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Personality and fashion consumption: a conceptual framework in the Indian context

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Abstract

Purpose – The purpose of this paper is to integrate consumer personality to fashion involvement, fashion-oriented impulse buying behavior, consumer emotions and hedonic consumption in the Indian context.

Design/methodology/approach – Based on a literature review of personality, fashion involvement, emotions, fashion-oriented impulse buying behavior and hedonic consumption, the authors formulated a conceptual model and subsequent hypotheses. Previously valid and reliable scales were used in the study. The data were collected through mall intercept survey with the sample consisting of respondents in the age group 20-45. Factor analysis and structural equation modeling were used as data analysis tools.

Findings – Major findings indicate a positive and significant effect of personality on positive emotions. The findings also confirm a significant and positive relationship between fashion involvement and hedonic consumption and hedonic consumption and fashion-related impulse buying behavior. Interestingly, positive emotions were found to mediate the relation between personality and fashion involvement.

Research limitations/implications – The major implication of the present study is that impulse buying in fashion may be resultant of a complex network of interlinked constructs. One limitation is the restriction to the Indian context.

Practical implications – The findings note the need for creation of an experiential environment for a fashion shopper that could lead to positive emotions and subsequently impulse purchase.

Originality/value – The present study for the first time integrates constructs such as personality, emotions, involvement and impulse buying in the same conceptual model and tests it empirically.

Keywords India, Structural equation modeling, Fashion shopping, Empirical study, Emotions, Consumer personality

Paper type Research paper

Introduction

Fashion has become an integral part of global business and covers a wide range of products such as clothing, food, perfumery, music, housing, automobiles, etc. Fashion shopping is no longer limited to a purchase transaction but has become an engaging and socializing activity (Kang and Park-Poaps, 2010) and is associated with both pleasure and leisure motives (Otieno *et al.*, 2005).

The global market for fashion products valued USD1.7 trillion and 75 million people employed (fashionunited.com, 2013) with apparel and textile being the major contributor. USA itself has 19 billion garments consumption and 0.28 million fashion

retail stores (fashionunited.com, 2013). Developing nations are emerging as potential markets for global fashion business because of globalization and liberal trade policies (Kuruvilla and Ranjan, 2008). Women (Otieno *et al.*, 2005) and Generation Y consumers are the major target since they are frequent shoppers and highly involved in the shopping process (Kinley *et al.*, 2010).

Researchers in fashion shopping have explored the role of attitudinal and behavioral variables such as involvement, hedonic consumption, impulse buying and emotions in fashion shopping (Fairhurst *et al.*, 1989; Han *et al.*, 1991; Hausman, 2000; Khare and Rakesh, 2010; O'Cass, 2000, 2004; Park *et al.*, 2006; Vieira and Slongo, 2008; Vieira, 2009; Peters *et al.*, 2011). Even though the effect of human personality on buying behavior has been researched (Cohen, 1967, 1968; Holmlund *et al.*, 2011), it has not been explored in the context of fashion shopping. In addition, impulsive buying has been found to be associated with fashion shopping, but it is relation to consumer personality in fashion shopping has not been explored. Recent researchers have pointed out the complexity of fashion buying process (Kinley *et al.*, 2010) and the need to investigate the relationship between personality and other decision-making constructs in fashion buying (Hines and Bruce, 2007). Given that personality types could be useful predictors of a person's belief and attitude (Devraj *et al.*, 2008), the development and validation of a comprehensive model of impulse buying in fashion products that integrates consumer personality construct would benefit the academics and the practitioners alike.

The present study thus integrates personality and consumer behavior in fashion shopping. In effect, we examine the relationship of consumer personality, emotions, hedonic consumption and fashion involvement with fashion-oriented impulse buying. Based on a survey of 561 respondents in India, we employ factor analysis and structural equation modeling (SEM) to test a set of hypotheses developed from our literature review. Major results indicate a significant effect of consumer personality on positive emotions; positive emotions on fashion involvement and impulse buying and hedonic consumption motive on impulse buying. Emotions were found to mediate the relationship between consumer personality and fashion involvement.

The rest of the paper is structured as follows. The next section provides a literature review of the related areas leading to the formulation of the study hypotheses and the conceptual model. The methodology and the findings are discussed in the following sections. This is followed by the discussions and conclusion.

Literature review
Personality
Personality could be viewed as the way in which different human beings respond to the world or environment of stimuli that surround them. These patterns of responses that are generalized or the modes of coping with the environment could be called as personality (Kassarjian, 1971). The pioneering work of Norman (1963), resulted in the popular "big five" dimensions of personality: extraversion, agreeableness, conscientiousness, emotional stability/neuroticism and culture (later used by researchers as openness). The big five model could be termed as "hierarchical organization of personality traits" (McRae and John, 1992). All the attributes that describe human personality fall in these five categories, namely, agreeableness (compassion and caring), openness to experience (openness to new ideas and new ways of doing things), conscientiousness (goal oriented), extraversion (social interaction and emotional stability) and emotional stability (coping up with negative emotion).

