy socialising with others when I shop	(Horvath & Adiguzel, 2018)
	I imagine others' reactions when I try on something	(Sharif & Yeoh, 2018)
Value Shopping	For the most part, I shop online when there are sales.	(Ali et al., 2020)
	I enjoy looking for discounts when I shop online.	(Ali et al., 2020)
	I shop online to take advantage of sales.	(Ali et al., 2020)
	I enjoy hunting for bargains when I shop	(Horvath & Adiguzel, 2018)
	I feel satisfied to get personal achievement	(Atulkar & Kesari,2017)
Compulsive Buying	I like to spend money on online shopping	(Sharif & Yeoh,2018)
	When I have money, I cannot avoid spending a part or all of it on online shopping	(Sharif & Yeoh, 2018)
	I have often bought a product online that I did not need even when I knew I had very little money left	(Sharif & Yeoh, 2018)

I often buy something I see online without planning, just because I need to have it	(Sharif & Yeoh, 2018)
I sometimes feel that something inside pushes me to go online shopping	(Sharif & Yeoh, 2018)
As soon as I visit an online shopping website, I want to buy something	(Sharif & Yeoh, 2018)
At times, I have felt somewhat guilty after buying something online because it seemed unreasonable	(Sharif & Yeoh, 2018)
There are some things I buy online that I do not show to anybody because I fear people will think I foolishly wasted my money	(Sharif & Yeoh, 2018)
Others might consider me as an online shopaholic. (Addictive to online shopping)	(Sharif & Yeoh, 2018)

Data Collection Methods

The researcher developed and distributed an online questionnaire to online shoppers in the present study. The online questionnaire consisted of 25 questions under 3 sections which measure the data using a five-point Likert scale. The researcher intends to gather primary data using an online survey questionnaire from online shoppers in the Western Province of Sri Lanka. The questionnaire is prepared as a Google form and it is distributed through social media platforms like WhatsApp, and Facebook among those who purchase products online.

To ensure the responses were collected from a sample of the target population, three filtering questions have been included at the beginning of the questionnaire. The secondary data were gathered from previous research articles, journals, books, websites and other related sources.

Population

The index issued by Daraz.lk, the largest online shopping platform in Sri Lanka, indicates that the Western Province owns the largest online orders share with 50%. More specifically Colombo and Gampaha districts represent 31% and 15% of order share district wise. The population density and the higher household income in urban areas are reflected in these figures.

The index further identified the age group of 18 to 35 engages in shopping trendy items and look for the best deals and that fashion related products are one of the most searched items online while handbags and shoes are the most searched fashion items. Also, fashion goods are

in the second place of most bought items (Adaderanabiz.lk, 2020) Thus, considering these facts, the researcher intends to target the population of online shoppers in the Western province of Sri Lanka who are in the age group of 18-35 and shop for fashion products.

A concise sampling frame cannot be identified with regard to the considered population and the element in the population does not have an equal probability to be chosen as a sample subject, so the researcher intends to use purposive sampling under the non- probability sampling. The purposive sampling technique, also called judgment sampling, is the deliberate choice of a participant due to the qualities the participant possesses. It is a non-random technique that does not need underlying theories or a set number of participants. Simply put, the researcher decides what needs to be known and sets out to find people who can and are willing to provide the information by virtue of knowledge or experience (Ilker et al., 2016).

Due to the lack of statistics regarding online shoppers in Sri Lanka, precise detail about the population is not readily available. Thus, the researcher has to adopt a sample size that is in line with similar recent studies. The majority of Sri Lankan researchers have used a sample between 300-400. The researcher used surveysystem.com sample size calculator and arrived at 384 as the sample size for the current study.

Data Analysis Methods

Descriptive and inferential statistics can be used to analyse the data collected. Descriptive statistics are used to describe a set of data in numeric terms while inferential statistics can be used to examine the impact of one or more variables on a dependent variable and test hypotheses (Saunders et al., 2009) Inferential statistics include a wide range of measures like Pearson's correlation coefficient, regression, etc. The impact of adventure seeking motive, gratification seeking motive, role shopping, value shopping, social shopping and idea shopping motives towards online compulsive buying behaviour can be analysed using IBM SPSS statistics 21.0 software.

