





“The influence of hedonic shopping motivation on online impulse buying behavior in the fashion industry”

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THE INFLUENCE OF HEDONIC SHOPPING MOTIVATION ON ONLINE IMPULSE BUYING BEHAVIOR IN THE FASHION INDUSTRY

Abstract

Impulse buying is a key marketing strategy to boost online sales in fast fashion, as many items in this sector are purchased impulsively, often driven by hedonic motivations. The study aims to determine the influence of hedonic shopping motivation on online impulse purchase behavior in the fashion industry among Generation Y consumers. Generation Y consumers are tech-savvy customers with high-income potential who engage in online shopping. Following a cross-sectional survey, 400 responses from Generation Y students were collected from North-West University and Vall University of Technology in South Africa and analyzed to address the research objective. The results of the study indicate that Generation Y students found social shopping, value shopping, relaxation shopping and novelty as the strongest motives that influence their fast fashion online impulse buying behavior, while idea shopping, adventure shopping and fun with praise from others do not exhibit a statistically significant influence on this cohort. In terms of importance, relaxation shopping was the most important motive for fast fashion online impulse buying behavior among Generation Y students, followed by social shopping, novelty and value shopping. The present study obtained a coefficient of determination (R-squared) of 0.492, suggesting that roughly 49.2% of the variance in Generation Y students' online impulse buying behavior to purchase fast fashion can be predicted by relaxation shopping, social shopping, novelty and value shopping.

Keywords

hedonic motivation, fashion, impulse buying, online shopping

JEL Classification

M30, M31, M39

INTRODUCTION

The fashion industry is a lucrative sector in the global market (Steele, 2022), and it focuses on the design and sale of clothing. Fashion may be described as a way to express oneself using clothing, shoes, and accessories to tell a story (FutureLearn, 2021). According to Sembawa (2019), the fast fashion industry has allowed consumers to have more purchasing power by offering inexpensive fashion trends. Similarly, Rauturier (2021) agrees that fast fashion is characterized by its affordability and rapid turnover of styles inspired by runway or celebrity fashion and meets consumer demand for the latest trends. Like other fast fashion brands, Shein introduces new styles daily at remarkably affordable prices (Hirsh, 2021), thereby encouraging impulsive buying tendencies. Consumers purchase products for various reasons such as improving their mood, expressing themselves, and finding enjoyment, sometimes resulting in emotional and non-rational impulse purchases (Sirhindi, 2010). Impulse buying is the act of making sudden, unplanned purchases without much consideration. Impulse buying be-

havior as a concept has drawn the attention of economics and marketing scholars since 1950s (Shojaei et al., 2014). Akram et al. (2018) studied consumer impulse buying in both online and traditional stores, with many factors influencing online shopping and leading to increased impulsive purchasing due to easy access to brands and product comparisons online (Zhang et al., 2006). The fashion industry, recognized as a highly profitable sector, is significantly reliant on impulse purchasing behavior. A substantial portion of its revenue is driven by consumers' spontaneous decisions, often influenced by emotional appeal, trends, and the allure of novelty.

Consumers are driven by utilitarian and hedonic motivations when engaging in shopping activities (Caber & Albayrak, 2010). Hirschman and Holbrook (1982) opine that modern consumers are increasingly involved in purchasing processes, with their motivations centered on these utilitarian and hedonic aspects. Both utilitarian and hedonic motivations apply to online shopping and influence the purchasing intentions of consumers (Saygılı & Sututemiz, 2020). According to Childers et al. (2001), utilitarian motivation involves consumers seeking to acquire products or services promptly and efficiently to accomplish their goals with minimal inconvenience, while hedonic motivation is driven by the pursuit of pleasure, satisfaction, and fantasy (Hirschman & Holbrook, 1982). Hedonic shopping motivation comprises idea shopping, relaxation shopping, value shopping, adventure shopping, social shopping, novelty, fun, and praise from others (Akram et al., 2018; Dey & Sirvastava, 2017; Prawira & Sihombing, 2021; Yu & Bastin, 2010). This study focuses on hedonic shopping motivation, where positive emotions derived from the hedonic value of shopping lead to unplanned purchases (Kempa et al., 2020). This study focuses on hedonic shopping motivation, emphasizing how the enjoyment and pleasure derived from the shopping experience can significantly influence consumer behavior. Specifically, it examines how positive emotions, such as excitement, joy, and satisfaction associated with the hedonic value of shopping, create a sense of gratification that often leads to unplanned or impulse purchases. These emotions, driven by the experiential aspects of shopping rather than its functional purpose, can override rational decision-making processes, encouraging consumers to make spontaneous purchases. The study aims to explore this dynamic further, shedding light on the psychological and contextual factors that amplify the impact of hedonic motivation on consumer decision-making of Generation Y consumers.