The relation between personality and consumer behavior has been investigated from multiple perspectives such as overall decision-making process (Watson and Nan, 2013); emotional experience (Larsen *et al.*, 2009); purchase intentions (Guido *et al.*, 2011); satisfaction and customer loyalty (Kermani, 2011) and switching behavior (Siddiqui (2011). In all the cases, different personality types were found to react differently to marketing stimuli.

Emotions in marketing

According to Bagozzi *et al.* (1999, p. 184), "Emotions are mental states of readiness that arise from appraisals of events or one's own thoughts." Emotions could be positive or negative that subsequently affects the consumer's decision making (Kapoor and Kulshrestha, 2009). Negative emotions generally develop from the failure in goal achievement, and positive emotions from the success of the same (Carver and Scheier, 1990).

The role of emotions in marketing has been greatly influenced by the discipline of psychology. In consumer research, emotions could be divided into consumption emotion, advertising emotion and marketing emotion (Huang *et al.*, 2001). Emotions are found to influence information processing (Bagozzi *et al.*, 1999; Forgas, 1995; Wegener *et al.*, 1995), mediate responses for persuasive appeals, evaluate the effects of different marketing stimuli, initiate the process of goal setting (Bagozzi and Dholakia, 1999; Bagozzi *et al.*, 1999; Pieters *et al.*, 1995), enact goal-directed behavior (Bagozzi and Edwards, 1998; Bagozzi *et al.*, 1999; Westbrook, 1987) and also serve as the ends and measures of consumer welfare (Bagozzi *et al.*, 1999; Routh *et al.*, 1998).

Emotions strongly influence impulse buying behavior (Beatty and Ferrell, 1998) as positive emotions enable consumers to make decisions quickly thereby reducing the complexity of decision making (Hausman, 2000). Positive emotions could also be the outcome of a successful consumption/buying experience as consumers may feel energized after a successful shopping exercise (Rook, 1987). On the other hand, negative emotions could lead to dissatisfaction and brand switching (Siddiqui, 2011).

Personality and emotions

Many researchers have investigated the role of personality and emotions in consumer behavior. Emotions were found to mediate the relationship between personality and self-satisfaction (Matzler *et al.*, 2005), while personality types were also found to moderate the relationship between emotions and impulsivity, further resulting in hedonic/utilitarian indulgence (Ramanathan and Williams, 2007).

Extraversion was found to be positively related to positive emotions whereas neuroticism was related to negative consumption-based emotions (Matzler *et al.*, 2005). Certain personality types are found to influence certain types of consumer behavior as Fraz and Martinez (2006) found conscientious consumers to purchase environment friendly products. Similarly, Larsen *et al.* (2009) found consumers high on extraversion and sensation seeking seek out arousing experiences from products and display higher levels of positive emotions while engaging in such activities. Individual's personality and their emotions are significantly related to each other (Tan *et al.*, 2003). For example, individuals with high levels of "extraversion" are found to display positive emotions while those higher on "neuroticism" tends to display negative emotions (Tan *et al.*, 2003). Thus, we postulate that consumer's personality would be related to emotions that arise during fashion shopping. The first hypothesis of the study is thus stated as:

H1. Consumer personality will have a significant impact on fashion-oriented emotions.

Personality and involvement

Rothschild (1984, p. 217), describe involvement as "a state of motivation, arousal or interest, evoked by a particular stimulus or situation, displaying drive properties." Involvement arises from the motivational state of arousal and the interest evoked by the particular situation or stimulus (O'Cass, 2004). Consumer involvement can be described as the interaction of the consumer with an object (product/service/act). Involvement is related to the risk perceived by the consumers while making a purchase decision (Khare and Rakesh, 2010). Involvement could also be considered as an internal variable that is affected by the internal drives and motives to a certain behavior (Houston and Rothschild, 1977). In the context of fashion buying, consumer involvement could explain consumer buying behavior and could be used to segment the market (Martin, 1998). Fashion consumers need to monitor the changing environment regularly in case of fashion buying since the relevance of fashion varies with time (Vieira and Slongo, 2008). Involvement may also influence the consumer's confidence in decision making (Vieira and Slongo, 2008). Thus, fashion involvement could be used to predict the behavioral variables that relate to fashion shopping such as product involvement, consumer characteristics and buying behavior (Fairhurst *et al.*, 1989).

