

Impact of Impulse and Hedonic Buying on Mobile Shopping and Cognitive Dissonance: A Study in Tenkasi

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Article History:

Received: 12-01-2025

Revised: 15-02-2025

Accepted: 01-03-2025

Abstract:

This study investigates the impact of impulse buying and hedonic buying on Cognitive Dissonance in the context of Tenkasi, Tamil Nadu. The impulse buying refers to status consumption and pursuit of happiness, while hedonic buying refers to the digital payments and online review which induce buying. Both impulse buying and hedonic buying are closely linked to materialism, which in turn influences cognitive dissonance. Cognitive dissonance the psychological discomfort experienced after making a purchase is a significant concern in the context. The study employs a structured questionnaire to collect primary data from 385 respondents. The statistical model was tested by using the Structural Equation Modeling (SEM), analyzed using SPSS and AMOS software.

Keywords: Impulse buying, Hedonic buying, Mobile shopping, Cognitive dissonance, consumer behaviour

Introduction

Technological innovations have reshaped consumer purchasing habits. The advent of mobile shopping, facilitated by smartphones and digital payment systems, has transformed traditional retail into a more convenient, accessible and personalized experience. This shift has given rise to new consumer behaviours. Particularly hedonic buying and impulse buying, which are increasingly prevalent in the digital marketplace. These behaviors are not only reshaping culture but also influencing psychological outcomes such as cognitive dissonance a state of mental discomfort that arises if consumers experiences conflicting thoughts or emotions after making a purchases. Consumers can now shop anytime and anywhere, leading to a significant increase in online transactions. According to recent studies mobile shopping is particularly popular in developing countries because ease of browsing products, comparing prices and making purchases through mobile apps has made shopping a seamless and enjoyable experience for many consumers. However, this convenience also comes with challenges, as the digital environment often encourages impulsive and hedonic driven purchasing decision. In the context of mobile shopping, hedonic buying happens

when people shop online because it's enjoyable, they like the pictures, tailored advice and they get ideas for new things to buy and the emotional connections to shopping is particularly evident in mobile commerce, where the convenience of digital payments and the influences of online reviews amplify the hedonic experience. The convenience of mobile shopping and digital payments makes it easier for people to buy things without thinking twice. As well as impulse buying might regret it. So the cognitive dissonance is created by the mobile shopping. Specifically, the study seeks to analyze the relationship between materialism, hedonic buying and impulse buying. Explore the psychological outcomes of hedonic buying and impulse buying, particularly influences with cognitive dissonances. This study aims to explore the impact of hedonic and impulse buying on mobile shopping and cognitive dissonance in the context of Tenkasi, a developing region in India.

Review of literature

Hedonic Buying

Hirschman and Holbrook (1982) says the Hedonic consumption is the behaviour of a pleasant experience entertainment and sensory gained from purchasing a product or service.

Bakirtas and divanoglu (2013) The Hedonic shopping is also pleasure and joy that a consumer expects from shopping.

Online Review

Park and lee investigated the relationship between consumer characteristics, attitude toward online reviews and found a significant relationship between online reviews and purchase influence.

Chevalier. J and Mayzlin.D. The number of online reviews is always used to determine the product as it is represent high product popularity.

Digital payments

Digital payments have significantly impacted consumer behaviour, leading to increased online shopping and higher transaction research by Kristu Jayanti college (2023) examined the positive effects of digital payments on consumers.

Impulse Buying

Rook D.W (1987) investigated the consumers who succeed with their impulse buying tend to feel good, satisfied, happy and wonderful.

Chen. Y and Zhang.L (2015) Studied the online impulse buying is an action without intention but a mental reaction that is exposed to external online stimuli.

Status Consumption

Roberts (2000) Discussed that the rise of an overall consumer culture has possibly extreme negative outcomes. Materialism and status consumption are the foundation of the consumer culture, Whereas compulsive buying is a harmful consequence of the consumer culture.

