Fast Fashion: The Impact of Impulse Purchasing on Shoppers' Post-Purchase Emotion (Regret), Re-Patronage Intention, and Switching Intention

Aalaa Abdulelah Sembawa

A thesis submitted to Auckland University of Technology in partial fulfillment of the requirements for the degree of Master of Business

November 2019

Department of Marketing

Faculty of Business, Economics and Law

Abstract

Background: Impulse buying is a behaviour that is of interest to many marketers. Many retailers in the fast-fashion industry thrive on impulse buying to maximize sales. Consequently, various strategies have been developed to persuade customers to make impulse purchases. However, impulse buying can result in post-purchase regret which could, subsequently, influence purchase intentions, re-patronage, and switching intentions. This research investigates the mediating effect of post-purchase regret, and the moderating effect of the amount spent on purchase intentions, re-patronage, and switching intentions.

Purpose: This research aims to fulfill three objectives: First, it aims to investigate the effect of pure and planned impulse buying on future purchase intentions. Second, it seeks to find out whether the amount spent on an impulse purchase moderates purchase intentions, re-patronage, and switching intentions, and third, to determine the mediating effect of post-purchase regret on purchase intentions, re-patronage, and switching intentions.

Methodology: The study employed a between-subjects experimental research design to collect and analyze data. Amazon Mechanical Turk was used to administer the experimental scenarios and questionnaire. The study sample comprised 231 female shoppers in the United States. Statistical Package for the Social Sciences (SPSS) software was used for analysis, and Hayes, *t* tests and ANOVA techniques were utilized in the analysis.

Outcomes: In measuring the mediation effect of regret, the findings indicate a non-significant effect on purchase intentions, re-patronage, and switching intentions. In measuring the moderating effect of amount spent, the findings show no significant effect on purchase intentions, re-patronage, and switching intentions.

Table of Contents

List of Figures

List of Tables

List of Appendices

Attestation of Authorship

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person (except where explicitly defined in the acknowledgements), nor material which to a substantial extent has been submitted for the award of degree or diploma, of a university or other institution of higher learning.

Name: Aalaa Abdulelah Sembawa   Signed: Date 3th Dec 2019

Dedications and Acknowledgements

I dedicate this work to my mother Noor, my father Abdulelah, and my stepfather Fahad who always pray for me. To my husband Abdullah and my son Abdulmalek, who cover my life with love, and for their support and encouragement throughout the research period. To my supervisors, Drs. Megan and Marilyn, and my friend, Taghreed, and my aunt Fatima.

I would like to express my heartfelt appreciation to my family; for their understanding, patience, and support. I am truly grateful for the guidance and intellectual contributions of my supervisors. Your willingness to answer my queries and your professional advice have significantly improved the quality of this work. I appreciate the efforts of all the academic evaluators that contributed to the work. Friends and colleagues, thank you.

Ethics Approval

This research was approved by the Auckland University of Technology Ethics Committee (AUTEC) on 16.11.2018: Ethics application number 18/438 (see Appendix 11).

List of Abbreviations

DV	Dependent Variable
F	F statistic
IV	Independent Variable
M	Mean Score
MTurk	Amazon Mechanical Turk
P	P-value
SD	Standard Deviation
SOR	Stimulus-Organism-Response
SPSS	Statistical Package for Social Sciences

Chapter 1: Introduction

1.1 Background of the Study

"Fashions fade, style is eternal." —Yves Saint Laurent, fashion designer. Yves Saint Laurent aptly points out the temporary nature of the fashion industry. Even more short-lived is the fast fashion industry. This sector of the industry is characterized by high volatility, short product life cycle, and high impulse buying (Rahmiati, 2016). Impulse buying refers to an unplanned purchase (Muruganantham & Bhakat, 2013). The fast fashion industry has enabled more individual buying power for those who desire the latest fashions by providing affordable styles. A consumer survey revealed that in 2009, American families dedicated less than three percent of their annual household income to their apparel budgets, due to the increase in fast fashion outlets selling clothes at affordable prices (Cline, 2012). The fast fashion industry is a lifestyle industry, and impulse buying plays a significant role in enabling an individual to keep up with changing fashions. Marketers have developed various strategies to ensure continuous purchasing of products, which lead buyers to make unplanned purchases.

Impulse buying has a direct impact on both the buyer and the seller and can be either positive or negative. The primary benefit for the seller is increased sales (Handayani, Anshori, Usman & Mudjanarko, 2018). For the buyer, satisfaction with the product can prevent regret. Any negative impact on the buyer results in a negative impact for the seller. Impulse purchasing that leads to negative post-purchase feelings of regret or dissatisfaction can discourage re-purchasing and ruin customer loyalty (Dahl, Keitsch & Boks, 2016). Consequently, both the buyer and seller are negatively impacted. A consumer experiencing negative post-purchase feelings will either associate the emotions with themselves or the product (Lee & Cotte, 2009). An association with the product or brand can affect brand performance (Dahl et al., 2016). Therefore, identifying and understanding the impacts of impulse buying is essential for marketers.

Researchers of consumer behaviour have been interested in understanding the causes and impact of impulse buying behaviour. Many researchers have studied its causes, its demographic aspects, and the

influence of promotional activities on impulse buying (Desai, 2018; Farid & Ali, 2018; Kazempour & Lotfizadeh, 2017; Kumar & Narayanan, 2016; Lakshmi, Niharika & Lahari, 2017; Miao, 2011; Mikołajczak-Degrauwe & Brengman, 2014; Muruganantham & Bhakat, 2013; Risqiani, 2017). Few studies have, however, investigated the effects of impulse buying on the customer and their future behaviour (Dahl et al., 2016; Lee & Cotte, 2009; Maziriri & Madinga, 2015; Saeed, Hussain & Riaz, 2011; Saleh, 2012). There is a paucity of information regarding the effects of post-purchase regret on purchase intentions, re-patronage, and switching intentions in an impulse buying context. This research investigates the impact of impulse buying on purchase intentions, re-patronage, and switching intention. It adds to the understanding of consumer impulse behaviour by comparing the effects of pure and planned impulse buying. It also extends this knowledge by considering the effects of mediating and moderating factors in impulse buying. The findings can help marketing managers to maximize the benefits of impulse buying by leveraging the effects of the mediator and moderator factors. The findings can also help managers to strategize marketing plans by integrating the identified triggers of impulse buying.

1.2 Research Aim and Research Gap

Purchase intention is a crucial factor in marketing and sales. Purchase intention refers to a consumer's plan to purchase a product. Purchase intention can be influenced by various factors, which are crucial to identify and control. Re-patronage is also vital to the success of a business. The fast fashion industry thrives on repeat visits from customers as their merchandise have short life-cycles and their success is dependent on customer loyalty. Negative post-purchase feelings (regret) can discourage re-patronage intention and promote switching intention. Switching intentions negatively impact businesses as it costs more to gain new customers than it does to retain existing ones (Maziriri & Madinga, 2015). Retailers and marketers need to obtain insights on the effects of impulse buying to ensure that their strategies do not lower purchase intention or lead to post-purchase regret. Many studies have investigated re-patronage as an outcome of customer satisfaction, switching intention as a consequence of regret, and marketing strategies as influencers of purchase intention (Sánchez-García & Currás-Pérez, 2011; Maziriri

& Madinga, 2015; Morwitz, 2014). Other studies have investigated the factors that cause negative post-purchase emotion after impulse buying (Dahl et al., 2016; Saleh, 2012). However, a majority of these studies employ a blanket view of impulse buying as an unplanned purchase. Few studies address the different types of impulse buying and the outcomes of each. This study contributes by showing differences between pure versus planned impulse buying, and their effects on post-purchase emotion (regret), purchase intentions, re-patronage, and switching intentions.

Impulse buying behaviour breaks the normal buying pattern, as it involves purchasing a product that was not planned for in advance. To encourage frequent visits, many fashion retailers use attractive advertisements, offers, and promotional activities (Mikołajczak-Degrauwe & Brengman, 2014). As marketers perfect their skill in encouraging unplanned purchases, the strategies employed sometimes overlook a fundamental aspect of impulse behaviour – the shopper's post-purchase emotion. This part of the purchasing process is usually neglected in most marketing plans, despite its contribution to building customer loyalty and ensuring customer satisfaction. Purchase intentions, re-patronage and switching intentions are vital customer behaviours that have a significant influence on the success of a business. While re-patronage has a positive effect on business profits, switching intentions has a negative impact (Maziriri & Madinga, 2015). Purchase intention, is used by businesses to make marketing decisions and predictions (Morwitz, 2014). Purchase intention, re-patronage, and switching intentions are can be influenced by impulse buying post-purchase emotion (regret). Therefore, understanding the effect of impulse buying on customer behaviour is essential. The aim of this research is to investigate the relationship between pure impulse spending versus planned impulse spending on consumer post purchase emotion (regret), purchase intentions, re-patronage, and switching intentions, based on the amount spent.

1.3 Importance of the Research

The importance of this research is to provide solutions to existing problems by either providing new knowledge, or adding to the existing knowledge. The results of this study contribute to a retail store's better understanding of customer behaviour, to help them re-evaluate their business model and increase

the sale of their products by trying to limit negative post-purchase emotion. Marketers should not focus only on creating sales, but also on building a continuing relationship with customers. The results of this study will be beneficial to marketers and retailers, as it will increase their knowledge on the impact of post-purchase regret on re-patronage and switching intentions. Furthermore, the study contributes to the existing body of knowledge regarding impulse buying behaviour; particularly in the fast fashion industry. It builds upon Stern's impulse buying theory. Stern's theory distinguishes between planned and pure impulse buying (Stern, 1962). The study builds upon the theory by investigating the post-purchase impact of the two kinds of impulse buying. While the theory provides the factors that cause impulse buying, this study extends to include post-purchase consequences such as regret and re-patronage. The study builds on the theory by investigating the post-purchase impact of impulse buying.

1.4 Research Objectives

Consumer behaviour theories help marketers predict how consumers make purchase decisions. Impulse buying behaviour can be better understood not only by determining the factors that lead to impulse buying, but also its effect on the consumer, and other contributing factors such as regret and amount spent. Therefore, the objectives of this study are:

1. To investigate the effect of pure and planned impulse buying on purchase intention, re-patronage, and switching intentions

2. To discover whether the amount spent on an impulse purchase moderates purchase intentions, re-patronage, and switching intentions.

3. To determine the mediating effect of post-purchases regret on purchase intentions, re-patronage, and switching intentions.

1.5 Scope and Methodology

The research employs a between-subjects experimental design using a 2 x 2 (impulse buying: pure vs planned x amount spent: low vs high) factorial design with four experimental conditions. Data for this study was collected from an online-based survey via Amazon Mechanical Turk. The sample of the

study included 231 female participants from the United States (US) who were randomly assigned to one of the four conditions. The SPSS macro module was used to conduct the mediation analysis of the Preacher and Hayes model 4, while ANOVA was performed to test the influence of the independent variables on the dependent variables. The study was conducted in June 2019. Data analysis took place in Auckland, New Zealand. The findings explain the mediating effect of regret and the moderating effect of amount spent on purchase intentions, re-patronage, and switching intentions.

1.6 Organization of the Thesis

This thesis demonstrates how impulse buying can influence re-patronage and switching intentions. The organization of the thesis is as follows: Chapter Two develops a conceptual framework and analyses the research variables in detail using previous works of literature. It also presents hypothesis development and predicted outcomes. It explains how the fashion industry promotes impulse buying, and how impulse buying leads to negative post-purchase emotion (regret), and this consequently, influences re-patronage intentions and switching intentions. Academic journals and reputable books on consumer behaviour are reviewed. Chapter Three provides a detailed description of how the study was carried out. The research design is presented, and the research instruments and participants are described. The ethical considerations in connection with the research are also outlined. Chapter Four is the analysis of the findings and hypothesis testing. Chapter Five discusses the findings, while Chapter Six presents the conclusions of the study, states the study's limitations, and recommends areas for future research.

1.7 Conclusion

Consumer behaviour is a crucial aspect of marketing. Understanding consumer behaviour not only helps marketers to plan marketing activities, but it also helps to ensure customer satisfaction. Since impulse buying is key buyer behaviour in the fast fashion industry, understanding impulse buying and its impact on post-purchase emotion, re-patronage, and switching intentions is essential for businesses. Understanding impulse buying can help managers to maximize the positive effects of impulse buying while minimizing the negatives. For instance, using external factors such as store attributes to encourage

re-patronage, can minimize the likelihood of switching intention – which is a negative post-purchase outcome. Pricing strategies such as discounts encourage impulse buying, thereby increasing sales. Academic contributions include adding to the existing knowledge by extending the knowledge of impulse buying to include post-purchase experiences and their impact on future purchase behaviour. It also acts as a reference for future studies. An in-depth understanding of impulse buying requires the ability to distinguish between planned and pure impulse buying, and the effects of each on consumer behaviour.

Chapter 2: Literature Review

This chapter presents the conceptual framework for the research, and provides a review of the fast fashion industry and its characteristics. It discusses the nature of the fast fashion industry, and how it promotes impulse buying behaviour. It then discusses impulse buying behaviour, distinguishing different types of impulse buying and their characteristics. It analyses literature to discover what influences impulse buying, and the psychological aspect of impulsivity. It also examines regret as a post-purchase emotion, and its role in re-patronage and switching intentions.

2.1 Theoretical Background and Hypothesis Development

The fast fashion industry is characterized by ever-changing trends that drive consumers to seek out the latest styles. Fast fashion refers to a business model that is characterized by quick responses to changing trends and short production and lead times, which result in quick supply to the market (Chavan, 2018). New styles and collections are frequently introduced to keep up with the latest trends. Customers of fast fashion companies regularly visit outlets to review the latest fashion. Fast fashion is characterized by reduced lead times, short time-to-market, and low prices (Chavan, 2018). Short lead times ensure that clothes are delivered to customers several times within a season. Fast fashion is exemplified by renowned companies such as Zara, GAP, Top Shop, and H&M. The interest of this study is the fast fashion model which is discussed in more detail.

The fast fashion model is dependent on rapidly-changing trends and not long-term forecasting as is the case for slow fashion. Retailers of fast fashion continually refresh their stocks to bring in new designs. To manage the constant change caused by new designs and a reduced design-to-consumption time gap, retailers opt to hold a small collection of merchandise (Bhardwaj & Fairhurst, 2010). Therefore, consumers are forced to frequent the shops as merchandise has a short life cycle. The fast fashion business model appeared alongside high-end bespoke clothing and ready-to-wear clothing, to offer consumers an assortment of clothes that are continually changing, at a reasonable price (Gabrielli, Barnes, Lea-Greenwood, Baghi & Codeluppi, 2013). The quick turnover of products and low price of

merchandise encourage consumers to keep buying. The short life cycle of the merchandise triggers an urge in consumers to purchase products once they are in store (Rahmiati, 2016). As shoppers are not guaranteed availability of stock, when a customer finds a desirable item, the urge to purchase it immediately is strong as he/she is not guaranteed to be able find it at a later time; resulting in impulse buying.

Low predictability in fast fashion means that market demand can change at any time, leaving retailers with dead stock. In response to the rapid change, fast fashion customers tend to be impulse buyers.

The buying behaviour of fast fashion customers is significantly influenced by advertising and marketing in the media using fashion models and influential celebrities (Chavan, 2018). The marketing and advertising encourage frequent buying for the benefit of the retailers, but this could negatively impact consumers through promoting compulsive buying (Mikołajczak-Degrauwe & Brengman, 2014). Fast fashion is associated with impulse buying in fast fashion stores possibly caused by the short-life cycle of the merchandise, which forces consumers to buy the products whenever they are available. Frequent visits to stores also encourage impulse buying.

Key defining characteristics of the fast fashion industry are rapid response and flexibility. Other characteristics include short time-to-market, low prices, and the delivery of new trends several times in a year (Chavan, 2018). Cachon and Swinney (2011) identified two components of fast fashion: trending product designs and short production lead time. To manage the short lead times, fast fashion retailers use localized production, advanced information systems, and accelerated distribution methods. For example, Zara is a European company that has most of its production in European and North African countries rather than the cheaper Asian regions (Cachon & Swinney, 2011). If Zara decided to outsource to Asian facilities, more time would be spent in shipping, which would consequently lead to longer lead times. Therefore, using localized production, though more costly, is the better option.

2.2 Impulse Buying Behaviour

As the global economy grows, individuals have more disposable income and financial flexibility. The financial flexibility has allowed shoppers to have extra money to spend on unplanned items, leading to an increase in impulse buying. Studies on impulse buying behaviour have identified different kinds of impulsive behaviours (Muruganantham & Bhakat, 2013; Stern, 1962). Basically, all types of impulse buying are unplanned, but research has identified different levels of unplanned purchases. One of the leading studies on impulse buying was carried out by Stern in 1962, and it revealed that impulse buying comprises of a mix of impulse purchases that are influenced by economic, personality, cultural, temporal, and locational factors (Stern, 1962). The impulse mix includes pure impulsive buying, planned impulse buying, suggestion impulse buying, and reminder impulse buying and these are defined in detail in Section 2.4 (Stern, 1962).

An unplanned purchase is generally described as an impulse buy. Impulse buying is a purchase decision made without advance planning (Muruganantham & Bhakat, 2013). Pure impulse buying is an unplanned acquisition that involves quick decision-making, influenced by strong, sudden urges (Muruganantham & Bhakat, 2013). Impulse buying that has prior planning or intention is considered a planned impulse purchase (Muruganantham & Bhakat, 2013).

Earlier research found many antecedents for impulse buying, including personal traits, optimum stimulation, availability of money, display and advertising, and time availability (Mohan, Sivakumaran & Sharma, 2013). These antecedents are related to psychological variables (personal traits), hedonic experiences (emotional state, excitement), and situational variables (time and money availability) (Karbasivar & Yarahmadi, 2011). The right combination of personal characteristics and external cues significantly influence impulse buying behaviour (Karbasivar & Yarahmadi, 2011; Muruganantham & Bhakat, 2013).

Impulse buying in the fashion industry is product-specific (Muruganantham & Bhakat, 2013). Product-specific impulse purchases are influenced by the shopper's buying tendencies and product

involvement (Muruganantham & Bhakat, 2013). For example, a shopper that studies fashion trends (product involvement) is more likely to impulse buy a fashion item than a shopper who has no product involvement. Fashion-oriented impulse buying exhibits various patterns of impulsivity: pure impulse, product-oriented, and emotional impulse (Muruganantham & Bhakat, 2013).

2.2.1 Factors Influencing Impulse Buying Behaviour

Muruganantham and Bhakat (2013) developed four categories of factors that influence impulse buying: internal factors such as individual traits, external factors such as the store environment, socio-cultural and demographic factors such as age and gender, and situational factors such as time and money availability. Internal factors are stimuli that are associated with an individual's personality traits. Farid and Ali (2018) studied the effects of personality on impulsive buying using the Big Five personality traits. The research reveals that higher openness, extraversion, and neuroticism lead to impulse buying. The people identified with these traits are either excited to try out new things or are easily dissuaded from their plans and therefore they quickly fall prey to marketing strategies that lure them to buying impulsively (Farid & Ali, 2018).

External stimuli involve various features of the shopping environment, such as sales promotions, sales attendants, store characteristics, sensory stimulation, presence of peers or family, and retail merchandizing (Muruganantham & Bhakat, 2013). External stimuli can be controlled by the retailer or marketer to trigger impulse buying (Karbasivar & Yarahmadi, 2011). Store features such as lighting, music, and layout play an influential role in promoting impulse buying, store likeability, and the amount of time and money spent. Creating a comfortable environment causes consumers to spend more time in the store, which consequently increases the likelihood of an unplanned purchase. The use of attractive lights and colors in lighting, for example, is undertaken to make the product on display visually appealing to consumers (Karbasivar & Yarahmadi, 2011).

External stimuli influence both present shopping behaviour and future preferences. According to Karbasivar and Yarahmadi (2011), a consumer's preference for a store is significantly influenced by its

physical attractiveness. Therefore, if the physical environment of the store is pleasing to a consumer, he/she is likely to return (re-patronage). The external cues represent the marketing mix: product, placement, price, and promotion. In-store promotions, such as discounts, lure consumers to spend impulsively (Muruganantham & Bhakat, 2013). Product placement in the store increases visibility.

With regard to pricing, Karbasivar and Yarahmadi (2011) state that price increases limit the purchase of other, unplanned products, while price discounts increase the purchase of these other products. The concept is that a decrease or increase in the price of a planned purchase affects the consumer's perception of his/her ability to buy other, unplanned products, causing a spillover effect. This concept is evident where a shopper plans to buy other products if the price of the essential products is favourable.

Credit cards also accelerate impulse buying behaviour. As impulse buying is not planned, the possession of a credit card allows customers to carry out an extra purchase even without cash. Easy access to credit cards and the ability to use the cards at stores eliminates the need to have cash, and promotes overspending and impulse buying (Karbasivar & Yarahmadi, 2011). An encounter with these external cues directly and indirectly triggers an urge in consumers to impulsively buy goods.

Demographic and socio-cultural factors include individual characteristics such as age, gender and education; social factors, such as interactions with store employees; and cultural factors which includes cultural context. Studies reveal differences in buying behaviour in men and women. According to Lakshmi et al. (2017), women exhibit impulsive spending behaviour more than men. Women are also more easily lured by price offers than men. Therefore, marketers lure women by setting up various external stimuli. In regard to fashion, a woman may impulsively buy an item because it is in fashion, while a man would more likely purchase an item because of its use or from pure desire (Lakshmi et al., 2017). Since women's fashion changes quickly, women are more likely to be frequent and impulsive buyers than men. When it comes to impulsive buying behaviour, men tend to impulsively purchase instrumental items that are connected to their interests. Women tend to impulse buy self-expressive products which are associated with appearance (Muruganantham & Bhakat, 2013).

An increase in disposable and household income has enabled impulse buying in retail outlets. Studies indicate that when a consumer carries more money than is required for the planned shopping, he/she is more likely to spend on unplanned items (Desai, 2018). Other studies show that individuals with a low household income tend to respond to sensory stimulation that leads to immediate indulgence more than individuals with a higher household income (Muruganantham & Bhakat, 2013). Financial education also affects impulsive buying. Individuals with less financial education demonstrate impulsive buying behaviour more frequently than the financially educated (Mohiuddin & Iqbal, 2018). A person with more educational background will apply a higher level of discretion when making purchases. Economic literacy also limits impulse buying (Desai, 2018). Financial knowledge causes shoppers to consider the financial impact of purchasing and limits unnecessary spending.

Impulse buying behaviour varies greatly with age as perceived needs and the value for essential commodities change with age. Buying decisions change with changing needs. The changes in needs are closely associated with a change in health status (Desai, 2018). Young adults and teenagers may spend their income on lifestyle products, such as fashion, and would impulsively spend to keep up with fashion trends and their peers (Desai, 2018). Conversely, older adults spend on more critical items. Bashar, Ahmad, and Wasiq (2013) investigated the effect of age and mood on impulse buying. The study found out that older people tend to have more life stresses than younger people, which consequently lead to impulsive buying. The impulsive shopping done when one has severe negative feelings is done with the intention to replace these feelings with more positive ones (Desai, 2018). Other studies indicate that a positive emotional state increases the urge to impulse buy (Kazempour & Lotfizadeh, 2017). The differences in the findings suggest that both positive and negative emotions influence impulse buying. Therefore, emotions are significant contributors to impulse buying.

Muruganantham and Bhakat (2013) approach social factors from two sides: interaction with store employees and interactions with other customers. Employee friendliness has a direct influence on impulse buying (Muruganantham & Bhakat, 2013). Positive feedback from a salesperson also encourages impulse buying. Crowding creates a negative shopping experience, which discourages impulse buying, as

consumers will not want to spend much time in a store if they are not enjoying the environment (Kazempour & Lotfizadeh, 2017). Research has revealed that the presence of family lowers impulse buying, while the company of peers promotes it (Muruganantham & Bhakat, 2013).

Looking at cultural context, impulsive behaviour has been studied using Hofstede's dimensions of culture, with a focus on individualism and collectivism. Individualism focuses on how independent individuals make decisions in a society, and the level of freedom available to act independently rather than as part of a group. Collectivism focuses on the group's priorities and puts emphasis on the collective group over individual preference (Ahmed, Soomro, Ali & Ali, 2015). People in cultures with high individualism are more prone to impulse buying than interdependent individuals (Muruganantham & Bhakat, 2013). Decision-making in highly collectivistic cultures is influenced by group needs and norms. Therefore, making an impulse purchase in these communities is more difficult. Western countries are more individualistic, while eastern countries are more collectivistic; living in extended families or large communities (Ahmed et al., 2015).

Situational factors influencing impulse purchases include the availability of time and money, and product-related factors, such as fashion products, new products, and product characteristics (Muruganantham & Bhakat, 2013). The more time an individual spends in a store, the more likely the individual will develop the urge to impulse buy (Kazempour & Lotfizadeh, 2017). Staying longer at a store increases the chances of seeing more products, which can then lead to impulse buying. The greater the financial capability a consumer has, the more likely he/she will impulse buy (Kazempour & Lotfizadeh, 2017). Buying often results in more buying if a consumer has adequate time and money, as it creates a buying momentum which develops into impulsive desires (Muruganantham & Bhakat, 2013).

The influence of product-related factors varies across different categories of products. In the fast fashion industry, the rapid change of designs and trends causes impulse buying. Food products, especially confectionary, are the most impulsively bought products (Muruganantham & Bhakat, 2013). Product features such as low weight and size indirectly influence the urge to impulse buy. Functional benefits of a product also contribute to impulse buying (Kazempour & Lotfizadeh, 2017). Prior knowledge of a new

product also triggers impulse buying of new items and advertising provides the necessary knowledge that will provoke impulse buying (Kazempour & Lotfizadeh, 2017). Mere exposure to a product through advertisements makes an individual more likely to buy a product (Kazempour & Lotfizadeh, 2017).

2.3 Types of Impulse Buying Behaviour

A landmark study by Stern (1962) identified four types of impulse buying: pure impulse, suggested impulse buying, planned impulse buying, and reminded impulse buying (Muruganantham & Bhakat, 2013). Pure impulse buying is triggered by an emotional appeal that develops an urge to spend, and a decision is quickly made to purchase a product immediately. Suggested impulse buying is the purchases of an item that a consumer has seen for the first time, and the decision to buy is reached without prior knowledge of the item. Store employees can trigger suggested impulse buying by suggesting new items. Planned impulsive buying is a partially-planned purchase. For example, a shopper might intend to buy a product, but no specific product details, day of purchase, or budget is decided. Since there is a prior intention, though partial, the impulse purchase is considered planned. Reminded impulse buying includes having a predetermined need that a consumer remembers when he/she encounters the product while shopping (Karbasivar & Yarahmadi, 2011). Suggested, reminded, and planned purchases are significantly influenced by external factors, such as promotions (Muruganantham & Bhakat, 2013). This study aims to investigate pure and planned impulse buying because of their noticeable contrast, pure is completely unplanned, while planned has an intention, though not fully determined.

2.3.1 Pure Impulsive Buying

Pure impulsive buying is primarily characterized by an emotional trigger to make an unplanned purchase. Pure impulse buying is unplanned, involves quick decision-making and an immediate purchase of the product. It has no pre-determined objective or intention to purchase the item or fulfill a foreseen need. Five crucial elements are associated with impulse buying: "a sudden and spontaneous desire to act, a state of psychological disequilibrium, the onset of psychological conflict and struggle, a reduction in cognitive evaluation, and a lack of regard for the consequences of impulse buying" (Karbasivar &

Yarahmadi, 2011, p. 174). Pure impulse buying caused by an emotional trigger has the least cognitive involvement. At such moments the shopper does not think critically about the decision, as he/she is driven by emotions. Consequently, the irrational decision-making of pure impulse buying is sometimes followed by post-purchase regret (Bui, Krishen & Bates, 2011).

Several works of literature state that pure impulse buying is hedonically complex. It happens when the shopper experiences a sudden strong urge to buy an item (Farid & Ali, 2018; Karbasivar & Yarahmadi, 2011; Muruganantham & Bhakat, 2013; Stern, 1962). The purchase usually occurs with diminished consideration of the consequences (Karbasivar & Yarahmadi, 2011). Hedonic consumption is prevalent in fashion-oriented shoppers as they seek pleasure from fashion items (Muruganantham & Bhakat, 2013). Fashion-oriented shoppers display pure impulse buying stimulated by new designs.

2.3.2 Planned Impulsive Buying

Contrary to pure impulse buying, planned impulse buying is an impulse purchase that has prior thought or buying intention. However, such a purchase is considered impulsive as no specific buying intention had been made prior to entering the store, but the purchase was undertaken due to other stimuli, such as discounts. Planned impulse is based on a tentative buying intention, unlike a planned purchase which is definite. In planned impulse buying, the product details are not usually decided (Muruganantham & Bhakat, 2013).

Planned impulse buying also occurs when a shopper visits a store to buy specific predetermined items but is also willing to make other purchases depending on the planned products' prices (Luniya & Verghese, 2015), as price influences consumer behaviour (Rahmiati, 2006). Price offers are used to attract customers and influence purchase decisions. According to Stern (1962), external environmental factors such as price cuts, are a common motivator for planned impulse buying. A planned impulse is likely to occur if the consumer considers the price reasonable or better than those at other retail outlets. In the current study the amount spent acts as a moderator.

Planned impulse buying might not require a strong urge to make a purchase as the shopper already has an intention to purchase. Post-purchase regret in planned impulse buying might not be as strong as that in pure impulse buying, as planned impulse buying engages more cognitive involvement than pure impulse buying (Bui et al., 2009). Post-purchase regret occurs in planned impulse buying as it can also be triggered by an urge or pleasurable stimulus, such as coupons or price cuts.

2.4 Impacts of Impulse Buying

Impulsivity is generally considered an immature act that lacks reflection and prior thought. It is often viewed as irresponsible and careless. In older studies, impulse purchasing was usually referred to in a negative tone, and most often perceived as bad, due to its spontaneity and lack of planning (Nguyen & Rose, 2006). However, more recent studies show that shoppers may purchase for hedonic reasons (Karbasivar & Yarahmadi, 2011). From that perspective, impulse buying can be considered as a positive act undertaken for pleasure. Miao (2011) carried out a study on the affective outcomes of impulse purchases and found that although impulse purchasing is considered an undesirable behaviour, it has hedonic value. Impulse buying for hedonic value is a positive act, and explains why some consumers use impulse buying to boost their moods (Miao, 2011). Higher levels of impulse purchases are linked to experiences of pleasure (Karbasivar & Yarahmadi, 2011). Hedonic consumption is prevalent in fashion-oriented shoppers as they seek pleasure from fashion items (Muruganantham & Bhakat, 2013). Based on these evidences, the study predicts that impulse buying will affect purchase intentions (H1a). In terms of the general effects of the difference between planned and pure impulse buying on purchase intention, it is expected that pure impulse buying will drive greater purchase intent, as pure impulse buying is hedonically complex and happens when the buyer experiences a sudden strong urge to buy an item (Farid & Ali, 2018; Karbasivar & Yarahmadi, 2011; Muruganantham & Bhakat, 2013; Stern, 1962). The hedonic value of pure impulse buying could encourage higher purchase intention. The study investigates for differences between planned and pure impulse buying, because planned impulse buying has prior intention while pure does not (Muruganantham & Bhakat, 2013).

H1a: Planned (vs. pure) impulse buying will lead to higher purchase intention.

2.5 Regret

After making an impulse purchase, a consumer can experience either a positive or negative emotion. The study focuses on regret because, in most cases, impulse buying result in regret (Risqiani, 2017) The negative emotion experienced is post-purchase regret (Saleh, 2012), which is the expression of remorse about a decision made. Regret is a cognitive dissonance process that involves Counterfactual Thinking – a comparison of reality with a possible alternative (Lee & Cotte, 2009). It occurs when individuals think that the outcome of an action compares unfavorably with the alternative that was forgone (Lee & Cotte, 2009). That is, the potential alternative is considered better than the reality. Many researchers have shown a direct and positive relationship between impulse purchasing and post-purchase regret (Armstrong, Abubakar & Sikayena, 2017; Esterhammer & Huang, 2017; Risqiani, 2017; Saleh, 2012). Risqiani (2017) assessed the impact of impulse buying on post-purchase regret, and concluded that consumers, in most cases, experience post-purchase anger and regret. However, Miao (2011) and Handayani et al. (2017) contradict those conclusions and state that impulse buying can have pleasurable outcomes. Handayani et al. (2017) concluded that impulse purchases can produce happiness, if the purchase was based on a positive mood. However, if the purchase is based on a negative emotion, the effect would be regret. This study focuses on consumer regret as a mediator of future consumer behaviours of re-patronage and switching intentions.