The involvement of consumers with a brand or product category is the consequence of several factors like importance of the product to the individual, risk perception, and its core capability to improve their self-image and their lifestyle (Batra *et al.*, 2000). Highly involved consumers act more diagnostically on the marketing message and evaluate a product more favorably (Chang, 2010). Consumer's personality may determine the level of involvement with the product or brand (Khare and Rakesh, 2010). On the reverse side, involvement levels may also moderate the relationship between self-concept and the brand performance (Krohmer *et al.*, 2007). The increased product involvement level of customers enhances their effectiveness level of self-concept congruence (Chang, 2010). This phenomenon is in tune to Andrews *et al.* (1990, p. 28), who define involvement as "an individual, internal state of arousal with intensity, direction, and persistence properties." This indicates a relation between the consumers' self-concept, values and internal motivation in the buying process. Similar findings have been supported by Otieno *et al.* (2005) who found self-concept and self-image to influence fashion involvement and interest. Andrews *et al.* (1990) also indicate personality to be an antecedent for involvement. Thus, involvement may act as a mediator between consumer personality and buying/consumption behavior. Specifically in the area of fashion shopping, various facets of personality are found to be related to involvement (Vieira, 2009; Vieira and Slongo, 2008). Thus, we formulate the second hypothesis of the study as:

H2. Consumer personality will have a significant impact on fashion-oriented involvement.

Consumer involvement and emotions

Fashion involvement is related to individual characteristics and mental state of the consumer (O'Cass, 2000). Thus, it is quite obvious that consumers who love fashion shopping feel happy and excited, also involve themselves more in the purchase activity and vice versa (Fairhurst *et al.*, 1989; Han *et al.*, 1991). High fashion involvement leads to greater relevance to the self-concept. The same is focussed on the consumer's interaction with the fashion product that carries the emotional aspect of consumption, which again acts as stimulus in the market place. This means that a consumer with

positive emotions toward fashion shopping would have greater involvement in the buying process (O'Cass, 2004).

The outcome of the consumer's involvement may range from satisfaction/ dissatisfaction (Mano and Oliver, 1993) to loyalty (Bloemer and De Ruyter, 1999). However, highly involved customers invest considerable time in evaluating the brand, share their ideas and emotions and may relate it to their self-concept. Based on this argument, the third hypothesis of the study is stated as:

H3. Positive emotions will have a positive and significant impact on fashion involvement.

Involvement and hedonic consumption

Researchers have investigated the importance of involvement on different aspects of consumer behavior (Fairhurst *et al.*, 1989; Khare and Rakesh, 2010; O'Cass, 2004; Vieira, 2009; Vieira and Slongo, 2008). Involvement also clarifies how consumers make specific decision and attach specific meaning to products, and the same could be studied better in the context of fashion purchase (O'Cass, 2000). Fashion involvement is positively related to hedonic consumption tendency, i.e. consumers involved with the latest fashion, do fashion shopping for hedonic consumption rather than utility benefits (Park *et al.*, 2006). Hedonic consumption could be best described as the behavioral aspect in consumption that is related to multisensory, emotional consumption, accompanied by fun and fantasy (Botti and McGill, 2011; Hirschman and Holbrook, 1982). Thus, customers with a hedonic shopping motive would prefer product or services that are highly congruent with their personality and emotionally appealing to their self (Hellén and Sääksjärvi, 2011). "Hedonic evaluations are strongly related to arousal" (Mano and Oliver, 1993, p. 460) and more positive emotions and experiences are built by hedonic evaluation. Hedonic consumption is associated to increased arousal, perceived freedom, fantasy fulfillment, escapism and heightened involvement (Hellén and Sääksjärvi, 2011).

Though different consumers may shop for the same product with utilitarian and hedonic motive, they may not get involved with the sole objective of buying a product in case of hedonic consumption (Markin *et al.*, 1976). However, both utilitarian and hedonic value obtained from shopping experience influence customer satisfaction (Babin *et al.*, 1994). Shopping activity has both hedonic as well as utilitarian elements that depend on several consumption variables such as the involvement level of consumers, emotional indulgence, fun seeking activity, compulsive buying, etc. (Babin *et al.*, 1994). In this backdrop, fashion shopping involves curiosity, experience, emotion and feelings (Park *et al.*, 2006). Thus, it tends toward hedonic consumption as it includes the affective component like fun, feelings, experiences and emotion (Hausman, 2000). Customers who have high enduring involvement level have high hedonic goals and value and may be stronger on self-expressive subscale (Bloemer and De Ruyter, 1999). Thus, we relate the literature on involvement and hedonic consumption, and frame the fourth hypothesis of the study as:

H4. Consumer involvement will have a positive and significant effect on fashion-oriented hedonic consumption.

Impulse buying and fashion consumption

Impulse buying is the process where a purchase takes place without any prior planning and the decision is made in the store only (Bellenger *et al.*, 1978). According to

Rook (1987, p. 191), impulse buying takes place when "a consumer experiences a sudden, often powerful and persistent urge to buy something immediately." Beatty and Ferrell (1998, p. 170) further explained impulse buying as "a sudden and immediate purchase with no pre-shopping intentions either to buy the specific product category or to fulfill a specific buying task, the behavior occurs after experiencing an urge to buy and it tends to be spontaneous and without a lot of reflection." Impulse purchase probability is greater for individuals with a prior history of impulsive buying. Positive emotions also may drive the felt urge toward impulse buying (Beatty and Ferrell, 1998). Interestingly, impulse purchase is found to be related to human personality types by behavioral scientists (Cloninger *et al.*, 1991; Tellegen, 1982, 1993).