Pursuit Happiness on buying

Supriya M. Kala and Anita Goyal (2003) Explored the relationship between happiness and impulse buying, finding that positive emotions can act an internal motivators for spontaneous purchases.

Van Boven (2005) suggested that experiences and less easily compared that material goods-harder to align therefore might be less influenced by social comparisons than material goods.

Materialism

Fournier(1991) found out that materialism can be conceptualized as a value-oriented aspect that reflects a set of beliefs that describes the importance of possession in one’s life.

Belk. R.W (1985) Materialism the possession assumes to be a central place in their life and they believe it could provide the greatest source of satisfaction and dissatisfaction.

Cognitive Dissonance

George.P and Edward. M (2009) The impact of personal involvement in a purchase decision on the information needed to reduce cognitive dissonance related to the purchase and discovered that the degree to cognitive dissonance experienced.

Koller.M and Salyberger.T(2007) Introduction the theory of cognitive dissonance has been applied in various research fields and the most prominent one has been consumer behaviour research

Research Methodology

Research model

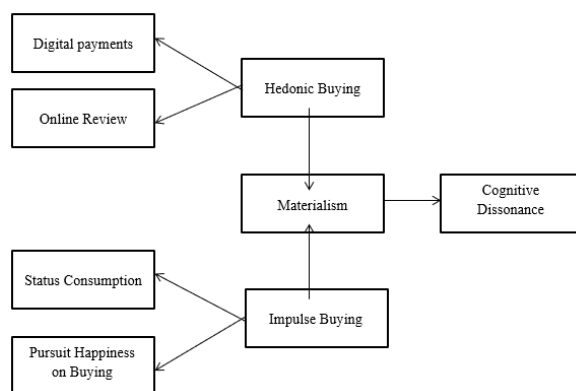


Figure 1 Theoretical and Empirical Definitions of Variables

1. Hedonic Buying

Hedonic buying refers to purchasing behaviour influenced by emotions pleasure and functional needs. It is linked to emotions of happiness, excitement and emotional satisfaction through online shopping.

2. Digital Payments

Digital Payments refers to transaction where money is exchanged without the use of physical cash. Online payments platforms such as mobile payments apps, internet banking systems, e-wallets online

payment processors and digital payments gateways. These payments are fast, secure and convenient enabling transactions from internet connection.

3. Online Review

An online rating and comment or feedback posted on the internet by a customer or user about a product, service and experience about mobile shopping online review influencing hedonic motivation to buying.

4. Impulse Buying

Impulse buying refers to the unplanned purchase without advance planning or thought. It is influenced by emotions, advertisements and it is characterized by a immediate need to buy something without planning.

5. Status Consumption

Status consumption refers to the act of purchasing and using goods or services to project a desired social image. This behaviour the purchase of high end products that convey social standing and reputation.

6. Pursuit of Happiness

Pursuit of Happiness is about living a life that is rich in purpose, joy and making intentional choices to achieve that or other activities. It is often linked to impulse buying.

7. Materialism

Materialism refers to a buying behaviour to place a high values on possessions often linking them to happiness, success and social status. In the context of impulse buying and hedonic buying materialism.

8. Cognitive Dissonance

Cognitive dissonance in mobile shopping refers to the psychological discomfort to a person feels after making a purchase through a mobile app.

Hypothesis Generation from Conceptual Models

H₁ - Digital payments have a positive influence on hedonic buying behaviour.

H₂ - Online reviews have a positive influence on hedonic buying behaviour.

H₃ - Hedonic buying has a positive influence on materialism.

H₄ - Status consumption has a positive influence on impulse buying behaviour.

H₅ - The Pursuit of Happiness has a positive influence on impulse buying behaviour.

H₆ - Impulse Buying has a positive influence on Materialism.

Data Collection Criteria

Primary data collection through structured questionnaire for collection primary data convenient sampling method was used to select a sample size of 385 respondents.