As indicated earlier, the study targets Generation Y consumers. Generation Y are those individuals who were born between 1986 and 2005 (Markert, 2004). According to Valentine and Powers (2013), Generation Y individuals are characterized as technologically savvy, individualistic, educated, less naïve and more properly informed than prior generations. Besides, Parment (2013) states that members of the Generation Y group reached adulthood at a time of economic growth, and they are more accustomed to communication, media, and digitization than earlier generations (Kaifi et al., 2012). The Generation Y demographic cohort represents a significant marketing segment within the global marketplace due to its substantial presence within South Africa, comprising 43.8% of the country's overall population of 60,450,823 in 2023. Due to its size and significant purchasing power, Generation Y is a crucial cohort and target market for both retailers and consumer product businesses (Parment, 2013). Colucci and Scarpi (2013) state that Generation Y consumers are a crucial generation cohort for fashion-related purchasing because they make up a major portion of the fashion market. Additionally, Generation Y consumers are the target of fast fashion stores, due to them spending more money than other generations (Jorgensen & Sorensen, 2019). For the purposes of this study, Generation Y consumers were sampled from two universities in Gauteng, South Africa: North-West University and Vaal University of Technology.

As elucidated above, hedonic shopping motivation encompasses idea shopping, relaxation, value-seeking, adventure, social interaction, novelty, enjoyment, and the desire for praise. This study specifically examines hedonic shopping motivation, emphasizing how the positive emotions associated with the pleasurable aspects of shopping can lead to unplanned or impulse purchases. Accordingly, the study aims to investigate the impact of hedonic shopping motivation on online impulse purchasing behavior in the fashion industry, focusing on Generation Y consumers.

1. LITERATURE REVIEW

The literature in the ensuing section will focus on aspects of hedonic motivation dimensions that influence online impulse purchases of Generation Y consumers.

The novelty dimension of hedonic shopping motivations can be described as the unique feelings that stimulate enthusiasm for discoveries in consumers (Yu & Bastin, 2010). Madahi et al. (2012) found that one of the four components influencing young consumers' decision-making patterns is novelty. Consumers seek new experiences, pleasure and surprises during the purchasing process (Sebayang et al., 2019). Zhao et al. (2022) argue that because novelty is a motivating factor that causes individuals to seek new experiences or products, it can easily encourage impulsive purchasing, especially in an online setting. Consumers purchase impulsively when they come across new products to satisfy their awareness of innovation (Dey & Srivastava, 2017). As such, the novelty dimension is linked to impulse purchasing. A study conducted in Jakarta by Sebayang et al. (2019) on the analysis of hedonic shopping motivation and its impact on impulse buying among millennial generations in a physical store reported that Generation Y consumers' impulse buying is positively influenced by novelty.