O'Cass (2004) found fashion involvement to be a significant predictor of impulse buying in fashion goods. To illustrate further, O'Cass (2004) explained fashion shopping to be related to holding possession of apparel and accessories in the society and how individuals attach importance to them. This attachment leads involvement and creates an emotional bond between the consumer and the buying behavior. Impulse buying could be one of the manifestations of the bond. Researchers have found emotions to be predictor of impulse buying in the context of fashion shopping (Hausman, 2000; Park *et al.*, 2006). Positive emotions related with the store may also affect the impulsive buying process. The environmental stimuli influence the emotional states of consumer (pleasure, arousal and dominance) and leads to a positive approach toward purchasing (Donovan and Rossiter, 1982). Highly involved fashion shoppers, exert positive feelings toward fashion shopping and love to counter with surprises, excitement, enjoyment and fun (Park *et al.*, 2006), and most often land up in doing impulse purchases. Thus, the fifth hypothesis of the study is stated as:

> *H5.* Positive emotions will have a positive and significant effect on fashion-oriented impulse buying.

Hedonic consumption and impulse buying

Impulse buyers are normally more emotional than non-impulse buyers are, as they exhibit greater positive feelings like excitement, joy and pleasure while shopping (Donovan and Rossiter, 1982). In this regard, impulse buying has an important role in fulfilling the emotional/hedonic desires associated with the consumption (Hausman, 2000). For hedonic services, emotion and involvement act as an antecedent to the perceived service quality, this means happier customers are emotionally more involved in consuming the hedonic services, and develop favorable perceive service quality (Hellén and Sääksjärvi, 2011). In case of shopping intended to satisfy hedonic needs and desires, products could be purchased without any prior planning. Fashion shopping falls in the same category and could be seen as a hedonic consumption as it involves feelings, emotions, fun and experiences (Hirschman, 1983; Park *et al.*, 2006). In the same context, Park *et al.* (2006) opined consumers who involve more in fashion shopping to be more hedonically inclined. Moreover, when consumers make choices on more hedonic items, pre consumption evaluations are likely to increase, and the same would be more positive when the interval between the purchase and decision making is less (Chan and Mukhopadhyay, 2010). This implies that hedonic consumption tendencies would lead to more of impulse buying. Thus, the last hypothesis of the study is stated as:

> *H6.* Fashion-oriented hedonic consumption would have a positive and significant impact on fashion-oriented impulse buying.

Research gaps and the conceptual model

Researchers have investigated dyadic or triadic relations between several of the variables mentioned in the hypotheses of our study. For example, impulse buying in fashion shopping was found to be related to fashion involvement (Han *et al.*, 1991); or, positive emotions were observed to play a mediating role between the impulse buying and hedonic consumption (Park *et al.*, 2006). However, there is no study until date that integrates consumer personality in the fashion buying context to constructs such as emotions, involvement and hedonic consumption. This is important since researchers have already found impulse buying in fashion shopping to be related to positive emotions, involvement and hedonic consumption (Park *et al.*, 2006). Long-term personality traits have also been cited as predictors of hedonic decision-making process, since emotional involvement is a result of personality that leads to hedonic consumption (Hellen and Saaksjarvi, 2011). The role of consumer personality in fashion shopping is important as it includes both rational and emotional aspects of decision making (Wong *et al.*, 2014).

Researchers have noted the latent potential for fashion industry in the developing nations (Wong *et al.*, 2014; Khare, 2014). With the boom in the organized retail sector and increase in conspicuous consumption, the Indian fashion industry (contributing to 33 percent of the nation's GDP) became a lucrative market for both domestic and international players (Kuruvilla and Ranjan, 2008). The size of the Indian fashion market fueled majorly by luxury brands was expected to reach $15 billion by 2015 (Shiware, 2013). More specifically India offers an interesting case for study. India liberalized its markets only in the 1990's, but has experienced a rapid growth in the middle class income post 2,000 (Ravindran *et al.*, 2013). Fueled by celebrity culture (Khare, 2014) and growth of income even in smaller cities (Garg, 2011), this has led to a consumption economy where consumers demand high-end fashion products. Given the potential for fashion products in India and its growing demand (Bedi and Lal, 2014) it provides an appropriate bed for studies in fashion consumption from both the academic and practitioner standpoint.