Measurements Tools

The primary data used in this study was obtained from an questionnaire. The Questions for all the variables have been measured by a five-point scale ranging from (1) “*Strongly disagree*” to (5) “*Strongly agree*”.

RESULTS

Statistical Analysis and Findings

The tools used were SPSS software and AMOS graphics. The techniques used were CFA and path analysis that is SEM.

A. Factor Loadings

The factor loadings for every item of each construct is checked against the criteria to be 0.5 or higher, only the items that fulfilled this criterion were included in the final analysis, once the items with lower than 0.5 factor loading were excluded from the data, the estimates were computed again to check for the factor loadings for the remaining items. The Table 1 shows the variable with higher factor loading.

Table 1 Final Factor Loadings Included in Analysis

Measurement Items	Variables	Item	Factor Loading
Shopping makes me feel better.		HB1	0.912
I shop because I want to myself to be special.		HB2	0.918
Shopping is Adventurous.	Hedonic Buying	HB3	0.726
I enjoy shopping.		HB4	0.688
The online reviews give me relevant information for buying.		OR1	0.829
The online reviews give me meaningful information for buying.	Online Review	OR2	0.869
The online reviews give me important information for buying.		OR3	0.897
The online reviews give me useful information for better shopping.		OR4	0.927
Digital payments reduces addition costs.		DP1	0.864
Digital payments increase hedonic purchases.		DP2	0.935
Digital payments eliminates carrying cash or cards.	Digital Payment	DP3	0.778
Using digital payment for shopping is enjoyable and exciting.		DP4	0.723

I buy a lot of goods I did not plan to buy in advance.		IB1	0.890
I buy immediately without thinking if I really need them.	Impulse Buying	IB2	0.859
I say to myself buy now and think later.		IB3	0.933
I often buy and later wonder why I bought them.		IB4	0.782
New products that exude high social status are of interest to me.		SC1	0.915
Simply because a product has prestige, I would purchase it.	Status Consumption	SC2	0.786
A product with status would command a higher price for me.		SC3	0.775
I don't give a damn about a product's status.		SC4	0.688
Having some of the things I need would make my life better.		PH1	0.832
Being able to purchases more items would make me happier.	Pursuit of Happiness	PH2	0.764
Sometimes I get really annoyed that I can't afford to get everything I want.		PH3	0.775
I frequently make impulsive, thoughtless purchases using my mobile device		PH4	0.688
I look up to those who own pricey homes, vehicles and apparel.		M1	0.902
Among life's greatest accomplishments is obtaining material belongings.	Materialism	M2	0.931
The items that I own reveal a lot about my level of success in life.		M3	0.973
If I could afford to purchase more items, I would be happier.		M4	0.945
I attempt to defend my impulsive buy to myself or others.		CD1	0.957
When I make impulsive purchases, I fear that I have made a mistake.	Cognitive Dissonance	CD2	0.911
I occasionally become nervous or uncomfortable after making hedonic purchases.		CD3	0.805

I am relieved when I justify my hedonic purchases.

CD4 0.942

B. Reliability and Validity

There are two ways to measure the security of an instrument: Cronbach's Alpha and Composite reliability that each value must be >0.7. In Table each construct has a value of greater than 0.7 either Cronbach's Alpha or Composite Reliability. In other words, the reliability of this study's construct was established.

Table 2 Reliability and validity of constructs

Variable	Item	Loading	AVE	Composite Reliability	Cronbach's Alpha
Cognitive Dissonance (CD)	CD1	0.957	0.818	0.947	0.926
	CD2	0.911			
	CD3	0.805			
	CD4	0.942			
Materialism (M)	M1	0.902	0.875	0.967	0.953
	M2	0.931			
	M3	0.973			
	M4	0.945			
Impulse Buying (IM)	IM1	0.890	0.749	0.924	0.887
	IM2	0.859			
	IM3	0.933			
	IM4	0.782			
Status Consumption (SC)	SC1	0.915	0.718	0.911	0.881
	SC2	0.786			
	SC3	0.866			
	SC4	0.821			
Pursuit of Happiness (PH)	PH1	0.832	0.585	0.849	0.769
	PH2	0.764			
	PH3	0.775			
	PH4	0.688			
Hedonic Buying	HB1	0.912	0.723	0.912	0.869
	HB2	0.918			