Consumers' satisfaction and entertainment experiences during shopping make up the fun dimension (Yu & Bastin, 2010). This fun element consumers seek can be associated with pleasure, indulgence, entertainment and excitement (Dey & Srivastava, 2017; Sebayang et al., 2019). According to Gultekin and Ozer (2012), fun is related to providing consumers with hedonic gratification and is characterized as one of the primary hedonic motives influencing impulsive purchasing. McCormick and Livett (2012) suggest that young consumers derive pleasure from making purchases as they get excited during a shopping experience while searching for products. Babin et al. (1994) agree, stating that consumers derive fun, pleasure and entertainment from the act of browsing and that a purchase is not necessary to feel enjoyment. This is also true when it comes to online shopping, as some people enjoy browsing through the biggest mall in the world, namely the internet (Haupt,

2022). Since consumers feel an increased level of excitement when not only purchasing but browsing as well, this may cause them to engage in impulse purchasing even more (McCormick & Livett, 2012). Sebayang et al. (2019) found in their study on hedonic shopping motivation and its impact on impulse buying that Generation Y consumers' impulse buying is positively influenced by fun.

The praise from others dimension, also known as outside appreciation, is reflected by consumers perceiving praise from peers or any individual. Obtaining praise from others while shopping creates a valuable shopping experience for the consumer (Cavusoglu et al., 2020). Pfeffer et al. (2006) demonstrate that people respond positively to praise from others and that this dimension will motivate individuals to make purchases. Previous research has shown the significance of receiving praise from others when purchasing items (Yu & Bastin, 2010). Similarly, when it comes to impulse purchases, consumers may view praise from others as an incentive for demonstrating spontaneity, making impulse buying susceptible to praise from others (Luo, 2005). Besides, younger generations, such as Generation Y, are especially sensitive to the opinions of their peers (Dalziel & De Klerk, 2021), and accordingly, the praise from others dimension may influence their purchasing behavior. Sebayang et al. (2019) state that praise from others has a favorable impact on Generation Y shoppers' impulse purchases.

Arnold and Reynolds (2003) define social shopping as the pleasure of shopping with friends and family, mingling during shopping and engaging with people. Consumers gain a lot of knowledge about the goods to be purchased by shopping with family or friends because they get the opportunity to seek advice about the products they are interested in. In addition, Prawira and Sihombing (2021) argue that social shopping influences the purchasing behaviors of consumers in an online setting, whereby social media networks are used as a platform for sharing, recommending, suggesting and commenting on various goods and services. When browsing social networking websites, consumers can be captivated by shared experiences that elicit a desire to purchase the same product. Consumers may also come across shared links to shopping websites, which may trigger impulsive

purchases (Huang, 2016). Furthermore, Akram et al. (2018) reported in their study on hedonic shopping motivations and impulse buying in social commerce communities that social shopping has a positive and significant influence on online impulse buying.

Arnold and Reynolds (2003) define adventure shopping as shopping for excitement, adventure and the sensation of being in another universe. To et al. (2007) state that the phrase adventure refers to a consumer who has a unique and fascinating experience. Besides, Kim (2006) alludes that it can also refer to an individual being exposed to a unique setting that stimulates the senses. According to Cinjarevic et al. (2011), adventure shopping is an effective approach to encourage online impulse purchasing behavior. An individual demonstrating hedonic shopping motivations, particularly those inclined towards shopping for adventurous experiences, frequently spend time exploring e-commerce platforms, resulting in unplanned purchases (Umar et al., 2022). Furthermore, adventure shopping has a positive relationship with online impulsive purchase behavior (Ozen & Engizek, 2014). Consumers' adventurous instincts are satisfied by an apparent curiosity component, which leads to a sense of adventure (Akram et al., 2018). When shopping online, this is a major influencing factor. A study conducted by Akram et al. (2018) explored the hedonic shopping motivations that influence online impulse buying, suggesting a relationship between adventure shopping and online impulse buying behaviour.

Value shopping is classified as shopping with the goal of finding a discount or bargain (Arnold & Reynolds, 2003). This creates a sense of excitement and enthusiasm within a consumer when they get a good bargain or discount while purchasing items (Akram et al., 2018). According to Chandon et al. (2000), sales promotion will excite consumers because they consider themselves to be savvy buyers. Getting a better deal through these sales promotions or discounts can lead to personal satisfaction. People are more prone to search for discounts and bargains while shopping online, particularly with the widespread use of websites, and this type of action may influence consumers' online impulse buying behavior (Akram et al., 2018). Previous research investigating the influence of hedonic motivations on consumers' impulse buy-

ing tendencies in the online environment shows a correlation between value shopping and online impulse purchases (Ozen & Engizek, 2014).