Thus, we explore the causal relationship between positive emotions, involvement, hedonic consumption and impulse buying with personality as the antecedent in fashion shopping in India. The causal relationships integrated by *H1-H6* between the constructs of interest are illustrated in the conceptual model in Figure 1.
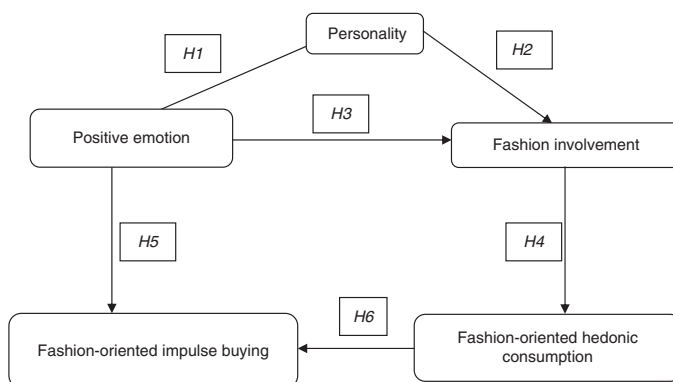

Figure 1.
The conceptual
model

Methodology

Questionnaire design

The scales used for designing the questionnaire were adapted from existing scales validated in previous studies. The questionnaire contained the big five personality scale, positive emotions, fashion involvement, fashion-oriented hedonic consumption and fashion-oriented impulse buying as the study constructs. The 25 items (extroversion – five items, neuroticism – five items, openness – five items, conscientiousness – five items, agreeableness – five items) for personality were adapted from Guido *et al.* (2011), five items (I am excited, satisfied, enthusiastic, proud, inspired to do fashion shopping) for positive emotions from Beatty and Ferrell (1998), four items (I usually dress for fashion, not comfort, if I must choose from two, I am interested in shopping at boutique or fashion specialty stores rather than at department stores for my fashion needs) for fashion involvement from Fairhurst *et al.* (1989), three items (sense of curiosity, new experiences, exploring new worlds) for hedonic consumption in fashion shopping from Hausman (2000) and three items (trying new style, trying out garment for new feature, buy garment just came out) for fashion-oriented impulse buying from Han *et al.* (1991). All items were measured on a five-point Likert type scale (1 = strongly disagree and 5 = strongly agree). The questionnaire also included demographic information such as age, gender occupation and monthly income and included questions on shopping behavior such as purchase frequency and average amount spend per trip.

Sampling and data collection

Mall intercept survey was implemented for data collection since it would allow real respondents to participate and would be reasonably representative of the population concerned (Sudman, 1980). Three shopping malls were selected randomly from a list of 12 in a major central Indian metro city. The respondent selection was based on mixed sampling method, to ensure reasonably big sample size and representations from both genders and different occupation groups. A surveyor placed at the mall entrance intercepted every fifth individual entering the mall and if he/she agreed to be a part of the survey, the respondent was given the freedom to choose the time of taking the survey (before or after shopping). However, the surveyors were also trained to use quotas to ensure balance of gender and other demographic variables. The survey was conducted over a period of 15 days and resulted in a set of 562 completely filled questionnaires (sample demographics is given in Table I).

The analysis was conducted in two phases. Exploratory factor analysis (EFA) and confirmatory factor analysis were conducted in the first phase to ensure dimensionality of the constructs and achieve convergent and discriminant validity. This was followed SEM in the second phase to test the proposed conceptual model.

Results

Phase 1

Even though EFA may not be necessary for pre-validated scales, we decided to run it since the scales were all validated in a western world context and perceptions may change over cultures (Malhotra *et al.*, 1996; Ford *et al.*, 2015). The result from EFA yielded a five factor solution (variance explained = 72 percent, KMO high and Bartlett's Test Significant, all communalities above 0.6) for the personality variables with the items loading in their respective dimensions. The next run of EFA had all the

Demographic variable	Representation in sample	% representation in sample
Age		
16-25 years	138	24.60
26-35 years	119	21.21
36-45 years	187	33.33
46 and over	117	20.86
Gender		
Male	299	53.30
Female	262	46.70
Income (in INR '000)		
0-50	104	18.54
50-100	134	23.89
Over 100	323	57.58

Table I.
Sample
demographics

endogenous variables which yielded a four factor solution (variance explained = 68 percent, KMO high and Bartlett's Test Significant, all communalities above 0.6).

The data were then subject to CFA. First, independent measurement models were constructed for the constructs in the study. Personality was modeled as a second order construct and all others were modeled as first order. The measurement models displayed reasonably high-standardized factor loadings (λ coefficients) (Table II).