(HB)	HB3	0.726			
	HB4	0.688			
Digital Payments (DP)	DP1	0.864	0.776	0.934	0.902
	DP2	0.935			
	DP3	0.778			
	Dp4	0.723			
Online Review (OR)	OR1	0.829	0.684	0.896	0.859
	OR2	0.869			
	OR3	0.897			
	OR4	0.927			

When the loading factor's minimum value is greater than 0.5, or better still, greater than 0.7, and the Average Variance Extracted (AVE) result is greater than 0.5, the construct is considered legitimate. With an AVE value of >0.5 for each variable in the table, the latent constructs demonstrated convergent validity. The indicators' variance may be explained by each variable to a greater extent than 50%. Despite falling short of the optimal loading value of 0.7, the value is still greater than 0.5, indicating that all constructs meet the requirements for convergent validity.

Table 3 Discriminant validity

	CD	DP	HB	IB	M	OR	PH	SC
CD	0.880							
DP	0.711	0.938						
HB	0.719	0.709	0.853					
IB	-0.42	-0.61	-0.56	0.848				
M	0.608	0.609	0.746	0.346	0.906			
OR	0.634	0.764	0.685	0.374	0.433	0.867		
PH	0.640	0.718	0.676	0.402	0.537	0.562	0.792	
SC	0.738	0.583	0.685	0.289	0.471	0.431	0.773	0.828

The table shows each variable's correlation value together with the square root AVE findings in bold. The study's constructs meet the criteria for discriminant validity by examining the square root of AVE values, which show that each variable has a value greater than the correlation between the variables. In order for the research to proceed with testing structural models, the constructs of this study have undergone reliability and validity testing.

C. CFA Model Fit

Once the factor loadings, validity and reliability for each construct has been checked for, the model fit of the variables was tested employing different SEM benchmarks (Kline, 2005).

Table 4 Model Fit Summary

	CMIN/DF	NFI	GFI	AGFI	RMR	TLI	CFI	RMSEA
Model	1.151	0.991	0.991	0.975	0.007	0.997	0.999	0.020

From the above Table the model fit indicate a Chi-Square/ Degrees of Freedom (CMIN/DF) value of 1.151. Root Mean Square Residual (RMR) value of 0.007. Goodness of fit Index (GFI) value of 0.991. The Adjusted Goodness of fit Index (AGFI) value of 0.975. The Normal Fit Index (NFI) value of 0.991. Comparative Fit Index (CFI) value of 0.999. The Root mean Square Error of Approximation (RMSEA) value of 0.020 is excellent as values less than 0.05 are considered indicative of a good fit.

D. Hypothesis Testing using Path Analysis

Hypothesis testing, SEM was used. The path analysis for the model indicated that, Materialism has an extremely significant positive impact on impulse and hedonic Buying with a p-value of 0.00, and has a highly positive significance impact on materialism with p-value of 0.05 so Hypothesis is accepted. It can be clearly said that materialism is affected by impulse and hedonic buying behavior which is directly affected by cognitive dissonance (See below in figure 2).