Relaxation shopping is an element of hedonic shopping motivation which involves shopping to relieve stress (Akram et al., 2018). According to Arnold and Reynolds (2003), relaxation shopping is when people go shopping to alleviate stress and change their negative moods into happy ones. Ozen and Engizek (2014) concur by stating that many shoppers admitted that they go shopping to relieve stress or quit worrying about their troubles; they regard shopping as a means to unwind, relax, improve a bad mood or just satisfy the need to escape reality. Besides, Prawira and Sihombing (2021) state that consumers may engage with the atmospheric components of a website or online store to enhance their hedonic experience of relaxation. Accordingly, this may include aspects such as website design, which can influence the emotional response of consumers towards the online platform. Moreover, it can play a role in helping them escape any stress that they feel. A study conducted by Ozen and Engizek (2014) found that there is a relationship between relaxation shopping and online impulse behavior. The study investigated whether the hedonic motivations of Turkish consumers affect their impulse buying tendencies in the online environment (Ozen & Engizek, 2014).

Arnold and Reynolds (2003) define idea shopping as a component in which consumers shop because they want to discover and learn about new trends and styles. According to To et al. (2007), shoppers may use the internet to search, assess and comprehend information about companies, goods and new trends while still having fun. Consumers who shop online can obtain details such as keyword adverts, online customer reviews, display ads, sponsorships, cost assessments, user feedback comparison and other promotional activities, anywhere and at any time (Akram et al., 2018), and as such, consumers may be motivated by this dimension when it comes to online shopping. Previous research has found a relationship between idea shopping and online impulse buying behavior, as explored by Akram et al. (2018) in their study on hedonic shopping factors influencing online impulse buying in China, particularly from the perspective of social commerce communities.

The literature highlights the significant impact of hedonic shopping motivations on impulse buying behavior, particularly in the context of online shopping. Dimensions such as novelty, fun, praise from others, social shopping, adventure shopping, value shopping, relaxation shopping and idea shopping contribute to the impulsive purchasing tendencies of consumers, especially among Generation Y. Understanding these motivations is crucial for retailers looking to enhance their marketing strategies in the digital landscape. Hence, the study aims to determine the influence of hedonic shopping motivation on online impulse purchase behavior in the fashion industry among Generation Y consumers in an emerging market, South Africa.

2. RESEARCH METHODOLOGY

This study employs a descriptive research design, which aims to provide a detailed account of the characteristics and behaviors of the target population. A quantitative research approach was deemed appropriate for this investigation, as it allows for the systematic collection and analysis of quantitative data to address the research objectives. A cross-sectional survey was conducted to gather data at a single point in time, ensuring a snapshot of the participants' behaviors and motivations towards online shopping. A total of 400 responses were collected and analyzed from non-probability samples that were selected to reflect the demographic characteristics relevant to the research. The study specifically targeted Generation Y students, aged between 18 and 24, from two higher education institutions in Gauteng, South Africa: North-West University and Vaal University of Technology. The participants voluntarily participated in the study by completing a self-administered questionnaire designed to assess their shopping motivations and behaviors in an online environment. By focusing on this demographic, the study aims to generate insights into the online shopping habits and preferences of younger consumers, particularly within the context of utilitarian and hedonic motivations.

The research instrument was compiled from previously validated scales: social shopping, adventure shopping, value shopping, relaxation shopping, and idea shopping, were from Akram et al. (2018)

and Prawira and Sihombing (2021) and novelty, fun and praise from others from Yu and Bastin (2010). The online impulse buying construct was adapted from Akram et al. (2018). Ethical clearance was obtained from the relevant structure of the North-West University (NWU-00673-22-A4).

Non-South Africans, students outside the specified 18-24 age range, and questionnaires with more than 10% missing values were excluded from the 400 completed questionnaires distributed. As a result, 377 viable questionnaires remained, yielding a response rate of 94.3 percent. The Traditional University returned 187 questionnaires, while the University of Technology returned 190 questionnaires. Table 1 shows the sample description.