Lee and Cotte (2009) differentiate regret from disappointment, although both are negative post-purchase outcomes. Disappointment and regret are distinguishable in their behavioural consequences, phenomenology, and appraisal pattern and attribution differences (Lee & Cotte, 2009). Phenomenological differentiation considers the feelings, action tendencies, and thoughts of the emotion. Disappointed consumers tend to dismiss the negative emotion, while those who experience regret tend to rethink the purchase experience. In the appraisal pattern and attribution differences, regret is appraised as self-caused, while disappointment is considered to be caused by events beyond the buyer's control (Lee & Cotte,

2009). Since regret is self-inflicted, it is associated with self-blame, while disappointment, which is beyond the individual's control, is associated with blame on circumstances or other people. The behavioural consequences of regret are associated with the switching response, while disappointment is associated with negative word-of-mouth (Lee & Cotte, 2009).

Lee and Cotte (2009) highlight two forms of post-purchase regret: outcome and process regret. Outcome regret focuses on the outcome of the purchase and the forgone option. It compares 'what is', with 'what could have been'. On the other hand, process regret is independent of the outcome. Process regret focuses on the quality of the decision-making process (Lee & Cotte, 2009). Instead of comparing outcomes, process regret compares the decision process. The two forms of regret can occur independently, such that, a shopper may regret the decision-making process, but not the outcome (Lee & Cotte, 2009). The intensity of regret is determined by the level of responsibility. The higher the level of responsibility, the greater is the regret (Lee & Cotte, 2009). Decision Justification Theory (DJT) postulates that the regret experienced by an individual is a sum of outcome regret plus self-blame due to a poor decision-making process (Lee & Cotte, 2009). Self-blame is a major aspect of regret as buyers feel responsible for making an unreasonable decision (Lee & Cotte, 2009).

A low level of consumer involvement in making purchase decisions leads to post-purchase regret (Armstrong et al., 2017). A low level of consumer involvement occurs when a purchase decision is based on factors such as price cuts and offers, instead of the consumer's goals. More consumer involvement in decision-making is necessary to avoid feelings of regret (Saleh, 2012). This can be achieved when the consumer bases their purchase decisions on their goals.

Obviously, post-purchase regret is unfavorable for retailers and marketers. Consumer behaviour research shows that consumers experiencing post-purchase regret display low levels of consumer satisfaction (Saleh, 2012). Low consumer satisfaction could result in intentions not to re-purchase (Sánchez-García & Currás-Pérez, 2011). Occasionally, regret could lead to the spread of negative information about the retailer or brand (Sánchez-García & Currás-Pérez, 2011). To avoid the negative

outcomes of regret, marketers must recognize the factors that influence post-purchase regret and its impact on purchase intentions, re-patronage intentions and switching intentions.

2.5.1 Triggers of Post-Purchase Regret

When an impulse purchase has been completed by a shopper, the next stage in the buying process is post-purchase evaluation. In post-purchase evaluation, the buyer reflects upon their purchase decision (Esterhammer & Huang, 2017), which may bring forth post-purchase regret. Esterhammer and Huang (2017) found five triggers that positively contribute to post-purchase regret: upward counterfactual thinking (CFT) about the forgone options, under-consideration of the purchase decision, change in significance, external stimuli, and consumer susceptibility to interpersonal influence.

Counterfactual thinking is the human tendency to compare the reality of past events with possible alternatives that are contrary to the reality (Esterhammer & Huang, 2017). Counterfactual thinking occurs in two forms: upward and downward. Upward counterfactual thinking involves the creation of possible alternatives that are better than reality, while downward counterfactual thinking imagines worse possibilities (Esterhammer & Huang, 2017). Most individuals practice upward counterfactual thinking as people tend to engage in counterfactual thinking after a negative outcome (Lee & Cotte, 2009). People tend to think back to a situation and imagine a better outcome. Consequently, the feeling of regret is intensified.

Upward counterfactual thinking plays a significant role in triggering regret. As previously discussed, impulse buying is a quick decision influenced by emotional excitement and irrational thinking. Impulse buying does not follow a rational purchasing process, therefore, when the buyer starts evaluating his/her purchase decision, the upwards CFT will trigger regret (Esterhammer & Huang, 2017). When reflecting back on the purchase, it is regretted if the consumer believes that he/she would have made a better decision if another alternative was selected. Therefore, upward counterfactual thinking triggers post-purchase regret.

Under-consideration of the purchase occurs when the shopper feels that he/she did not have adequate information to make a rational decision or did not apply the previously made rational decision they had intended (Esterhammer & Huang, 2017). Evaluating an impulse purchase that was based on under-consideration can lead to regret. The buyer might experience a negative outcome due to inadequate considerations in making a decision. The feeling that one could have put more effort into obtaining information and making a better choice leads to regret (Esterhammer & Huang, 2017). Therefore, under-consideration during a purchase may trigger post-purchase regret.

Over-consideration can also trigger regret. Lee and Cotte (2009) indicate that under-consideration and over-consideration are aspects of process regret. Regret due to over-consideration is regret that one could have done less and achieved the same outcome. The quality of the decision is often determined by the amount of information obtained before making the decision (Lee & Cotte, 2009). Individuals who regret over-consideration when making a purchase feel they have gathered more information than was unnecessary in making the right choice (Lee & Cotte, 2009). Although putting more thought into a purchase decision reduces the potential for regret, there is a limit beyond which more information and effort do not impact the final decision (Lee & Cotte, 2009). Buyers regret putting more effort into making a purchase decision process if the same decision could have been made in a shorter time with less information and effort.

Change in significance refers to the difference between a customer's expectation and their perception of the reality (Esterhammer & Huang, 2017). The expectation is the consumer's assumption regarding the product, while the perception is the actual outcome. The difference between expectation and perception is known as the consumption gap (Wilson et al., 2012). A significant consumption gap is likely to lead to feelings of dissatisfaction, which in turn can lead to regret (Wilson et al., 2012). A change in significance is likely to occur if consumers did not obtain enough information about the product before purchasing it (Esterhammer & Huang, 2017). Also, promotional activities contribute significantly to raising consumer expectations and creating a gap between them and the perception of the reality (Esterhammer & Huang, 2017).

External stimuli are the marketing cues used to lure customers into making purchases (Esterhammer & Huang, 2017). The external cues include advertisements in media or in-store promotional activities. Marketing can influence a customer's expectations about a product by arousing emotions (Esterhammer & Huang, 2017). External stimuli also act as a facilitator in uncovering potential consumer needs (Esterhammer & Huang, 2017). Sometimes consumers are not aware of their need for a certain product until marketers present the product. However, some marketing strategies might be over-promising or creating excessive expectation in consumers, which may create a consumption gap when the perception of the product is unable to match these expectations. Therefore, external stimuli can trigger regret by influencing a change in significance.

Consumer susceptibility to interpersonal influence (CSII) is the extent to which a shopper's purchase decision is influenced by others (Esterhammer & Huang, 2017). The influence could be either normative or informational (Esterhammer & Huang, 2017). Normative influence is associated with a shopper's need to use the purchase to either enhance his/her image or to identify with others. It also includes a shopper's willingness to make a purchase decision to conform to the expectations of others. Muruganantham and Bhakat (2013) state that a shopper's company, family and/or friends, influence purchase decisions. Consumer susceptibility to interpersonal influence through informational influence refers to either seeking information from others to make a buying decision or making inferences from observing others' behaviour (Esterhammer & Huang, 2017). A consumer with high susceptibility is easily influenced by interpersonal information.

Social influence is a significant factor to a buyer's decision-making process. Consumers will consider the opinion of others as part of their source of information regarding a product (Esterhammer & Huang, 2017). However, the opinions of others might not provide adequate information to make a decision. Consumer susceptibility to interpersonal influence, therefore, triggers regret by encouraging under-consideration. Consumer susceptibility to interpersonal influence and external stimuli trigger regret indirectly by influencing under-consideration and change in significance, respectively (Esterhammer & Huang, 2017).

Regret is a negative feeling that impacts a consumer's future behaviour. Studies show that regret negatively impacts consumer satisfaction levels, affects re-patronage intentions, and promotes proactive coping methods such as switching intentions (Bui et al., 2011; Saleh, 2012; Wilson et al., 2012; Sánchez-García & Currás-Pérez, 2011). Marketing strategies that raise consumer expectations to high levels that are difficult to satisfy, can discourage re-patronage and encourage switching intentions (Esterhammer & Huang, 2017). Marketers and retailers should ensure that the strategies they use to attract customers do not lead to the negative impacts of regret.

2.6 Purchase Intentions

Purchase intention refers to a consumer's intent to make a purchase. It is a consumer's preference to purchase a service or product after making some type of evaluation (Younus, Rasheed & Zia, 2015). The intention to purchase a particular product is affected by several factors including product price, quality, knowledge about the product, and sometimes social influence. Demographic factors can also affect purchase intention, with younger buyers being more impulsive (Younus et al., 2015). Creating a purchase intention has become more complex in recent times with consumers having far more knowledge about products and many more options. Huang (2017) states that regret is an important factor to consider in the study of purchase intention as it affects re-purchase decisions. Based on this, Hypothesis 1b proposes that regret mediates the effect of planned (vs. pure) impulse buying on purchase intention. In terms of the general effects of the difference between planned and pure impulse buying, it is expected that pure impulse buying will lead to higher regret because the emotional trigger of pure impulse buying is associated with the least cognitive involvement (Karbasivar & Yarahmadi, 2011). Armstrong et al. (2017) state that a low level of consumer involvement in making purchase decisions leads to post-purchase regret. Therefore, pure impulse buying is expected to result in higher regret.

The feeling of regret can influence purchase intentions in the future because consumers use prior information and experience to make purchase decisions (Younus et al., 2015). A regrettable past experience from impulse buying could negatively affect purchase intentions, while a satisfying experience

encourages future purchase intentions (Maziriri & Madinga, 2015). In that case, regret from impulse buying is considered a mediator for future purchase intention. Buyers that have purchased fast fashion items on impulse in the past and regretted it are expected to be influenced by the post-purchase remorse. Regret is used as a mediator because purchase intention can be influenced by previous experience.

H1b: Regret will mediate the effect of planned (vs. pure) impulsive buying on purchase intention.

Purchase intentions are usually used as an input when making marketing decisions. Many marketing managers frequently measure consumers' purchase intentions to predict future sales (Morwitz, 2012). However, purchase intentions do not always translate into sales for multiple reasons. Huang (2017) states that mood, regret, and variety-seeking can affect purchase intention. Regret is considered critical when attempting to establish a long-term relationship with the customer. Several studies indicate that price is a crucial variable in consumer purchase intention (Huang, 2017; Younus et al., 2015). As price and regret are key factors in influencing purchase intentions, it is important to look at them in more detail.

2.6.1 Factors Influencing Purchase Intentions

Purchase intention is a complex process with internal and external contributing factors. Consumers make purchase decisions after making an evaluation using the information they have. Consumers get information about products and services from various external sources such as advertisements, online reviews, social contacts, and media articles. Based on the information collected, a consumer makes a purchase decision. Purchase intention can also be influenced by previous experience with the product or the seller (Younus et al., 2015). A satisfying experience with a product or a fulfilling experience with the retailer encourages future purchase intentions. Product-related factors such as price, quality, and packaging are also essential in purchase intention creation (Younus et al., 2015).

Demographic factors such as the age of the buyer can help determine purchase intentions. According to Younus et al. (2015), buyers between 18 and 24 years old are more likely to formulate purchase intentions influenced by moods, and are, therefore, more impulsive. Socioeconomic factors also influence purchase intentions. Individuals with a low socioeconomic standing are more likely to make a

purchase decision based on a need for the product. They are price sensitive and their purchase intentions are need-driven (Younus et al., 2015). Therefore, the amount of money a consumer will spend can have an impact on purchase behaviour. Mirabi et al. (2015) state that price, advertising, quality, and brand name have a high impact on purchase intentions. In their study, high prices are a barrier to purchase intention. Therefore, it is expected that the amount spent will moderate purchase intentions, with a low spend leading to higher purchase intention. As previously discussed, pure impulse buying is expected to result in higher regret, which, has a negative effect on purchase intentions (Maziriri & Madinga, 2015). It warrants, therefore, that a pure impulse purchase with low spend would result in higher purchase intention. Hypothesis 1c suggests that the moderating effect of the amount spent can lead to higher purchase intention.

H1c: The amount spent moderates the effect of impulsive buying on purchase intent, such that planned (vs. pure) impulse buying leads to higher purchase intention when shoppers engage in a low (vs. high (spend.

2.7 Switching Intention

The fast fashion industry is highly competitive with multiple players in the industry. Having multiple players in the sector means customers can easily switch brands. The competition makes it challenging for brands to ensure brand loyalty. Gaining knowledge about consumers' switching behaviour and the causes of such behaviour can help control switching intentions and retain a loyal customer base (Saeed et al., 2011). To prevent customers from switching brands, retailers should satisfy their needs, as a high level of satisfaction negatively affects switching intentions (Saeed et al., 2011). Switching intentions can be influenced by product, service, or store-related factors. These factors directly affect regret, which can lead to switching intentions. Other factors that can trigger switching intentions are: consumer behaviour, brand experience and the cost of switching (Saeed et al., 2011).

2.7.1 Factors Influencing Switching Intentions

Switching intentions are significantly influenced by customer loyalty and the available options for switching. Switching intentions refers to consumers plans to change brands in the future (Saeed et al., 2011). The switch results in the dissolution of a previous relationship. Various factors have been suggested to contribute to switching intentions: the cost of switching, price-search intentions, and psychological and behavioural factors (Saeed et al., 2011). Some of the factors are directly related to a consumer's level of satisfaction, but others are not. For example, Saeed et al. (2011) state that younger customers are more curious and will, therefore, switch brands to satisfy their curiosity, not because of a lack of satisfaction.

In a study investigating the factors that influence brand loyalty, Selvarajah (2018) identified four factors that influence switching intentions: the consumer's behaviour, brand experience, cost of switching, and customer satisfaction. For this study, the Stimulus Organism Response model is used to categorize the factors that influence consumer behaviour. In determining the factors that influence switching intentions, the organism is still regret. The stimuli are consumer behaviour, brand experience, the cost of switching, and customer satisfaction, and the response is the switching intention.

2.7.1.1 Consumer behaviour

Consumer behaviour includes the actions, thoughts, and feelings that one expresses (Williams, 2014). Consumer behaviour such as impulse buying is often accompanied by feelings of pleasure, which can be attributed to the purchase experience (Kumar & Narayanan, 2016; Miao, 2011). It can be concluded that the pleasure of impulse buying could discourage switching intention. Therefore, Hypothesis 2a suggests that planned (vs. pure) impulse buying will lead to lower switching intentions. In terms of the general effects of the difference between planned and pure impulse buying on switching intentions, the study expects both styles to lower switching intentions because of brand loyalty. However, planned impulse buying is expected to lead to lower switching intentions, as a planned impulse buying already has an intention to buy (Luniya & Verghese, 2015), implying that there is interest in the brand.

Therefore, the likelihood of switching is low. Consumer behaviour directly affects brand loyalty, which consequently has an impact on switching intentions. Brand loyalty caused by a personal preference makes the switching intention more difficult (Selvarajah, 2018) Therefore, lower switching intentions are expected.

H2a: Planned (vs. pure) impulsive buying will lead to lower switching intention.

A brand-loyal consumer will choose repeat purchases from his/her preferred retailer irrespective of competitor activities (Selvarajah, 2018). Brand-loyal consumer behaviour does not seek out substitutes but prefers to stick to a single brand, which the consumer believes is superior (Selvarajah, 2018). When a brand-loyal consumer experiences post-purchase regret, switching to a new retailer is more challenging. Conversely, consumers that do not hold brand loyalty easily switch to other options. Although it is more difficult to get brand-loyal consumers to switch brands, strategies such as attractive price incentives can affect loyalty (Selvarajah, 2018). A brand-loyal consumer has difficulty switching brands as human behaviour has a psychological basis and requires a psychological effort to change (Selvarajah, 2018). A change in brands is more difficult if the customer has been loyal to the brand for several years.

2.7.1.2 Customer Satisfaction

Customer satisfaction involves internal and external satisfaction. Internal satisfaction is satisfaction with the store and the store staff, while external satisfaction is satisfaction with the product itself (Selvarajah, 2018). Satisfaction involves meeting the customer's needs and expectations. Consumers that are satisfied by the store and the product tend to be loyal. Therefore, customer satisfaction negatively affects switching intentions. When a consumer experiences post-purchase regret, but is generally satisfied with the retailer, he/she is unlikely to have switching intention. Bui et al. (2011) investigated the effects of post-purchase regret and concluded that regret positively impacts switching intentions and negatively impacts consumer satisfaction. Risqiani (2017) investigated the impact of impulse buying on post-purchase regret and found that, in most cases, impulse buyers experience post-purchase regret. Therefore, impulse buying can result in regret, which subsequently affects impulse buying. Also, pure impulse

buying is more regrettable than planned (Karbasivar & Yarahmadi, 2011), and therefore, it is expected that pure impulse buying will lead to higher regret, and eventually switching intention. Hypothesis 2b, expects regret to mediate between planned (vs. pure) buying and switching intentions.

H2b: Regret will mediate the effect of planned (vs. pure) impulsive buying on switching intention.

It is normal for consumers to want to switch products and retailers when they have post-purchase regret. However, there are multiple factors to be considered before switching. The factors discussed above can discourage switching intentions. For example, if a consumer experiences both outcome and process regret, he/she may wish to switch retailers, but may fail to do so because of a high switching cost. The high switching cost may not be financial, but could require more time and effort than is perceived worth it, therefore, the switch is not made (Selvarajah, 2018). If preferred substitutes are also not available, the consumer may not switch. Regret negatively affects re-patronage and positively affects switching intentions (Bui et al., 2011). To prevent customer switching intentions and encourage re-patronage, the identified factors need to be controlled.

2.7.1.3 Cost of Switching

The cost of switching has a direct influence on switching intentions and it refers to the consumer's perception of the time, effort, and money required to switch retailers or brands (Selvarajah, 2018). Matos et al. (2009) identified three types of switching costs: financial, procedural, and relational costs. Financial costs refer to the financial losses or benefits of switching. Procedural costs consider the time and effort the consumer will have to put in to evaluating switching costs, setting up the switch, and other processes that need to be addressed. Relational costs are the psychological and emotional discomforts of the change (Matos et al., 2009). The higher the cost of change, the more challenging it is for the consumer to switch.

The switching cost can also be analyzed using Porter's Five Forces. According to Porter's model, the bargaining force of buyers is high when there are many players in the industry (Hubbard, Rice & Galvin, 2014). The fast fashion industry has many retailers meaning consumers can easily switch to

another supplier. The higher the number of retailers available, the lower the cost of switching (Hubbard et al., 2014). Therefore, when a consumer experiences post-purchase regret, he/she can easily switch if the cost of switching is low.

2.7.1.4 Brand experience

Brand experience refers to the customer's interaction with the product, service, and consumption experience (Selvarajah, 2018). Experience with a brand involves a sensory experience which is more memorable than a cognitive experience (Selvarajah, 2018). This experience also influences consumer behaviour. A positive experience will result in re-patronage, while a negative experience can result in switching intentions. Price is a critical factor in the consumer's interaction with the product because it has a significant influence on the consumer's perception of the product (Agarwal & Aggrawal, 2012). According to Stern (1962), price is a key motivator of planned impulse buying. A discounted price is likely to lead to higher planned impulse buying. According to Zhou and Gu (2015), low impulse spend negatively affects switching intentions (Zhou & Gu, 2015). The amount spent during an impulse purchase will, therefore, influence perception and, subsequently, consumer behaviour. It is expected that planned impulse buying with low spend will lead to lower switching intentions. Hypothesis 2c suggests that the amount spent can lead to lower switching intent.

H2c: The amount spent moderates the effect of planned (vs. pure) impulsive buying on switching intent, such that impulse buying leads to lower switching behaviour when shoppers engage with a low (vs. spend).

Experience can also be social, where a consumer shares the experience with other people. Long-term brand experience builds brand loyalty which in turn discourages switching intentions (Selvarajah, 2018). An in-depth and positive brand experience negatively affects switching intentions.

2.8 Re-Patronage Intention

The fast fashion industry is very dynamic and competitive. Due to the short life-cycle of goods in fast fashion retails stores, it is important that consumers visit the stores frequently to maintain business

turnover. Maintaining loyalty should, therefore, be a priority for fast fashion stores (Maziriri & Madinga, 2015). Retailers need to provide high quality service to retain customers and gain a competitive advantage (Levy & Weitz, 2012). Some retailers engage consumers in post-purchase communication to determine their feelings about the purchase and to influence future re-purchase intentions (Maziriri & Madinga, 2015).

Re-patronage intention, also known as re-purchase intention, is the likelihood that a customer will revisit the supplier in future (Chang, Cho, Turner, Gupta & Watchravesringkan, 2015). It also refers to the consumer's willingness to re-purchase the same brand. Re-patronage intention is an observable predictor of a consumer's buying behaviour (Lin & Lang, 2011). In this study, re-patronage is viewed in relation to fast fashion retail outlets, as repeat customers are the main source of profit in fashion stores (Maziriri & Madinga, 2015). Consumer re-patronage intentions are dependent on the evaluation of prior purchasing experience (Maziriri & Madinga, 2015). The evaluation considers product price, service, and product performance (Maziriri & Madinga, 2015). After evaluation, satisfied consumers are likely to return to the store, while consumers with regret are less likely.

In the apparel industry, buyers' regret can lead to returns or cancellation of orders. Returns and cancellations negatively impact the store's profitability. Re-patronage is vital to store profitability and market share Maziriri and Madinga (2015) state that a five percent improvement in retaining customers can increase profits by over 25 percent, while the cost of attracting new customers is approximately five times the cost of retaining the old (Maziriri & Madinga, 2015). Therefore, it is essential to understand post-purchase regret and its effect on re-patronage intentions.

2.8.1 Factors Influencing Re-Patronage Intentions

Several factors influence re-patronage intentions in regard to a certain store. The store's attributes are a major contributor to re-patronage intentions with service quality and product quality being significant determinants of customer satisfaction (Chang et al., 2015). Karbasivar and Yarahmadi (2011) state that a store's physical attractiveness also plays a critical role in influencing customer approval.

The Stimulus-Organism-Response Model is often used to describe the influence of different store attributes on human behaviour. The model was created by Mehrabian and Russell in 1974 and was revised by Belk for application to the apparel industry (Chang et al., 2015). The model includes factors that influence consumer decisions. The stimulus in the model refers to variables that affect the internal state of the consumer (Chang et al., 2015). It is these which stimulate the consumer into action. In regard to a consumer's decision-making process, the stimulus includes external factors such as the store environment and offers (Chang et al., 2015). In this study, external factors represent the stimuli, as they affect customer satisfaction and consequently re-patronage intentions.

The organism refers to the intervening process between the stimulus and the consumer's response (Chang et al., 2015). According to the model, the organism can be a cognitive state or an affective process that mediates between the stimuli and the behaviour. In this study, the mediator is regret. This study focuses on regret being the organism, as an antecedent to re-patronage intention. The response, according to the model, represents the final decision of the consumer (Chang et al., 2015). In this case re-patronage intention is the behavioural response.

Store attributes refer to the retail environment, and includes the variables in the store that entice consumers into buying. Store attributes include physical attractiveness such as ambiance, social factors, and design (Chang et al., 2015). It also includes store decor, product, and service quality (Chang et al., 2015). Store attributes are significant factors as they are positively related to positive consumer experience (Chang et al., 2015). A comfortable store environment can encourage customers to spend more time in the store, and according to Kazempour and Lotfizadeh (2017) staying longer at a store increases the chances of impulse buying, as consumers are likely to see more products. If a consumer impulse buys, but was satisfied with the store's attributes, there is likelihood for re-patronage because of the store-related positive experience. Hypothesis 3a, therefore, suggests that planned (vs. pure) impulse buying will lead to higher re-patronage intention. In terms of the general effects of the difference between planned and pure impulse buying on re-patronage intentions, it is expected that planned impulse buying

will have higher re-patronage intentions, because external factors are the main motivators for planned impulse buying (Stern, 1962).

H3a: Planned (vs. pure) impulsive buying will lead to higher re-patronage intention.

There are three store attributes that influence re-patronage behaviour: store-related attributes, service-related attributes, and product attributes. Store-related factors include the store's environmental factors such as its image, its atmosphere, and its convenience (Chang et al., 2015). The customer's impression of a retail store is shaped by its environment (Chang et al., 2015; Karbasivar & Yarahmadi, 2011). The store's image is determined by the ambience, and the feeling associated with it. The store atmosphere consists of external attributes (Chang et al., 2015). Attractive features in the external environment create an atmosphere that encourages purchases. External store stimuli influence impulse buying (Muruganantham & Bhakat, 2013). The physical appeal of a store influences patronage and re-patronage (Karbasivar & Yarahmadi, 2011).

Service-related factors deal with the quality of service from store employees. Quality of service refers to the total characteristics of the service that meet and satisfy customer needs (Chang et al., 2015). Shoppers depend on the support of salespersons to weigh different alternatives and make decisions. The quality of service can be measured by assessing service accessibility, positive response, expertise, and courtesy (Chang et al., 2015). Positive feelings when interacting with store employees influence consumer satisfaction and, of course, the converse applies. Customers that are satisfied with their shopping experience are likely to return, while those that are not satisfied are unlikely to return (Levy & Weitz, 2012; Lin & Lang, 2011; Maziriri & Madinga, 2015). Customer satisfaction is influenced by store attributes and product quality (Chang et al., 2015). Since customer satisfaction is influenced by store and product quality, and customer satisfaction influences re-patronage, then it stands to reason that re-patronage is influenced by store and product quality.

Lack of satisfaction with an impulse purchase can lead to regret, which, according to Sánchez-García and Currás-Pérez (2011), negatively affects re-patronage. The low level of consumer involvement associated with pure impulse buying occurs when a purchase decision is based on external factors, instead

of the consumer's goals (Armstrong et al., 2017). Regret from pure impulse buying is high due to low consumer involvement in decision-making (Armstrong et al., 2017). It can therefore, be hypothesized that pure impulse buying results in higher regret, which mediates the effect of impulse buying on re-patronage.

H3b: Regret will mediate the effect of planned (vs. pure) impulse buying on re-patronage intention

Product-related factors include product quality, price, and assortment of choice (Chang et al., 2015). Several studies indicate that price and product quality are significant drivers of patronage (Chang et al., 2015; Karbasivar & Yarahmadi, 2011; Muruganantham & Bhakat, 2013). A retailer's position in the market and a consumer's preference for the retail outlet is determined by the quality of the merchandise (Chang et al., 2015). High quality merchandise increases consumer satisfaction while poor quality lowers satisfaction (Chang et al., 2015). Low consumer satisfaction leads to post-purchase regret and a lack of re-purchase intentions (Sánchez-García & Currás-Pérez, 2011; Wilson et al., 2012).

Product price has a significant influence on product perception, and this in turn influences behaviour (Agarwal & Aggrawal, 2012). Price, therefore, plays a critical role in influencing consumer re-patronage. Better prices, higher quality, and increased variety encourage impulse buying. With price as a significant motivator of impulse behaviour, it is expected that the amount spent will moderate re-patronage intention. Impulse buying, in most cases, is regrettable (Risqiani, 2017). However, according to Bui et al. (2009), planned impulse buying might not be as regrettable as pure impulse buying, as planned impulse buying engages in more cognitive involvement. Since planned impulse buying is triggered by factors such as price cuts (Stern, 1962), it is hypothesized, therefore, that planned impulse buying with a low spend would moderate the impact of impulse buying on re-patronage behaviour.

H3c: The amount spent moderates the effect of planned (vs. pure) impulsive buying on re-patronage intent, such that impulse buying leads to higher re-patronage behaviour when shoppers engage with a low (vs. high) spend.

Product-related factors, service quality, and store environment work together to influence re-patronage. Chang et al. (2015) studied the impact of the three factors on customer satisfaction and found

that they directly influence customer satisfaction. As previously discussed, customer satisfaction is a determiner of regret, as low consumer satisfaction leads to regret (Sánchez-García & Currás-Pérez, 2011). Regret can either encourage or discourage re-patronage, depending on the factors discussed above. Lee and Cotte (2009) state that outcome regret and process regret can function independently, therefore, a customer might have regrets due to one factor, but be willing to return to the store due to other factors. For instance, a customer might not enjoy the in-store service, but might be satisfied with the product's price and other attributes such as convenience.

While studies show that post-purchase experience (regret or satisfaction) influence re-patronage and switching intentions, this study measures the general effects of the difference between planned and pure impulse buying on re-patronage and switching intentions because the type of impulse buying could affect the post-purchase experience. Post-purchase regret in planned impulse buying is not expected to be as strong as regret in pure impulse buying, as planned impulse buying engages more cognitive involvement than pure impulse buying.

2.9 Conceptual Framework

This conceptual framework illustrates the independent and dependent variables used in this research. This study presents the relationship between impulse buying and re-patronage, switching intention and purchase intention, with regret as a mediator and the amount spent on purchases as a moderator. It considers two impulse buying scenarios. The diagrammatic representation (Figure 1) below shows the relationship between the variables and direction of causality.
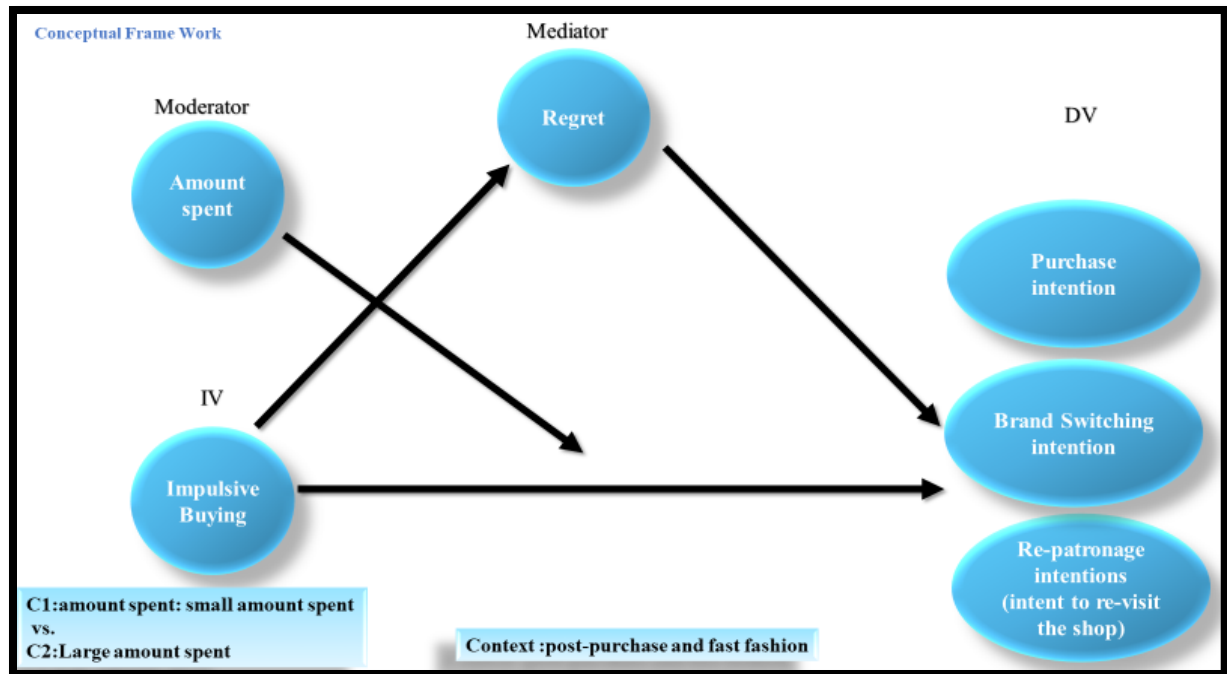
Figure 1 Conceptual Framework

The independent variable (IV) represents impulse buying. The impulse buying behaviours being studied are pure and planned impulse buying. The mediator, regret, explains the relationship between the IV and the dependent variables. The dependent variables (DV) are re-patronage intentions, purchase intention, and switching intentions. The amount spent on purchases is the moderating variable, which affects the strength or direction of the relationship between the independent and dependent variables. The study seeks to determine the effect of the moderator and mediator variables on purchase intentions, re-patronage, and switching intentions.

2.10 Conclusion

A review of previous research shows that the fast fashion industry is highly associated with impulse buying. The short life cycles and rapid changes in the industry require that consumers are flexible in their purchasing habits. As consumers are not assured of the availability of products, they tend to buy impulsively when they see a product they like. Internal and external stimuli influence impulse buying. Psychological and hedonic factors are internal stimuli, while situational factors are external stimuli. Pure and planned impulse buying are fundamentally similar in that, they are both impulsive. However, planned

impulse buying is associated with less regret than pure impulse buying. A possible implication of impulse buying is regret. Some studies, however, have shown that hedonic impulse buying is associated with feelings of happiness. Many works of literature, however, state that most cases of impulse buying result in regret.

Regret is the negative emotion associated with post-purchase evaluation. Regret negatively affects re-patronage, purchase intention, and positively affects switching intentions. However, factors such as product, service, and store attributes affect how regret impacts re-patronage intentions and purchase intention. Switching intentions have a negative impact on businesses, and are affected by consumer satisfaction, consumer behaviour, brand experience, and the cost of switching. These factors determine how a buyer will respond to post-purchase regret. Controlling them can help retailers reduce consumer switching intentions. Conversely, re-patronage intentions have a positive impact on businesses, as it is less expensive to maintain customers than to attract new ones. Fast fashion retailers need to assess how their marketing models influence impulse buying and the impact that post-purchase regret has on re-patronage.

