

# Exploring the Relationship among Hedonic Shopping Motivation, Impulse Buying, Post-Purchase Regret, and Coping

*Ben-Roy Do, Usuluddin and Chi Ning Chan*

National Central University

## Abstract

Hedonic shopping motivation often results in impulse buying, and the outcome or the process of impulse buying may result in post-purchase regret and consequently coping to deal with the regret. However, is it possible that when a consumer engages in hedonic shopping motivation, s/he has “prepared” to face the consequence to consider coping, even before impulse buying? Using structural equation modeling (SEM), a total of 310 valid questionnaires were collected to test the initial model of hedonic shopping motivation towards impulse buying, with direct path toward coping, and indirect path mediated by post-purchase regret. Based on the Modification Index, additional path from hedonic shopping motivation toward coping was added and re-analyzed, resulting in better fit. All research hypotheses were supported.

*Keywords:* Hedonic shopping motivation, impulse buying, post-purchase regret, coping.

## 1. Introduction

While prior research on shopping motivation primarily focused on utilitarian or hedonic drives [4], research on the consequence of hedonic shopping motivation often emphasized the external results, such as customer satisfaction [13], positive word of mouth [23], and loyalty and repurchase intentions [26]. However, few research focused on the internal response to hedonic shopping motivation, such as emotional-driven behavior. Given that hedonic shopping motivation emphasized the pleasure the consumer seeks [2], the present study explored one type of emotional-driven behavior, impulse buying, that may bring positive or negative reaction to the consumer. While impulse buying may reflect the “high” and urge to make unplanned purchase, it is also possible that emotional conflict may surface [21], and the consumer will need to think more.

One consequence of impulse buying is post-purchase regret, which is commonly experienced after making a decision, and people may try to do something to regulate the regret, as well as the consumption context [32]. According to cognitive dissonance theory proposed by Festinger and Carlsmith [7], when cognitive conflict exists, people may