Table 1. Sample description

	Percent (%)
Age	
18	6.4
19	13.8
20	22.3
21	24.7
22	15.6
23	12.5
24	4.5
Gender	
Male	38.5
Female	59.4
Non-binary	1.3
Language	
English	2.7
Afrikaans	1.9
IsiZulu	17.8
IsiXhosa	8.8
IsiNdebele	1.9
Sepedi	11.7
Tshivenda	4.0
Sesotho	28.4
Setswana	10.3
Xitsonga	8.0
Siswati	3.7
Other	1.1
Province	
Eastern Cape	2.7
Free State	10.3
Gauteng	55.4
KwaZulu-Natal	4.2
Limpopo	12.5
Mpumalanga	8.2
Northern Cape	0.3
North-West	6.4

3. RESULTS AND DISCUSSION

Using factor analysis on a data set is required to determine the interrelationships found in a large set of variables, including determining the various factors that underlay those variables (Malhotra et al., 2017). Confirmatory factor analysis was employed on the dataset to determine the extent to which the 31 items comprising the hedonic shopping motivations and online impulse buying behavior scale produced the proposed constructs, as well as to establish whether the variables were loaded with the intended constructs in line with the literature. Before conducting the Confirmatory Factor Analysis (CFA), the Kaiser-Meyer-Olkin (KMO) test and Barlett’s test of sphericity were performed to evaluate the factorability of the data. The data indicated that adequate sampling has been achieved for factor analysis based on a Barlett’s test of sphericity level of significance $p < 0.00$ and KMO value exceeding 0.6 (Zainudin, 2012). The study’s results indicated that the values obtained from these tests exceeded the recommended value of 0.6 [KMO = 0.861, Chi-squared Barlett’s test = 4988.179 (df = 465), $p = 0.000 < 0.05$], confirming that the data were suitable for principal components analysis. Principal components analysis was executed using the varimax rotation. From the 31-item scale, eight factors were extracted with eigenvalues exceeding 1.0. These eight factors explained 65.21 percent of the variance.

Table 2. Rotated factors, eigenvalues and percentage variance extracted

Items	Factors							
	1	2	3	4	5	6	7	8
PO2	0.726							
F2	0.703							
PO1	0.690							
PO3	0.639							
F3	0.632							
F1	0.562							
F4	0.548							
RS2		0.811						
RS1		0.809						
RS3		0.668						
RS4		0.656						
AS2			0.786					
AS1			0.744					
AS3			0.669					
AS4			0.622					

Items	Factors							
	1	2	3	4	5	6	7	8
SS2				0.783				
SS1				0.757				
SS3				0.728				
SS4				0.576				
VS2					0.858			
VS1					0.824			
VS4					0.731			
VS3					0.563			
IS1						0.863		
IS2						0.816		
IS4						0.768		
OIB3							0.809	
OIB4							0.793	
OIB2							0.703	
N1								0.753
N2								0.685

Concerning Constructs 8 and Construct 9, all the items are loaded together on Factor 1. The evidence suggests that the sample did not distinguish between the Fun (Construct 8) and Praise from others (Construct 9) constructs. A possible explanation for this merging of concepts is that both constructs represent the act of shopping as an enjoyable and exciting activity, which may suggest a new insight into the hedonic shopping motivation phenomenon. Thus, while two of the elements failed to load as anticipated, eight factors successfully emerged and were ultimately chosen as the preferred constructs in which fun and praise from others were combined into one construct called ‘fun with praise from others’. To assess the internal consistency reliability of the constructs were computed. This was followed by constructing a correlation matrix of Pearson’s Product Moment correlation coefficients. The descriptive statistics, reliability and correlation coefficients are presented in Table 3.