Chapter 3: Research Design

3.1 Introduction

The review of the literature reveals that impulse buying, in most cases, results in post-purchase regret. This chapter describes the research methodology applied to investigate the impact of post-purchase regret on re-patronage, purchase intention, and switching intentions. It discusses the methodology that is used in the study, the procedure of implementing the methodology, and the research design. It provides the details of the participants, the instruments, and how the data were analyzed. The chapter also presents the study's ethical considerations.

3.2 Research Design

This study employed an experimental research design. An experimental approach was selected as it allows the research to determine the effect of the independent variable on the dependent variables. A questionnaire was used to gather information on the dependent and mediating variables, demographic data, and to show the experimental stimuli. The survey research method involves the collection of information using pre-formulated questions, set in a predefined sequence in a structured questionnaire that is administered to a sample that is drawn to be a representative of a determined population (Jha, 2014). Survey research studies a sample of a population to discover relative incidences and inter-relations between the variables being studied (Jha, 2014). Surveys, therefore, include the formulation of hypotheses, testing of the hypotheses, samples, and tools to measure a phenomenon.

Both primary and secondary data were collected. With the research sample target being 231 female fast-fashion shoppers, an experiment was the appropriate approach. For primary data, a structured questionnaire was administered online to the participants through Amazon Mechanical Turk (MTurk). MTurk is an online crowdsourcing platform that allows users to recruit people to complete various tasks (McDuffie, 2019). It is a useful tool for data collection, as it provides access to over 500,000 individuals in different geographical locations. It also allows the collection of data from a large number of participants in little time (McDuffie, 2019). This research design was preferred as a survey enables the

researcher to discover the characteristics of a population through the use of questionnaires (Creswell, 2015).

Secondary data, as used in this study's literature review, was used as to inform primary data collection. Secondary sources were gathered from academic literature and other databases. Reviewing secondary data is essential as it provides a theoretical background to the study, establishes the link between the study's proposal and what has already been studied, and allows for a comparison between the methodology and outcomes of the study with previous work (Kumar, 2019). For example, previous studies have established that price is a critical factor in impulse buying. This knowledge informs the current study to manipulate price and measure its effect on the dependent variables. Both quantitative and qualitative methods were used in previous works of literature. In some studies, qualitative methods were used to gain insight to consumer behaviour (Dahl et al., 2016; Handayani et al., 2018). In other studies, quantitative methods were used to test variables (Chang et al., 2015; Desai, 2018; Farid & Ali, 2018). A quantitative method is more suitable for measuring the variables of this study, as the research uses quantifiable data to uncover behavioural patterns.

The objective of the survey method is to verify hypotheses (Jha, 2014). For this study, information on the effects of pure vs. planned impulse buying, and low vs. high amounts of spending, on post-purchase emotion (regret), re-patronage intentions, purchase intention, and switching intentions is sought. The experimental design was a 2 x 2 (impulse buying: pure vs planned x amount spent: low vs. high) between-subjects factorial design with four experimental conditions to measure re-patronage, purchase intention and switching intentions and regret (see Appendix 1). Pure and planned impulse buying were employed due to their noticeable contrast, pure being completely unplanned, while planned has an intention which is not fully decided. A between-subject method was preferred because it minimised learning and transfer of knowledge across different scenarios (Charness, Gneezy & Kuhn, 2012). For example, if a participant is exposed to a scenario involving pure impulse buying at a low spend; the experience will make the participant's response more reasonable than when exposed to pure impulse buying at a high spend. In the second scenario the outcome may be affected by a transfer of

knowledge, and would probably not be the initial response the participant would have given if she were not exposed to the previous situation. If the respondents know the goal of the study, there is a probability that they might give responses that seem 'proper' for the situation (Charness et al., 2012). For example, a respondent might indicate that there was more regret in pure impulse buying than planned impulse buying because they assume this to be the ideal case.

The experimental conditions used in this study were adapted from Sultan, Joireman, and Sprott (2012), who developed them in their report investigating the effect of self-control exercises on impulse buying urges. The first scenario, for example, shows Mary, a 21-year old college student with a part-time job. It is two days before Mary gets her next pay check and she has only $120 in her bank account for necessities. In addition to food, Mary needs to buy a pair of shoes for an upcoming party at the weekend. Mary is also considering buying a new shirt but has put this plan on hold. After work, Mary goes to the mall to purchase the shoes she had in mind for $30. As she is walking in the mall, Mary sees a great looking shirt on sale for $25 at Zara, a fast-fashion retailer. The helpful salesperson tells Mary that they have just one shirt left in her size, and it is unlikely that they will get more in this style in the future. Mary purchases the shirt on impulse. This first scenario is planned impulsive buying at a low spend. The second scenario is planned impulse buying at a high spend. The third is pure impulsive buying at a low spend, and the fourth is pure impulsive buying as a high spend (see Appendix 1). Participants were exposed to only one scenario each and then asked questions to determine their response.

3.3. Manipulation checks

This study used manipulation checks to test the effectiveness of the manipulation and ensure that the participants perceived the independent variables as intended (Oppenheimer, Meyvis, & Davidenko, 2009). The manipulation questions are included at the end of the survey to assess whether the participants perceived the experimental scenarios as pure or planned impulsive purchasing, and perceived the amount spent as low or high. The manipulation questions include an impulsive manipulation check question, a planned manipulation check question, and a spend manipulation check question (see Appendix 3). The

respondents in all condition groups were asked: How impulsive do you feel Mary's shirt purchase was? How planned do you feel Mary's shirt purchase was? How do you feel about the amount Mary spent on the shirt?

<div align="center">

3.4 Measurement of Variables

</div>

The research variables consist of dependent variables, independent variables, and mediator variables. These variable measurements were essential for research validity purposes.

3.4.1 Dependent Variables

3.4.1.1 Purchase Intention

Purchase intention measures the respondent's likelihood to make a purchase. Purchase intentions could be influenced by product attributes, price, demographic factors, among other previously discussed factor factors (Section 2.7) (Huang, 2017; Younus et al., 2015). Purchase intention scales are widely used to predict consumer behaviour. The Juster Intention scale was developed by the Bureau of Census, and has been widely used due to its reliability and validity (Juster, 1966). It is an eleven-point scale that measures the probability that a consumer will make a purchase. It is considered more reliable than shorter versions (Juster, 1966). The scale was adapted for this study. This study involves a multi-item scale that evaluates purchasing intentions. The scale is a two-item measure with response options ranging from 1 = 'strongly disagree' presented on the left side, to 7 = 'strongly agree' on the right side (see Appendix 4). One of the question statements is: If I were Mary, I would want to purchase the shirt.

3.4.1.2 Re-Patronage Intention

The impact of post-purchase regret on future behavioural intent was the focus of the research dependent variables. Several works of literature have investigated the impact of post-purchase regret on re-patronage intentions (Chang et al., 2015; Karbasivar & Yarahmadi, 2011; Muruganantham & Bhakat, 2013). Some studies have noted that re-patronage intention is significantly influenced by store attributes, such as the physical attractiveness of the store, convenience, and service quality (Chang et al., 2015).

Other studies state that product-related factors, such as product quality and price influence re-patronage (Agarwal & Aggrawal, 2012). Similarly, this study includes a multi-item scale that evaluates re-patronage intentions.

The Hess, Ganesan, and Klein (2003) re-patronage intention scale was adapted and customized to the study. The scale consists of four, seven-point Likert type statements, used to measure the extent to which a consumer is likely to visit a particular business in the future and sustain the business relationship. The scale is a four-item measure with response options ranging from 1 = 'strongly disagree' presented on the left side, to 7 = 'strongly agree' on the right side (see Appendix 5). An example of one of the statements is: Mary would not expect to visit the same store (Zara) in the future.

3.4.1.3 Switching Intentions

The concept of switching intentions evaluates the respondent's likelihood to change stores. Switching intentions could be influenced by consumer behaviour, availability of substitutes, the cost of switching, among other, previously discussed, factors (Section 2.9) (Hubbard et al., 2014; Saeed et al., 2011; Selvarajah, 2018). This study involves a multi-item scale that evaluates the switching intentions.

The switching intentions scale used is adapted from Bui et al. (2011). The scale consists of two, seven-point Likert type statements, used to measure the extent to which a consumer is likely to switch to another business. The scale is a two-item measure with response options ranging from 1 = 'extremely unlikely' presented on the left side, to 7 = 'extremely likely' on the right side (see Appendix 6). This includes the statement: How likely do you think Mary will be to switch to another store in the future?

3.4.2 Independent Variables

The research independent variables are pure impulse buying and planned impulse buying. The two types of impulse behaviour are selected to determine if a prior intention to purchase (planned impulse) would produce different outcomes from a purely impulsive purchase. The scenario was adapted from Sultan, Joireman, and Sprott (2012) (see Appendix 1).

3.4.2.1 Mediator Variable

Negative post-purchase emotion (regret) is used as the mediator. Post-purchase emotion is used as a mediator because post-purchase emotion affect re-patronage intentions and switching intentions (Saleh, 2012). The regret scale used in this study originated from Inman and Zeelenberg (2002), which was based on hypothetical scenarios, including the purchase of clothing. This study uses a one item, seven-point Likert type statement to measure the extent to which a consumer wishes a decision could be changed. The scale ranges from 1 = 'no regret at all' presented on the left, and 7 = 'extremely regretful' presented on the right (see Appendix 7). The question asks: How much would Mary regret her decision to buy the shirt?

3.4.2.2 Moderator Variable

A moderator variable adjusts the strength of the relationship between the independent and dependent variables. For this study the amount spent on the purchase is the moderator variable, which affects the strength and direction of the relationship between impulse buying and purchase intention, re-patronage, and switching intentions. Accounting for moderation is essential, as it can amplify or weaken the relationship between variables. The moderator was manipulated by adjusting the price of the shirt that was impulsively bought. The manipulation question asked to determine moderation was: How do you feel about the amount Mary spent on the shirt purchase? (Appendix 3)

3.5. Pre-test

Before administering the survey, a pre-test was performed to test whether the manipulations were effective. The research measured impulsivity, the amount of spend, and aimed to show that people perceived the planned impulse condition as planned, the purely impulse condition as purely impulsive, the high spend as high and the low spend as low. In testing for impulsivity, the findings indicated that there is a significant effect of planned impulsive low on planned impulsive high. The pre-test questions are as shown in Appendix 8. Amazon Mechanical Turk was used to administer the pre-test questionnaire. The pre-test sample comprised 82 participants.

The Statistical Package for the Social Sciences software (SPSS) was used to analyse the data using the t-test. Data from the pre-test were used as part of the final thesis to ensure that the experimental stimuli were perceived correctly. Additionally, the pre-test assisted in refining the experimental stimuli prior to sending out the final survey.

3.6 Study Participants

3.6.1 Target Population

The target population refers to the group of individuals to whom the research applies. It refers to all members who meet the defined criteria (Jha, 2014). The study targeted female adults that are members of Amazon Mechanical Turk. The research focused on women as fast fashion styles are predominantly women-oriented, and because women are considered more impulsive than men (Lakshmi et al., 2017). The female participants targeted were fashion shoppers in the United States of America (US).

3.6.2 Sampling Procedures

The study sample was selected using convenience sampling. The researcher sent an open invitation and the individuals that responded to the invitation and fit the requirements were selected for the study. The challenge to this approach is that it is difficult to ensure the sample is representative of the target population (Jha, 2014). Although there were screening questions to help sort potential participants, it was difficult to ensure that the individuals that responded are truly fashion shoppers and a good representation of the female fashion shopping population.

The recruited sample was then randomly assigned to an experiential condition. The between-subject method involves exposing the participants to a single situation, to prevent bias that would occur if participants are exposed to the different experimental conditions (Charness et al., 2012). It also takes less time to respond as the participants test only one scenario.

3.6.3 Sample Size

A sample is a small group selected from the target population (Jha, 2014). Research that seeks to provide a description of a population, or an explanation requires a large sample size (Daniel, 2012). A large sample size minimizes random sampling error and allows for more rigorous data analysis (Daniel, 2012). The study recruited 231 participants and randomly assigned them to the scenarios as follows: 58 participants for the planned impulsive buying with a low spend scenario, 57 participants for the planned impulsive buying with a high spend scenario, 57 participants for the pure impulsive buying with a low spend scenario, and 59 participants in the pure impulsive buying with high spend scenario. The study ensured at least 50 participants per group enabling estimated results with good precision (Singh & Masuku, 2014).

Members of the panel interested in taking the survey were required to respond to the invitation by clicking on the "Start Survey" option. By selecting that option, the participants gave consent to be part of the study. The terms and conditions of the survey were provided in a written format at the start of the survey for the participants to consider before taking the survey. Recruitment of participants was open until the target number was achieved. Once more than 200 participants completed the survey, the recruitment was closed. The study recruited 231 participants to ensure that each experimental group has at least fifty participants.

3.7 Instruments

3.7.1 Validity of the Research Instrument

The validity of a research instrument refers to the degree an instrument measures what it is supposed to measure. The validity of a research questionnaire can be measured in terms of content or face validity. The instrument's content validity is determined through expert judgment. Content validity refers to the degree to which the items in an instrument represent the domains the instrument seeks to measure (Taherdoost, 2016). The face validity of the questionnaire was also assessed. Face validity is a subjective view of the degree to which the instrument measures what it purports to measure (Taherdoost, 2016). It

includes the researcher's subjective assessment of the relevance of the items in the instrument in measuring the matter of interest (Oluwatayo, 2012).

The internal validity of the research instrument is the extent to which the study establishes the certainty that the cause-and-effect relationship is caused by the independent variable and no other factors (Jha, 2014). The internal validity of this study is significantly influenced by the study's procedure. The random selection of participants helps to improve internal validity. External validity refers to the degree of generalization of the research's findings (Jha, 2014). Selection bias threatens external validity by limiting proper population representation. Random assignment of participants into the four experimental conditions helped to improve external validity (Jha, 2014). It ensured that each condition had a good representation of the population.

3.7.2 Reliability of Research Instruments

Reliability of a research instrument refers to the instrument's ability to provide consistent results under constant conditions (Taherdoost, 2016). It measures the degree of consistency of a particular measuring procedure to provide similar results repeatedly. However, the reliability of an instrument can be compromised by human error when taking measurements; therefore, when assessing the reliability of an instrument, it is essential to adjust for errors (Taherdoost, 2016).

3.8 Timeline

Data was collected in June 2019 after the approval of the ethical application. Data was collected over a one month period (3rd June to 3rd July 2019), as the participants were taking the survey at their convenience.

3.9 Data Analysis

The one-way (ANOVA) Analysis was performed to determine whether there were significant differences between the independent groups (planned and impulse buying) and the dependent variables (purchase, re-patronage, and switching intentions). Further analysis using Hayes was required to test the effect of the mediator and moderator variables. A significant value, where $p < 0.05$, means the

relationship is significant. T-tests were performed to determine whether there was a significant difference between the means of the pure and planned impulse groups.

Hayes Model 4 was used to assess the effect of impulse buying and the amount of spend, mediated by regret, on purchase intentions, re-patronage and switching intentions. The 2 x 2 factorial design was useful in detecting an interaction; where the effect on the outcome of one factor, for example pure impulse buying, depends on the level of impact of the other factor, in this case the low amount of spend (Smith, 2010). Hayes Model 4 was used to analyze the 2 x 2 factorial design as it allows for testing the effect of mediation. Between-subjects factorial design with four experimental conditions and multivariate analysis was conducted using the SPSS software.

Quantitative methods were employed to analyze the data. Responses were coded and entered into a computer for calculation of the descriptive statistics using the Statistical Package for Social Sciences (SPSS). Descriptive statistics are useful in summarizing large data sets into simpler summaries (Jha, 2014). The information collected was categorized into groups and assigned numerical codes then entered into SPSS. The SPSS package was used to compute descriptive data such as frequency, mean, and percentages. The computed data are presented in tables, graphs, charts, frequency distribution, and percentages. Data was cleaned using contingency cleaning and Possible-code cleaning, to correct errors in the data (Babbie, 2001).

3.10 Ethical Considerations

The study set up measures to ensure the privacy of the participants is protected. The participants were informed how their privacy would be protected on the information page of the survey. The information was placed at the beginning of the survey so that each respondent could read it before taking the survey. The information informs the participants that the survey is voluntary, and that they are free to exit at any point if they wish to. It also made clear to the participants that accepting to start the survey was synonymous with consent. Willful participation in the survey also implied that the participants co-operated with the researcher and adhered to the information provided.

The ethical approval for the study was sought, and the research only proceeded after approval was granted (see Appendix 11). The purpose of the research and the intended use of the data was outlined in the information sheet. Participants' information was collected anonymously and remained anonymous during the analysis and presentation of the data. Participants had control over the information they provided and were free to withhold information they considered personal. Principles derived from the Treaty of Waitangi, including protection, partnership, and participation, were employed in this research project.

3.11 Conclusion

This chapter has presented the research design used in this study and the methodology for data collection and analysis. Given that the target population was online and beyond the direct influence of the researcher, the sample size of 231 allowed the researcher to work with at least fifty respondents per group. A preference for recruiting female participants was based on the fact that the fast fashion industry is predominantly female-oriented. The random allocation of participants into groups helped to control for bias. Data was collected between 3rd June and 3rd July. All respondents' participation was voluntary, and informed consent was obtained. Manipulation checks were used to ensure that the participants perceived the independent variables as intended. A pre-test was performed to determine the effectiveness of the manipulation. Three scales were used to measure the dependent variables. The reliability of the scales was provided. The limitation of this research design was the sampling procedure, which did not provide the researcher with a foolproof method for ensuring that the respondents are genuinely fast-fashion shoppers. Also, the reliability scale for switching intention was below 0.7, thereby, limiting the effectiveness of the measure. The ethical standards and reliability of the research are presented. The next chapter presents the findings of the study.

Chapter 4: Findings

4.1 Introduction

This chapter presents the findings from the data analysis. It contains the results of the survey carried out to test the study's hypotheses. The chapter provides a discussion and interpretation of the data. Participant demographics are presented and the hypotheses tested. The data is presented using tables.

4.2 Pre-test Findings

4.2.1 Participants' characteristics

The pre-test requirements specified female fast-fashion shoppers. The age of the participants was 18 years and older. See Appendix 9 for the participant information.

4.2.2 Results

The following data shows the results of the pre-test survey (see Appendix 9) for the four scenarios. This pre-test included six questions on seven-point scales.

Regarding impulsivity, two groups differ, ($t(79) = 2.3$, $p < .05$). Specifically, participants in the planned impulsive buying condition ($M = 2.0$) observed that Mary's purchase was planned as opposed to those in the pure impulsive buying condition ($M = 1.35$).

In the amount spent conditions, ($t(79) = -7.455$, $p < .05$) participants in the high spend condition ($M = 6.45$) observed that Mary's spending was higher than those in the low spend condition ($M = 4.20$).

T-test analysis was conducted to show that people perceived the planned impulse condition as planned, the pure impulse condition as pure, the high spend as high and the low spend as low. The pre-test findings showed that there is no need for further improvements in the questionnaire, and therefore, no changes were made.

4.2.3 Research Respondent Demographics

A total of 231 US female shoppers with an average age of 28 years participated. The majority of the participants were between 18 and 34 years (Table 1).

Table 1: Participants' age groups

Age group	No. of participant
Overall response	231
18-34	171
35-64	60
65+	0

Of the 231 participants, those with a Bachelor's degree comprised over half (78%) of the respondents, while only two participants indicated having a doctorate. The other participants either had a Master's degree, Diploma, or some college education (see Table 2).

Table 2: Participants' education levels

Education level	No. of participants
Overall response	231
Some college education	11
Diploma	24
Bachelors	180
Masters	14
Doctorate	2

The majority of the respondents had an average annual household income range of $55,000 to $65,000. Table 3 shows the distribution of income levels.

Table 3: Participants' income levels

Income Level	No. of participants
Overall response	231
$ 5k - 19k	27
$ 20k - 49k	73
$ 50k - 79k	107
$ 80k - 149k	24

Table 4: Cronbach's Alpha for Scales

Scales	Items	Spearman-brown coefficient	Cronbach's alpha
Purchase intention	2	.903	.903
Switching intention	2	.468	.467
Patronage intention	4	.678	-.144

Spearman-Brown coefficient reliability was run to determine if the reliability for the Switching intention and patronage scales would increase. The results show that the scale for switching intention is low and could affect the significance of the results.

4.3 Manipulation Check Results

A one-way between-subject ANOVA was conducted. It showed a significant effect of impulsiveness on pure impulsive purchase at $p < .05$ level for all of the conditions [F (19.6, 231.187) = 6.398, $p = .000$]. There was a significant effect of impulsiveness on planned impulsive purchase at $p < .05$ level for all conditions [F (3, 227) = 10.087, $p = .000$]. There was a significant effect of impulsiveness on the amount of spend at $p < .05$ level for all conditions [F (96.7, 1.543) = 62.7, $p = .000$]. There was a significant effect of impulsiveness on the desirability of the deal at the $p < .05$ level for all conditions [F (3, 227) = 12.207, $p = .000$].

4.4 Hypothesis Testing

H1a: Planned (vs. pure) impulsive buying will lead to higher purchase intention.

There is a significant difference between planned and pure for impulse purchasing ($t(229) = 2.014$, $p < .045$). Specifically, participants in the planned impulsive buying condition had a greater intent to purchase the shirt ($M = 4.07$, $SD = 1.897$) in comparison to those participants in the pure impulsive buying condition ($M = 3.58$, $SD = 1.815$). The results support Hypothesis 1a.

H1b: Regret will mediate the effect of planned (vs pure) impulsive buying on purchase intention.

The findings show that regret has more impact on purchase intentions directly than indirectly as a mediator. The SPSS macro module was used to conduct the mediation analysis of Preacher and Hayes (2008) (model 4, with 5000 bootstrapped samples (see Appendix 10). Y refers to the dependent variable (purchase intentions), X refers to the independent variable (impulsiveness) and M indicates the mediator variable (regret) (Hayes, 2017). The results for purchase intention indicated a significant total effect for purchase intentions; it excludes zero (95% bootstrap (CI): -.9733, -.0107). The results indicated a significant direct effect for purchase intentions; it excludes zero (95% bootstrap (CI): -.9147, -.0054); replicating the findings previously shown in the t-test. However, the results indicate a non-significant indirect effect for purchase intentions; it includes zero (95% bootstrap (CI): -.19105, .1322). The mediation is not supported and the results do not confirm that regret mediates this interactive relationship effect of impulsiveness on purchase intentions. The results do not support Hypothesis 1b.

H1c: The amount spent moderates the effect of planned (vs. pure) impulsive buying on purchase intent, such that planned impulse buying leads to higher purchase intent when shoppers engage with a low (vs. high) spend.

ANOVA was conducted to compare the main effects of planned and pure impulsive buying and the interaction effect between impulsive buying and amount spent on purchase intent. The results indicated that the difference between planned and pure impulsive and low vs. high spend on purchase intention was not significant F (1, 227) = .020, p = .889. The results indicate that participants exposed to pure impulse and a low spend differed only slightly in purchase intent (M = 3.95, SD = 1.910) in comparison to a purely impulsive high spend (M = 3.23, SD = 1.659) (see tab. 5). Participants exposed to the planned impulse low spend had higher purchase intentions (M = 4.40, SD = 1.832) compared to those who were exposed to a planned impulsive high spend (M = 3.75, SD = 1.921), however, this result was not statistically significant. As shown in Table 5 the means and the F statistic, interaction effect was not significant between impulsive buying and amount spent. Hypothesis 1c is not supported.

Table 5: Amount spent moderation statistics for purchase intentions

Descriptive Statistics

Dependent Variable: DV_PI				
IV_implu	**Mod_AS**	**Mean**	**SD**	**N**
Planned	Low spend	4.40	1.832	58
	High spend	3.75	1.921	57
	Total	4.07	1.897	115
Pure	Low spend	3.95	1.910	57
	High spend	3.23	1.659	59
	Total	3.58	1.815	116
Total	Low spend	4.17	1.877	115
	High spend	3.48	1.803	116
	Total	3.83	1.869	231

H2a: Planned (vs. pure) impulsive buying will lead to lower switching intent.

There is no significant difference between planned vs. pure on switching intention ($t(229) = .872$, $p = .384$). Participants in the planned impulsive buying condition ($M = 4.06$, $SD = 1.147$) had a higher intent to switch in comparison to those participants in the pure impulsive buying condition ($M = 3.92$, $SD = 1.263$). The results do not support Hypothesis 2a.

H2b: Regret will mediate the effect of planned (vs. pure) impulsive buying on switching intent.

The SPSS macro module was used to conduct the mediation analysis of Preacher and Hayes (2008) (model 4, with 5000 bootstrapped samples (see Appendix 9). Y refers to the dependent variable (switching intentions), X refers to the independent variable (impulsiveness) and M indicates the mediator

variable (regret) (Hayes, 2017). The results in the switching intention indicated a non-significant direct effect for switching intentions; it includes zero (95% bootstrap (CI): -.4549, .1367). The results indicated a non-significant indirect effect for switching intentions; it includes zero (95% bootstrap (CI): -.0863,.1337).

H2c: The amount spent moderates the effect of planned (vs. pure) impulsive buying on switching intent, such that planned impulse buying leads to lower switching behaviour when shoppers engage with a low (vs. high) spend.

ANOVA was conducted to compare the main effects of planned and pure impulsive buying and the interaction effect between impulsive buying and amount spent on switching intent. The results indicated that the difference between planned and pure impulsive and low (vs. high) spend on switching intention was not significant $F (1, 227) = .087, p = .769$. The results indicate that participants exposed to pure impulse and low spend differed only slightly in switching intent ($M = 3.61, SD = 1.184$) in comparison to pure impulsive high spend ($M = 4.22, SD = 1.274$) (see tab. 6).

Participants exposed to the planned impulse low spend had lower switching intentions ($M = 3.72, SD = 1.148$) compared to those who were exposed to planned impulsive high spend ($M = 4.41, SD = 1.044$), however, this result was not statistically significant. As seen in Table 6 the means and the F statistic, interaction effect was not significant for impulsive buying and amount spent. Hypothesis 2c is not supported.

Table 6: Amount spent moderation statistics for switching intention

Descriptive Statistics

Dependent Variable: DV2_Switching_purchasing

IV_implu	Mod_AS	Mean	Std. Deviation	N
Planned	Low spend	3.72	1.148	58
	High spend	4.41	1.044	57
	Total	4.06	1.147	115
Pure	Low spend	3.61	1.184	57
	High spend	4.22	1.274	59
	Total	3.92	1.263	116
Total	Low spend	3.67	1.162	115
	High spend	4.31	1.166	116
	Total	3.99	1.206	231

H3a: Planned (vs. pure) impulsive buying will lead to higher re-patronage intention.

There is no significant difference between planned vs. pure on re-patronage intention ($t(229) = 1.017$, $p = .310$). Participants in the planned impulsive buying condition ($M = 4.03$, $SD = .608$) observed that Mary's purchase was planned rather than those in the purely impulsive buying condition ($M = 3.95$, $SD = .520$). Results for re-patronage are not significant. The results do not support Hypothesis 3a.

H3b: Regret will mediate the effect of planned (vs. pure) impulsive buying on re-patronage intention.

The SPSS macro module was used to conduct the mediation analysis of Preacher and Hayes (2008) (model 4, with 5000 bootstrapped samples [see Appendix9). Y refers to the dependent variable (re-patronage intentions), X refers to the independent variable (impulsiveness) and M indicates the mediator variable (regret) (Hayes, 2017). The results in the re-patronage intention indicated non-significant direct effect for re-patronage intentions; it includes zero (95% bootstrap (CI): -.2236, .0701).

The results indicated non-significant indirect effect for re-patronage intentions; it includes zero (95% bootstrap (CI): -.0115, .0214). The results do not support Hypothesis 3b.

H3c: The amount spent moderates the effect of planned (vs. pure) impulsive buying on re-patronage intent, such that planned impulse buying leads to higher re-patronage behaviour when shoppers engage with a low (vs. high) spend.

ANOVA was conducted to compare the main effects of planned and pure impulsive buying and the interaction effect between impulsive buying and amount spent on re-patronage intention. The results indicate that the difference between planned and pure impulsive and low (vs. high) spend on re-patronage intention was not significant $F (1, 227) = .303, p =.583$.

The results indicate that participants exposed to a pure impulse and low spend condition differed only slightly in regard to re-patronage intention ($M = 3.93, SD = .520$) in comparison to a pure impulse high spend ($M = 3.98, SD = .524$). Participants exposed to the planned impulse low spend scenario had lower a re-patronage intention ($M = 4.01, SD = .615$) compared to those who were exposed to planned impulsive high spend ($M = 4.10, SD = .453$), however, this result was not statistically significant. The F statistic, interaction effect was not significant between impulsive buying and amount spent. Hypothesis 3c is not supported.

Chapter 5: Discussion and Conclusion

5.1 Introduction

The objectives of this study were, first, to investigate the effect of pure and planned impulse buying on future purchase intention, re-patronage intention, and switching intention. The second objective was to find out whether the amount spent on an impulse purchase moderates purchase intentions, re-patronage, and switching intentions, and the third was to determine the mediating effect of post-purchase regret on purchase intention, re-patronage, and switching intention. Impulse buying is influenced by internal and external factors. Several works of literature show many antecedents for impulse buying, including personal traits, optimum stimulation, money availability, display and advertising, and time availability (Mohan et al., 2013). The right combination of personal characteristics and external cues significantly influence impulse buying (Karbasivar & Yarahmadi, 2011; Muruganantham & Bhakat, 2013). From the data analysis here, it is noted that the type of impulse buying affects future purchase intentions, at the same store. The participants considered pure impulsive and planned impulsive as different levels of impulsivity, and differences between high and low spend were noted. This chapter discusses the research findings with a focus on the impact of the mediator and moderator variables on the dependent variables.

5.2 Purchase Intentions

The study measured purchase intention from the perspective of whether the respondent would follow in Mary's foot-steps in both planned and pure impulsive situations. The results show that planned impulsive behaviour leads to higher purchase intentions than purely impulsive behaviour. The data measuring the first hypothesis (H1a) shows that participants in the planned impulsive buying condition had a higher intent to purchase when compared to those participants in the purely impulsive buying condition. In planned impulse buying, the buyer has a tentative intention to purchase, which can be easily triggered by external factors such as price discounts (Stern, 1962). The shirt's short availability acted as the external trigger that might have prompted the purchase decision. This finding is supported by

Karbasivar and Yarahmadi (2011) and Stern (1962), who state that the right combination of external cues can trigger a purchase decision. In this case, the limited availability triggered impulse buying. Younus et al. (2015) state that consumers make purchase decisions based on the available information and previous experience with the retailer or product. As the participants are fast-fashion shoppers, they could have either experienced stock-outs or are familiar with the short shelf life of fast fashion styles, and therefore be willing to buy.

The findings also show that this behaviour is more likely to occur in planned than pure impulsive buying situations. It is expected to occur more often in the planned impulsive scenario because of the intention to buy. In the planned impulse purchase condition, the buyer tends to be willing to make other purchases depending on the price of the planned product (Luniya & Verghese, 2015). The intention to buy is reinforced by an external stimulus (Stern, 1962). The lower likelihood of the purely impulsive group to impulse buy could be due to the level of regret associated with pure impulse buying. Bui et al. (2011) state that planned impulse buying is likely to be less regrettable than pure impulse buying because planned impulsive buying has intent.

Measuring the mediation effect of regret on purchase intentions, the findings show that regret has more impact on purchase intentions directly than indirectly as a mediator. There was a significant direct effect for purchase intentions (95% bootstrap (CI): -.9147, -.0054) and a non-significant indirect effect (95% bootstrap (CI): -.19105, .1322). While the study postulated that regret will mediate the effect of impulse buying on purchase intent, the results have shown that its impact as a mediator is not significant. It is not significant because post-purchase regret is not solely dependent on the type of impulse purchase (Sánchez-García & Currás-Pérez, 2011). Therefore, both planned and pure impulse buying can result in regret. This finding is supported by Huang (2017) who stated that regret is a significant factor in the purchase decision process. Lee and Cotte's (2009) outcome and process functions of regret explains why regret does not mediate the interactive relationship. A consumer may experience regret, but if either the purchase process or outcome was satisfactory, then the impulsive behaviour does not significantly affect purchase intention. Regret influences purchase intention directly, not as a mediator; that is, it does not

explain the relationship between planned and pure impulse buying and purchase intentions. The effect of impulse buying is not mediated by regret.