The researcher conducted a pilot survey in order to ensure the accuracy of the questionnaire. The questionnaire was distributed among 30 potential respondents and measured the reliability and validity of the items. Questions were adopted from previous studies and adjusted according to the Sri Lankan context. Further, discriminant validity was assessed using Kaiser-Meyer-Olkin (KMO) measure and Bartlett's Test.

As per Saunders et al. (2009), reliability is the extent to which the data collection techniques used in the study generate consistent results. The reliability of the factors is measured using Cronbach's alpha value in the present study. Correlation identifies the direction and the strength of the relationship between variables. Also, the significance of the relationship can be measured using correlation analysis. When both variables are in numeric terms, Pearson's correlation coefficient can be used to analyse the correlation. (Saunders et al., 2009) The researcher uses Pearson's correlation coefficient to identify the strength and direction of the relationship between variables in the present study. In the present study, the researcher uses six independent variables and thus multiple linear regression should be used.

The coefficient of multiple regression or the R square indicates the proportion of the variation in a dependent variable that can be explained statistically by the independent variables (Saunders et al., 2009) The R square value can range between 0 to 1. ANOVA table can be used to test whether the regression model is statistically significant or not (Field, 2009) In the present study, the confidence level is taken as 95% and thus the p -value is compared against 0.05. If the p -value (Sig. value) is less than 0.05 at the confidence level of 95% the model is statistically significant

As Field (2009) explains, the coefficient represents the change of the dependent variable as a result of a unit change of the independent variable. Further, the B-value is the gradient of the regression line. This is used to describe the nature of the relationship between two variables.

Data Analysis and Discussion

Data Preparation and Cleaning

To ensure the effectiveness of the information, the data should be collected from the respondents who belongs to the target population. In the present study, the respondents should be online fashion clothing shoppers belonging to the age group of age 18-35 and residing in the Western Province of Sri Lanka. Three filtering questions were included at the beginning of the questionnaire in order to filter the respondents and ensure the effectiveness of the sample selection. Further, the data collected from various respondents may not be suitable to use directly in a research study as there can be missing values or outliers which would lead to a misleading conclusion.

Thus, the researcher requires to check for missing values and outliers and clean them before feeding the information for analysis. To overcome this issue at the first instance, the researcher included “Required” tag for every question when preparing the Google form. Then the respondent is required to answer each and every question and cannot move to the next question without answering the previous questions. Thus, it avoids missing values in the data set. The researcher further analysed to identify whether there are any outliers and corrected those.

Out of 384 respondents among whom the questionnaires were distributed, 291 responses were received through purposive sampling and thus the effective response rate is 75.78%. After collecting data for about three weeks, the data collected via Google forms were imported to an Excel worksheet and fed into SPSS 21.0 software version for further analysis.

Reliability of the Measurement Scales

To check the reliability of the variables, Cronbach’s Alpha value can be used. As Sekaran (2003) stated, if Cronbach’s alpha value is below 0.7, the reliability of the items is considered to be poor while a value in between 0.7 to 0.8 considered to be acceptable. If the Cronbach’s alpha value is above 0.8, the reliability of the items is good.

Table 2 illustrates the Cronbach's alpha value for each variable.

Table 3

Reliability of measures

Variable	Items	Cronbach's Alpha Value	Status
Adventure seeking motive	05	0.843	Good
Gratification seeking motive	05	0.912	Good
Idea shopping motive	05	0.845	Good
Role shopping motive	04	0.834	Good
Social shopping motive	05	0.890	Good
Value shopping motive	05	0.750	Acceptable
Online shoppers' compulsive buying behaviour	09	0.938	Good

As Table 4.2 indicates Cronbach's alpha value for each variable is above 0.7, it can be suggested that all the variables are reliable.

Sample Profile of the Study

The profile of the respondents includes the gender, age, monthly income level and level of education. In terms of gender composition, 58.08% of the online fashion clothing shoppers are males while females represent only 41.92% which is surprisingly low compared to males. The responses were collected from the respondents in the age group of 18-35 and the researcher identified three types of shoppers in the said age group. 61.51% of the online fashion clothing shoppers belong to the group of well-informed shoppers while 36.08% belong to the group of young online shoppers. Only 2.41% of the online fashion clothing shoppers represent the group of settled adult shoppers which is significantly low compared to young online shoppers and well-informed shoppers between the age of 25-30.