Means greater than three were computed on all constructs in the hedonic shopping motivations and online impulse buying behavior scale, as illustrated in Table 3. The results indicated that the consumers belonging to the Generation Y segment demonstrate both hedonic shopping motivations and online impulse buying behavior for fast fashion clothing. Kalkbrenner (2023) stated that the most often used estimate of internal consistency reliability is Cronbach’s Alpha coefficient. This coefficient ranges from 0 to 1 and a value of 0.6 or

Table 3. Descriptive statistics, reliability measures, and correlation coefficients

Constructs	Mean	Std. dev.	Cronbach's Alpha	1	2	3	4	5	6	7
Online impulse buying (1)	3.18	1.24	0.676							
Idea shopping (2)	3.55	1.07	0.857	0.390*						
Social shopping (3)	3.33	0.93	0.754	0.603*	0.594*					
Adventure shopping (4)	3.65	0.99	0.820	0.611*	0.676*	0.737*				
Value shopping (5)	3.89	0.95	0.805	0.537*	0.553*	0.580*	0.747*			
Relaxation shopping (6)	3.39	1.02	0.798	0.638*	0.585*	0.753*	0.771*	0.629*		
Novelty (7)	4.24	1.04	0.811	0.537*	0.382*	0.541*	0.362*	0.529*	0.582*	
Fun with praise from others (8)	3.70	1.03	0.853	0.608*	0.683*	0.754*	0.895*	0.798*	0.788*	0.660*

below typically denotes internal consistency reliability that is unsatisfactory (Malhotra et al., 2017). The range of Cronbach's Alphas for the constructs on this scale was 0.676 to 0.857. As all these values exceed the acceptable level of 0.60 (Malhotra et al., 2017) the values are a good indication of reliability. It is crucial to determine whether there is any evidence of multicollinearity between the predictor variables when using any kind of multivariate statistical method.

Therefore, to evaluate the relationships among the eight constructs a correlation analysis was carried out to examine the presence of multicollinearity. As illustrated in Table 3, none of the correlation coefficients between variables exceeded the recommended cut-off point of 0.90 (Pallant, 2016). Besides, pertaining to collinearity diagnostics, the tolerance values between 0.128 and 0.534 were recorded, exceeding the 0.10 threshold. Furthermore, the Variance Inflation Factor (VIF) for all the variables was below the cut-off level of 10 (Pallant, 2016). Thus, there is no multicollinearity among the variables between the eight constructs and therefore regression analysis was conducted. Multivariate regression analysis was performed to determine whether hedonic shopping motivation

variables have an influence on Generation Y students' online impulse buying behavior in the fast fashion industry.

Table 4 reports the multivariate regression analysis conducted to ascertain whether the hedonic shopping motivation variables such as idea shopping, social shopping, adventure shopping, value shopping, relaxation shopping, novelty and fun with praise from others affect Generation Y students' online impulse buying behavior.

The results in Table 4 indicate that social shopping ($\beta=0.216$, $p=0.001<0.05$), value shopping ($\beta=0.139$, $p=0.026<0.05$), relaxation shopping ($\beta=0.290$, $p=0.001<0.05$) and novelty ($\beta=0.166$, $p=0.001<0.05$) statistically exhibit a significant positive influence towards Generation Y students' fast fashion online impulse buying behavior, while idea shopping ($\beta=-0.098$, $p=0.064>0.05$), adventure shopping ($\beta=0.144$, $p=0.106>0.05$) and fun with praise from others ($\beta=-0.062$, $p=0.548>0.05$) do not exhibit a statistically significant influence. In terms of importance, relaxation shopping ($\beta = 0.290$) was the most important determinant of online impulse buying behavior, followed by social shopping ($\beta = 0.216$), novelty ($\beta = 0.166$) and value

Table 4. Influence of hedonic shopping motivations on online impulse buying

Dependent variable	Standardized beta (β)	R ²	t-value	Significance level	Collinearity statistics	
					Tolerance	VIF
Online impulse buying		0.492				
Independent variables:						
Idea shopping	-0.098		-1.855	0.064	0.495	2.018
Social shopping	0.216		3.453	0.001*	0.354	2.824
Adventure shopping	0.144		1.622	0.106	0.174	5.737
Value shopping	0.139		2.230	0.026*	0.354	2.825
Relaxation shopping	0.290		4.354	0.001*	0.311	3.213
Novelty	0.166		3.255	0.001*	0.534	1.873
Fun with praise from others	-0.062		-0.601	0.548	0.128	7.832

shopping ($\beta = 0.139$). The present study obtained a coefficient of determination (R-squared) of 0.492, suggesting that roughly 49.2% of the variance in Generation Y students' online impulse buying behavior to purchase fast fashion can be predicted by relaxation shopping, social shopping, novelty and value shopping.