When testing for moderation, the findings show no significance in the relationship between impulse buying and the amount spent on purchase intention. Participants in the low spend condition differed only slightly to those in the high spend condition, indicating that the amount spent did not moderate the relationship between planned and pure impulse buying and purchase intentions. The findings are supported by Muruganantham and Bhakat (2013) who state that pure impulse behaviour is influenced by strong sudden urges. The urges could be price or product related. The outcome, can therefore, be explained by the presence of other influential urges. In this case, it is possible that the limited availability of the product (last size available), was more important than price. It was noted that in the planned impulse condition, participants in the low spend group demonstrated higher purchase intention than those in the high spend group. However, the difference was not statistically significant.

The outcomes show that purchase intention is a complex process, as it does not show a linear relationship to impulsivity or amount spent. It is a process with various influencing factors (Younus et al., 2015). To influence a purchase decision, several factors have to be considered and matched, to obtain a positive outcome.

5.3 Switching Intention

Some studies show that regret can arise from dissatisfaction and result in switching behaviour. The study hypothesized that pure, as opposed to planned impulse buying. can lead to lower switching intent, but the findings indicate that planned impulse buying has a higher intent than pure impulse buying, although the difference was not significant, therefore, no difference. Participants in the planned impulse scenario viewed Mary's decision as planned. This can be explained by the nature of fast-fashion shoppers, who understand the brief shelf-life of fast fashion products (Cline, 2012). The results can also be explained by the various factors that affect switching intentions, such as the cost of switching, availability of alternatives, and brand loyalty (Saeed et al., 2011). Selvarajah (2018) states that the cost of switching

has a direct influence on switching intentions. Therefore, if the cost of switching is high, impulsivity will not be a driving factor for switching intentions.

In measuring for mediation, the results on switching intention indicated a non-significant direct effect for switching intentions and a non-significant indirect effect. That meant that regret does not mediate the effect of planned and pure impulse buying on switching intention. Possible explanation for the finding is the multi-factorial causes of switching intentions. Switching brands or stores can be challenging due to the discussed barriers to switching (cost of switching, availability of alternatives, and brand loyalty). High cost of switching will prevent consumers from switching, just like the lack of an alternative to go to, will force the consumer to return to the same store or brand. Brand loyalty can be affected when a customer is dissatisfied. However, when a consumer regrets a purchase but is satisfied with the brand or retailer, he/she is unlikely to switch (Selvarajah, 2018). Therefore, the influence of regret is non-significant. Cline (2012) explains that fast-fashion shoppers tend to be loyal to retailers that they are satisfied with, or brands they love. Therefore, regret from purchasing one item is unlikely to lead to switching intention. The findings differ from Bui et al.'s (2011) study, which shows that regret has a positive impact on switching intention. However, Bui et al. (2011) also consider the impact of customer satisfaction to draw that conclusion. It shows that switching intention is complex and is not solely influenced by regret. The findings do not support the hypothesis that regret mediates the effect between planned and pure impulse buying on switching intention.

In measuring the moderating effects of amount spent on switching intention, the results indicated no significant difference between planned and pure impulsive and low (vs. high) spend on switching intention. For example, participants exposed to the pure impulse and low spend group differed slightly in switching intent, when compared to the pure impulsive high spend group. Similarly, the planned impulsive and low spend group had lower switching intentions when compared to the planned impulsive and high spend group. It was expected that the amount of spend would moderate the effect of impulsivity, but the impact is not significant. Studies suggest that a low impulse spend is less regrettable and will

negatively affect switching intentions (Zhou & Gu, 2015). However, the findings differ, in that the amount spent did not moderate switching intentions. A possible explanation is the experience that a buyer has when impulse buying or the nature of impulse buying in fast fashion. It could also be attributed to the limitation of using a hypothetical scenario, where objective response might differ from actual action. Additionally, the low reliability scale for switching intention instrument could have affected the effectiveness of its outcome.

Sometimes buyers experience pleasure when impulse buying (Kumar & Narayanan, 2016). Although the pleasure is temporary, buyers are likely to continue purchasing because the effect of a sensory experience is more memorable than a cognitive experience (Selvarajah, 2018). The feeling of pleasure will, therefore, override the cognition of price. Miao (2011) explains that the pleasurable experiences can be attributed to the either the product, or the shopper's desire for the product at which time price is overlooked. This may explain why the amount spent does not moderate the relationship.

5.4 Re-patronage Intentions

As with purchase and switching intentions, re-patronage intention is influenced by several factors. In testing the relationship between planned and pure impulsive buying and re-patronage intention, the study hypothesized that planned and pure impulsive buying would lead to higher re-patronage intention. The findings, however, show no significant difference between planned vs. pure impulse buying in terms of re-patronage intention. That is, there is no indication that planned vs. pure impulse buying will lead to higher re-patronage intention. According to Chang et al. (2015), store attributes are significant determinants of re-patronage. It is possible that a store's physical attractiveness and customer satisfaction with store attributes influence re-patronage intentions more than impulse buying.

In regard to mediation, the study hypothesized that regret will mediate the effect of planned and pure impulsive buying on re-patronage intention. The findings indicated no significant direct or indirect effect on re-patronage. Contrary to the findings, Dahl et al. (2016) claim that feelings of regret discourage

re-patronage and ruin consumer loyalty, and Sánchez-García and Currás-Pérez (2011) also indicated that regret encourages consumers to shift to other brands. The difference in the findings of this study could be explained by Chang et al.'s (2015) claim that store attributes are critical in influencing re-patronage, and Maziriri and Madinga's (2015) claim that re-patronage intentions are dependent on the evaluations of prior purchase experiences. Therefore, even if a consumer regrets making an impulse purchase at a certain store, the regret is unlikely to affect re-patronage intention. However, even a bad experience at the store can lead to re-patronage (Chang et al., 2015). While some studies show that regret can influence re-patronage intentions (Dahl et al., 2016; Sánchez-García & Currás-Pérez, 2011), the findings indicate that it is not significantly influential as a mediator. Regret does not mediate the effect of planned and pure impulse buying and re-patronage intention,

In measuring the moderating effect of the amount spent on re-patronage intentions, the findings showed no significant difference between planned and pure impulsive and low (vs. high) spend on re-patronage intention. Pure impulse buying and low spend slightly differed on re-patronage intent when compared to pure impulsive buying and high spend. While price is an influential factor in consumer behaviour, it does not significantly influence re-patronage because product related factors that affect re-patronage also include quality and variety (Karbasivar & Yarahmadi, 2011; Muruganantham & Bhakat, 2013). The quality of merchandise builds a consumer's preference for a store, and providing shoppers with a variety of options persuades them to make repeat purchases (Chang et al., 2015). Therefore, amount spent does not significantly influence re-patronage. Amount spent would be more impactful when combined with other product-related factors. The hypothesis that the amount spent moderates the effect of planned and pure impulse buying on re-patronage intentions is not supported.

5.5 Other Factors

The findings have not supported the hypothesis that regret is a significant mediator. This can be explained by the fact that the participants in the study answered the questions objectively, based on how they think they would act. Therefore, the fact that the respondents' decisions to buy the shirt were based

on a predicted regret, not an actual one should be considered (Zhou & Gu, 2015). An objective view of regret might differ from a real-world experience.

Several factors explain impulse buying. Factors such as the participant's age, level of education and income could influence the willingness to impulse buy. Harwani and Kanade (2017) state that the level of impulsive buying behaviour varies across age groups, with a higher occurrence among 26 to 35-year old individuals. The majority of the study participants fall within this category. The age of the buyers could explain why regret or the amount spent do not mediate or moderate the effect of impulse buying on purchase intentions, re-patronage, and switching intentions. These factors have less influence on young people as they tend to be more impulsive and interested in fashion (Younus et al., 2015). Purchase intentions, re-patronage, and switching intentions are influenced by multiple factors, which may be perceived differently across age groups. When considering a low spend, Cline (2012) states that it is the norm for many young American women to regularly spend on cheap fashion. The low price of a product makes the shopper feel that they got a favorable deal.

The study had participants with different levels of education. According to Mohiuddin & Iqbal (2018), people with less educated tend to be more impulsive than more educated people. Economic literacy affects the level of impulse buying. Therefore, some participants might express the willingness to impulse buy based on their level of economic literacy. Aware that Mary is due to be paid in two days' time; the participants with less financial literacy would be more likely to impulse buy.

People on different levels of income have different financial mindsets. Individuals with a high income might consider $75 a reasonable price while those at lower levels of income might consider it an exorbitant price for a shirt; more so, for an impulse purchase. Participants that consider $75 a reasonable price would be comfortable with impulse buying.

5.6 Research Contributions

This study makes several contributions to the understanding of impulse buying behaviour. The outcomes of this study have theoretical contributions, as the results show that consumer behaviour is a

complex concept with many influencing factors. In the academic sector, the research contributes to the existing knowledge on the effects of impulse buying behaviour. The outcome affirms the findings of many prior studies (Armstrong et al., 2017; Esterhammer & Huang, 2017; Risqiani, 2017; Saleh, 2012), Furthermore, it provides more details by investigating planned and pure impulse buying separately. The separate investigation of impulse buying provides more in-depth understanding that would benefit scholars studying consumer behaviour. The study provides knowledge on the mediating function of regret and the moderating function of amount spent on the effect of impulse behaviour on purchase intentions, re-patronage, and switching intentions. These influential factors (amount spent and regret), enable researchers to have a more comprehensive understanding of the subject. It was essential to consider these factors because customer behaviour is complex, and is influenced by several variables. The findings provide a new understanding of how post-purchase regret affects consumer behaviour. That is, it does not mediate the effect of impulse buying on purchase intention, re-patronage, and switching intention. However, studies by Dahl et al. (2016) and Sánchez-García and Currás-Pérez (2011), have contrary outcomes. Nonetheless, regret is a factor to be considered in studying consumer behaviour. The findings of this research have advanced the existing knowledge on impulse buying behaviour. This study can act as a reference for future researchers, in the form of an academic resource, a guideline on possible research methodologies for the subject, or in the search for gaps.

The research has practical and managerial implications. The findings have enhanced the awareness that marketing strategies can negatively impact consumer behaviour if not properly managed. Using the findings of this research, managers can evaluate post-purchase trends of the products that are mostly purchased on impulse to investigate if the outcome is satisfaction or regret. After which, they can take corrective measures. Managers can use this research and its questionnaire to examine their customers' behaviour. The awareness that consumer behaviour is influenced by internal and external factors can help managers understand which strategy to use depending on the desired outcomes. For instance, with regard to pricing, the research findings show that planned impulsive and low spend group had lower switching intentions when compared to the planned impulsive and high spend group.

Therefore, managers in the fast fashion industry can justify their pricing decisions based on the need to reduce the negative effects of post-purchase decision.

The findings indicate that re-patronage and switching intentions can be influenced by external factors, such as improving store attributes, and service and product quality. The study informs managers of the triggers that they should consider when making marketing plans. That is helpful strategizing marketing activities to maximize sales. The study also presents the negative impact of post-purchase regret, which should be considered when strategizing. It reminds marketers to consider the after effect of the purchase process. Avoiding regret is critical for future purchase and re-patronage intentions. Managers need to bear in mind that although regret does not mediate the effects of impulse buying, the findings show that it has a direct impact on future behaviour. The study addresses the 4Ps of marketing, which are crucial to all marketing managers. The study cites Mirabi et al. (2015) who stated that price, advertising, quality, and brand name have a high impact on purchase intentions. In terms of product, the study shows that product features such as branding and service affect satisfaction, price has an impact on switching intentions, promotion can encourage impulse buying, and place is an external trigger. The 4Ps are useful in making marketing decisions.

5.7 Limitations

The research targets adult females who are fast-fashion shoppers. However, since the data was collected online, there is no way of ensuring that the respondents are truly fast-fashion shoppers. This research used scenarios with manipulation conditions related to planned and pure impulsivity and amount spent, to examine the effect of impulse buying on future consumer behaviour. As the scenario was imagined and based on someone else, the respondents provided answers based on how they imagined they would respond in the given situation, which might not be the same, if faced by the same situation in real-life; as imagination tends to differ from reality. In their imagination, the feelings associated with impulse buying regret might not be as high. Also, it is difficult to project emotions to a situation based on someone else. The study is limited to female shoppers and a study with male shopper may provide

noteworthy information. The switching intention reliability limits the reliability of the study as its reliability scale was below 0.7, thereby, limiting the effectiveness of the scale and could be reason for non-significant findings.

5.8 Future Research Directions

It is important for marketers and researchers to acknowledge and differentiate the different types of impulse buying. In this study, planned and pure impulse buying are examined. Future research could investigate reminded and suggested impulse buying, which are more related to marketing actions, and therefore might lead to more regret. Also, researching on reminded and suggested impulse buying will provide a comprehensive understanding of impulse buying behaviour. This research studied only female shoppers in the US. Future studies should consider including male shoppers and consumers in different geographic and economic environments. A more comprehensive study that provides a detailed account for confounding factors such as age, education, and income level among the participants would provide a better understanding of consumer behaviour based on various demographic factors. Future studies should consider replicating this research in a real-world setting. The findings would be more compelling if the variables are empirically examined in real life conditions. Impulse buying affects many areas commerce. This study only investigated the fast-fashion industry. Other areas, such as the food industry, especially confectionary, also experience high impulse buying behaviour (Muruganantham & Bhakat, 2013). Comparing different industries could provide a deeper understanding of how impulse buying behaviour works. While this study did not have strategies to ensure that the participants are genuine fast-fashion shoppers, future studies should employ a better sampling procedure that ensures that the true target population is recruited. A larger sample would provide more substantial data from which a deeper picture could be drawn.

5.9 Conclusion

As evident from the literature review and research findings, planned and pure impulse buying have different causes and outcomes. While pure impulse buying is completely unplanned and influenced by sudden urges, planned impulse buying has a prior intention but is also influenced by urges. The findings have shown some differences in the outcomes of pure and planned impulse behaviour with regard to the amount of spend. Pure impulse buying exhibits a slight difference between high and low spending, while planned impulse buying does not show a great deal of difference. Overall, impulse buying is significantly dependent on an urge stirred up within the shopper to purchase a product. The triggers in this study were price related, and limited availability of the product. The latter influencing factor is a common feature in the fast-fashion industry, as fast-fashion is characterized by short life cycles. The thought that the product might not be available in future stirs up an urge in the shoppers to make an unplanned purchase.

The former contributing factor – price – plays a role in influencing impulse purchase. Price is a crucial factor in fast–fashion generally, as fast-fashion shoppers are driven by price and style, and are likely to make an impulse purchase when a product has a price offer. The regret that follows an impulse purchase can affect future consumer behaviour, but not in a mediating capacity. Price influences impulse buying behaviour, but the amount spent does not significantly moderate the effect of impulse buying on future consumer behaviour. These findings show the complexity of consumer behaviour. As there are many factors involved in making a purchase decision, applying a general marketing plan might not be effective. Marketers need to study the needs and traits of their consumers to determine appropriate marketing strategies.

References

Agarwal, S., & Aggrawal, A. (2012). A critical analysis of impact of pricing on consumer buying behaviour in apparel retail sector: a study of Mumbai City. *International Journal of Multidisciplinary Educational Research, 1*(1), 38–45.

Ahmed, R., Soomro, H., Ali, K., & Ali, W. (2015). Influence of lifestyle and cultural values on impulse buying behaviour. *Journal of Culture, Society and Development, 10*, 30–38.

Armstrong, A., Abubakar, N. J., & Sikayena, I. (2017). Investigating into factors accounting for cognitive dissonance (Post Purchase Regrets). *International Journal of Multidisciplinary Research and Development, 4*(3), 229–239.

Babbie, E. (2001). The Practice of Social Research: 9th Edition. Belmont, CA: Wadsworth Thomson.

Bashar, A., Ahmad, I., & Wasiq, M. (2013). A study of influence of demographic factors on consumer impulse buying behaviour. *Journal of Management Research (09725814)*, *13*(3), 145–154.

Bhardwaj, V., & Fairhurst, A. (2010). Fast fashion: Response to changes in the fashion industry. *International Review of Retail, Distribution and Consumer Research*, *20*(1), 165–173.

Bui, M., Krishen, A. S., & Bates, K. (2011). Modeling regret effects on consumer post-purchase decisions. *European Journal of Marketing*, *45*(7/8), 1068–1090.

Cachon, G. P., & Swinney, R. (2011). The value of fast fashion: Quick response, enhanced design, and strategic consumer behaviour. *Management Science*, *57*(4), 778–795.

Chang, H. J., Cho, H. J., Turner, T., Gupta, M., & Watchravesringkan, K. (2015). Effects of store attributes on retail patronage behaviours: Evidence from activewear specialty stores. *Journal of Fashion Marketing and Management*, *19*(2), 136–153.

Charness, G., Gneezy, U., & Kuhn, M. A. (2012). Experimental methods: Between-subject and within-subject design. *Journal of Economic Behaviour and Organization*, *81*(1), 1–8.

Chavan, R. B. (2018). Analysis of fashion industry business environment. *Trends in Textile & Fashion Designing 2*(4), 212–219.

Cline, E. L. (2012). *Overdressed: The shockingly high cost of cheap fashion*, (6th ed.). New York: Portfolio/Penguin.

Creswell, J. (2015). *Educational research: Planning, conducting, and evaluating quantitative and qualitative research*. New York: Pearson.

Dahl, M., Keitsch, M., & Boks, C. (2016). Post purchase experience-A multidisciplinary review. *DS 85-1: Proceedings of NordDesign 2016, Volume 1, Trondheim, Norway, 10th-12th August 2016*, 103–112.

Daniel, J. (2012). *Sampling essentials: Practical guidelines for making sampling choices*. Thousand Oaks, Calif: Sage publications.

Desai, A. (2018). Impulse buying – demographic aspect. *Journal of Management Research and Analysis, 5*(3), 236–238.

Esterhammer, O., & Huang, J. (2017). *The Triggers of Buyers Regret of Impulsive Purchases*. (Unpublished thesis). Jonkoping, Sweden: Jonkoping University.

Farid, D. S., & Ali, M. (2018). Effects of personality on impulsive buying behaviour: evidence from a developing country. *Marketing and Branding Research*, 5, 31–43.

Gabrielli, V., Barnes, L., Lea-Greenwood, G., Baghi, I., & Codeluppi, V. (2013). Consumption practices of fast fashion products: a consumer-based approach. *Journal of Fashion Marketing and Management: An International Journal*.

Hayes, A. F. (2017). *Introduction to mediation, moderation, and conditional process analysis: A regression-based approach*. New York: The Guilford Press

Hess, J., Ganesam, S., & Klein, N. M. (2003). Service failure and recovery: The impact of relationship on customer satisfaction. *Journal of the Academy of Marketing Science, 31*(2), 127–145.

Handayani, W., Anshori, M., Usman, I., & Mudjanarko, S. (2018). Why are you happy with impulse buying? Evidence from Indonesia. *Management Science Letters*, 8(5), 283–292.

Harwani, S. & Kanade, S. R. (2017). Impact of demographic differences and other factors on impulse buying. *International Journal of Management, 8*(2), 58–67.

Hubbard, G., Rice, J., & Galvin, P. (2014). *Strategic management: Thinking, analysis, action*. Sydney, Australia: Pearson.

Inman, J. J., & Zeelenberg, M. (2002). Regret in repeat purchase versus switching decisions: The attenuating role of decision justifiability. *Journal of Consumer Research, 29*(1), 116–128.

Jha, A. S. (2014). *Social research methods*. Delhi, India: Tata McGraw-Hill Education.

Joey, L. W. (2011). *How does fast fashion influence the consumer shopping behaviour of generation Y in Hong Kong* (Doctoral dissertation) Hong Kong: The Hong Kong Polytechnic University.

Juster, F. T. (1966). Consumer buying intentions and purchase probability: An experiment in survey design. *Journal of the American Statistical Association*, 61(315), 658-696.

Karbasivar, A., & Yarahmadi, H. (2011). Evaluating effective factors on consumer impulse buying behaviour. *Asian Journal of Business Management Studies*, 2(4), 174–181.

Kazempour, Y. & Lotfizadeh, F. (2017). The impact of situational factors (store, personal) on urge to buy impulsively and impulsive buying behaviour. *European Journal of Business and Innovation Research, 5*(4), 12–27.

Kumar, M. R., & Narayanan, A. G. V. (2016). Effect of impulse buying on socioeconomic factors and retail categories. *Indian Journal of Marketing*, 46(9), 24–34.

Kumar, R. (2019). *Research methodology: A step-by-step guide for beginners*. London, UK: Sage.

Lakshmi, V. V., Niharika, A. D., & Lahari, G. (2017). Impact of gender on consumer purchasing behaviour. *IOSR Journal of Business and Management (IOSR–JBM)*, *19*(8), 33–36.

Lee, S. H., & Cotte, J. (2009). Post-purchase consumer regret: Conceptualization and development of the PPCR scale. *Advances in Consumer Research, 36, 456–462.*

Levy M., & Weitz B. A. (2012). *Retailing Management*. New York, Mc Graw Hill, Irwin

Lin, J. S. C., & Liang, H. Y. (2011). The influence of service environments on customer emotion and service outcomes. *Managing Service Quality, 21* (4), 350-372.

Luniya, P., & Verghese, M. (2015). A study on impulse buying and its determinants: A literature review. *Pacific Business Review International*, *8*(1), 66–69.

Matos, C. A., Henrique, J. L., & de Rosa, F. (2009). The different roles of switching costs on the satisfaction-loyalty relationship. *International Journal of Bank Marketing, 27*(7), 506-523.

Maziriri, E. T., & Madinga, N. W. (2015). The effect of buyer's remorse on consumer's repeat-purchase intention: Experiences of Generation Y apparel student consumers within the Vaal Triangle. *International Journal of Research, 2*(5), *24*–31.

McDuffie, D. (2019). Using Amazon's Mechanical Turk: Benefits, Drawbacks, and Suggestions. *Association for Psychological Science*, *32*(2). Retrieved from https://www.psychologicalscience.org/observer/using-amazons-mechanical-turk-benefits-drawbacks-and-suggestions

Miao, L. (2011). Guilty pleasure or pleasurable guilt? Affective experience of impulse buying in hedonic-driven consumption. *Journal of Hospitality and Tourism Research*, *35*(1), 79–101.

Mikołajczak-Degrauwe, K., & Brengman, M. (2014). The influence of advertising on compulsive buying - The role of persuasion knowledge. *Journal of Behavioural Addictions*, *3*(1), 65–73.

Milin, P., & Hadžić, O. (2011). Moderating and mediating variables in psychological research. *International Encyclopedia of Statistical Science*, 849-852.

Mirabi, D. V., Akbariyeh, H., & Tahmasebifard, H. (2015). A study of factors affecting on customers purchase intention case study: The agencies of Bono brand tile in Tehran. *Journal of Multidisciplinary Engineering Science and Technology*, *2*(1), 267-273.

Mohan, G., Sivakumaran, B., & Sharma, P. (2013). Impact of store environment on impulse buying behaviour. *European Journal of Marketing*, *47*(10), 1711–1732.

Mohiuddin, Z. A., & Iqbal, H. (2018). Relationship of demographic factors and impulse buying behavior of customers in Pakistan. *Journal of Marketing and Consumer Research, 46*(2018), 42-46.

Morwitz, V. (2014). Consumers' purchase intentions and their behavior. *Foundations and Trends® in Marketing*, *7*(3), 181-230.

Muruganantham, G., & Bhakat, R. S. (2013). A review of impulse buying behaviour. *International Journal of Marketing Studies*, *5*(3), 149–160.

Nguyen, M. T. T., & Rose, J. (2006). An exploratory investigation into outcomes of impulse buying in Vietnam, a transitional economy. *Asia-Pacific Advances in Consumer Research, Provo, UT: Association for Consumer Research,* 7–13.

Oluwatayo, J. A. (2012). Validity and reliability issues in educational research. *Journal of Educational and Social Research, 2*(2), 391–400.

Preacher, K. J., & Hayes, A. F. (2008). Contemporary approaches to assessing mediation in communication research. In A. F. Hayes, M. D. Slater, & L. B. Snyder (Eds.), *The Sage sourcebook of advanced data analysis methods for communication research* (pp. 13-54). Thousand Oaks, CA: Sage.

Rahmiati, F. (2016). The impact of fast fashion elements on female consumer buying behaviour (a study case of H&M Grand Indonesia shopping town). *Journal of Marketing and Consumer Research*, *23*(1), 38–45.

Risqiani, R. (2017). Antecedents and consequences of impulse buying behaviour. *Business and Entrepreneurial Review*, *15*(1), 1–20.

Saeed, A., Hussain, N., & Riaz, A. (2011). Factors affecting consumers' switching intentions. *European Journal of Social Sciences*, *19*(1), 54–61.

Saleh, M. A. H. (2012). An investigation of the relationship between unplanned buying and post-purchase regret. *International Journal of Marketing Studies, 4*(4), 106–120.

Selvarajah, D. D. (2018). The factor influencing brand loyalty in fashion industry among generation Y in Malaysia. *International Journal of Business and Management*, *13*(4), 201–209.

Sánchez-García, I., & Currás-Pérez, R. (2011). Effects of dissatisfaction in tourist services: The role of anger and regret. *Tourism Management*, *32*(6), 1397-1406.

Singh, A. S., & Masuku, M. B. (2014). Sampling techniques & determination of sample size in applied statistics research: An overview. *International Journal of Economics, Commerce and Management*, *2*(11), 1-22.

Smith, M. (2010). *Research methods in sport*. UK: Learning Matters.

Stern, H. (1962). The significance of impulse buying today. *Journal of Marketing, 26*(2), 59–62.

Sultan, A. J., Joireman, J., & Sprott, D. E. (2012). Building consumer self-control: The effect of self-control exercises on impulse buying urges. *Marketing Letters*, *23*(1), 61-72.

Taherdoost, H. (2016). Validity and reliability of the research instrument; How to test the validation of a questionnaire/survey in a research. *SSRN Electronic Journal, 5*(2), 18–27.

Williams, P. (2014). Emotions and consumer behaviour. *Journal of Consumer Research*, 40, 8-11.

Wilson, A., Zeithaml, V. A., Bitner, M & Gremler, D. 2012. *Services marketing: Integrating customer focus across the firm*. 2nd European ed. London: McGrawHill.

Younus, S., Rasheed, F., & Zia, A. (2015). Identifying the Factors Affecting Customer Purchase Intention. *Global Journal of Management and Business Research, 15*(2), 9-14.

Zhou, H., & Gu, Z. (2015). The effect of different price presentations on consumer impulse buying behaviour: The role of anticipated regret. *American Journal of Industrial and Business Management*, *5*(1), 27–36.

Appendices

Appendix 1

Four Experimental Scenarios

scenario_1 Planned impulsive buying low spend ($25)	scenario_2_ Planned impulsive buying high spend ($75)	scenario_3 pure impulsive buying low spend ($25)	scenario_4_pure impulsive buying high spend ($75)
Mary is a 21-year old college student with a part-time job. It is two days before Mary gets her next pay check and she only has $120 in her bank account for necessities. In addition to food, Mary needs to buy a pair of shoes for an upcoming party this weekend. Mary is also considering buying a new shirt but has put this plan on hold. After work, Mary goes to the mall to purchase the shoes she had in mind for $30. As she is walking in the mall, Mary sees a great looking shirt on sale for $25 at Zara, a fast-fashion retailer. The helpful salesperson tells Mary that they have just one shirt left in her size, and it is unlikely that they will get more in this style in the future. Mary purchases the shirt on impulse.	Mary is a 21-year old college student with a part-time job. It is two days before Mary gets her next pay check and she only has $120 in her bank account for necessities. In addition to food, Mary needs to buy a pair of shoes for an upcoming party this weekend. Mary is also considering buying a new shirt but has put this plan on hold. After work, Mary goes to the mall to purchase the shoes she had in mind for $30. As she is walking in the mall, Mary sees a great looking shirt on sale for $75 at Zara, a fast-fashion retailer. The helpful salesperson tells Mary that they have just one shirt left in her size, and it is unlikely that they will get more in this style in the future. Mary purchases the shirt on impulse.	Mary is a 21-year old college student with a part-time job. It is two days before Mary gets her next pay check and she only has $120 in her bank account for necessities. In addition to food, Mary needs to buy a pair of shoes for an upcoming party this weekend. After work, Mary goes to the mall to purchase the shoes she had in mind for $30. As she is walking in the mall, Mary sees a great looking shirt on sale for $25 at Zara, a fast-fashion retailer. The helpful salesperson tells Mary that they have just one shirt left in her size, and it is unlikely that they will get more in this style in the future. Mary purchases the shirt on impulse.	Mary is a 21-year old college student with a part-time job. It is two days before Mary gets her next pay check and she only has $120 in her bank account for necessities. In addition to food, Mary needs to buy a pair of shoes for an upcoming party this weekend. After work, Mary goes to the mall to purchase the shoes she had in mind for $30. As she is walking in the mall, Mary sees a great looking shirt on sale for $75 at Zara, a fast-fashion retailer. The helpful salesperson tells Mary that they have just one shirt left in her size, and it is unlikely that they will get more in this style in the future. Mary purchases the shirt on impulse.

Appendix 2

Survey Questionnaire

Please take a moment to read the following scenario. Take as much time as you need.

Mary is a 21-year old college student with a part-time job. It is two days before Mary gets her next paycheck and she only has $120 in her bank account for necessities. In addition to food, Mary needs to buy a pair of shoes for an upcoming party this weekend. Mary is also considering buying a new shirt but has put this plan on hold. After work, Mary goes to the mall to purchase the shoes she had in mind for $30. As she is walking in the mall, Mary sees a great looking shirt on sale for $25 at Zara, a fast-fashion retailer. The helpful salesperson tells Mary that they have just one shirt left in her size, and it is unlikely that they will get more in this style in the future. Mary purchases the shirt on impulse.

---

1 On a scale of 1-7, how impulsive do you feel Mary's shirt purchase was?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Not at all impulsive	○	○	○	○	○	○	○	Extremely impulsive

---

2 On a scale of 1-7, how planned do you feel Mary's shirt purchase was?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Not at all planned	○	○	○	○	○	○	○	Extremely planned

---

3 On a scale of 1-7, how do you feel about the amount Mary spent on the shirt purchase?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Low amount spent	○	○	○	○	○	○	○	High amount spent

---

4 On a scale of 1-7, how desirable do you feel the deal Mary got was?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Not at all desirable	○	○	○	○	○	○	○	Extremely desirable

---

5 Please rate the following statement:
 "I would feel a strong urge to buy the shirt if I were Mary."

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Strongly disagree	○	○	○	○	○	○	○	Strongly agree

---

6 Please rate the following statement:
 "If I were Mary, I would want to purchase the shirt."

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Strongly disagree	○	○	○	○	○	○	○	Strongly agree

End of Block: scenario_1_Planned _impulsive _buying_low_spend ($25)

Start of Block: scenario_2_ Planned _impulsive _buying_high_spend_($75)

Please take a moment to read the following scenario. Take as much time as you need.

Mary is a 21-year old college student with a part-time job. It is two days before Mary gets her next paycheck and she only has $120 in her bank account for necessities. In addition to food, Mary needs to buy a pair of shoes for an upcoming party this weekend. Mary is also considering buying a new shirt but has put this plan on hold. After work, Mary goes to the mall to purchase the shoes she had in mind for $30. As she is walking in the mall, Mary sees a great looking shirt on sale for $75 at Zara, a fast-fashion retailer. The helpful salesperson tells Mary that they have just one shirt left in her size, and it is unlikely that they will get more in this style in the future. Mary purchases the shirt on impulse.

1 On a scale of 1-7, how impulsive do you feel Mary's shirt purchase was?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Not at all impulsive	○	○	○	○	○	○	○	Extremely impulsive

2 On a scale of 1-7, how planned do you feel Mary's shirt purchase was?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Not at all planned	○	○	○	○	○	○	○	Extremely planned

3 On a scale of 1-7, how do you feel about the amount Mary spent on the shirt purchase?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Low amount spent	○	○	○	○	○	○	○	High amount spent

4 On a scale of 1-7, how desirable do you feel the deal Mary got was?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Not at all desirable	○	○	○	○	○	○	○	Extremely desirable

5 Please rate the following statement:
"I would feel a strong urge to buy the shirt if I were Mary."

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Strongly disagree	○	○	○	○	○	○	○	Strongly agree

6 Please rate the following statement:
"If I were Mary, I would want to purchase the shirt."

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Strongly disagree	○	○	○	○	○	○	○	Strongly agree

End of Block: scenario_2_ Planned _impulsive _buying_high_spend_($75)

Start of Block: scenario_3_pure_impulsive_buying_low_spend($25)

Please take a moment to read the following scenario. Take as much time as you need.

Mary is a 21-year old college student with a part-time job. It is two days before Mary gets her next paycheck and she only has $120 in her bank account for necessities. In addition to food, Mary needs to buy a pair of shoes for an upcoming party this weekend. After work, Mary goes to the mall to purchase the shoes she had in mind for $30. As she is walking in the mall, Mary sees a great looking shirt on sale for $25 at Zara, a fast-fashion retailer. The helpful salesperson tells Mary that they have just one shirt left in her size, and it is unlikely that they will get more in this style in the future. Mary purchases the shirt on impulse.