Item name	Mean (SD)	Personality	Positive emotions (PE)	Constructs Fashion involvement (FI)	Hedonic consumption (HC)	Impulse buying (IB)
Openness	5.19 (0.79)	0.885				
Conscientiousness	5.03 (0.74)	0.770				
Extraversion	5.39 (0.91)	0.773				
Emotional stability	5.11 (0.83)	0.861				
Agreeableness	5.56 (0.79)	0.807				
PE1	3.78 (3.29)		0.774			
PE2	3.75 (1.00)		0.817			
PE3	3.54 (1.10)		0.769			
PE4	3.31 (1.12)		0.844			
PE5	3.33 (1.13)		0.879			
FI1	3.57 (2.59)			0.862		
FI1	2.26 (1.03)			0.859		
FI3	3.32 (1.13)			0.837		
FI4	3.80 (0.95)			0.688		
HC1	3.58 (1.04)				0.846	
HC2	3.67 (1.06)				0.882	
HC3	3.53 (1.05)				0.745	
IB1	3.56 (1.03)					0.805
IB2	3.42 (1.06)					0.741
IB3	3.36 (1.13)					0.860
Cronbach's α		0.83	0.74	0.77	0.79	0.81
AVE		0.67	0.67	0.66	0.68	0.65
Composite reliability		0.91	0.90	0.89	0.87	0.85

Table II.
Descriptive statistics,
reliability and CFA
results for scales
and items

The Cronbach's α values (Table II) for all the factors were more than 0.70, indicating high levels of internal consistency reliability.

The most common approaches to ensure convergent validity are to check for: standardized factor loading (0.5 or greater), average variance extracted (AVE) (0.5 or higher) and composite reliability (0.7 or above) (Hair *et al.*, 2008). The standardized factor loadings were all above 0.5 (Table II) and for the correlated measurement model, the AVE were above 0.6 for all (Table II). Thus, convergent validity of the constructs was achieved. Discriminant validity for the constructs was tested using two approaches. First, the inter-factor correlations were compared with the AVE values of each construct in the model. As per Fornell and Larcker (1981), the AVE's should be greater than the square of the inter construct correlations to ensure discriminant validity. The diagonal values of square root of the AVE's given in Table III were larger than the non-diagonal values of inter construct correlations and thus ensured discriminant validity. Following this, we administered the more rigorous test for discriminant validity suggested by Anderson and Gerbing (1991). Thus, we considered a two factor measurement model (at a time) with a restricted (correlation = 1) and a correlated model for each pair. Thus, for the five construct structure a total of ten pair-wise discriminant validity tests were run. All the pairs were found to have significantly different χ^2/df for the correlated and the restricted model at 5 percent level of significance (Table IV). Thus both convergent and discriminant validity was achieved for the constructs of the model.

Phase 2

The conceptual model given in Figure 1 was evaluated using SEM. The χ^2/df value for the model was 1.595, which signified a good fit as were the other goodness of fit measures (goodness of fit index (GFI = 0.914), adjusted goodness of fit index (AGFI = 0.89), comparative fit index (CFI = 0.95), root mean square residual (RMR = 0.057) and root mean square error of approximation (RMSEA = 0.047)).

The path model results (Table V) indicated statistically significant paths except for the relation between consumer personality and fashion involvement (*H2*). Thus at this stage, all hypotheses expect *H2* were supported.

At this point, we decided to probe into the data further since some researchers have hinted on the possibility of emotions being a mediating variable between personality and involvement (Andrews *et al.*, 1990; O'Cass, 2004). To test the existence of a mediation effect of positive emotions, a mediation test was run involving only

Factor	Personality	Positive emotions (PE)	Fashion involvement (FI)	Hedonic consumption (HC)	Impulse buying (IB)
Personality	0.673				
Positive emotions	0.161	0.668			
Fashion involvement	0.216	0.379	0.663		
Hedonic consumption	0.219	0.496	0.326	0.683	
Impulse buying	0.158	0.460	0.264	0.602	0.646

Table III.
Convergent and discriminant validity tests A

Factor 1	Factor 2	Correlated model χ^2	df	Restricted model χ^2	df	Comparison Difference in χ^2/df	Significance (p)
Personality	Positive emotions	51.12	34	167.47	35	116.35	$p < 0.05$
	Fashion involvement	48.72	26	113.13	27	64.41	$p < 0.05$
	Hedonic consumption	11.47	19	157.65	20	146.18	$p < 0.05$
	Impulse buying	24.63	19	160.38	20	135.75	$p < 0.05$
Positive emotions	Fashion involvement	50.18	26	88.34	27	38.16	$p < 0.05$
	Hedonic consumption	55.12	19	84.74	20	29.62	$p < 0.05$
	Impulse buying	45.37	19	72.55	20	27.18	$p < 0.05$
Fashion involvement	Hedonic consumption	35.71	13	70.22	14	34.51	$p < 0.05$
	Impulse buying	37.66	13	68.66	14	31	$p < 0.05$
Hedonic consumption	Impulse buying	21.66	8	60.89	9	39.23	$p < 0.05$