This study aimed to determine the influence of hedonic shopping motivation on online impulse buying behavior in the fashion industry. Hedonic shopping motivations may be regarded as the motivational factors that influence online impulsive buying behavior for fast fashion clothing, in the sense that consumers motivated by hedonic shopping motivations can shop impulsively online for various reasons, namely, to keep up with new trends, to shop in order to relieve stress, to find unique fast fashion clothing for excitement, to share their experiences with others or to shop for discounts. The research findings in this study concluded that hedonic shopping motivations exhibit a statistically significant positive influence towards Generation Y students' fast fashion online impulse buying behavior, of which social

shopping, value shopping, relaxation shopping and novelty motives are the positive motivations to shop impulsively online for fast fashion. In terms of importance, the most important determinant of online impulse buying behavior was relaxation shopping, followed by social shopping, novelty and value shopping. Therefore, given the findings, marketers ought to consider this aspect while targeting Generation Y students. Although this study found that idea shopping, adventure shopping and fun with praise from others do not exhibit a statistically significant positive influence towards Generation Y students' fast fashion online impulse buying behavior, other studies had contradicting findings. A study conducted by Cinjarevic et al. (2011) found that impulse buying behaviour was significantly influenced by idea shopping and adventure shopping. In addition, Dey and Sirvastava (2017) reported that there is a positive influence of fun and praise from others on the impulse buying intention among young consumers. Therefore, these variables are important in previous literature and marketers should not ignore their influence on online impulse buying behavior.

CONCLUSION AND RECOMMENDATIONS

This study evaluated the hedonic shopping motivations influencing online impulse buying behavior among Generation Y students. The findings gave vital information regarding the influential motivations for this target market. The identified hedonic shopping motivations that could influence Generation Y students' online impulse buying behavior include relaxation shopping, social shopping, novelty and value shopping. Marketers should take this into account when targeting Generation Y students.

Consumers' online impulse buying behavior may enable them to enjoy themselves or merely escape unpleasant emotions. Therefore, to enhance the online shopping experience of consumers, marketers are recommended to incorporate entertaining elements that induce a sense of relaxation and elicit a feeling of enjoyment. This can be achieved through the development of advertisements that feature engaging slogans, along with vibrant images showcasing a diverse range of fast fashion products. Marketers and retailers are advised to provide Generation Y students shopping online for fast fashion with live chat features, thereby providing an opportunity for consumer engagement and conversation that speaks to their social needs, as social shopping is deemed an important factor that influences impulse buying. To appeal to Generation Y students' positive influence of the novelty motive on online impulse buying behavior, retailers are required to always offer unique and exclusive fast fashion clothing items so that consumers will visit their online stores more often, which could lead them to make purchases impulsively. To effectively appeal to Generation Y students' positive influence of value shopping on their online impulse buying behavior, marketers may consider adopting a strategic approach of providing online discounts or reducing prices, especially when they purchase a certain value's worth online. This strategy serves to enhance the appeal of purchasing a fast fashion item and can contribute to greater sales revenue in the online marketplace. When consumers see fashion items on sale and discounts on-

line, they are more likely to make impulsive purchases. Every academic study inherently posits its own set of limitations, which thereby provide new opportunities for future research. This study only focused on the hedonic shopping motivations that influence online impulse buying behavior, excluding other factors that may influence online impulse buying behavior. Therefore, future researchers should consider variables other than the variables of this study, such as utilitarian shopping motivations that may influence online impulse buying behavior.

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