1 On a scale of 1-7, how impulsive do you feel Mary's shirt purchase was?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Not at all impulsive	○	○	○	○	○	○	○	Extremely impulsive

2 On a scale of 1-7, how planned do you feel Mary's shirt purchase was?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Not at all planned	○	○	○	○	○	○	○	Extremely planned

3 On a scale of 1-7, how do you feel about the amount Mary spent on the shirt purchase?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Low amount spent	○	○	○	○	○	○	○	High amount spent

4 On a scale of 1-7, how desirable do you feel the deal Mary got was?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Not at all desirable	○	○	○	○	○	○	○	Extremely desirable

5 Please rate the following statement:
  "I would feel a strong urge to buy the shirt if I were Mary."

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Strongly disagree	○	○	○	○	○	○	○	Strongly agree

6 Please rate the following statement:
  "If I were Mary, I would want to purchase the shirt."

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Strongly disagree	○	○	○	○	○	○	○	Strongly agree

End of Block: scenario_3_pure_impulsive_buying_low_spend($25)

Start of Block: scenario_4_pure impulsive buying_high_spend_($75)

Please take a moment to read the following scenario. Take as much time as you need.

Mary is a 21-year old college student with a part-time job. It is two days before Mary gets her next paycheck and she only has $120 in her bank account for necessities. In addition to food, Mary needs to buy a pair of shoes for an upcoming party this weekend. After work, Mary goes to the mall to purchase the shoes she had in mind for $30. As she is walking in the mall, Mary sees a great looking shirt on sale for $75 at Zara, a fast-fashion retailer. The helpful salesperson tells Mary that they have just one shirt left in her size, and it is unlikely that they will get more in this style in the future. Mary purchases the shirt on impulse.

1 On a scale of 1-7, how impulsive do you feel Mary's shirt purchase was?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Not at all impulsive	○	○	○	○	○	○	○	Extremely impulsive

2 On a scale of 1-7, how planned do you feel Mary's shirt purchase was?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Not at all planned	○	○	○	○	○	○	○	Extremely planned

3 On a scale of 1-7, how do you feel about the amount Mary spent on the shirt purchase?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Low amount spent	○	○	○	○	○	○	○	High amount spent

4 On a scale of 1-7, how desirable do you feel the deal Mary got was?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Not at all desirable	○	○	○	○	○	○	○	Extremely desirable

5 Please rate the following statement:
"I would feel a strong urge to buy the shirt if I were Mary."

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Strongly disagree	○	○	○	○	○	○	○	Strongly agree

6 Please rate the following statement:
"If I were Mary, I would want to purchase the shirt."

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Strongly disagree	○	○	○	○	○	○	○	Strongly agree

End of Block: scenario_4_pure impulsive buying_high_spend_($75)

Product involvement question:

Please answer the following question:

Generally, how much do you like shoes?

Very strongly dislike	Strongly dislike (1)	Dislike (2)	Somewhat dislike (3)	Neither like nor dislike (4)	Somewhat like (5)	Like (6)	Strongly like (7)
	○	○	○	○	○	○	○

Product involvement question:

Please answer the following question:

To me shirts are

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Very boring	○	○	○	○	○	○	○	Very interesting

Participants involvement question:

Do you purchase fast fashion?

- ○ If yes, how often? (1) _____
- ○ No (2)

Start of Block: Demographic

7 What is your sex?
- ○ Female (1)
- ○ Male (2)

8 What is your highest education degree?
- ○ Less than high school (1)
- ○ High school graduate (2)
- ○ Some college (3)
- ○ Diploma (4)
- ○ Bachelors Degree (5)
- ○ Postgraduate Degree (6)
- ○ other(please specify) (7) _____

9 What is your civil status?
- ○ Married (1)
- ○ Widowed (2)
- ○ Divorced (3)
- ○ Separated (4)
- ○ Never married (5)
- ○ other (6) _____

10 Which of the following best describes your employment status?
- ○ Full time (1)
- ○ Part time (2)
- ○ Unemployed (3)
- ○ Retired (4)
- ○ Student (5)
- ○ other (6) _____

11 Please select your average yearly household net income level?
- ○ Less than $5,000 (1)
- ○ $5,000 - $9,999 (2)
- ○ $10,000 - $19,999 (3)
- ○ $20,000 - $29,999 (4)
- ○ $30,000 - $39,999 (5)
- ○ $40,000 - $49,999 (6)
- ○ $50,000 - $59,999 (7)
- ○ $60,000 - $69,999 (8)
- ○ $70,000 - $79,999 (9)
- ○ $80,000 - $89,999 (10)
- ○ $90,000 - $99,999 (11)
- ○ $100,000 - $149,999 (12)
- ○ More than $150,000 (13)

12 Select your age group.
- ○ 18 - 24 (1)
- ○ 25 - 34 (2)
- ○ 35 - 44 (3)
- ○ 45 - 54 (4)
- ○ 55 - 64 (5)
- ○ 65 - 74 (6)
- ○ 75 - 84 or older (7)

End of Block: Demographic

Appendix 3

Manipulation check questions

Impulsive manipulation check question:
Please answer the following questions:

How impulsive do you feel Mary's shirt purchase was?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Not at all impulsive	○	○	○	○	○	○	○	Extremely impulsive

Planned manipulation check question:

How planned do you feel Mary's shirt purchase was?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Not at all planned	○	○	○	○	○	○	○	Extremely planned

Spend manipulation check question:

How do you feel about the amount Mary spent on the shirt purchase?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Low amount spent	○	○	○	○	○	○	○	High amount spent

How desirable do you feel the deal Mary got was?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Not at all desirable	○	○	○	○	○	○	○	Extremely desirable

Appendix 4

Purchase Intention Scale

Items	Strongly disagree (1)	Disagree (2)	Slightly disagree (3)	Neither agree nor disagree (4)	Slightly agree (5)	Agree (6)	Strongly agree (7)
(1) I would feel a strong urge to buy the shirt if I were Mary	○	○	○	○	○	○	○
(2) If I were Mary, I would want to purchase the shirt	○	○	○	○	○	○	○

Appendix 5

Re-patronage Intentions Scale

Reflecting on Mary's experience, how much do you agree that Mary would return to this store (Zara)? Please answer the following questions:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
1. Mary would not be expected to return to this store (Zara) for a long time.	○	○	○	○	○	○	○
2. Mary would not expect to visit the same store (Zara) in the future.	○	○	○	○	○	○	○
3. Mary's relationship with this brand (Zara) is expected to be enduring.	○	○	○	○	○	○	○
4. It is likely that Mary would visit this store (Zara) in the future.	○	○	○	○	○	○	○

Appendix 6

Switching Intentions Scale

Please answer the following questions:

	Extremely Unlikely	Unlikely	slightly unlikely	Neither likely nor unlikely	Slightly likely	Likely	Extremely likely
How likely do you think Mary will be to switch to another store in the future?	○	○	○	○	○	○	○
If Mary could do it over, how likely would Mary be to change her decision to buy the shirt?	○	○	○	○	○	○	○

switching_purchasing

Appendix 7

Regret Scale

	No regret at all (1)	2	3	4	5	6	Extremely regretful (7)
How much would Mary regret her decision to buy the shirt?	○	○	○	○	○	○	○

Appendix 8

Pre-test Survey

Start of Block: scenario_1_Planned _impulsive _buying_low_spend ($25)

Please take a moment to read the following scenario. Take as much time as you need.

Mary is a 21-year old college student with a part-time job. It is two days before Mary gets her next paycheck and she only has $120 in her bank account for necessities. In addition to food, Mary needs to buy a pair of shoes for an upcoming party this weekend. Mary is also considering buying a new shirt but has put this plan on hold. After work, Mary goes to the mall to purchase the shoes she had in mind for $30. As she is walking in the mall, Mary sees a great looking shirt on sale for $25 at Zara, a fast-fashion retailer. The helpful salesperson tells Mary that they have just one shirt left in her size, and it is unlikely that they will get more in this style in the future. Mary purchases the shirt on impulse.

----

1 On a scale of 1-7, how impulsive do you feel Mary's shirt purchase was?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)
Not at all impulsive:Extremely impulsive (1)	1.	2.	3.	4.	5.	6.	7.

----

2 On a scale of 1-7, how planned do you feel Mary's shirt purchase was?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Not at all planned	8.	9.	10.	11.	12.	13.	14.	Extremely planned

----

3 On a scale of 1-7, how do you feel about the amount Mary spent on the shirt purchase?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Low amount spent	15.	16.	17.	18.	19.	20.	21.	High amount spent

----

4 On a scale of 1-7, how desirable do you feel the deal Mary got was?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Not at all desirable	22.	23.	24.	25.	26.	27.	28.	Extremely desirable

5 Please rate the following statement:
"I would feel a strong urge to buy the shirt if I were Mary."

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Strongly disagree	29.	30.	31.	32.	33.	34.	35.	Strongly agree

6 Please rate the following statement:
"If I were Mary, I would want to purchase the shirt."

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Strongly disagree	36.	37.	38.	39.	40.	41.	42.	Strongly agree

End of Block: scenario_1_Planned _impulsive _buying_low_spend ($25)

Please take a moment to read the following scenario. Take as much time as you need.

Mary is a 21-year old college student with a part-time job. It is two days before Mary gets her next paycheck and she only has $120 in her bank account for necessities. In addition to food, Mary needs to buy a pair of shoes for an upcoming party this weekend. Mary is also considering buying a new shirt but has put this plan on hold. After work, Mary goes to the mall to purchase the shoes she had in mind for $30. As she is walking in the mall, Mary sees a great looking shirt on sale for $75 at Zara, a fast-fashion retailer. The helpful salesperson tells Mary that they have just one shirt left in her size, and it is unlikely that they will get more in this style in the future. Mary purchases the shirt on impulse.

1 On a scale of 1-7, how impulsive do you feel Mary's shirt purchase was?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Not at all impulsive	43.	44.	45.	46.	47.	48.	49.	Extremely impulsive

2 On a scale of 1-7, how planned do you feel Mary's shirt purchase was?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Not at all planned	50.	51.	52.	53.	54.	55.	56.	Extremely planned

3 On a scale of 1-7, how do you feel about the amount Mary spent on the shirt purchase?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Low amount spent	57.	58.	59.	60.	61.	62.	63.	High amount spent

4 On a scale of 1-7, how desirable do you feel the deal Mary got was?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Not at all desirable	64.	65.	66.	67.	68.	69.	70.	Extremely desirable

5 Please rate the following statement:
"I would feel a strong urge to buy the shirt if I were Mary."

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Strongly disagree	71.	72.	73.	74.	75.	76.	77.	Strongly agree

6 Please rate the following statement:
"If I were Mary, I would want to purchase the shirt."

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Strongly disagree	78.	79.	80.	81.	82.	83.	84.	Strongly agree

End of Block: scenario_2_ Planned _impulsive _buying_high_spend_($75)

Start of Block: scenario_3_pure_impulsive_buying_low_spend($25)

Please take a moment to read the following scenario. Take as much time as you need.

Mary is a 21-year old college student with a part-time job. It is two days before Mary gets her next paycheck and she only has $120 in her bank account for necessities. In addition to food, Mary needs to buy a pair of shoes for an upcoming party this weekend. After work, Mary goes to the mall to purchase the shoes she had in mind for $30. As she is walking in the mall, Mary sees a great looking shirt on sale for $25 at Zara, a fast-fashion retailer. The helpful salesperson tells Mary that they have just one shirt left in her size, and it is unlikely that they will get more in this style in the future. Mary purchases the shirt on impulse.

1 On a scale of 1-7, how impulsive do you feel Mary's shirt purchase was?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Not at all impulsive	85.	86.	87.	88.	89.	90.	91.	Extremely impulsive

2 On a scale of 1-7, how planned do you feel Mary's shirt purchase was?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Not at all planned	92.	93.	94.	95.	96.	97.	98.	Extremely planned

3 On a scale of 1-7, how do you feel about the amount Mary spent on the shirt purchase?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Low amount spent	99.	100.	101.	102.	103.	104.	105.	High amount spent

4 On a scale of 1-7, how desirable do you feel the deal Mary got was?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Not at all desirable	106.	107.	108.	109.	110.	111.	112.	Extremely desirable

5 Please rate the following statement:
"I would feel a strong urge to buy the shirt if I were Mary."

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Strongly disagree	113.	114.	115.	116.	117.	118.	119.	Strongly agree

6 Please rate the following statement:
"If I were Mary, I would want to purchase the shirt."

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Strongly disagree	120.	121.	122.	123.	124.	125.	126.	Strongly agree

End of Block: scenario_3_pure_impulsive_buying_low_spend($25)

Start of Block: scenario_4_pure impulsive buying_high_spend_($75)

Please take a moment to read the following scenario. Take as much time as you need.

Mary is a 21-year old college student with a part-time job. It is two days before Mary gets her next paycheck and she only has $120 in her bank account for necessities. In addition to food, Mary needs to buy a pair of shoes for an upcoming party this weekend. After work, Mary goes to the mall to purchase the shoes she had in mind for $30. As she is walking in the mall, Mary sees a great looking shirt on sale for $75 at Zara, a fast-fashion retailer. The helpful salesperson tells Mary that they have just one shirt left in her size, and it is unlikely that they will get more in this style in the future. Mary purchases the shirt on impulse.

1 On a scale of 1-7, how impulsive do you feel Mary's shirt purchase was?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Not at all impulsive	127.	128.	129.	130.	131.	132.	133.	Extremely impulsive

2 On a scale of 1-7, how planned do you feel Mary's shirt purchase was?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Not at all planned	134.	135.	136.	137.	138.	139.	140.	Extremely planned

---

3 On a scale of 1-7, how do you feel about the amount Mary spent on the shirt purchase?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Low amount spent	141.	142.	143.	144.	145.	146.	147.	High amount spent

4 On a scale of 1-7, how desirable do you feel the deal Mary got was?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Not at all desirable	148.	149.	150.	151.	152.	153.	154.	Extremely desirable

---

5 Please rate the following statement:

"I would feel a strong urge to buy the shirt if I were Mary."

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Strongly disagree	155.	156.	157.	158.	159.	160.	161.	Strongly agree

---

6 Please rate the following statement:
"If I were Mary, I would want to purchase the shirt."

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Strongly disagree	162.	163.	164.	165.	166.	167.	168.	Strongly agree

End of Block: scenario_4_pure impulsive buying_high_spend_($75)

Start of Block: Demographic

7 What is your sex?

169.　　　Female (1)

170.　　　Male (2)

---

8 What is your highest education degree?

 171.   Less than high school (1)
 172.   High school graduate (2)
 173.   Some college (3)
 174.   Diploma (4)
 175.   Bachelors Degree (5)
 176.   Postgraduate Degree (6)
 177.   other(please specify) (7) _____

---

9 What is your civil status?

 178.   Married (1)

 179.   Widowed (2)

 180.   Divorced (3)

 181.   Separated (4)

 182.   Never married (5)

 183.   other (6) _____

---

10 Which of the following best describes your employment status?

 184.   full time (1)

 185.   part time (2)

 186.   Unemployed (3)

 187.   Retired (4)

 188.   Student (5)

 189.   other (6) _____

---

11 Please select your average yearly household net income level?

    190.   Less than $5,000 (1)

    191. $5,000 - $9,999 (2)

    192. $10,000 - $19,999 (3)

    193. $20,000 - $29,999 (4)

    194. $30,000 - $39,999 (5)

    195. $40,000 - $49,999 (6)

    196. $50,000 - $59,999 (7)

    197. $60,000 - $69,999 (8)

    198. $70,000 - $79,999 (9)

    199. $80,000 - $89,999 (10)

    200. $90,000 - $99,999 (11)

    201. $100,000 - $149,999 (12)

    202.   More than $150,000 (13)

12 Select your age group.

    203.   18 - 24 (1)

    204.   25 - 34 (2)

    205.   35 - 44 (3)

    206.   45 - 54 (4)

    207.   55 - 64 (5)

    208.   65 - 74 (6)

    209.   75 - 84 or older (7)

End of Block: Demographic

Appendix 9

Pre-test Participant Information

1 - On a scale of 1-7, how impulsive do you feel Mary's shirt purchase was?
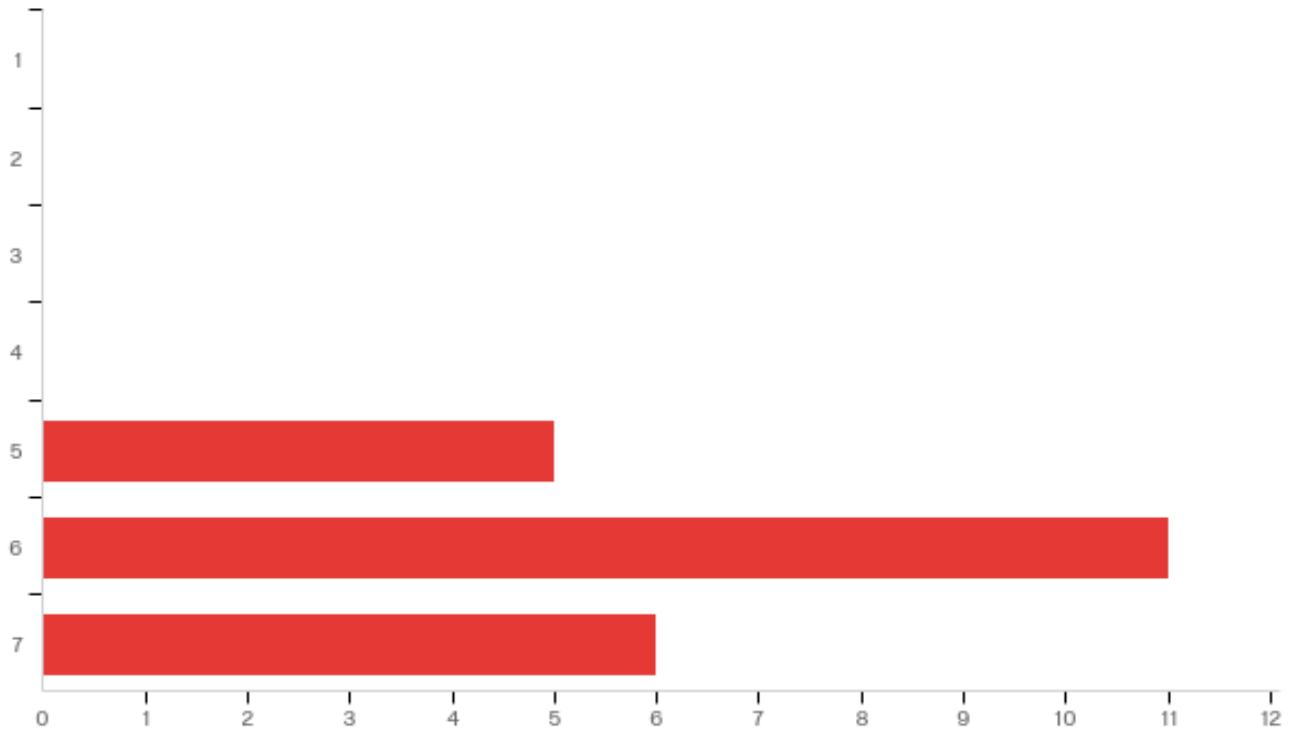
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Not at all impulsive:Extremely impulsive	5.00	7.00	6.05	0.71	0.50	22

#	Answer	%	Count
1	1	0.00%	0
2	2	0.00%	0
3	3	0.00%	0
4	4	0.00%	0
5	5	22.73%	5
6	6	50.00%	11
7	7	27.27%	6

		Total	100%	22

2 - On a scale of 1-7, how planned do you feel Mary's shirt purchase was?
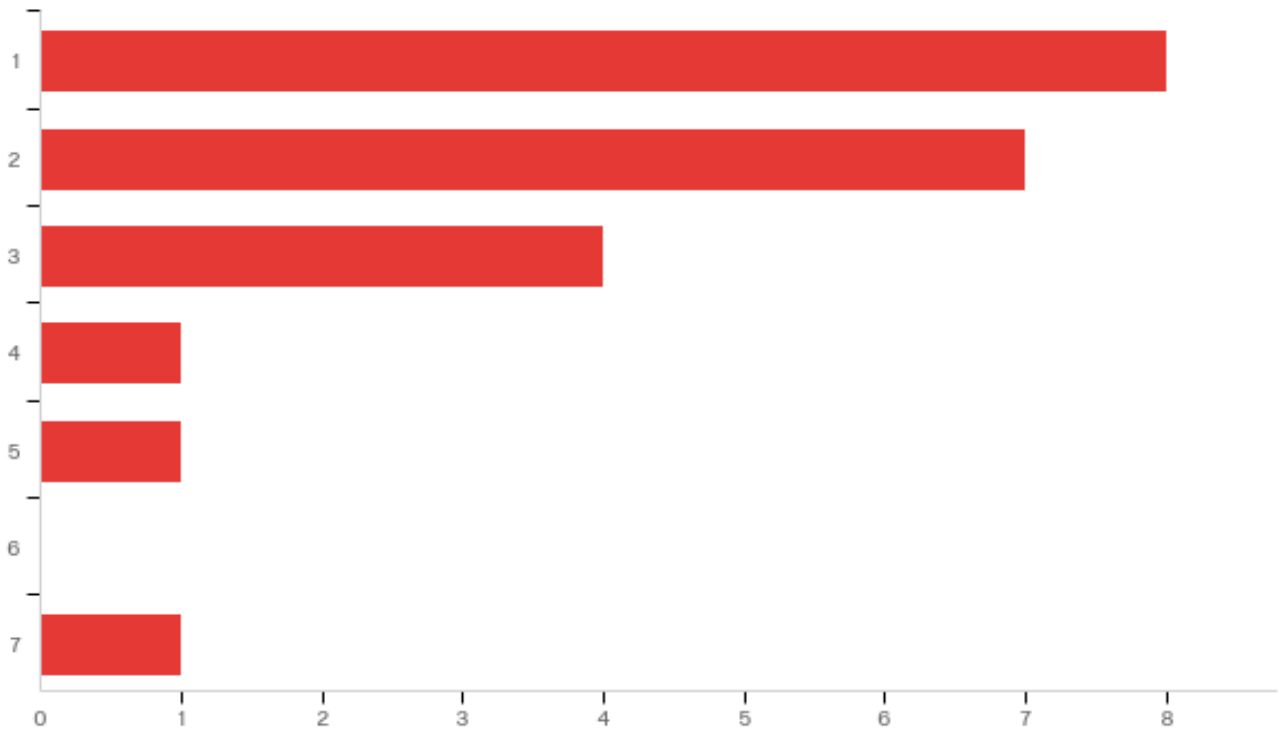
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Not at all planned:Extremely planned	1.00	7.00	2.27	1.48	2.20	22

#		Answer	%	Count
1		1	36.36%	8
2		2	31.82%	7
3		3	18.18%	4
4		4	4.55%	1
5		5	4.55%	1
6		6	0.00%	0
7		7	4.55%	1
		Total	100%	22

3 - On a scale of 1-7, how do you feel about the amount Mary spent on the shirt purchase?
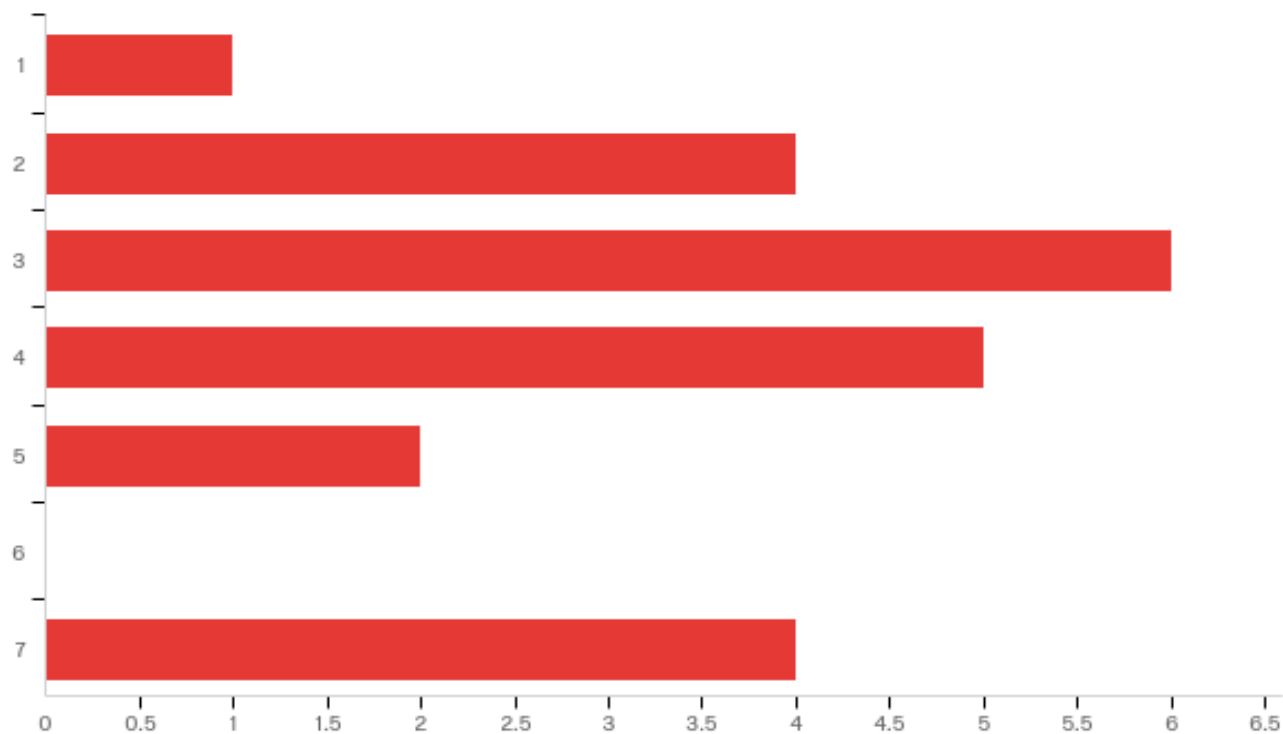
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Low amount spent:High amount spent	1.00	7.00	3.86	1.77	3.12	22

#	Answer	%	Count
1	1	4.55%	1
2	2	18.18%	4
3	3	27.27%	6
4	4	22.73%	5
5	5	9.09%	2
6	6	0.00%	0

7		7	18.18%	4
		Total	100%	22

4 - On a scale of 1-7, how desirable do you feel the deal Mary got was?
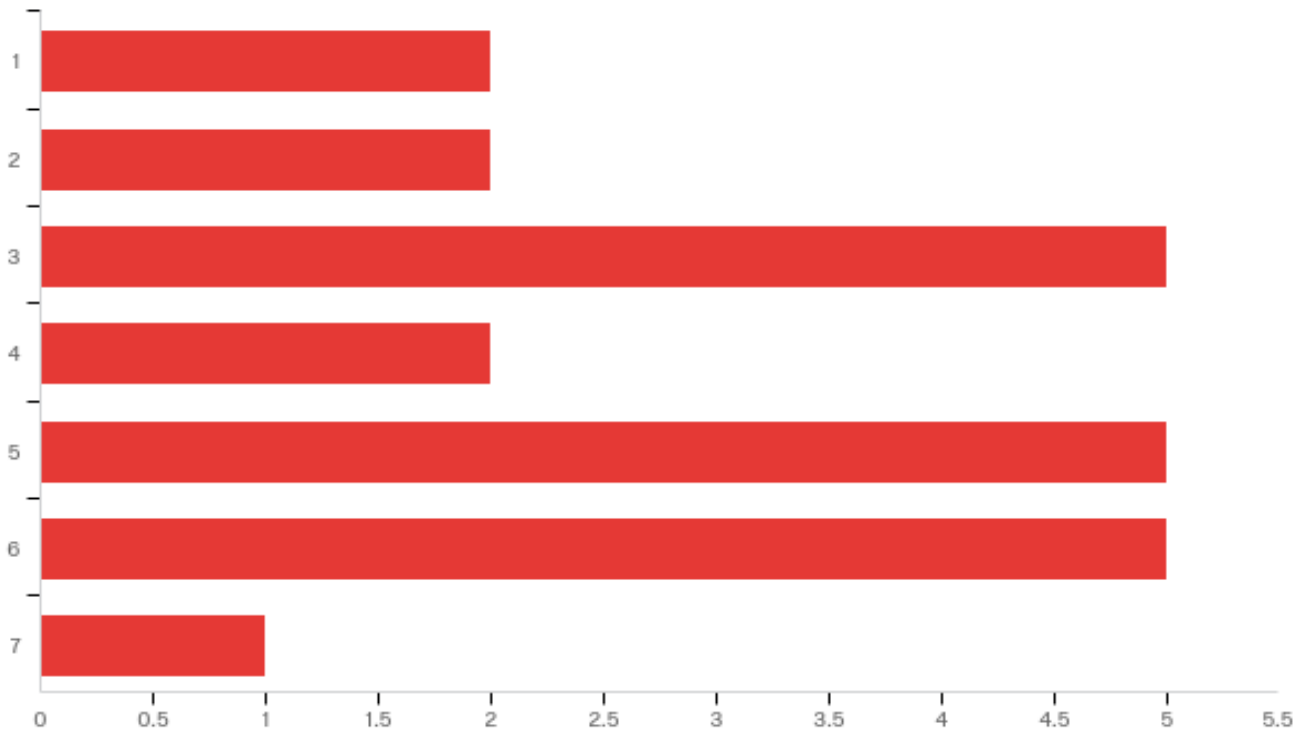
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Not at all desirable:Extremely desirable	1.00	7.00	4.14	1.71	2.94	22

#	Answer	%	Count
1	1	9.09%	2
2	2	9.09%	2
3	3	22.73%	5
4	4	9.09%	2
5	5	22.73%	5
6	6	22.73%	5

7	7	4.55%	1
	Total	100%	22

5 - Please rate the following statement: "I would feel a strong urge to buy the shirt if I were Mary."
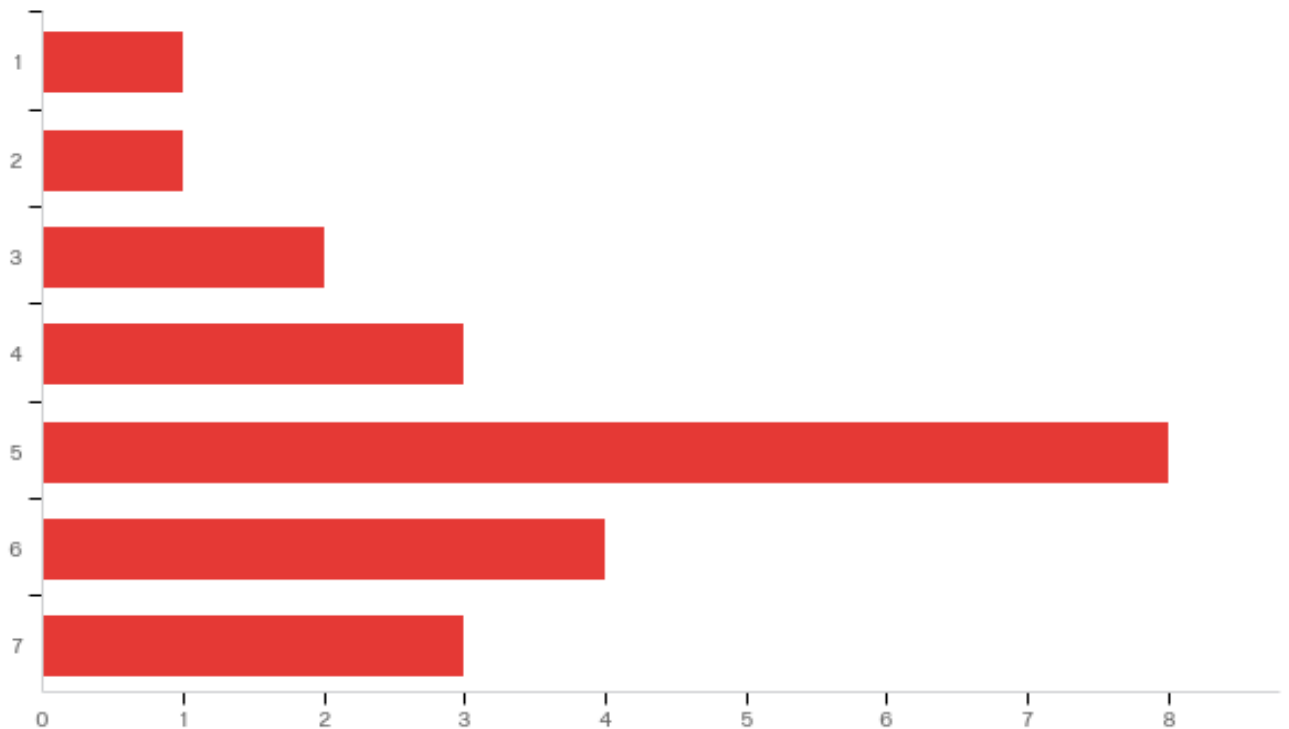
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Strongly disagree:Strongly agree	1.00	7.00	4.82	1.53	2.33	22