Table IV. Convergent and discriminant validity tests B

Hypothesis	Exogenous	Endogenous	Std. estimate	SE	p	R^2	Inference
H1	Personality	Positive emotions	0.929	0.053	0.000	0.864	Supported
H2	Personality	Fashion involvement	−0.422	0.343	0.261	0.119	NS
H3	Positive emotions	Fashion involvement	0.700	0.551	0.032		Supported
H4	Fashion involvement	Hedonic consumption	0.529	0.116	0.000	0.280	Supported
H5	Positive emotions	Impulse buying	0.281	0.107	0.000	0.405	Supported
H6	Hedonic consumption	Impulse buying	0.527	0.049	0.000		Supported

Table V. Conceptual model: structural model path coefficients

personality, positive emotions and fashion involvement. We compared four models where three were built on direct effects between personality, positive emotions and fashion involvement (Table VI). The last one (Model 4) had all the factors with positive emotions as the mediator. The standardized coefficient for each path was analyzed and along with it, the bootstrap estimates for the same were also noted. This is a modified

Model	Exogenous	Endogenous	Std. estimate	p	Bootstrap estimate	p
1	Personality	Fashion involvement	0.295	0.005	0.288	0.004
2	Personality	Positive emotions	0.947	0.000	0.590	0.005
3	Positive emotions	Fashion involvement	0.427	0.000	0.647	0.014
4	Personality	Positive emotions	0.945	0.000	0.595	0.004
	Personality	Fashion involvement	0.701	0.241	0.601	0.144
	Positive emotions	Fashion involvement	0.958	0.038	0.875	0.042

Table VI. Mediation effect of positive emotions

version of Baron and Kenny (1986) as suggested by Preacher and Hayes (2004) and adapted for SEM-based studies. The results suggested a significant effect of personality on fashion involvement (Model 1, $\gamma = 0.309$, $p = 0.024$) in isolation which was fully mediated in presence of positive emotions. This was evident from a significant bias corrected std. bootstrap indirect effect of personality on fashion involvement ($\beta X\gamma = 0.210$, $p = 0.001$) and an insignificant bias corrected std. bootstrap direct effect of personality on fashion involvement ($\beta = 0.135$, $p = 0.125$). Thus, all the hypotheses except *H2* were supported in the end. Personality was found to have an indirect effect on fashion involvement through positive emotions.

Discussions

The present study for the first time integrates constructs such as personality, emotions, involvement and impulse buying in the same conceptual model and tests it empirically. Findings of the study have both academic and managerial implications. The study explores the relative importance of personality in fashion shopping. Theoretically, it is adding to the existing literature that argued the importance of personality and emotion in the consumption process. The study empirically validates the point that customers process information/take their purchase decisions based on their personality identities and values (Kropp *et al.*, 2005; Chang, 2010). This finding can help the marketer to formulate its strategies. According to Sarabia-Sanchez *et al.* (2012), "It is necessary for companies to link personal values with fashion shopping styles to focus their retail marketing mix strategies properly on the consumer psychographic aspects. As consumer values and shopping styles change slowly, monitoring and anticipating the evolution of values, shopping styles and their links is crucial for developing suitable long-term strategic approaches to respond better to the market and consumers" (p. 193). Our findings strengthen this point empirically.

Personality was found to have a significant effect on positive emotions (*H1*). People exert more positive emotions in fashion shopping if they are sociable, talkative, assertive and ambitious whereas if they are responsible, risk averse and dependable they exert positive emotion in fashion shopping by keeping long-term aspect/value of fashion consumption. This result is supporting the findings of Matzler *et al.* (2005), who found emotions experienced in the retail store during shopping to transfer to favorable product evaluations.

Positive emotions were found to have a significantly and positive effect on fashion involvement (*H3*). This is in agreement with earlier studies (Han *et al.*, 1991; O'Cass, 2000; Park *et al.*, 2006; Vieira and Slongo, 2008) where the researchers proposed a strong and positive relationship between emotions and fashion involvement. We feel this is because the degree of involvement is higher for consumers who are more inspired to fashion shopping and take this activity as a part of the social recognition process. For high-involvement services, consumer patronage decisions might be affected by consumers' emotional states experienced during the service delivery process (Bloemer and De Ruyter, 1999). Fashion shopping evokes emotions and feelings in people and decides the involvement levels of consumers (Han *et al.*, 1991).

Our findings also show that positive emotions significantly influence fashion-oriented impulse buying (*H5*). This validates the role of emotion as antecedent of impulse buying behavior (Beatty and Ferrell, 1998; Rook and Gardner, 1993) in the context of fashion shopping. Consumers who are more enthusiastic, emotional and excited to do fashion shopping would end up with more unplanned fashion purchases (Hausman, 2000; Park *et al.*, 2006).

An interesting result was the evidence for an indirect relationship between personality and fashion involvement (*H2* not supported). Earlier studies have indicated/hinted the importance of personality in fashion involvement (Andrews *et al.*, 1990; Vieira and Slongo, 2008). However, the present study contradicts the earlier arguments since the relationship between personality and fashion involvement was fully mediated by positive emotions. This means that consumers involve themselves based on their internal states of personality, only if they reach a certain emotional state. The affective component of the same may be driven by the internal motives, ego and self-concept (Vieira, 2009).