The researcher collected data regarding the educational level of the online fashion clothing shoppers which may influence their level of involvement in online purchasing. Majority of the online fashion clothing shoppers are educated up to Bachelor's Degree and it represents 72.51% out of the respondents. 2.06% of online fashion clothing shoppers are educated up to Masters Level while 1.03% have completed their education at the level of GCE O/Ls.

Descriptive Statistics

Descriptive statistics can be used to describe the data set in numeric terms. (Saunders et al., 2009) Descriptive statistics includes measures of central tendency, dispersion, etc. Central tendency measures are used to describe the average or common nature of data while dispersion

measures can be used to describe the dispersion of data. Mean, Median and Mode can be used to measure the central tendency while standard deviation is commonly used to measure dispersion.

The mean and standard deviation for each independent variable and dependent variable is summarised in Table 4.

Table 4

Descriptive Statistics

Variable	Mean	Std. Deviation
Adventure seeking motive	3.589	0.7797
Gratification seeking motive	3.181	1.0704
Idea shopping motive	3.775	0.8298
Role shopping motive	3.7955	0.83735
Social shopping motive	3.359	0.9904
Value shopping motive	3.885	0.6707
Online fashion clothing shoppers' compulsive buying behaviour	3.179	1.0138

According to Table 4, the mean value of online fashion clothing shoppers' compulsive buying behaviour is 3.179. The standard deviation of the dependent variable is 1.0138 which suggests that the online fashion clothing shoppers' compulsive buying behaviour can vary by 1.0138. All the independent variables have a mean value above 3 which indicates that the variables perform up to the standard level.

Correlation Analysis

"A correlation coefficient (r) enables to quantify the strength of the linear relationship between two ranked or numerical variables" (Saunders et al., 2009). Correlation coefficient can range from between -1 to +1. If the coefficient is a positive value, it indicates a positive relationship between the variables while the negative coefficient suggests a negative or inverse relationship between two variables. If the coefficient is 1, it suggests a perfect linear relationship and the zero value suggests that there is no relationship between the variables. However, if $0.5 < r < 0.75$, there is a moderate positive relationship, if $0.5 < r < 0$ there is a low degree of relationship. In addition to that, if the p -value is less than 0.05, there is a statistically significant relationship (Saunders et al., 2009).

Table 5*Correlation Table*

Variable	Pearson's Correlation Co-efficient	p-value	Comment	Correlation
Adventure seeking motive	0.652	0.000	Moderate positive relationship	Significant
Gratification seeking motive	0.617	0.000	Moderate positive relationship	Significant
Idea shopping motive	0.582	0.000	Moderate positive relationship	Significant
Role shopping motive	0.457	0.000	Weak positive relationship	Significant
Social shopping motive	0.774	0.000	Strong positive relationship	Significant
Value shopping motive	0.464	0.000	Weak positive relationship	Significant

It can be concluded that there is a positive moderate relationship in between the online compulsive buying behaviour and adventure seeking motive, gratification seeking motive and idea shopping motive while a strong positive relationship exists between the online compulsive buying behaviour and social shopping motive. Further, there is a weak positive relationship between online compulsive buying behaviour and two independent variables namely role shopping motive and value shopping motive.

Since the *p*- value is less than 0.05 for all variables, the correlation is considered to be statistically significant (Refer Appendix F).

Regression Analysis

“The regression analysis enables to assess the strength of the relationship between a numerical dependent variable and one or more numerical independent variables.” (Saunders et al., 2009) The regression analysis can be a simple linear regression or multiple linear regression.

The relationship between one independent variable and the dependent variable is assessed through a simple linear regression while the multiple regression analysis can be used to assess the relationship between two or more independent variables and one dependent variable (Saunders et al., 2009). In the present study, the researcher uses six independent variables and thus multiple linear regression should be used.

R Square (R²)

The coefficient of multiple regression or the R square indicates the proportion of the variation in a dependent variable that can be explained statistically by the independent variables. (Saunders et al., 2009). The R square value can range between 0 to 1. The following model summary table shows R square value of each variable.

Table 6*Model Summary*

Model	R	R Square	Adjusted R Square	Std. Error of the estimate	Durbin-Watsonvalue
4	0.812	0.660	0.655	0.59534	1.708

Table 6 indicates that the R square value is 0.655. It means that 65.5% of the variation of online compulsive buying behaviour of fashion clothing shoppers in Sri Lanka can be explained by adventure seeking motive, value shopping motive, role shopping motive and social shopping motive. 34.5% of the variance is not explained by the independent variables covered under the current study.