Figure 2 Results of the Path Analysis Model

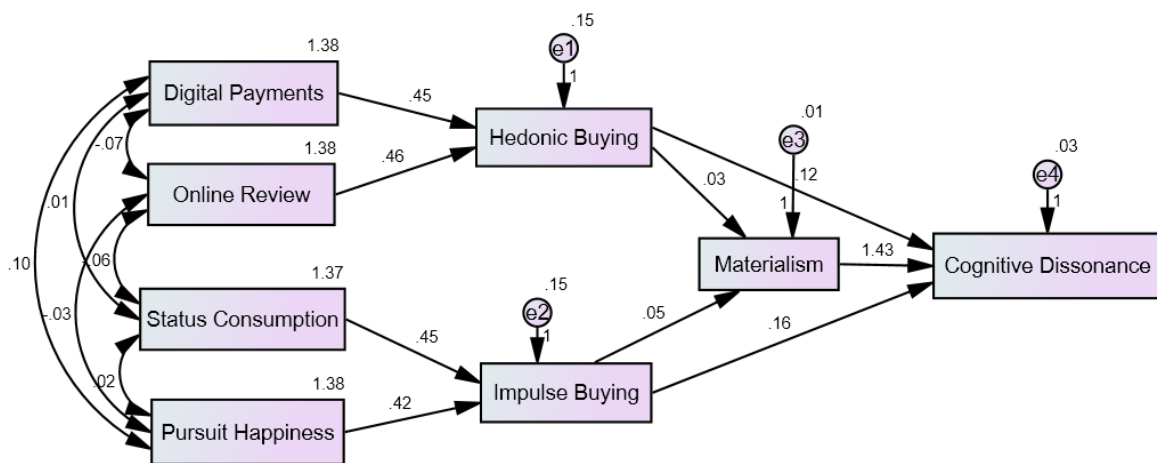


Table 4 Result of Path Analysis Tables

		Estimate	S.E	β	C.R	P-value
Hedonic Buying	← Digital Payment	0.452	0.017	0.635	26.415	***
Hedonic Buying	← Online Review	0.60	0.017	0.648	26.936	***
Impulse Buying	← Status Consumption	0.449	0.017	0.639	26.630	***
Impulse Buying	← Pursuit Happiness	0.420	0.017	0.600	25.002	***

Buying Materialism	← Happiness Hedonic	0.032	0.006	0.245	5.329	***
Buying Materialism	← Buying Impulse	0.047	0.006	0.353	7.663	***
Buying Cognitive Dissonance	← Buying Materialism	1.428	0.089	0.492	16.033	***
Buying Cognitive Dissonance	← Impulse Buying	0.155	0.012	0.398	13.365	***
Buying Cognitive Dissonance	← Hedonic Buying	0.116	0.011	0.303	10.560	***

Source: Computed Primary Data

From the above Table, the Hypothesis testing results, analyzed using Structural Equation Modeling (SEM). Digital payments and Online reviews have a strong positive influence on hedonic buying behavior with $\beta = 0.635$ and 0.648 .

Status consumption and pursuit of Happiness have a strong positive influence on impulse buying behavior with $\beta = 0.639$ and 0.600 .

Hedonic buying and impulse buying positively influences on materialism with $\beta = 0.245$ and 0.353 .

Materialism, impulse buying and hedonic buying positively influence on cognitive dissonance $\beta = 0.492$, 0.398 and 0.303 , Respectively these behavior lead to cognitive dissonance psychological discomfort. All Hypotheses were supported at p-value < 0.001 .

Conclusion

The results of the current study have important implications for researchers and society in general. The impact of hedonic buying and impulse buying has been an increase in the spread of consumer culture around the world, as consumers in the developing countries are increasingly becoming influenced by cognitive dissonance in mobile shopping. The findings reveal that digital payments and online reviews significantly influence by hedonic buying behaviour, while status consumption and the pursuit of happiness influence by hedonic buying behaviour. Both impulse buying and hedonic buying are closely linked to materialism, influences by the cognitive dissonance. While impulse and hedonic buying behaviours are prevalent in mobile shopping due to the convenience and emotional appeal of digital platforms, they can lead to cognitive dissonance among consumers. Therefore consumers must be mindful of these behaviours to ensure a positive and satisfying shopping experiences. Consumers should make more thoughtful purchasing decisions, while consumers should focus on reducing the impact of impulse and hedonic buying. By doing so, they can achieve more positive and satisfying shopping experiences.

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