#	Answer	%	Count
1	1	4.55%	1
2	2	4.55%	1
3	3	9.09%	2
4	4	13.64%	3
5	5	36.36%	8
6	6	18.18%	4
7	7	13.64%	3

		Total	100%	22

6 - Please rate the following statement: "If I were Mary, I would want to purchase the shirt."
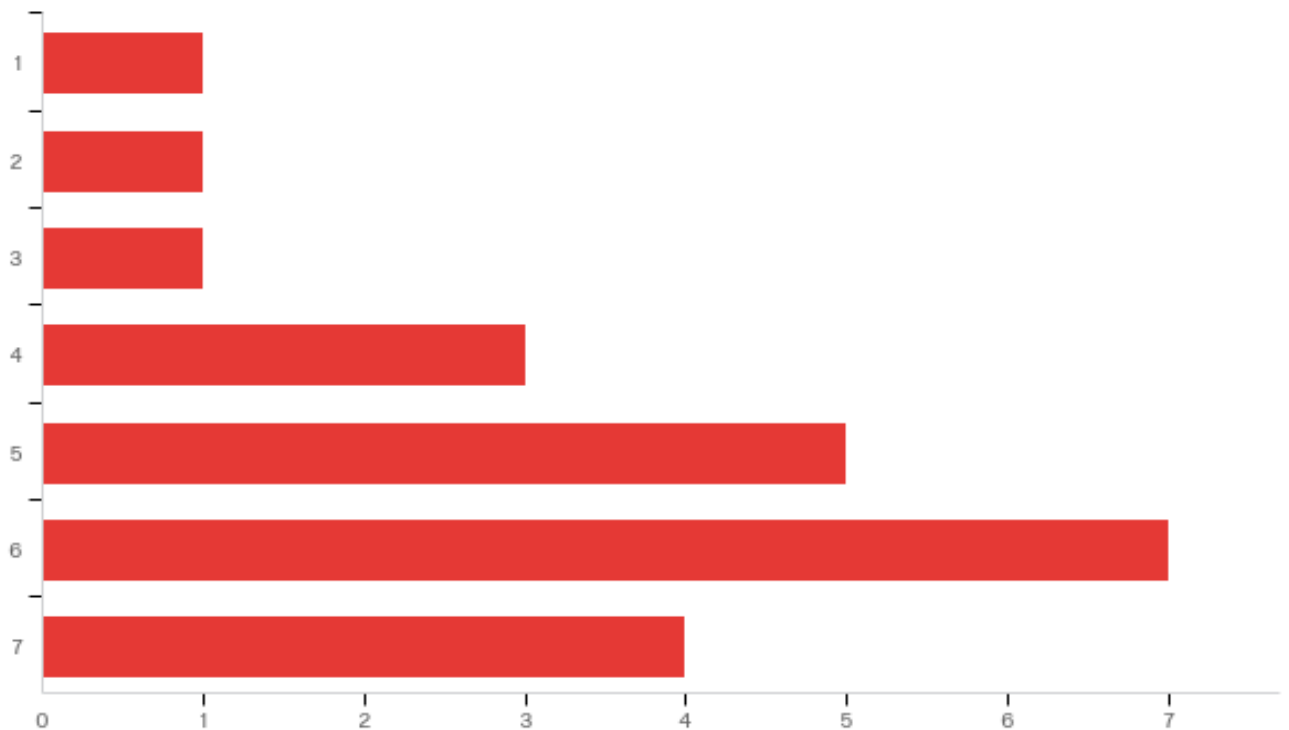
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Strongly disagree:Strongly agree	1.00	7.00	5.14	1.58	2.48	22

#	Answer	%	Count
1	1	4.55%	1
2	2	4.55%	1
3	3	4.55%	1
4	4	13.64%	3
5	5	22.73%	5
6	6	31.82%	7
7	7	18.18%	4

	Total	100%	22

1 - On a scale of 1-7, how impulsive do you feel Mary's shirt purchase was?
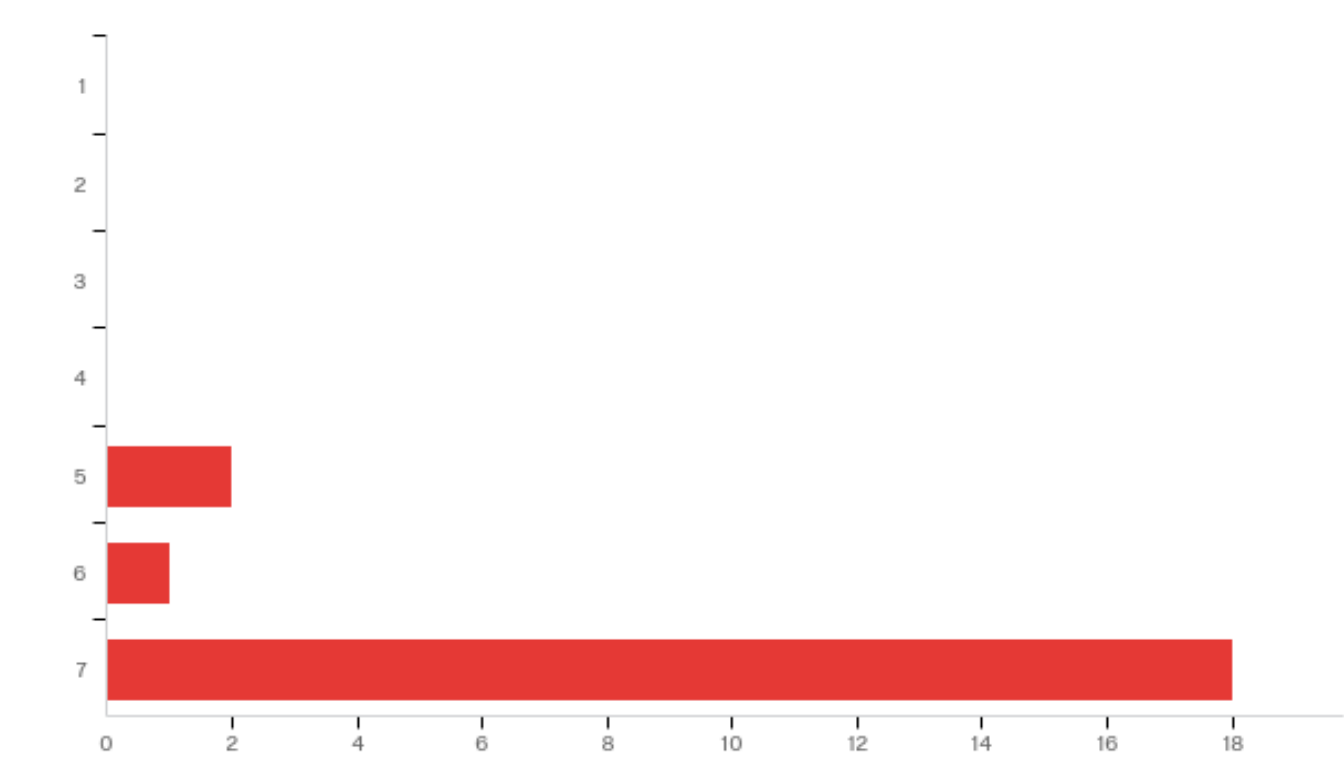
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Not at all impulsive:Extremely impulsive	5.00	7.00	6.76	0.61	0.37	21

#	Answer	%	Count
1	1	0.00%	0
2	2	0.00%	0
3	3	0.00%	0
4	4	0.00%	0
5	5	9.52%	2
6	6	4.76%	1
7	7	85.71%	18
	Total	100%	21

2 - On a scale of 1-7, how planned do you feel Mary's shirt purchase was?
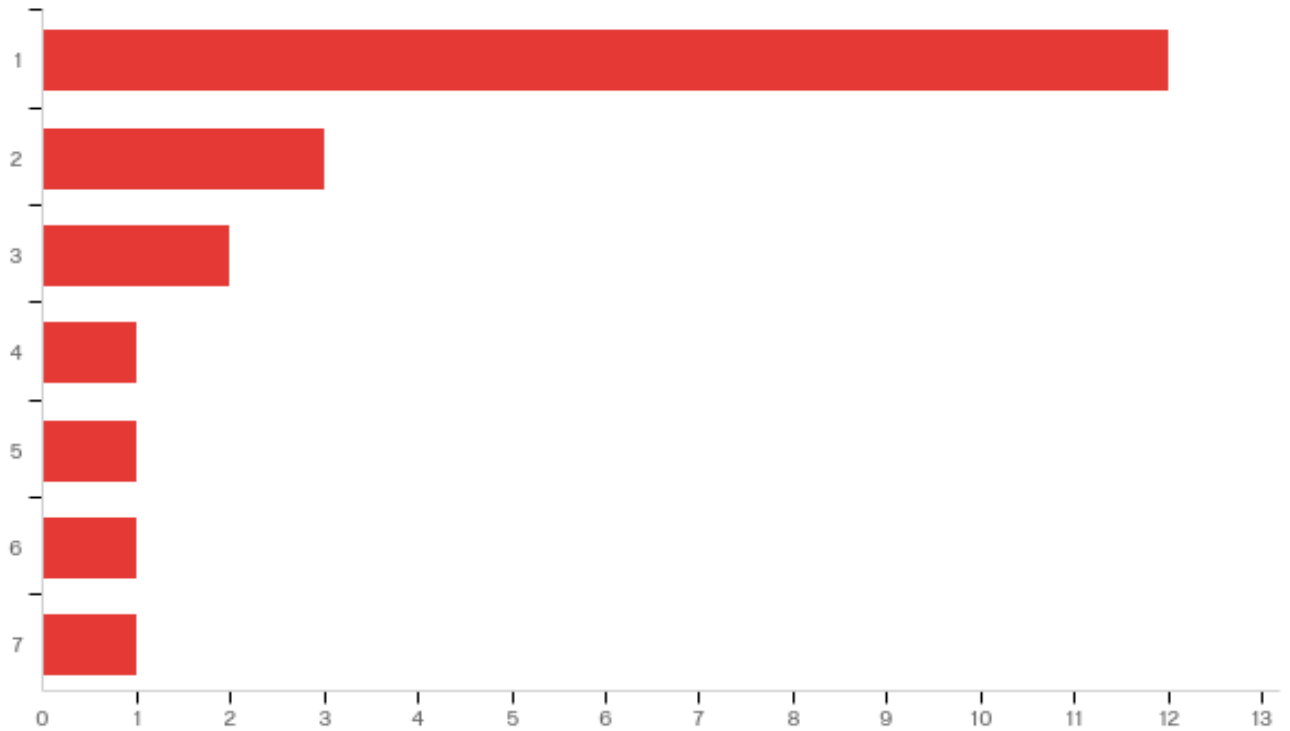
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Not at all planned:Extremely planned	1.00	7.00	2.19	1.79	3.20	21

#	Answer	%	Count
1	1	57.14%	12
2	2	14.29%	3
3	3	9.52%	2
4	4	4.76%	1
5	5	4.76%	1
6	6	4.76%	1
7	7	4.76%	1

		Total	100%	21

3 - On a scale of 1-7, how do you feel about the amount Mary spent on the shirt purchase?
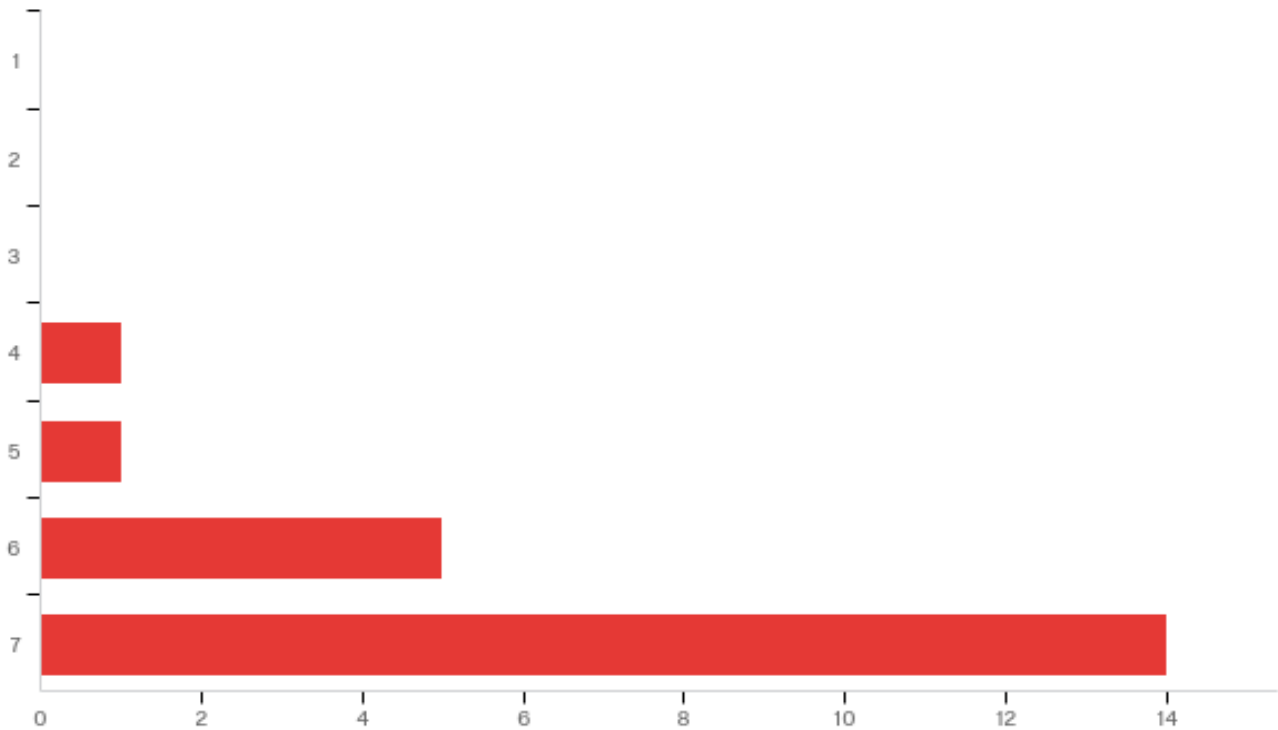
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Low amount spent:High amount spent	4.00	7.00	6.52	0.79	0.63	21

#	Answer	%	Count
1	1	0.00%	0
2	2	0.00%	0
3	3	0.00%	0
4	4	4.76%	1
5	5	4.76%	1

6	6	23.81%	5
7	7	66.67%	14
	Total	100%	21

4 - On a scale of 1-7, how desirable do you feel the deal Mary got was?
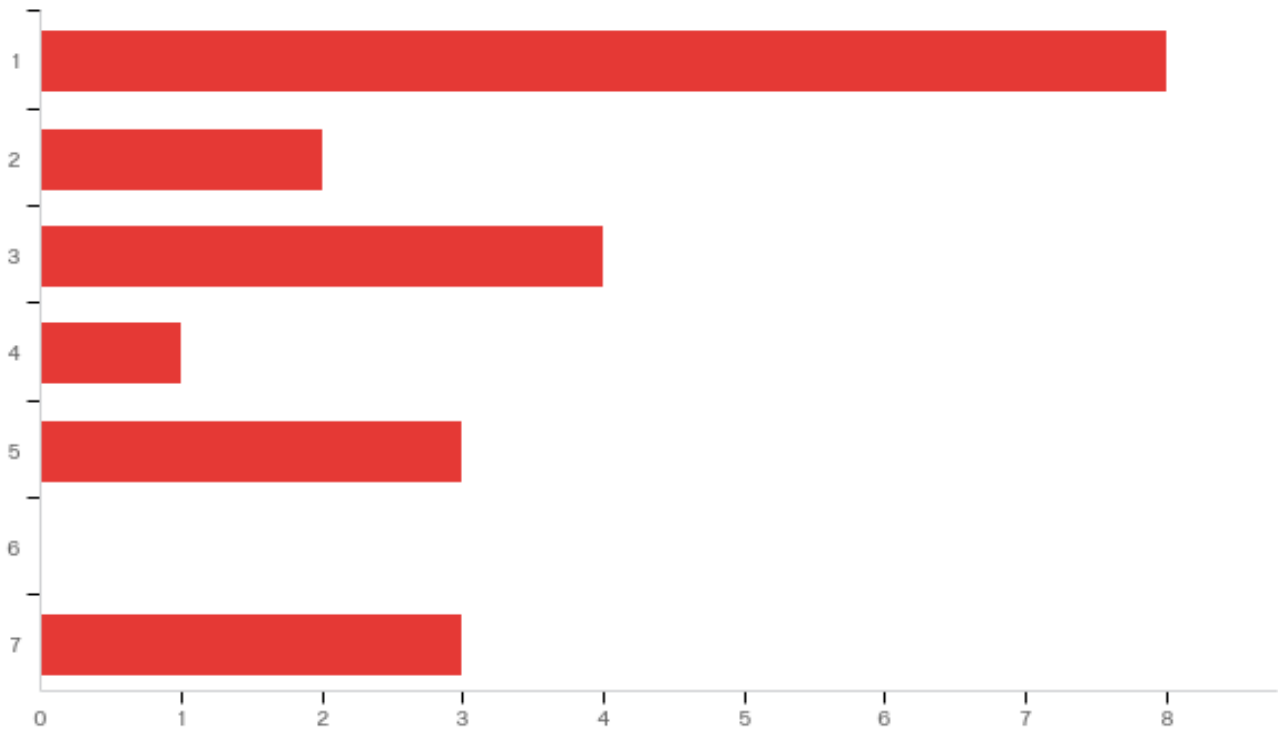
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Not at all desirable:Extremely desirable	1.00	7.00	3.05	2.13	4.52	21

#	Answer	%	Count
1	1	38.10%	8
2	2	9.52%	2
3	3	19.05%	4
4	4	4.76%	1

5	5	14.29%	3
6	6	0.00%	0
7	7	14.29%	3
	Total	100%	21

5 - Please rate the following statement: "I would feel a strong urge to buy the shirt if I were Mary."
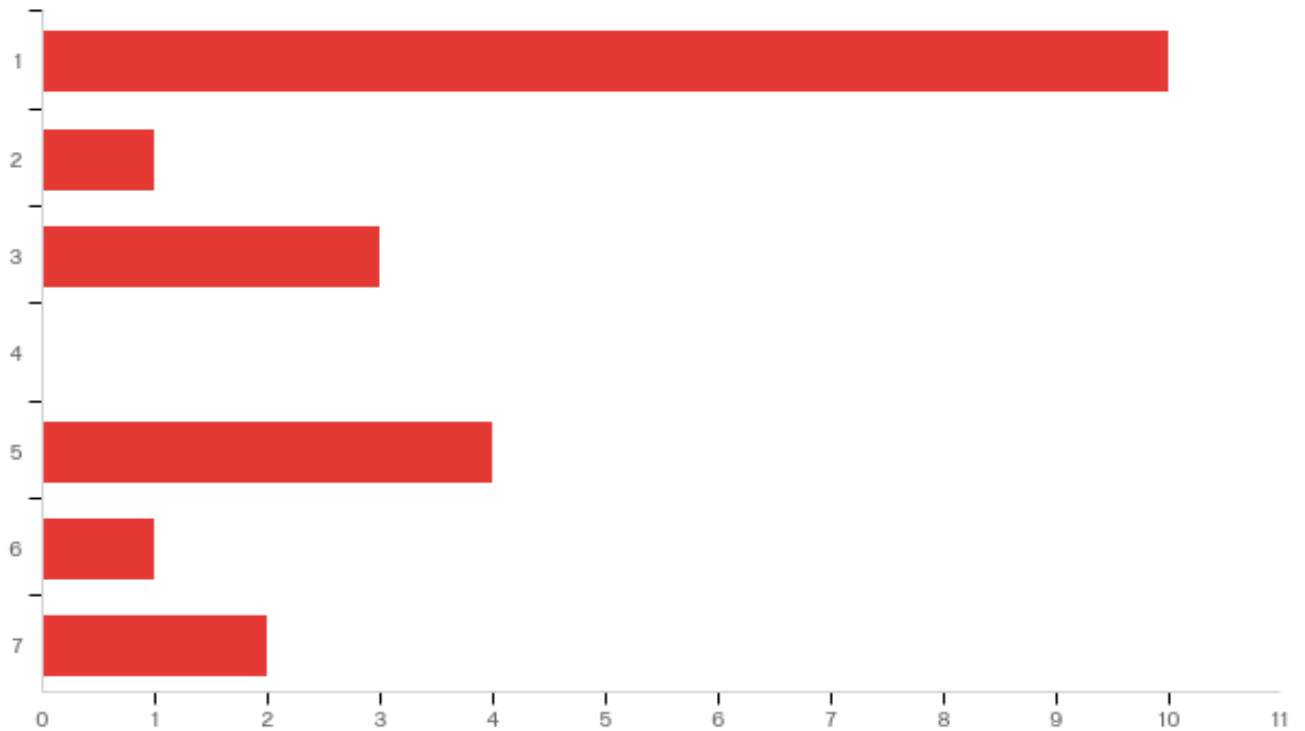
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Strongly disagree:Strongly agree	1.00	7.00	2.90	2.16	4.66	21

#	Answer	%	Count
1	1	47.62%	10
2	2	4.76%	1

3	3	14.29%	3
4	4	0.00%	0
5	5	19.05%	4
6	6	4.76%	1
7	7	9.52%	2
	Total	100%	21

6 - Please rate the following statement: "If I were Mary, I would want to purchase the shirt."
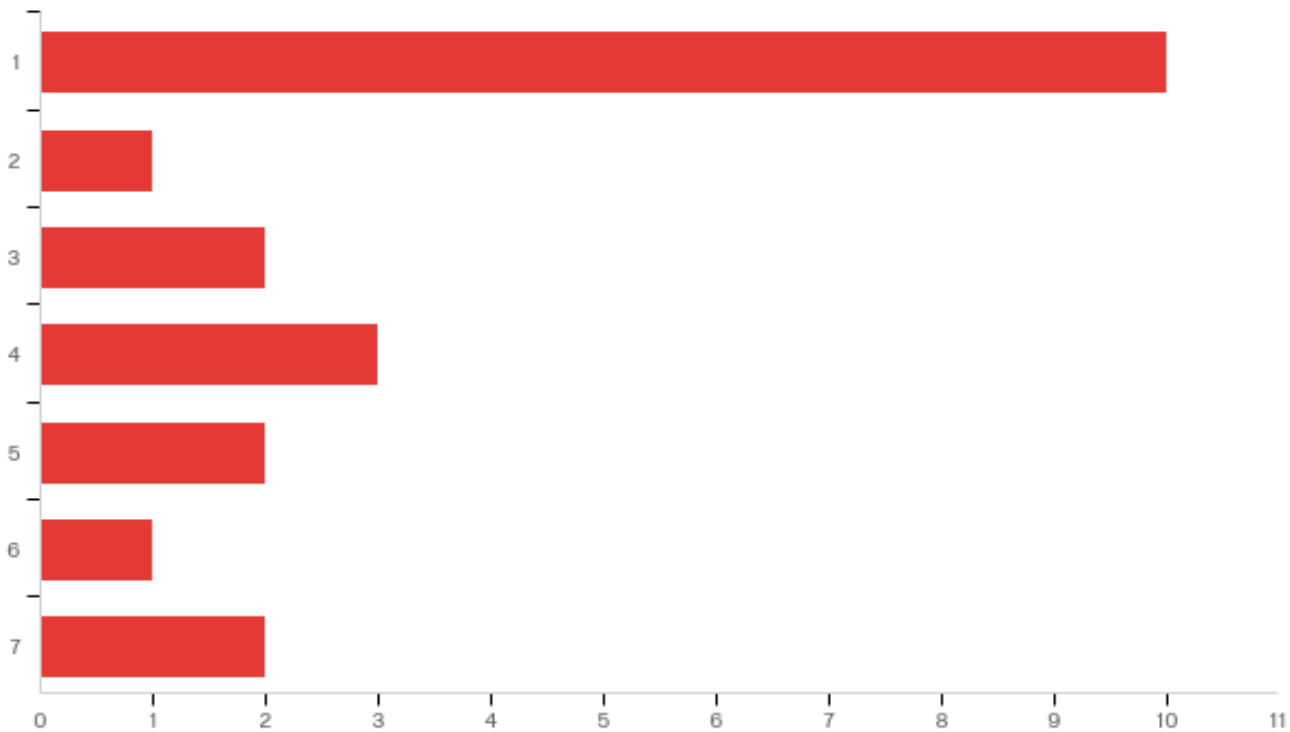
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Strongly disagree:Strongly agree	1.00	7.00	2.86	2.10	4.41	21

#	Answer	%	Count
1	1	47.62%	10

2	2	4.76%	1
3	3	9.52%	2
4	4	14.29%	3
5	5	9.52%	2
6	6	4.76%	1
7	7	9.52%	2
	Total	100%	21

1 - On a scale of 1-7, how impulsive do you feel Mary's shirt purchase was?
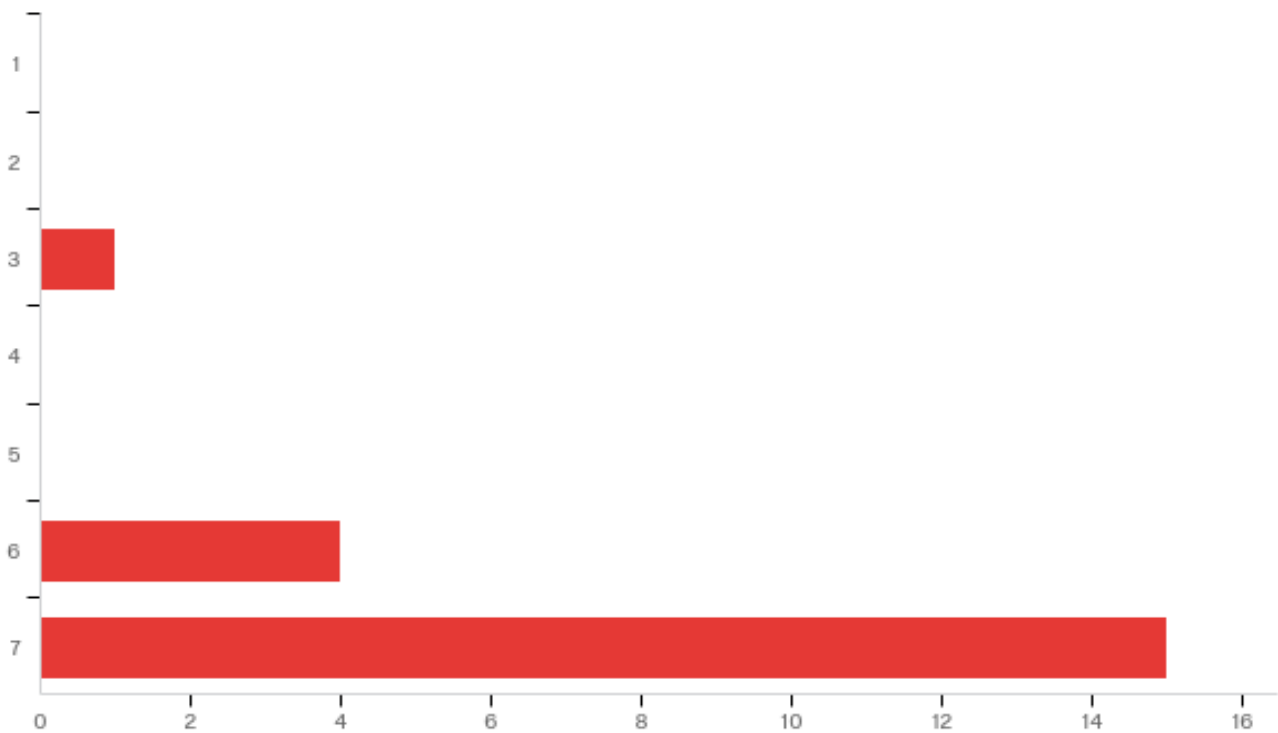
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Not at all impulsive:Extremely impulsive	3.00	7.00	6.60	0.92	0.84	20

#	Answer	%	Count
1	1	0.00%	0
2	2	0.00%	0
3	3	5.00%	1
4	4	0.00%	0
5	5	0.00%	0
6	6	20.00%	4
7	7	75.00%	15
	Total	100%	20

2 - On a scale of 1-7, how planned do you feel Mary's shirt purchase was?
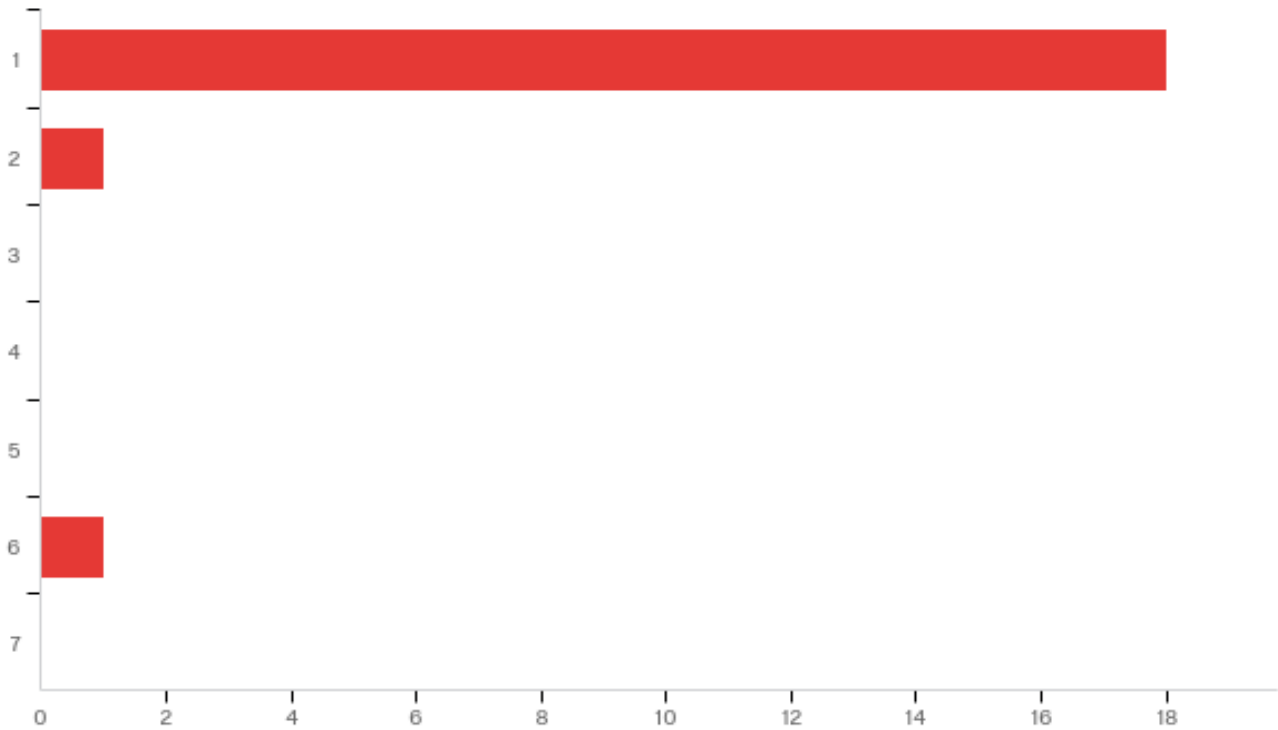
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Not at all planned:Extremely planned	1.00	6.00	1.30	1.10	1.21	20

#	Answer	%	Count
1	1	90.00%	18
2	2	5.00%	1
3	3	0.00%	0
4	4	0.00%	0
5	5	0.00%	0
6	6	5.00%	1
7	7	0.00%	0
	Total	100%	20

3 - On a scale of 1-7, how do you feel about the amount Mary spent on the shirt purchase?
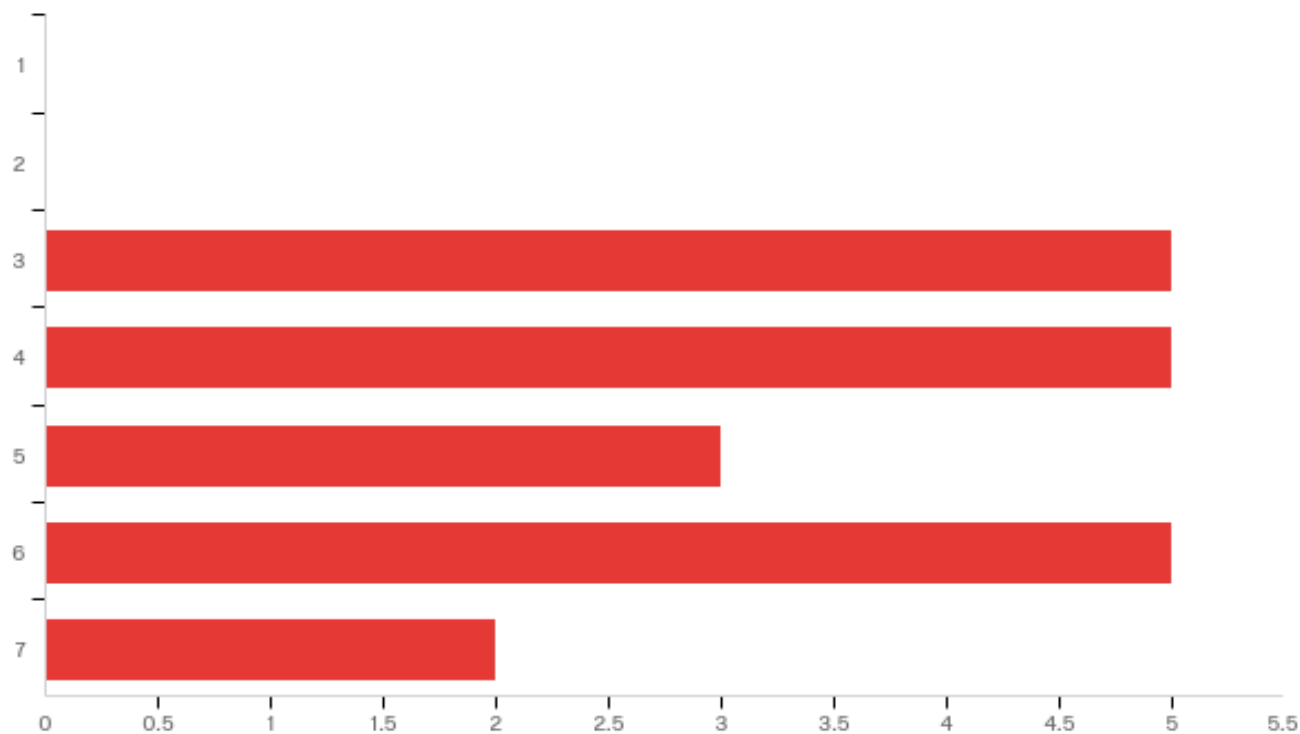
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Low amount spent:High amount spent	3.00	7.00	4.70	1.35	1.81	20