Our findings also confirm the significant and positive relationship between fashion involvement and hedonic consumption (*H4*). Consumers involve themselves more in the fashion shopping to satisfy their sense of curiosity, they intensely indulge themselves in the fashion shopping activity and explore all the possible ways to experience sensory gratification drives. This is in support of Scarpi (2006) and Guiry *et al.* (2006), who indicated that highly motivated recreational shoppers involve themselves more and consume in order to satisfy their multisensory and emotional gratifications. The same results strengthen the arguments of Babin *et al.* (1994), Ramanathan and Williams (2007) who proposed that individuals take hedonic/utilitarian consumption decisions based on their degree of involvement and arousal in the fashion shopping process.

Lastly, our findings display a strong and positive influence of hedonic consumption on fashion-oriented impulse buying (*H6*). Consumers who are driven by internal arousal, fun seeking activity, fantasy achievement, take less time to make decisions about sensory consumptions like fashion shopping (Park and Lennon, 2006).

Managerial implications

The present study integrates constructs such as personality, emotions and impulse buying in the context of fashion shopping. Thus it provides direction to the marketing manager on the nature of the relationship between these variables (i.e. personality, fashion involvement, positive emotion, fashion-oriented hedonic consumption and impulse buying). This would ultimately lead to increase the point of purchase sales. The first set of findings suggests that consumer personality does impact fashion shopping at an early stage. This implies that the fashion marketer has to be meticulous in the communication plan which conveys the right message about the target audiences' personality and if possible the brand personality. Second, practitioners need to design a marketing strategy that evokes positive emotions in the consumers to influence their involvement. For example, they could feel proud and satisfied after the fashion shopping task is over. Third, practitioners should also focus on the marketing activities that stimulate the affective component of consumers that would in turn increase the chance of impulse purchase in fashion shopping. This phenomenon is related to the concepts of experiential marketing that deals with the creation of the right hedonic experience that indulges consumers and makes them buy. In case of fashion shopping, the buyers are already open to experiences and thus the job of the marketers is expected to be easier.

A major finding of the present study was the mediated effect of personality on fashion involvement through positive emotions. It supported the fact that consumer's personality that is a unique and dynamic organization of individual characteristics influences the behavior and responses to the decision-making processes. It gives the direction to the marketing manager to understand the nature of the relationship between these variables, how these individual variables i.e., fashion involvement, positive emotion, fashion-oriented hedonic consumption related to individual's personality and how it affect the impulse buying behavior of Indian consumers so as to increase the point of purchase sales.

To summarize, the marketing manager needs to consider the study findings to create strategies for more positive emotional environment for the consumers. They need to create stimulated shopping environment to target the hedonic aspect of consumption and should induce a positive atmosphere to attract, indulge and satisfy consumers. The marketer needs to pay more attention to the generation of excitement and interest through more positive experiences as emotions, involvement and hedonism were found to play major roles in fashion shopping.

Conclusions and scope
The present study has successfully examined the relationship of consumer personality, emotions, hedonic consumption and fashion involvement with fashion-oriented impulse buying. Thus, it has integrated various facets of fashion buying behavior that was hitherto explored but not in unison. It has generated and validated five hypotheses related to the influence of constructs such as personality, emotions and hedonic shopping behavior in the context of fashion shopping. The marketing manager needs to consider these issues and devise strategies to create more positive emotional environment for the consumers. They need to create a shopping environment to stimulate the hedonic aspect of consumption and should induce more positive mood atmosphere to attract and satisfy consumers. As emotions and feelings play a major role in employee-customer interaction, they need to give more attention to the entertainment, excitement and interest.

Nevertheless, the study has a few limitations. The study findings are limited to a single country and a limited study period of three months. Though India is a part of the BRICS countries and has many similarities with its counterparts, it has its own share of cultural idiosyncrasies that separate it from countries such as China or South Africa. Similar idiosyncrasies could be possible in buying behavior that could be country specific (Wu *et al.*, 2015). Thus, a replication of the same study in other developing nations would add more generalizability to our findings. The demographic characters such as disposable income, age and gender of the fashion shopper are not taken into consideration for the present study. The study does not provide insights on how the relationships change for consumers having different personalities. The present study could be extended further by taking other consumer characteristics and situational variables such as status consumption tendencies, loyalty, time spend for shopping, purchasing capability in terms of money and shopping enjoyment. Further studies can also measure the influence of different personalities on impulse buying by taking global brands than generic products. This study can be extended further to see the impact of personality on fashion involvement, positive emotion, fashion-oriented hedonic consumption in the context of gender and different income levels of consumers, to see any significant difference between them or not. Nevertheless, the present study offers its contribution to the academicians and the practitioners through integration of key constructs in fashion shopping.

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