ANOVA Table

ANOVA table can be used to test whether the regression model is statistically significant or not (Field, 2009). If the *p*-value (Sig. value) is less than 0.05 at the confidence level of 95% the model is statistically significant. Table 7 suggests that the *p*-value is 0.000 which is less than 0.05 and thus it can be concluded that the fitted model is statistically significant.

Table 7*ANOVA Table*

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	196.717	4	49.179	138.758	0.000
4 Residual	101.365	286	0.354		
Total	298.082	290			

Analysis of Coefficient

Table 8 indicates that the social shopping motive is the most influential factor in the online compulsive buying behaviour of the fashion clothing shoppers in Sri Lanka as it takes the highest beta value out of all variables which is 0.587. The second highest beta value is 0.269 for adventure seeking motive which is the second influential factor for online compulsive buying behaviour of fashion clothing shoppers in Sri Lanka. According to the beta value of respective variables, value shopping and role shopping motives are the third and

fourth influential factors for online compulsive buying behaviour of fashion clothing shoppers in Sri Lanka.

Table 8

Coefficient Table in Regression Analysis

Model	Unstandardised Coefficients		Standardised Coefficients	t value	Sig.
	B	Std. Error	Beta		
Constant	-0.617	0.230		-2.677	0.008
Adventure seeking	0.350	.060	0.269	5.833	0.000
Social shopping	0.601	0.051	0.587	11.900	0.000
Value shopping	0.275	0.065	0.182	4.203	0.000
Role shopping	-0.144	0.058	-0.119	-2.473	0.014

Based on the above coefficient table, the regression equation can be developed as follows,

$$Y = -0.617 + 0.350X_1 + 0.601X_2 + 0.275X_3 - 0.144X_4$$

Where,

X_1 = Adventure seeking motive, X_2 = Social shopping motive, X_3 = Value shopping motive, X_4 = Role shopping motive

The B-value indicates the level of impact of an independent variable towards a dependent variable while other independent variables remain constant. The B coefficient of adventure seeking motive is 0.350 while p -value is 0.000. It suggests the fact that an increment of 1 unit of adventure seeking motive can increase the online compulsive buying behaviour of fashion clothing shoppers in Sri Lanka by 0.350. Also, there is a positive impact as the B-coefficient gets a positive value.

The social shopping motive has a B-coefficient of 0.601 while the p -value is 0.000. It indicates that an increment of 1 unit of social shopping motive can increase the online compulsive buying behaviour by 0.601. Further, the B-coefficient of value shopping is

0.275 at the p -value of 0.000 while the role shopping has a B-coefficient of -0.144 at the p -value of 0.014. The value of value shopping indicates a positive relationship while role shopping has a negative relationship with the online compulsive buying behaviour of fashion clothing shoppers in Sri Lanka.

Hypothesis Testing

In the present study, the researcher has developed six hypotheses to correspond with the research objectives. The p -value (Sig. value) and the B coefficient are used to test these hypotheses. To accept developed hypotheses, B-coefficient should be a positive value and the p -value should be less than or equal to 0.05 at the confidence level of 95%. The analysis of each hypothesis is summarised in table 9.

Table 9

Summary of Hypotheses

No.	Hypothesis	p - value	Results
H ₁	There is a significant influence of adventure seeking motive on online compulsive purchase behaviour in Sri Lanka.	0.000	Accepted
H ₂	There is a significant influence of gratification seeking motive on online compulsive purchase behaviour in Sri Lanka.	0.306	Rejected
H ₃	There is a significant influence of idea shopping motive on online compulsive purchase behaviour in Sri Lanka.	0.186	Rejected
H ₄	There is a significant influence of role shopping motive on online compulsive purchase behaviour in Sri Lanka.	0.014	Accepted
H ₅	There is a significant influence of social shopping motive on online compulsive purchase behaviour in Sri Lanka.	0.000	Accepted
H ₆	There is a significant influence of value shopping motive on online compulsive purchase behaviour in Sri Lanka.	0.000	Accepted

As illustrated in Table 9, the p -value is higher than 0.05 at the confidence level of 95% only in the gratification seeking motive and idea shopping motive. Thus, these two hypotheses are rejected according to the decision rule. Other hypotheses are accepted since the p value is lower than 0.05 at the confidence level of 95%.