#	Answer	%	Count
1	1	0.00%	0
2	2	0.00%	0
3	3	25.00%	5
4	4	25.00%	5
5	5	15.00%	3
6	6	25.00%	5
7	7	10.00%	2
	Total	100%	20

4 - On a scale of 1-7, how desirable do you feel the deal Mary got was?
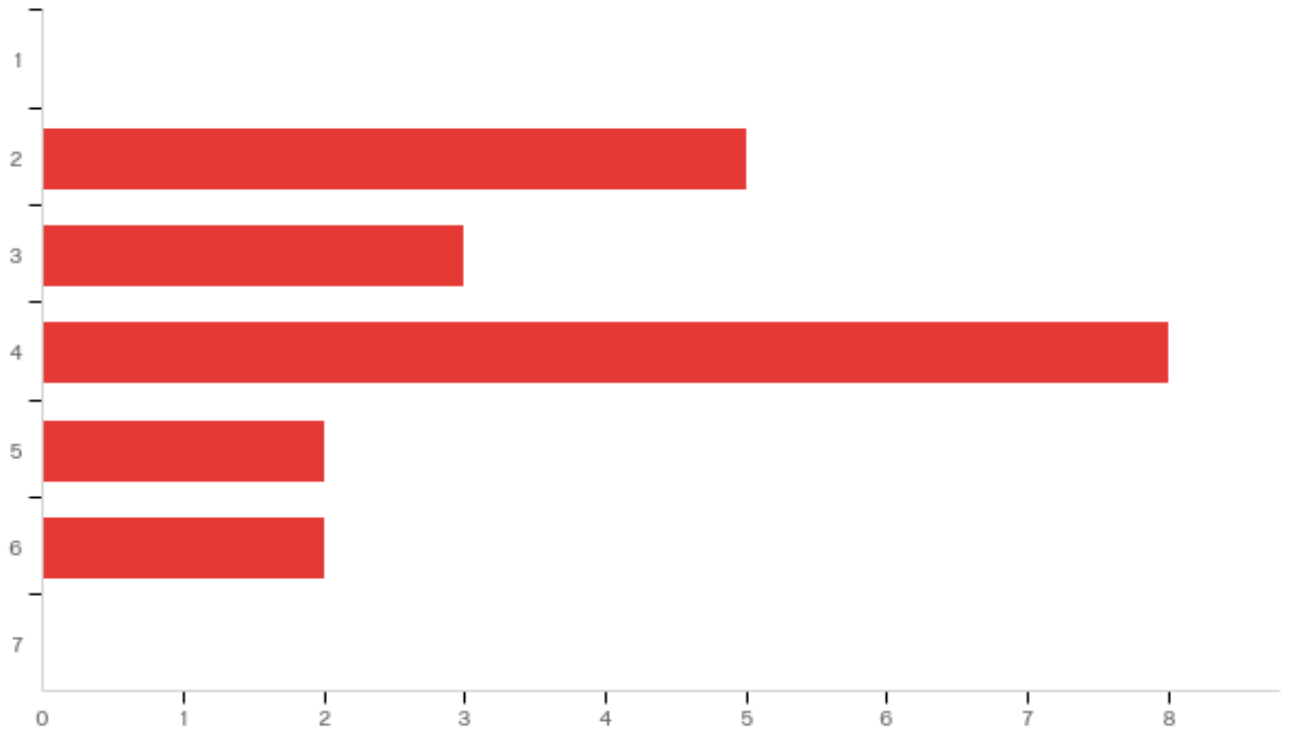
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Not at all desirable:Extremely desirable	2.00	6.00	3.65	1.24	1.53	20

#	Answer	%	Count
1	1	0.00%	0
2	2	25.00%	5
3	3	15.00%	3
4	4	40.00%	8
5	5	10.00%	2
6	6	10.00%	2
7	7	0.00%	0
	Total	100%	20

5 - Please rate the following statement: "I would feel a strong urge to buy the shirt if I were Mary."
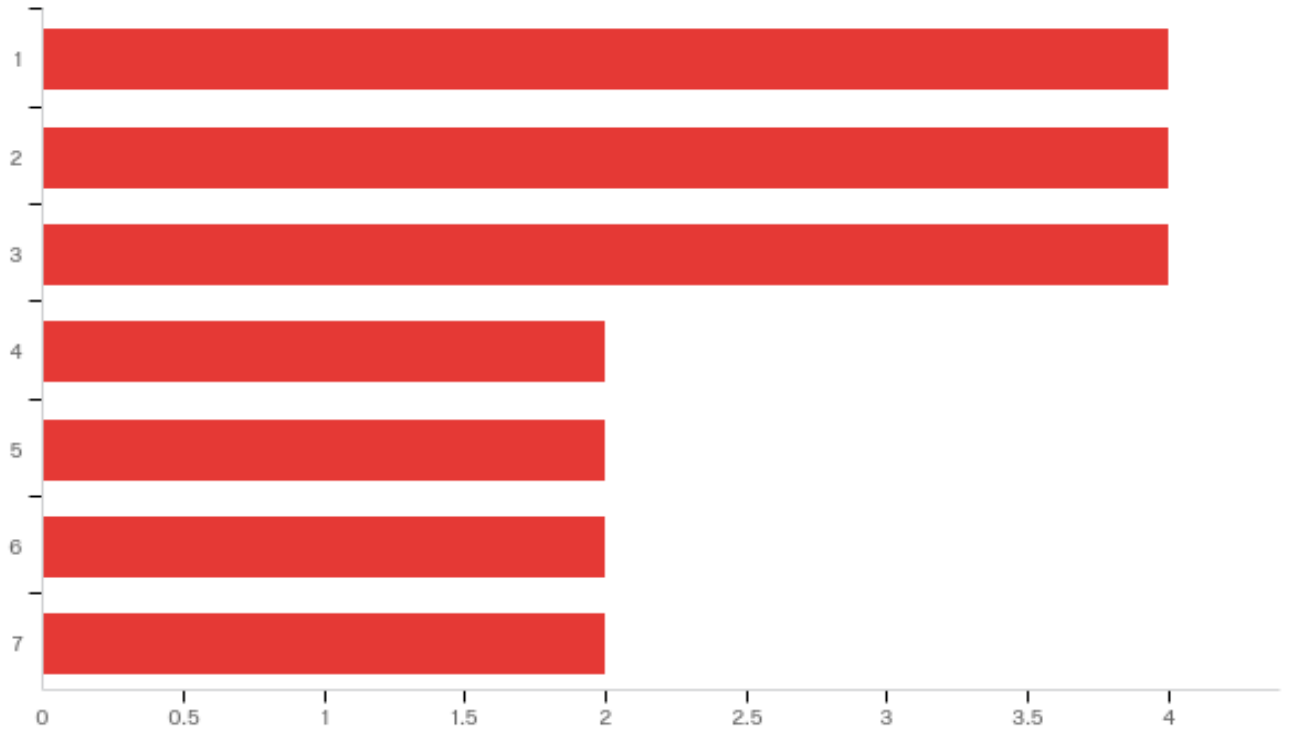
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Strongly disagree:Strongly agree	1.00	7.00	3.40	1.96	3.84	20

#		Answer	%	Count
1		1	20.00%	4
2		2	20.00%	4
3		3	20.00%	4
4		4	10.00%	2
5		5	10.00%	2
6		6	10.00%	2
7		7	10.00%	2
		Total	100%	20

6 - Please rate the following statement: "If I were Mary, I would want to purchase the shirt."
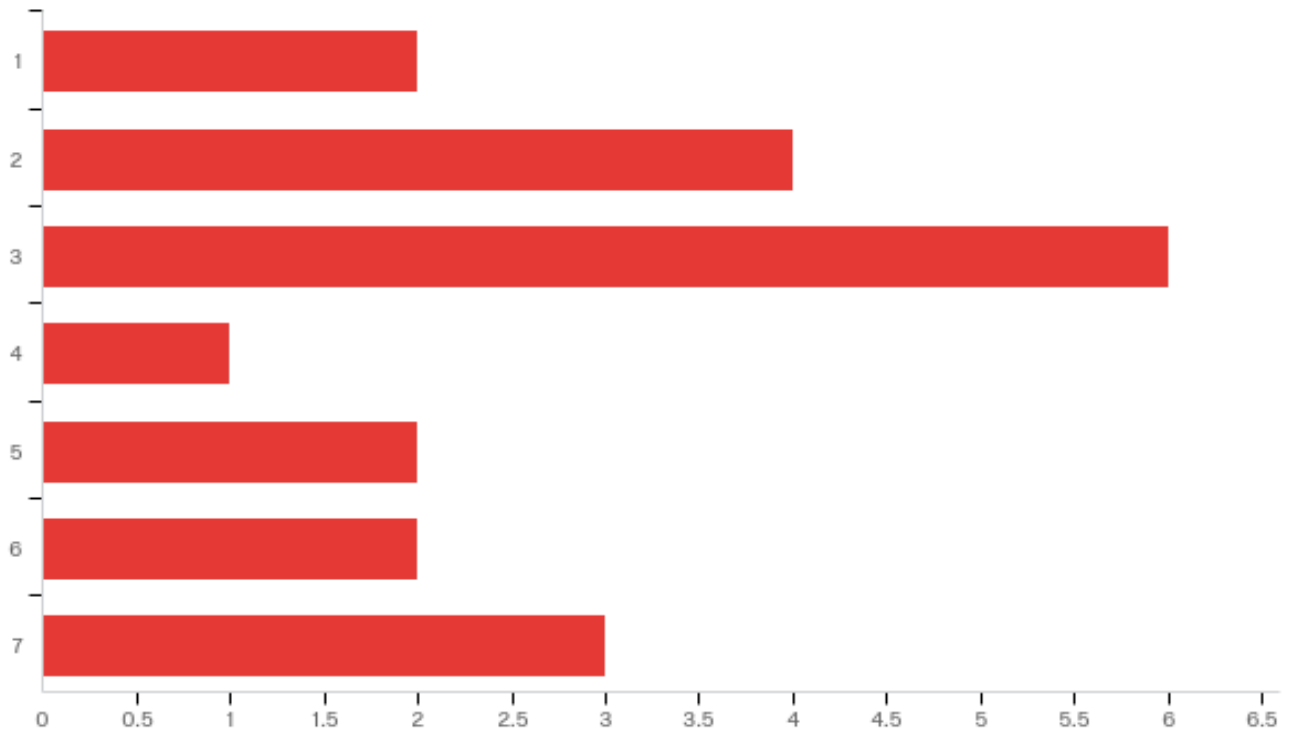
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Strongly disagree:Strongly agree	1.00	7.00	3.75	1.95	3.79	20

#	Answer	%	Count
1	1	10.00%	2
2	2	20.00%	4
3	3	30.00%	6
4	4	5.00%	1
5	5	10.00%	2
6	6	10.00%	2
7	7	15.00%	3
	Total	100%	20

1 - On a scale of 1-7, how impulsive do you feel Mary's shirt purchase was?
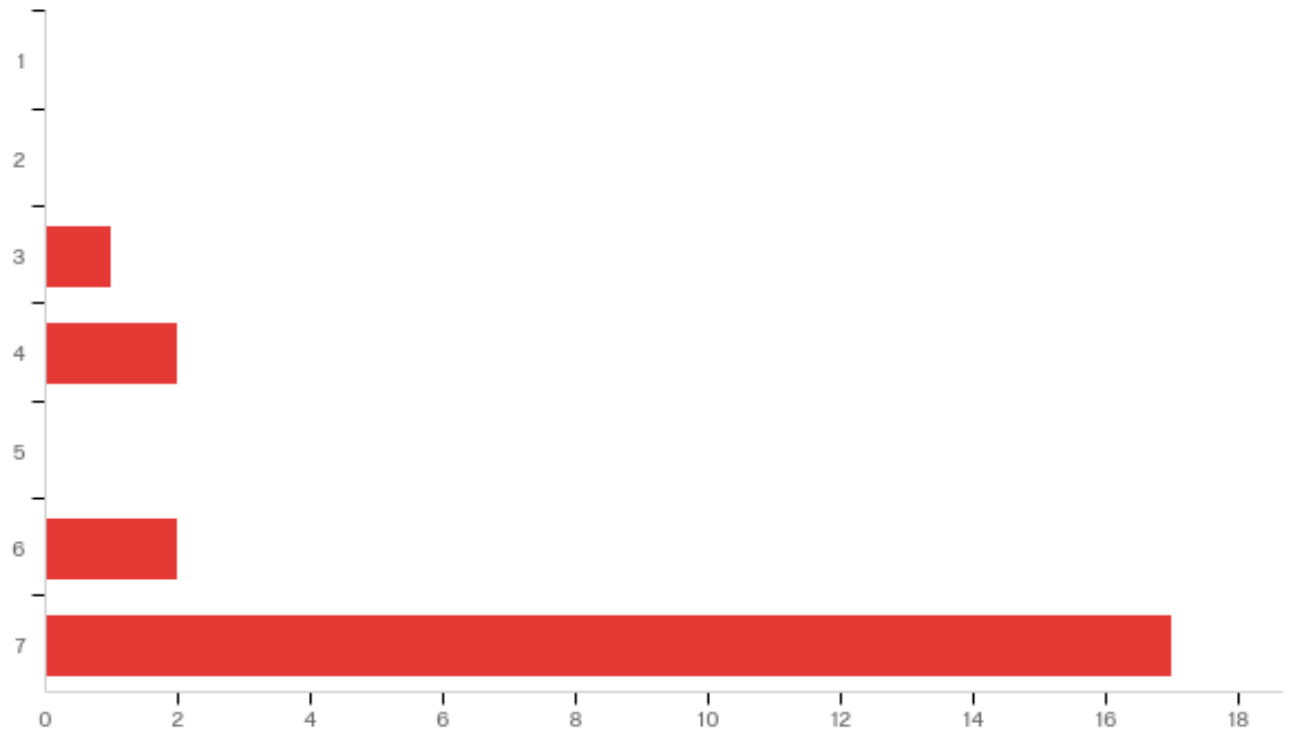
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Not at all impulsive:Extremely impulsive	3.00	7.00	6.45	1.16	1.34	22

#	Answer	%	Count
1	1	0.00%	0
2	2	0.00%	0
3	3	4.55%	1
4	4	9.09%	2
5	5	0.00%	0
6	6	9.09%	2
7	7	77.27%	17
	Total	100%	22

2 - On a scale of 1-7, how planned do you feel Mary's shirt purchase was?
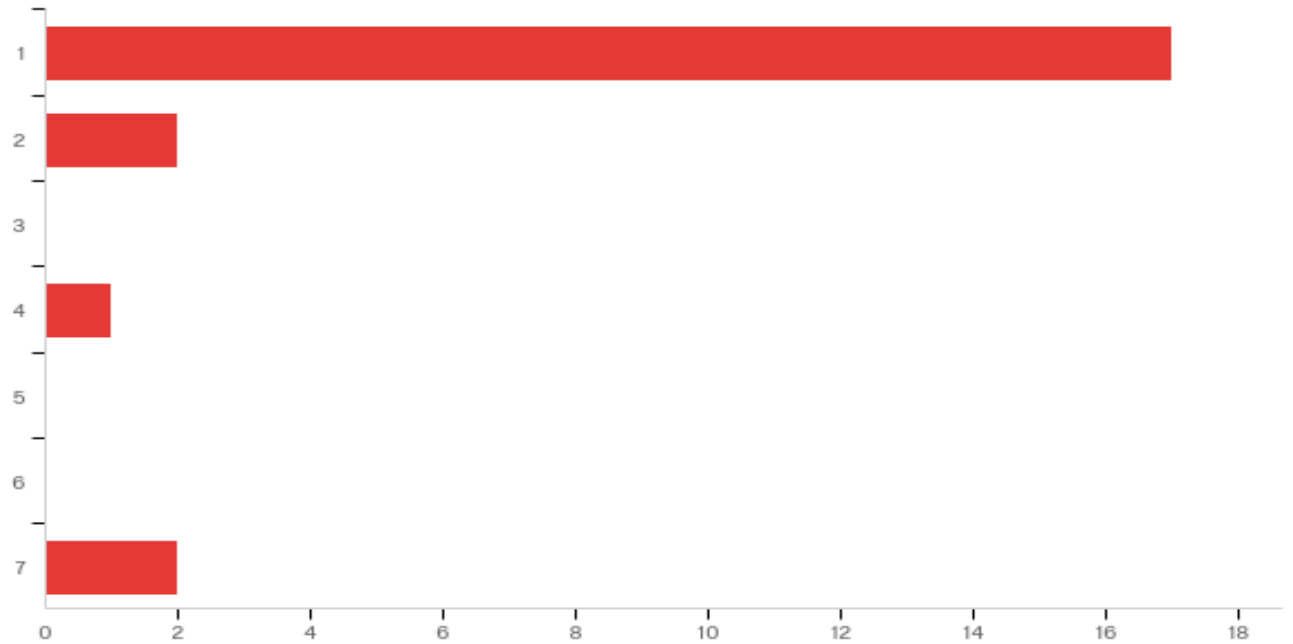
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Not at all planned:Extremely planned	1.00	7.00	1.77	1.78	3.18	22

#	Answer	%	Count
1	1	77.27%	17
2	2	9.09%	2
3	3	0.00%	0
4	4	4.55%	1
5	5	0.00%	0
6	6	0.00%	0
7	7	9.09%	2
	Total	100%	22

3 - On a scale of 1-7, how do you feel about the amount Mary spent on the shirt purchase?
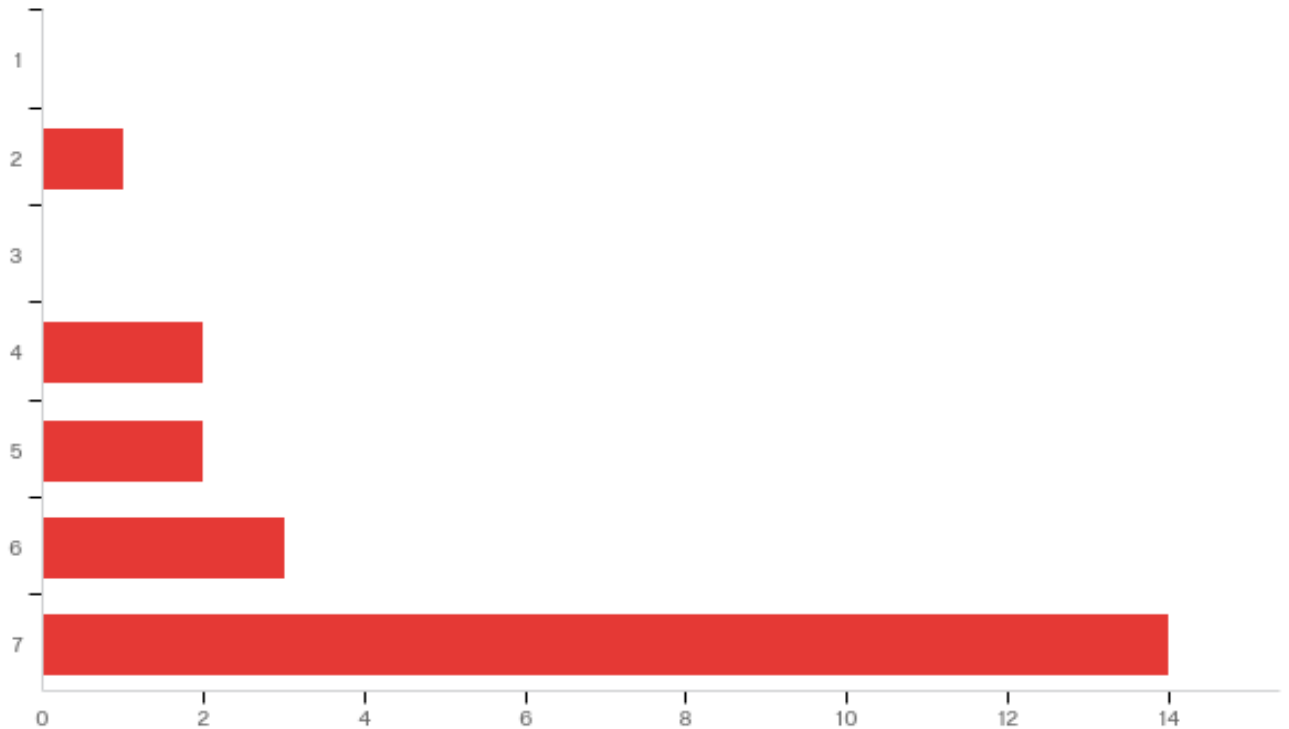
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Low amount spent:High amount spent	2.00	7.00	6.18	1.34	1.79	22

#	Answer	%	Count
1	1	0.00%	0
2	2	4.55%	1
3	3	0.00%	0
4	4	9.09%	2
5	5	9.09%	2
6	6	13.64%	3
7	7	63.64%	14
	Total	100%	22

4 - On a scale of 1-7, how desirable do you feel the deal Mary got was?
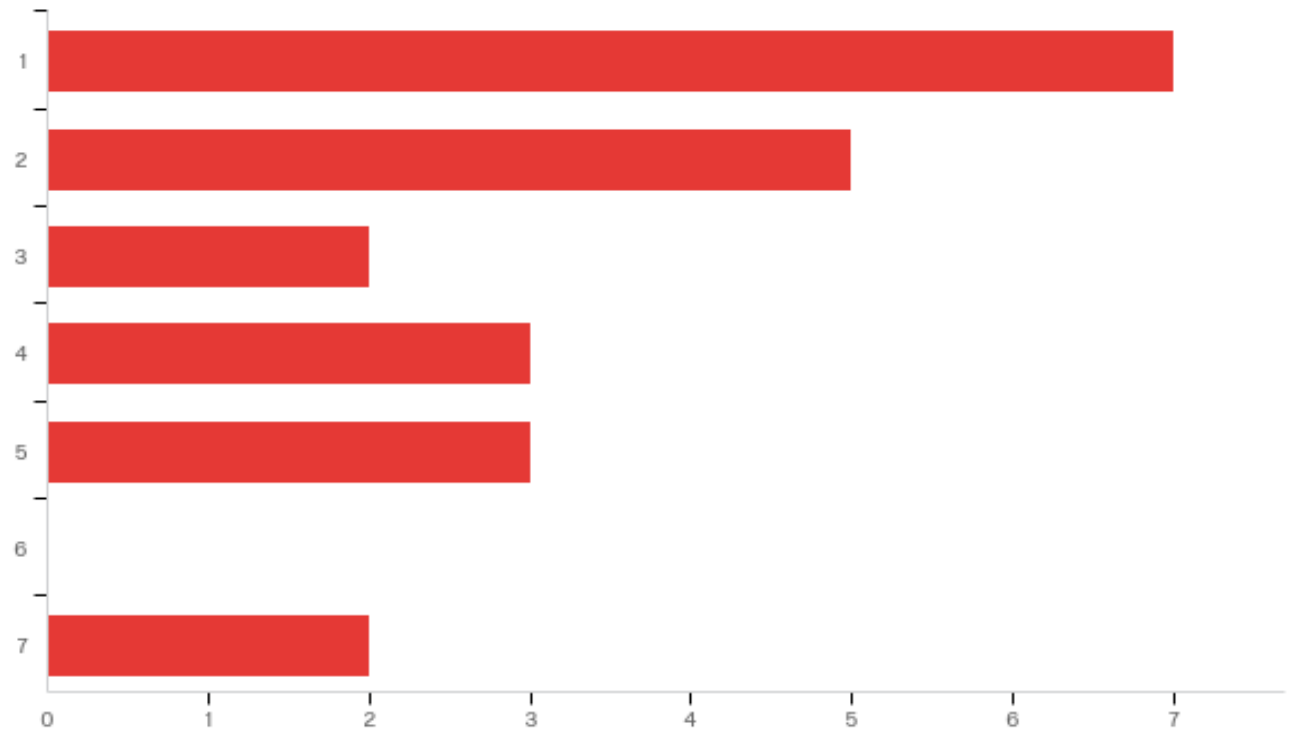
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Not at all desirable:Extremely desirable	1.00	7.00	2.91	1.90	3.63	22

#	Answer	%	Count
1	1	31.82%	7
2	2	22.73%	5
3	3	9.09%	2
4	4	13.64%	3
5	5	13.64%	3
6	6	0.00%	0
7	7	9.09%	2
	Total	100%	22

5 - Please rate the following statement: "I would feel a strong urge to buy the shirt if I were Mary."
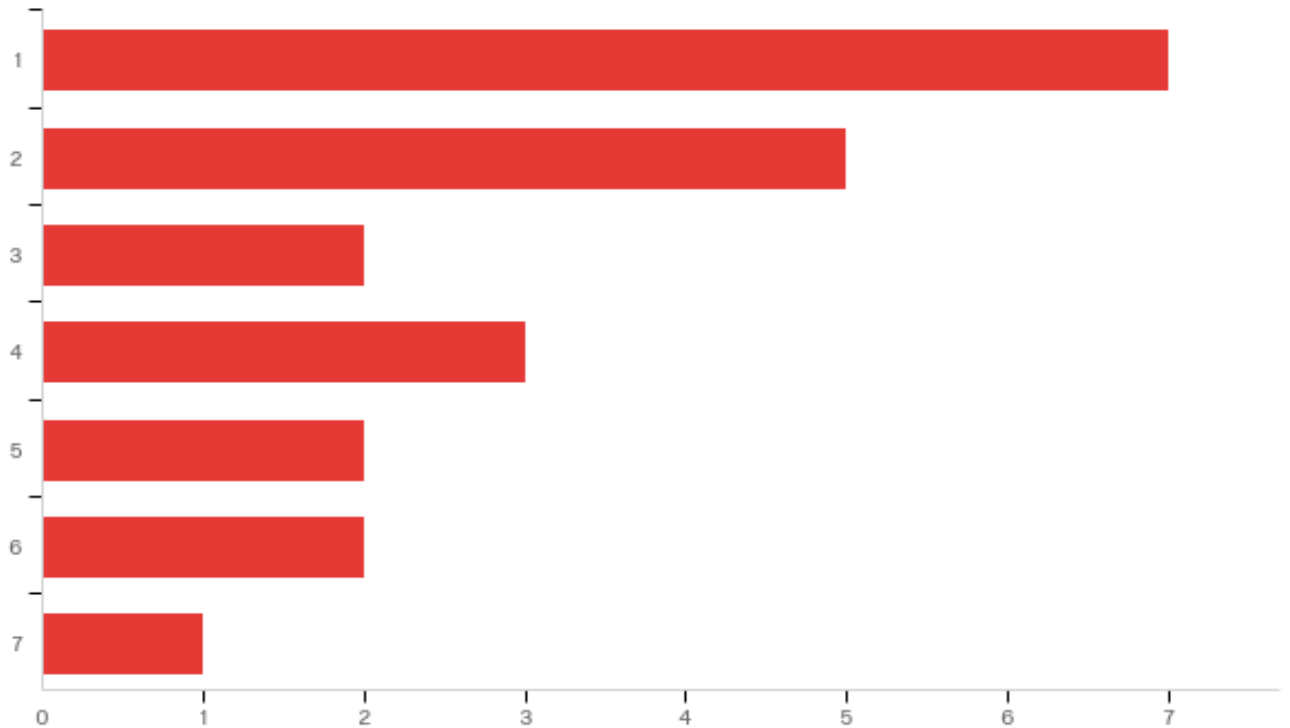
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Strongly disagree:Strongly agree	1.00	7.00	2.91	1.88	3.54	22

#	Answer	%	Count
1	1	31.82%	7
2	2	22.73%	5
3	3	9.09%	2
4	4	13.64%	3
5	5	9.09%	2
6	6	9.09%	2

7		7	4.55%	1
		Total	100%	22

6 - Please rate the following statement: "If I were Mary, I would want to purchase the shirt."
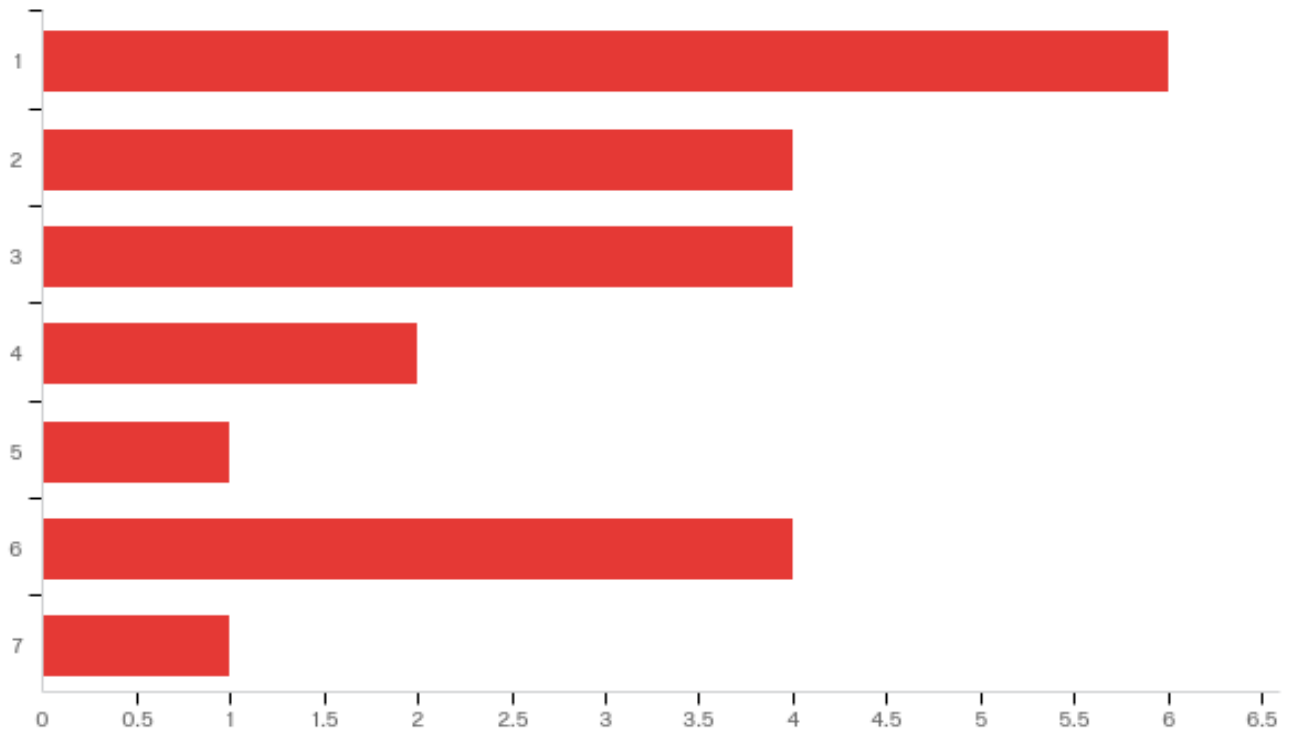
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Strongly disagree:Strongly agree	1.00	7.00	3.18	1.97	3.88	22