Discussion

Under present study the researcher aims to investigate the impact of hedonic shopping motives on the online compulsive buying behaviour of fashion clothing shoppers in Sri Lanka. The results of the study indicate that there is a significant impact of hedonic shopping motives on the online compulsive buying behaviour of fashion clothing shoppers in Sri Lanka.

According to the findings of the present study, there is a significant impact of adventure seeking motive on the online compulsive buying behaviour of fashion clothing shoppers in Sri Lanka. This supports the findings of previous studies which elaborates that in emerging markets the main motivation was adventure seeking which is opposite to what is found in developed countries (Horvath & Adiguzel, 2018).

It was found that there is a significant impact of role shopping motive on online compulsive buying behaviour of fashion clothing shoppers in Sri Lanka. Previous studies have proven that role shopping is negatively significant to the compulsive buying behaviour of online shoppers (Ali et al., 2020).

The present study indicates that there is a significant impact of social shopping motive on fashion clothing shoppers' online compulsive buying behaviour. Contrastingly, previous literature suggests that social shopping is not found to be significantly related to compulsive buying in either market (Horvath & Adiguzel, 2018).

According to the findings, there is a significant impact of value shopping motive on the online compulsive buying behaviour of fashion clothing shoppers in Sri Lanka. This is contradictory to the previous research findings which suggest that there is no significant relationship between compulsive buying and value shopping in developing countries (Horvath & Adiguzel, 2018).

There is no significant impact of gratification seeking motive on the online compulsive buying behaviour was supported by previous research findings which suggest that there is no significant relationship between the gratification seeking motive and online compulsive buying behaviour which is surprising (Ali et al., 2020). Also, there is no significant impact of role shopping motive on the online compulsive buying behaviour of fashion clothing shoppers in Sri Lanka was found. However, this finding is contradictory to the previous findings which suggest a positive significant relationship between the role shopping motive and online compulsive buying behaviour (Horvath & Adiguzel, 2018).

Conclusion

Compulsive buying behaviour is a significantly increasing scenario in many countries worldwide. It is fueled by many factors like an increase in the usage of credit cards, availability of cash on delivery facilities and other psychological factors like stress, anxiety and loneliness. When referring to previous literature, the researcher found the fact that people tend to involve in compulsive buying behaviour with the impact of hedonic shopping motives. The researcher uses 'Big Five Model' as the theoretical basis of the current study. Many studies have revealed that hedonic shopping motives have an impact on compulsive buying behaviour in Sri Lankan context too. The hedonic shopping motives consist of six motives namely adventure seeking, gratification seeking, role shopping, value shopping, social shopping and value shopping motive.

According to the outcomes of the present study, it can be concluded that there is a significant impact of hedonic shopping motives on the online compulsive buying behaviour

of fashion clothing shoppers in Sri Lanka. The results of the present study support the findings of previous studies which have been done in different contexts. Ali et al. (2020) suggest that hedonic shopping motives have a significant impact on online compulsive buying behaviour. The findings of Horvath and Adiguzel, (2018) suggest that there is a significant impact of hedonic shopping motives on online compulsive buying behaviour of shoppers in emerging markets as well.

The researcher has used six hedonic shopping motives in the present study and identified those as influential factors for online compulsive buying behaviour. Previous studies have shown that there is a significant impact of hedonic shopping motives on online compulsive buying behaviour of shoppers in developed countries as well as developing countries.

Among these six motives, the findings of the current study suggest that adventure seeking motive, role shopping, value shopping and social shopping motives have a significant impact on the online compulsive buying behaviour of fashion clothing shoppers in Sri Lanka. Thus, marketing strategies should be aimed at enhancing the level of those motives towards online purchases. Especially, the study emphasises that online fashion clothing shoppers are motivated by the role shopping motive which involves buying gifts for others. Thus, the marketing strategies can be designed to enhance online shoppers' gift purchasing motive in order to increase the level of online sales of fashion products. Based on the findings of the present study, the researcher suggests for future researchers that further analysis is required to analyse the impact of hedonic shopping motives on online compulsive buying behaviour in other product categories and in different contexts like rural areas. It is necessary to evaluate the impact of hedonic shopping motives in physical store platforms as well, since it can lead to different findings in relation to different product categories and industries.

For future investigations, the researcher proposes to study the impact of external factors towards online compulsive buying behaviour. The impact of gender and age differences also can be studied as motivations to purchase compulsively may vary from females to males and between different age groups.

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