#	Answer	%	Count
1	1	27.27%	6
2	2	18.18%	4
3	3	18.18%	4
4	4	9.09%	2
5	5	4.55%	1
6	6	18.18%	4

7	7	4.55%	1
	Total	100%	22

7 - What is your sex?
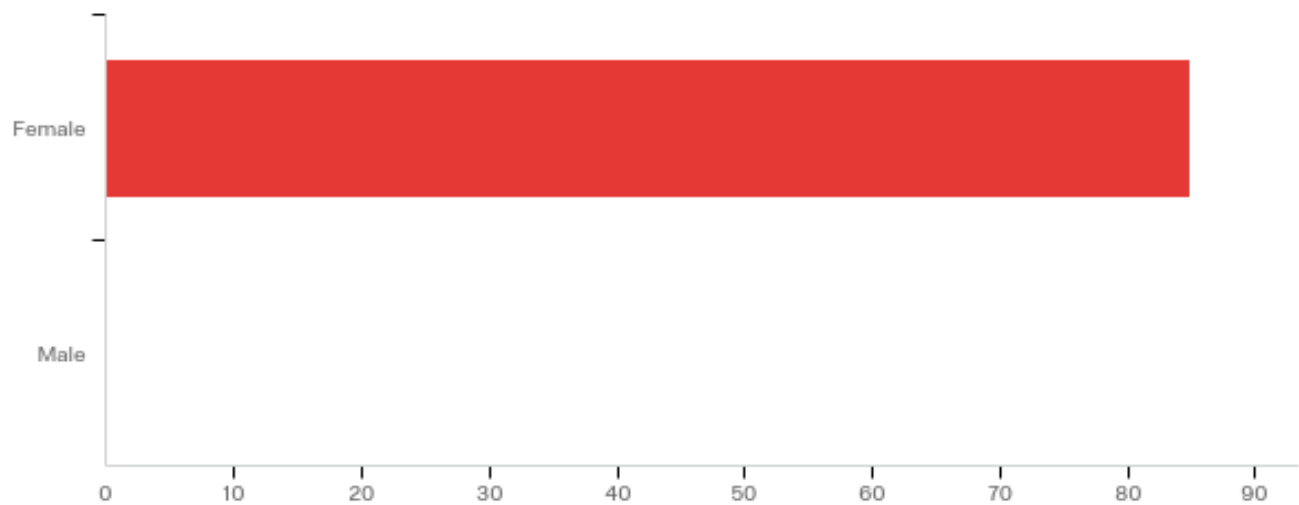
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your sex?	1.00	1.00	1.00	0.00	0.00	85

#		Answer		%		Count
1		Female		100.00%		85
2		Male		0.00%		0
		Total		100%		85

8 - What is your highest education degree?
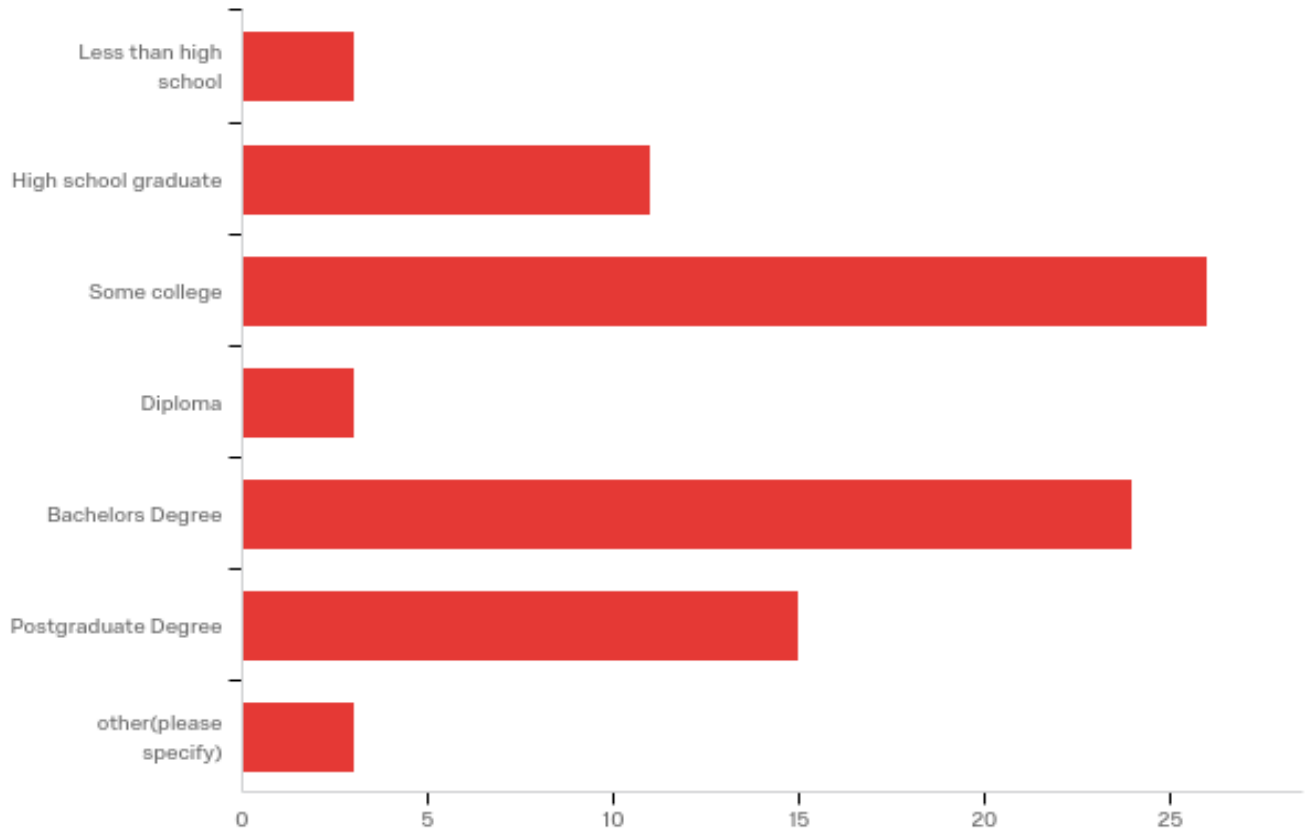
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your highest education degree? - Selected Choice	1.00	7.00	4.07	1.56	2.44	85

#	Answer	%	Count
1	Less than high school	3.53%	3
2	High school graduate	12.94%	11
3	Some college	30.59%	26
4	Diploma	3.53%	3
5	Bachelors Degree	28.24%	24

6	Postgraduate Degree	17.65%	15
7	other(please specify)	3.53%	3
	Total	100%	85

8_7_TEXT - other(please specify)

Other (please specify) - Text
associate degree
Associate's Degree
Associate's degree

9 - What is your civil status?
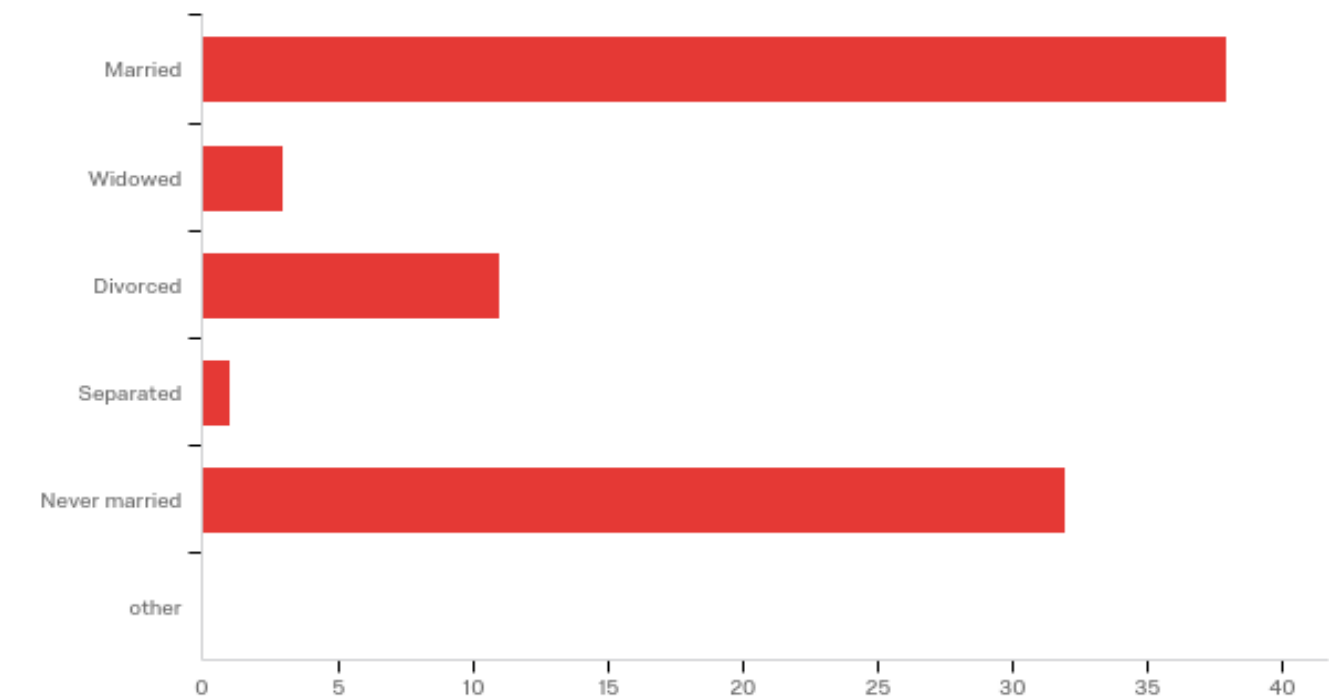
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your civil status? - Selected Choice	1.00	5.00	2.84	1.82	3.31	85

#	Answer	%	Count
1	Married	44.71%	38
2	Widowed	3.53%	3
3	Divorced	12.94%	11
4	Separated	1.18%	1
5	Never married	37.65%	32
6	other	0.00%	0
	Total	100%	85

10 - Which of the following best describes your employment status?
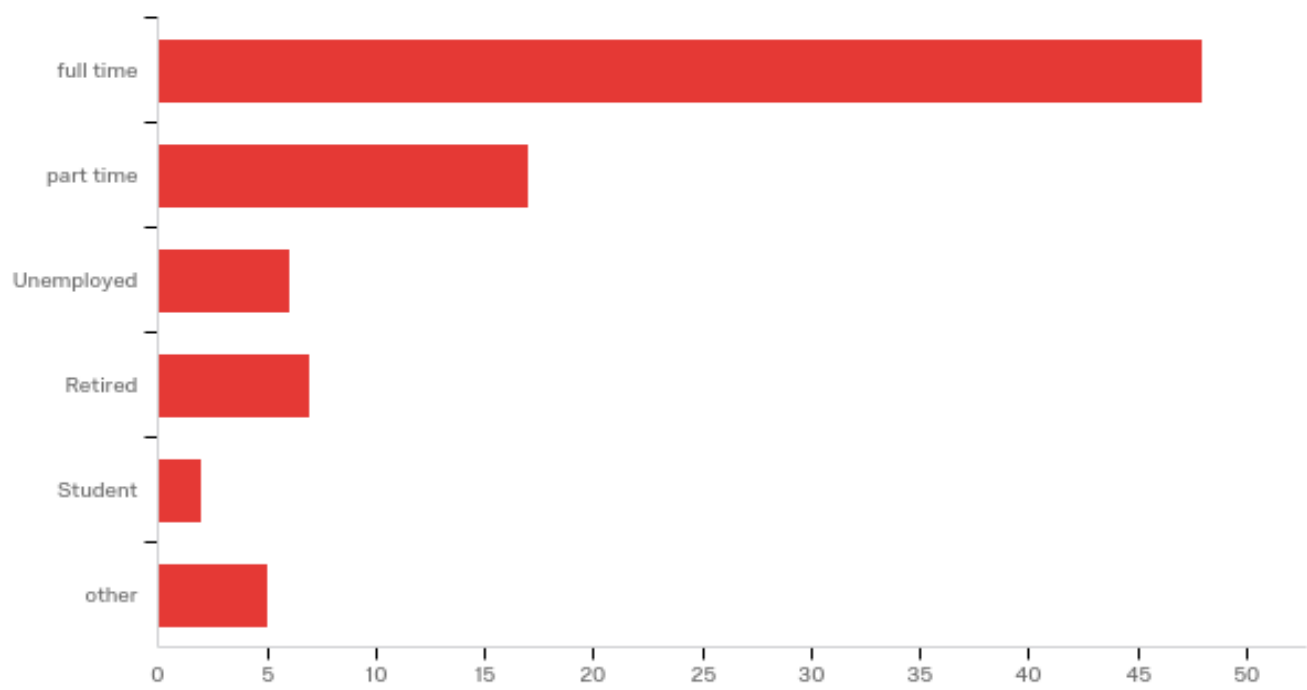
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Which of the following best describes your employment status? -	1.00	6.00	1.98	1.46	2.12	85

#	Selected Choice	Answer	%	Count
1		full time	56.47%	48
2		part time	20.00%	17
3		Unemployed	7.06%	6
4		Retired	8.24%	7
5		Student	2.35%	2
6		other	5.88%	5
		Total	100%	85

**11 - Please select your average yearly household net income level?**
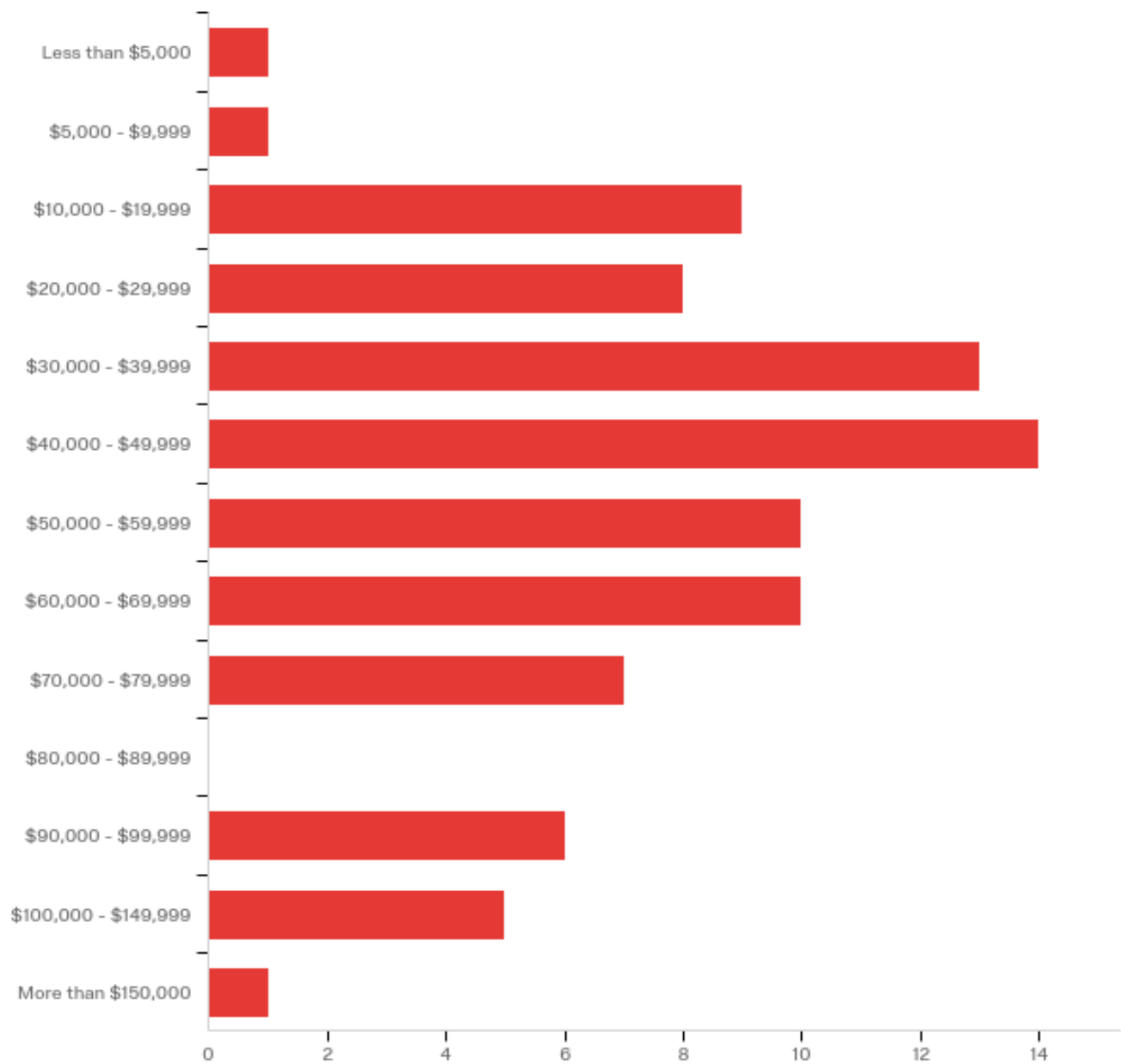
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Please select your average yearly household net income level?	1.00	13.00	6.62	2.71	7.36	85

#	Answer	%	Count
1	Less than $5,000	1.18%	1
2	$5,000 - $9,999	1.18%	1
3	$10,000 - $19,999	10.59%	9
4	$20,000 - $29,999	9.41%	8
5	$30,000 - $39,999	15.29%	13
6	$40,000 - $49,999	16.47%	14
7	$50,000 - $59,999	11.76%	10
8	$60,000 - $69,999	11.76%	10
9	$70,000 - $79,999	8.24%	7
10	$80,000 - $89,999	0.00%	0
11	$90,000 - $99,999	7.06%	6
12	$100,000 - $149,999	5.88%	5
13	More than $150,000	1.18%	1
	Total	100%	85

12 - Select your age group.
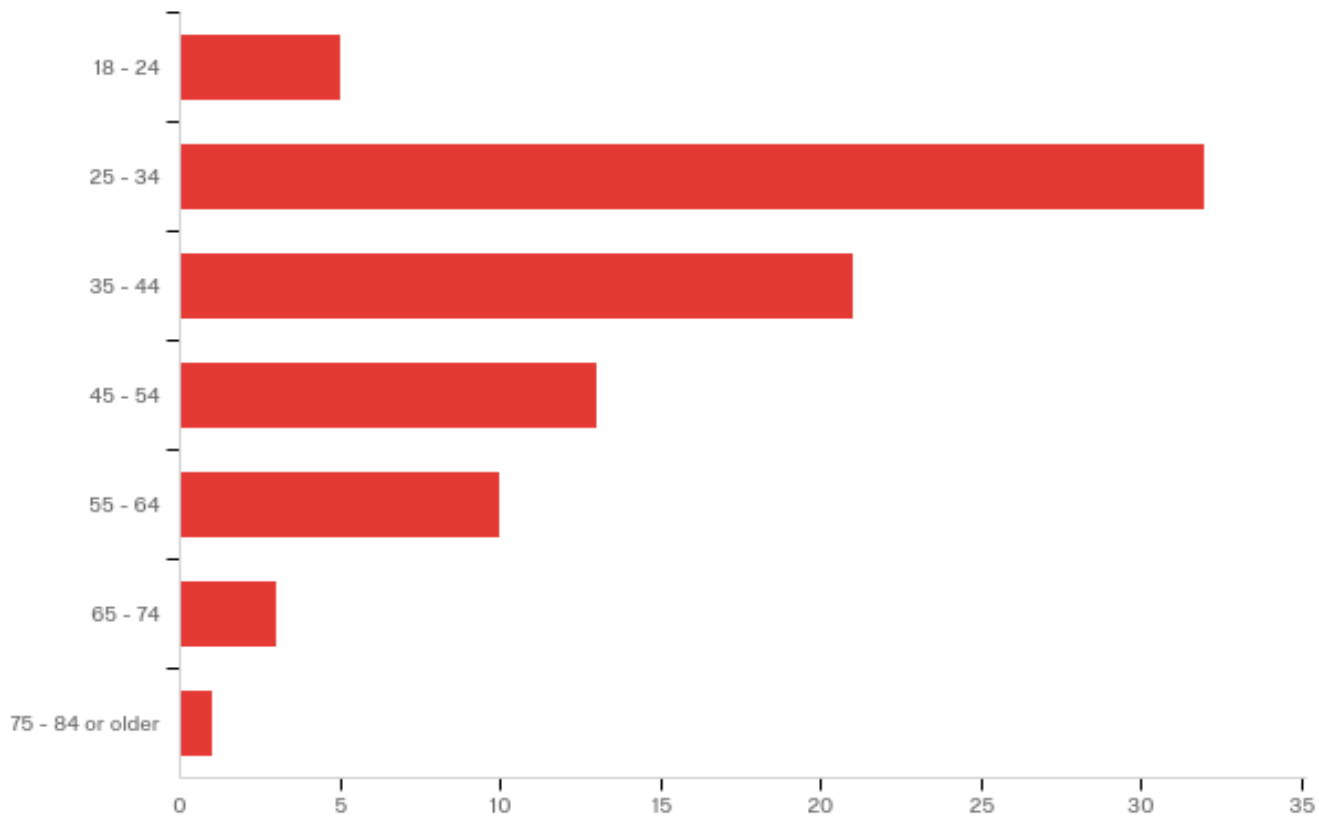
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Select your age group.	1.00	7.00	3.05	1.32	1.74	85

#		Answer	%		Count
1		18 - 24	5.88%		5
2		25 - 34	37.65%		32
3		35 - 44	24.71%		21
4		45 - 54	15.29%		13
5		55 - 64	11.76%		10
6		65 - 74	3.53%		3
7		75 - 84 or older	1.18%		1
		Total	100%		85

Answer	%	Count
Total	100%	undefined

Answer	%	Count
Total	100%	undefined

mTurkCode
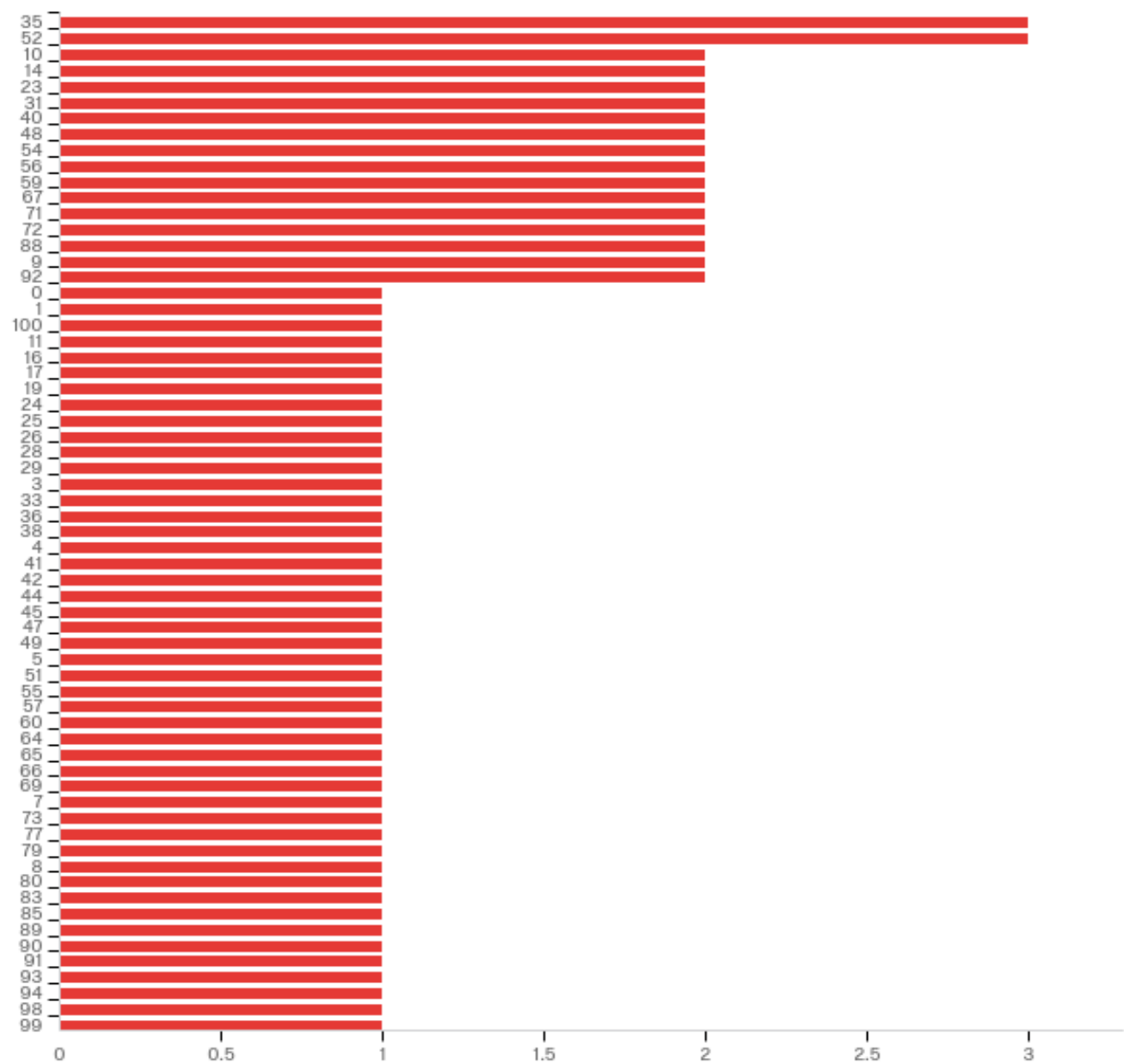
Data source misconfigured for this visualization

#	Answer	%	Count
1	35	3.61%	3
2	52	3.61%	3
3	10	2.41%	2

4	14	2.41%	2
5	23	2.41%	2
6	31	2.41%	2
7	40	2.41%	2
8	48	2.41%	2
9	54	2.41%	2
10	56	2.41%	2
11	59	2.41%	2
12	67	2.41%	2
13	71	2.41%	2
14	72	2.41%	2
15	88	2.41%	2
16	9	2.41%	2
17	92	2.41%	2
18	0	1.20%	1
19	1	1.20%	1
20	100	1.20%	1
21	11	1.20%	1
22	16	1.20%	1
23	17	1.20%	1
24	19	1.20%	1
25	24	1.20%	1
26	25	1.20%	1
27	26	1.20%	1
28	28	1.20%	1
29	29	1.20%	1
30	3	1.20%	1
31	33	1.20%	1
32	36	1.20%	1

33	38	1.20%	1
34	4	1.20%	1
35	41	1.20%	1
36	42	1.20%	1
37	44	1.20%	1
38	45	1.20%	1
39	47	1.20%	1
40	49	1.20%	1
41	5	1.20%	1
42	51	1.20%	1
43	55	1.20%	1
44	57	1.20%	1
45	60	1.20%	1
46	64	1.20%	1
47	65	1.20%	1
48	66	1.20%	1
49	69	1.20%	1
50	7	1.20%	1
51	73	1.20%	1
52	77	1.20%	1
53	79	1.20%	1
54	8	1.20%	1
55	80	1.20%	1
56	83	1.20%	1
57	85	1.20%	1
58	89	1.20%	1
59	90	1.20%	1
60	91	1.20%	1
61	93	1.20%	1

62	94	1.20%	1
63	98	1.20%	1
64	99	1.20%	1
	Total	100%	83

8_7_TEXT - Topics
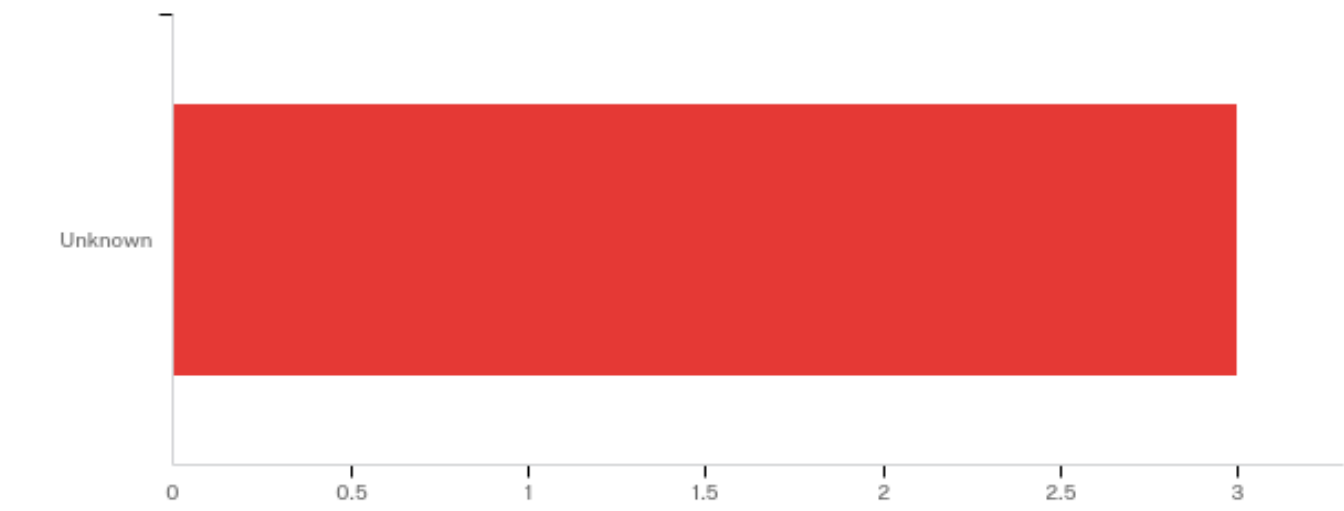
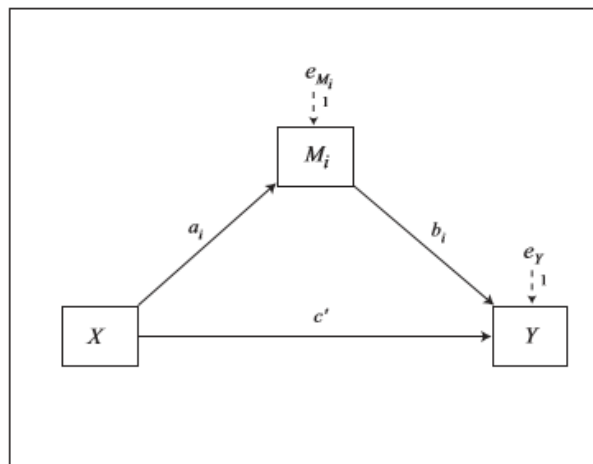| #	Answer	%	Count
1	Unknown	100.00%	3
	Total	100%	3

Appendix 10

Hayes Model 4

Model 4

Conceptual Diagram
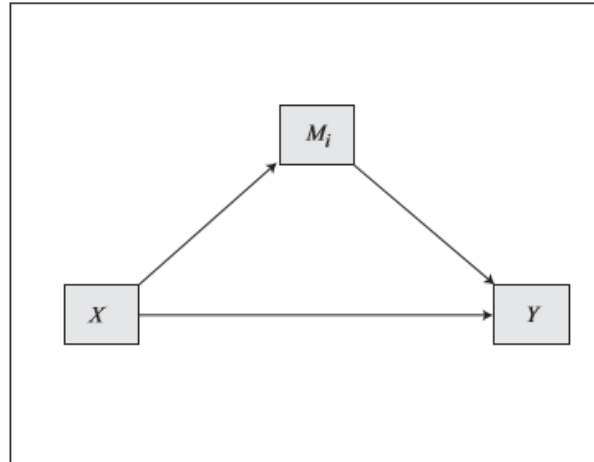
Statistical Diagram

Indirect effect of X on Y through $M_i = a_i\, b_i$

Direct effect of X on $Y = c'$

*Model 4 allows up to 10 mediators operating in parallel

(Preacher & Hayes, 2008)

Appendix 11

Ethics Acceptance Letter

Auckland University of Technology Ethics Committee (AUTEC)
Auckland University of Technology
D-88, Private Bag 92006, Auckland 1142, NZ
T: +64 9 921 9999 ext. 8316
E: ethics@aut.ac.nz
www.aut.ac.nz/researchethics

4 December 2018

M
Faculty of Business Economics and Law

Dear M

Re Ethics Application: **18/438 Fast fashion: The impact of impulse purchasing on shopper's emotions, re-patronage and switching intentions**

Thank you for providing evidence as requested, which satisfies the points raised by the Auckland University of Technology Ethics Committee (AUTEC).

Your ethics application has been approved for three years until 3 December 2021.

Standard Conditions of Approval

1. A progress report is due annually on the anniversary of the approval date, using form EA2, which is available online through http://www.aut.ac.nz/research/researchethics.
2. A final report is due at the expiration of the approval period, or, upon completion of project, using form EA3, which is available online through http://www.aut.ac.nz/research/researchethics.
3. Any amendments to the project must be approved by AUTEC prior to being implemented. Amendments can be requested using the EA2 form: http://www.aut.ac.nz/research/researchethics.
4. Any serious or unexpected adverse events must be reported to AUTEC Secretariat as a matter of priority.
5. Any unforeseen events that might affect continued ethical acceptability of the project should also be reported to the AUTEC Secretariat as a matter of priority.

Please quote the application number and title on all future correspondence related to this project.

AUTEC grants ethical approval only. If you require management approval for access for your research from another institution or organisation, then you are responsible for obtaining it. If the research is undertaken outside New Zealand, you need to meet all locality legal and ethical obligations and requirements. You are reminded that it is your responsibility to ensure that the spelling and grammar of documents being provided to participants or external organisations is of a high standard.

For any enquiries, please contact ethics@aut.ac.nz

Yours sincerely,

Kate O'Connor
Executive Manager
Auckland University of Technology Ethics Committee